**Style and Cost of Advertising**

**in In/Outside of Hall**

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| Position | **Style** | **Size（H\*W）** | **Unit** | **Quantity** | **Cost(CHY)** |
| Square/Yard | on the Fence of Exhibition Hall | 3\*12 | M3 | 16 | 35,000/piece/exhibition |
| On Wall of Exhibition Hall | 2.4\*4 | M3 | 230 | 40,000/5 pieces/exhibition |
| At North Square/Billboard on Yard | 4\*8（one side） | M3 | 18 | 45,000/piece/exhibition |
| 4\*8（double sides） | M3 | 12 | 55,000/piece/exhibition |
| Light Box at Subway Entrance/Exit（Hall 4 and Hall 5） | 3\*2 | M3 | 10 | 8,000/piece/exhibition |
| Lobby | Banner/ canvas in North Lobby | 10\*10 | M3 | 14 | 80,000/piece/exhibition |
| Billboard on South Lobby (near to Exit/Entrance) | 4\*8&4\*16（one side or double sides） | M3 | 2 /1 | 50,000&75,000/piece/exhibition  (one side)  75,000&90,000/piece/exhibition（Double sides） |
| Billboard on South Lobby（near to Central） | 4\*8（one side or double sides） | M3 | 1 | 50,000&70,000/piece/exhibition |
| Flag in Hall 3（The position confirmed on site） | Billboard（Double sides） | 12\*8 | M3 | On request | 80,000/double sides/exhibition |
| Main Walkway | Stickers on Ground | 2\*2 | M3 | On request | 3,000/piece/exhibition |

**Tips：**

1) The above cost does not include the design fee. The designing shall be provided by the exhibitor. If the advertisement company's picture design is required, the fee shall be calculated separately.

2) All advertising pictures shall be provided to the advertising department 7 working days before the exhibition opening for production and installation. If the production time is less than 5 working days, the advertising department will charge 10% - 30% of the expedited fee as appropriate under the condition of ensuring the production;

3) Requirements for spray painting (electronic file) pictures, color mode: CMYK, pixel: actual size 36dpi, file format: JPG; requirements for photography (electronic file) pictures, color mode: CMYK, pixel: actual size 72dpi, file format: JPG;

4) After the signing of the contract, if a project is cancelled one week before the advertising company move in the exhibition venue due to the customer's reason, the customer shall pay 60% of the project amount to the advertising company as the default fee; if a project is cancelled three days before the advertising company move in the exhibition venue, the customer shall pay the full amount of the project cost to the advertising company.

5) After the contract is signed, if the content (including picture and size) of a project in the contract needs to be changed, the customer needs to ask the advertising company whether the production can be changed. The specific expenses incurred shall be settled through negotiation when they actually occur.

6) When an advertisement space is proposed to be added within three days before move in the exhibition venue, an additional 30% urgent fee will be charged if the production time of the advertisement company allows.