



# VIV QINGDAO 2021

QINGDAO, CHINA

15-17 SEPTEMBER

POWERED BY VIV

## Customized Marketing Opportunities



[WWW.VIVCHINA.NL](http://WWW.VIVCHINA.NL)

**VNU** | 万耀企龙 **VNU** | EUROPE



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International trade show  
from Feed to Food

## Direct Access to Potential Customers through Diversified Display

The year 2020 has been extremely challenging for both VIV Qingdao and the global animal husbandry industry. Despite the pandemic crisis, we have been forging ahead and striving for innovations. The organizers of VIV Qingdao 2021 will double their efforts in further expanding the value of the exhibition and helping enterprises develop business opportunities before, during and after the exhibition.

In 2021, we will fully roll out 365-day multi-channel exhibition platforms, providing services such as precise on-line and off-line trade match-making, in-depth interview and reports, company recommendation, etc. Through the overall customized marketing scheme featuring off-line exhibition + on-line promotion and digital marketing tools, we seek to boost interactions between you and core buyers and increase the effectiveness of advertising, so as to achieve trade and business cooperation in an efficient manner.

— VIV Qingdao 2021



**50,000**  
Exhibition Area



**30,000+**  
Visitors



**500+**  
Exhibitors



**300+**  
VIV Industry Leaders



**20+**  
Conferences



**300+**  
Hosted Buyers



**150+**  
Media



**100+**  
Delegations



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## On-Site Advertising

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## On-site Advertising

### Print Materials

#### 01 Visitor Badge

All visitors will need a visitor badge to enter the exhibition halls. The badge will be valid for three days and will be carried by everyone. This is one of the advertisements that will give you the most exposure.

Ad Form: company logo printed on the badge itself.

Design suggestion: you can add your booth number to the promotional images, which helps to improve your booth exposure.

Fee description: it includes advertising placing, printing and distribution, but excludes page design

##### 1.1 Top Banner

Size (W x H): 95mm x 40mm

Price: RMB 30,000

Quantity: exclusive

##### 1.2 Bottom Back Side

Size (W x H): 95mm x 100mm

Price: RMB 30,000

Quantity: exclusive

##### 1.3 Top Banner and Bottom Back Side

Size (W x H): 95mm x 40mm, 95mm x 100mm

Price: RMB 50,000

Quantity: exclusive



#### 02 Visitor Badge Lanyard

Badge Lanyards will be worn by everyone with a visitor badge. Each neck strap only displays the information of one enterprise, which is eye-catching and cost-effective.

Form: company logo, company name and booth number printed on the sling will be displayed together with the exhibition logo.

The organizer will design, produce and distribute the lanyards on-site.

##### 2.1 Non-exclusive Visitor Badge Lanyards

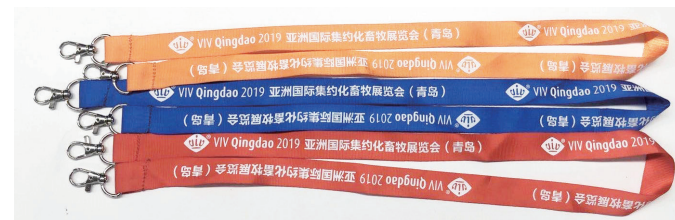
Price: RMB 25,000 / 10,000 piece

Quantity: 3 companies

##### 2.2 Exclusive Visitor Badge Lanyards

Price: RMB 50,000

Quantity: exclusive







The show guide contains important information about the event, such as: exhibition services, exhibitor directory, booth guide map, conference event arrangement, etc.

### 3.1 Back Cover

Size (W x H): 154mm x 216mm  
(3mm bleed included)

Price: RMB 25,000

### 3.2 Inside Front Page

Size (W x H): 154mm x 216mm  
(3mm bleed included)

Price: RMB 20,000

### 3.3 Inside Back Page

Size (W x H): 154mm x 216mm  
(3mm bleed included)

Price: RMB 20,000



Size (W x H): 154mm x 216mm  
(3mm bleed included)

Price: RMB 12,000



### 3.5 Mark on Show Guide

Content: company logo, website, introduction

Material: Chinese introduction within 100 words, English introduction within 100 words.

**Price: RMB 3,000**  
(Displayed in English and Chinese)

[illegible]



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## 04 Water Bottle Sticker

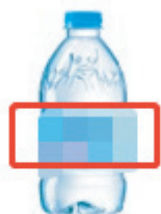
Mineral water bottles will be placed in the main and most visited area of the exhibition. The Exhibition staff will distribute the water bottles to as many visitors as possible to guarantee maximum exposure.

Form: company's promotional picture will be printed on the wrapping paper of the mineral water bottle.

Suggestion: get more international visitors attention with the Chinese and English versions of the advertisement.

Fee description: it includes the printing of the mineral water bottle wrapper, the purchasing, transportation and storage and placement of the mineral water, on-site staff arrangement, etc., but excludes the advertising design for the exhibitor.

Size (W x H): 150mm x 44mm



### 4.1 Non-exclusive Water Bottle Sticker

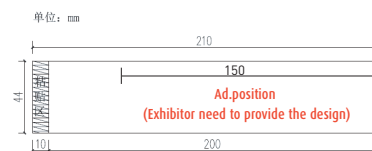
Price: RMB 25,000 / 5,000 bottles

Quantity: 3 companies

### 4.2 Exclusive Water Bottle Sticker

Price: RMB 50,000 / 10,000 bottles

Quantity: exclusive display for more than 10,000 bottles, additional purchase is available, RMB 5 / bottle



## 05 Official Show Bag

The official show bag will be distributed free of charge at the visitor check-in and are used a lot in the exhibition hall. The bag is of high quality and which means that many visitors will keep using the bag even after the exhibition.

Your company's promotional images will be printed on the larger sides of the bag which will include the company's logo, company name, booth number and other important information. A copy of the company's promotional materials will also be placed into the bag.

Description: includes bag design, printing, transportation, storage, distribution; does not include corporate leaflet printing distributed with the bag.

Size (L x W x H): 45cm x 40cm x 18cm

### 5.1 Non-exclusive Official Show Bag

Price: RMB 30,000 / 2,000 set

Quantity: 2 companies

### 5.2 Exclusive Official Show Bag

Price: RMB 50,000 / 5,000 set

Quantity: exclusive display for more than 5000 units, additional purchase is available, RMB 10 / unit





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## 06 Lunch Voucher

The lunch voucher sponsorship is for both the general vouchers as well as the VIV Industry Leaders vouchers. These badges will be distributed to pre-registered visitors, delegations, on-site participants and lounge area.

### Lunch Voucher

Amount: 1,000

To: pre-registered visitors  
delegation groups  
on-site interactive participants



Lunch Voucher

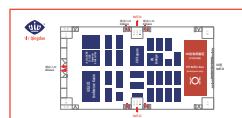
### VIV Industry Leaders Buffet Voucher

Amount: 600

To: lounge area

Price: RMB 30,000

Quantity: 1 company



VIL Buffet Voucher

## On-site Advertising

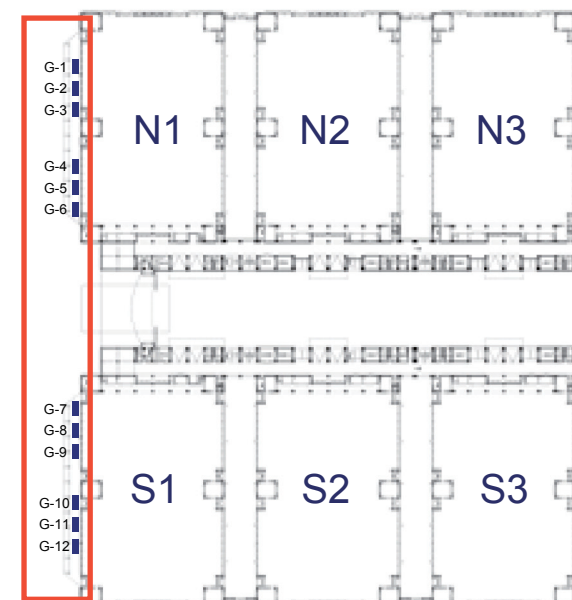
### 07 Wall Banner Advertising at the Entrance

Location: exterior wall of N1 / S1

Size (W x H): 15m x 7m

Price: RMB 50,000

Quantity: 12 (No: G-1 ~ G-12)





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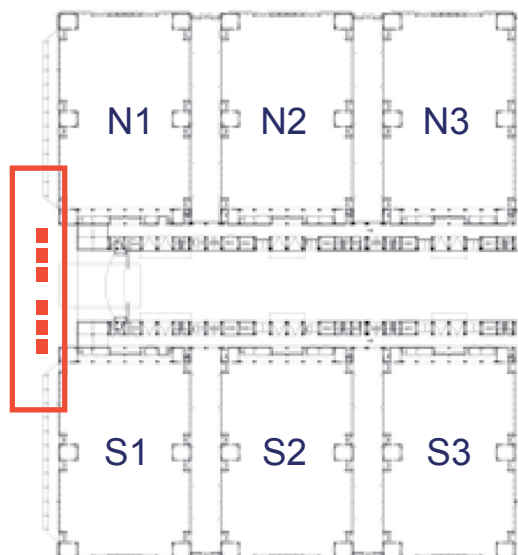
## 08 Outdoor Billboard Advertising at the Entrance

Location: facing parking area

Size (W x H): 5m x 3m

Price: RMB 30,000

Quantity: 6



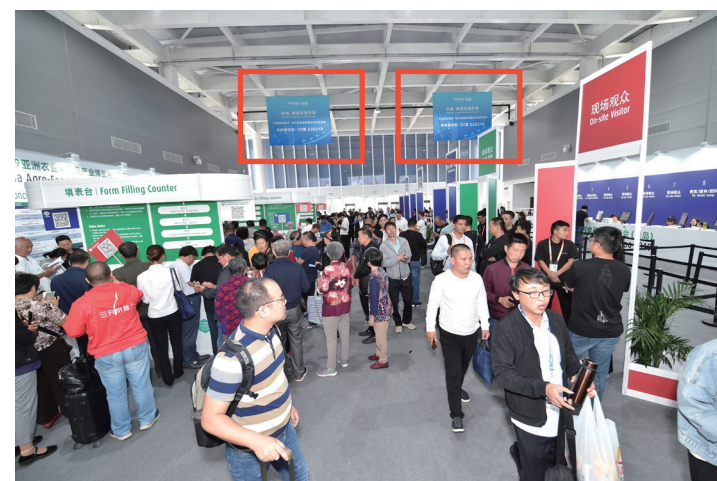
## 09 Hanging Banner at the Registration Hall

Location: on the side walls inside the registration hall

Size (W x H): 4m x 3m

Price: RMB 30,000 / 2 Pairs

Quantity: 4 Pairs





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## 10 Banner at the Entrance Hall

Size (W x H): 1.4m x 4.1m

Price: RMB 5,000

Quantity: 4 / Each Hall

Size (W x H): 1.9m x 4.1m

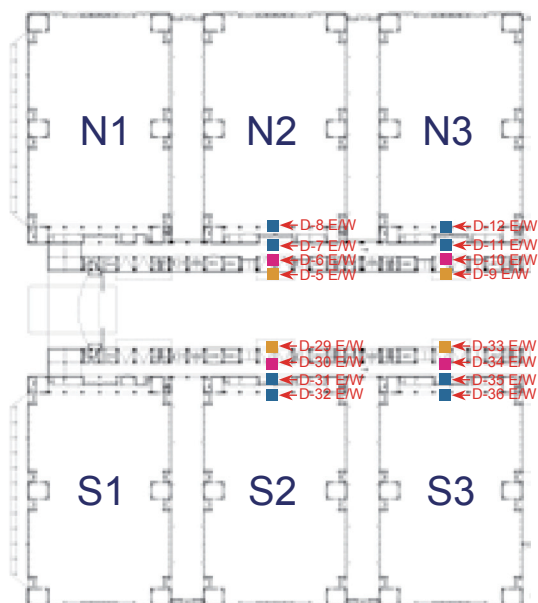
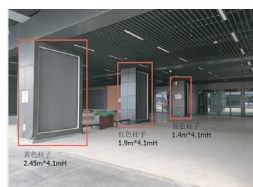
Price: RMB 7,500

Quantity: 2 / Each Hall

Size (W x H): 2.45m x 4.1m

Price: RMB 10,000

Quantity: 2 / Each Hall



## 11 Banner Along the Corridor

Location: side walls of connecting gallery (East to West)

Size (W x H): 7.5m x 3m

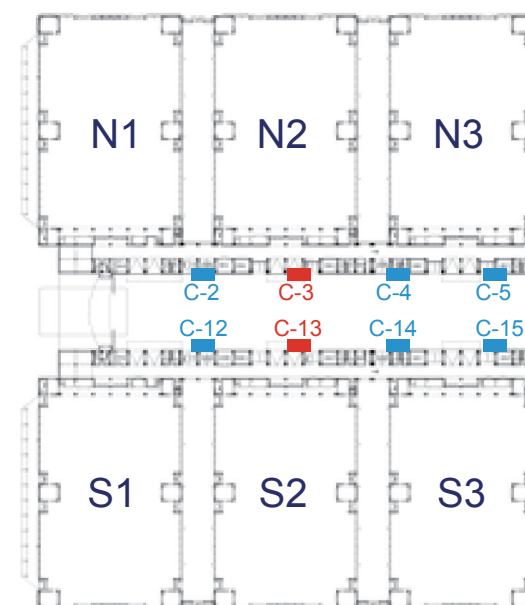
Price: RMB 20,000

Quantity: 6

Size (W x H): 8m x 3m

Price: RMB 22,000

Quantity: 2







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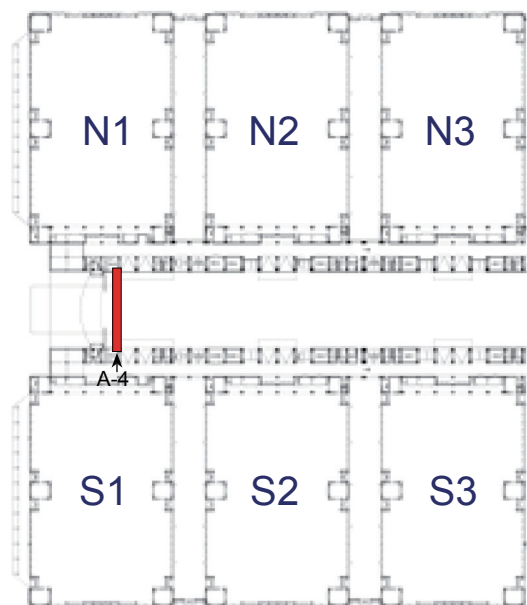
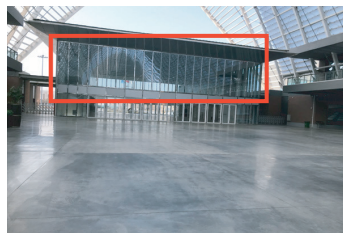
## 12 Large Hanging Banner at the Corridor

Location: at the back side of the registration hall

Size (W x H): 26.4m x 5.25m

Price: RMB 70,000

Quantity: 1 ■ (No: A-4)



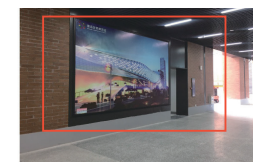
## 13 Banner Along the Middle Corridor

Location: on the walls between middle corridor in connecting gallery (East to West)

Size (W x H): 5m x 3m

Price: RMB 8,000

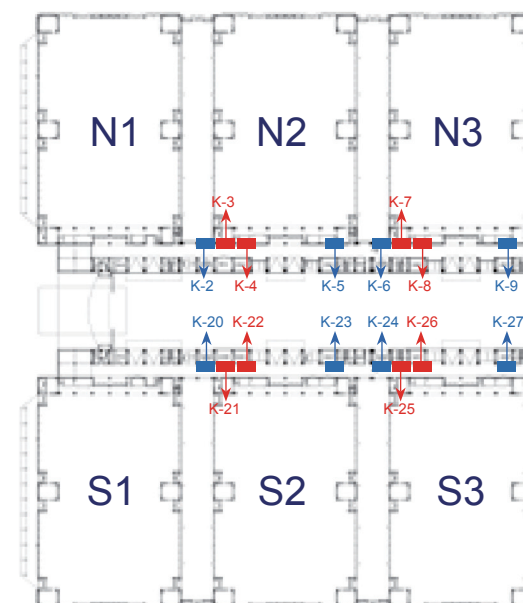
Quantity: 6 ■



Size (W x H): 6m x 3m

Price: RMB 10,000

Quantity: 8 ■





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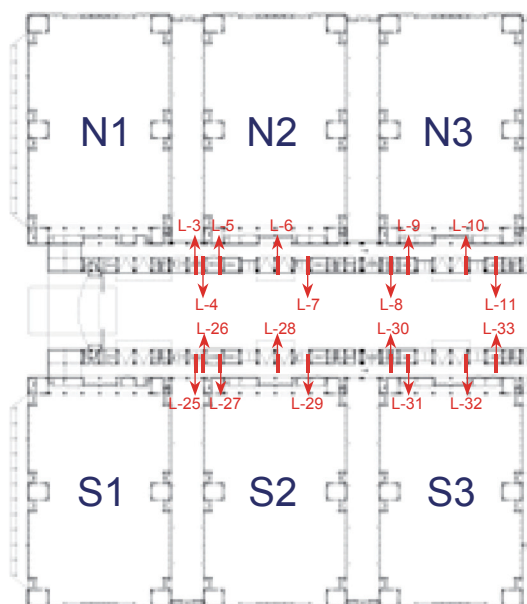
## 14 Banner Between the Middle Corridor

Location: on the walls between middle corridor in connecting gallery (East to West)

Size (W x H): 5m x 3m

Price: RMB 8,000

Quantity: 18



## Campaign Advertising

### 15 E-newsletter Advertising

Your advertisement will be placed in our e-newsletters, which reach 100,000 core visitors, from which you can publicize your exhibition information, announce new products and upcoming on-site activities. This is the most direct and effective way of invitation.

Content: company logo / advertising banner (designed by company 650 x 80px), booth number, company name, company profile within 100 words, official website link.

Material: submit respective content for both the Chinese and English E-newsletters.

#### 15.1 Chinese version

Price: RMB 10,000 / issue

Quantity: 1-2 companies in each mail

#### 15.2 English version

Price: RMB 10,000 / issue

Quantity: 1-2 companies in each mail



Ad. position



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## 16 We-Chat Promotion

WeChat, as one of the most popular social media platforms in China, plays an important role in advertising and spreading industry information. With this service you can send your company's advertisement through our official WeChat to 50,000+ active core followers.

### 16.1 Headline Image Advertising

The headline WeChat will also be republished and published through many industry media, mostly related to the latest developments of the exhibition, with a total reading of 10000+.

Dimensions (W x H): 600 x 200 pixels

Price: RMB 10,000 / 4 issues

Form: picture (content subject to revision)

### 16.2 Non-Headline Wechat Promotion

Requirement: company provides its own text pictures, or WeChat graphic links that have been edited.

Price: RMB 10,000 / article

Form: banner or article (need to be reviewed)



2020年首度推出“在线商贸配对”服务，截止9月展会结束，在线企业已达到450余家，在线买家12,000+，累积完成在线配对1000余场。该平台已累积了丰富的供应与买家资源，来自全球50多个国家和地区的买家积极参与互动，包括：荷兰、巴基斯坦、俄罗斯、伊朗、法国、韩国、德国、马来西亚、菲律宾、尼日利亚、意大利、加纳、埃及、斯里兰卡、孟加拉等。

此外，VIV青岛还全面开通了“云”平台综合服务，展前展中365天持续为行业搭建互动和展示交流的平台。云会议、云采访、云直播等多元化的直播活动广受行业好评。



## 17 Customized Tickets

Before the exhibition, 30,000+ tickets are delivered via media partners, associations, and other networks cooperating with VIV Qingdao. Moreover, on-site distribution at other industry exhibitions and events gives you additional exposure.

Display Form: company logo, Chinese and English names, booth number, main products, website, etc. Every company displays independently and distributes randomly.

Fee description: including ticket design, printing, distribution

Price: RMB 10,000 / 5,000 copies  
RMB 15,000 / 10,000 copies







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## 18 Visitor Pre-registration System Advertising

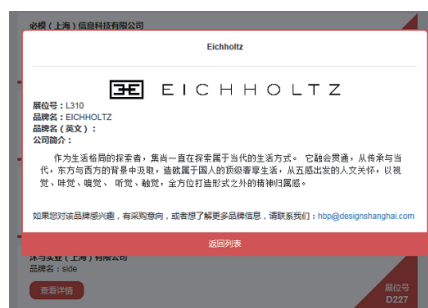
The visitor pre-registration system is a pre-show registration tool for professional visitors, which provides comprehensive visit services. Promoting the company in the pre-registration confirmation letter has unique commercial value.

Form: name, booth number, company profile and other information, displayed on the pre-registration system confirmation page and the "exhibitors" push list of confirmation emails sent to the visitors. There is also a dedicated link to get more information about the company to help viewers learn more about your company.

Prize: Head Line RMB 15,000

Second Line RMB 12,000

Third Line RMB 10,000



Introduction - Pop-up Ad Reference



登记码: BB8FF215  
普通观众 | 单日票

请在手机中保存该确认函, 入场参观时出示。



Banner Advertising Reference (Mobile)



Banner Advertising Reference (Website & Email)



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## 19 Advertisements on Live Streaming Platforms

A live photo sharing platform will be displayed on-site at the exhibition. This will attract a lot of publicity during the exhibition. VIV Qingdao 2020 launched for the first time "Explore VIV" platform and managed to get more than 50,000 page views in 2020.

Form: advertising banners displayed (in rotation) at the top of the live broadcasting platform.

Size: to be confirmed

Price: RMB 10,000

Quantity: 3



VIV Qingdao 2020

已有 58286 人次浏览了此相册

2020.09.17-2020.09.18

山东 青岛

图片直播 热门

9月17日 9月18日



日程表 图片直播 峰会论坛 云游VIV 贸易配对





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## 20 VIV Qingdao Global Live Streaming Room

In 2020, "VIV Qingdao Global Live Streaming Room" came into shape and was officially launched.

With a focus on the new models and experience amid the global epidemic outbreak, it delved into the future of animal husbandry and held many effective conferences which were highly recognized by the industry, with cumulative on-line views over 160,000.

### 20.1 Headline Video Advertising

Video size: below 80mb, mp4 format.

Time: 10 seconds

Time slot: headline video advertising

Price: RMB 10,000

Quantity: 1 / issue

### 20.2 Carousel Images Advertising

Size: 640 x 200px, below 2mb

Time slot: headline image advertising

Price: RMB 10,000

Quantity: 1 / issue

### 20.3 Headline Video Advertising + Carousel Images Advertising

Price: RMB 15,000

Quantity: exclusive

### Main Topic:

- ◆ How to Build Strong Business in China
- ◆ Non-cage Poultry Layers / Animal Welfare Breeding Management
- ◆ Global Pig Genetic Seminar
- ◆ China-Netherlands International Poultry Conference
- ◆ Animal Husbandry Antibiotic-replace and Plant Extracts Seminar



AD Position for Web



AD Position for Mobile phone



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## 21 VIV Qingdao 2021 Welcome Cocktail Party Sponsor

VIV Qingdao 2021 will organize its welcome cocktail party on the first day. The guest list will include leaders of government agencies, industry leaders, corporate representatives and media partners. A great place to network !

### Benefits:

1. The company name and logo will be shown on relevant promotional materials and on-site on the background of the cocktail party.
2. The senior manager of the sponsoring company will be invited to give a speech during the welcome reception. (no more than 2 minutes).
3. 3-minute company video broadcasting before the opening of the cocktail party.
4. List the company as a sponsor on the invitation letter of the cocktail party which will be sent to government leaders, core buyers, media partners and business representatives.
5. 1 free advertisement poster on-site at the cocktail party. (Size: 1 x 2.5m).
6. Get 20 free VIP badges. (You can enter the VIP lounge with your VIP badge to enjoy refreshments and rest).
7. 3 nights hotel accommodation for 2 persons.
8. VIP lunch voucher (9.15-16) for 2 persons.
9. Company logo to be included on the home page of VIV Qingdao's website. (size: 180 x 80 pixels).
10. 1 color page ADV in show guide.
11. List the company name on the show guide.
12. 1 special interview before show which will be published through VIV exhibition's official WeChat and other platforms.
13. Recommendation on the on-line match-making system in your relevant sector and access to the on-line match-making system for the whole year.

**Price: RMB 80,000**

Quantity: exclusive



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## 22 Key Sponsorship for VIV Qingdao 2021

VIV has entered China since 2000. In the past 20 years, it has attracted more than 5,000 exhibitors and 350,000+ professional buyers from more than 80 countries and regions around the world. Rising through 20 years of development, VIV Qingdao 2021 will continue to move forward and create innovative programs to increase the participation value for both exhibitors and visitors.

### Benefits:

1. Listed as conference sponsor of VIV QINGDAO 2021 in the organizer's promotional materials.
2. Logo and company name to be listed on the on-site exhibition promotion material.
3. Company logo to be included on the homepage of the VIV Qingdao website. (size: 180 x 80 pixels).
4. Company logo with URL link always included in our email blasts to our visitors.
5. 30min speech slot at the VIV international summit or a 1 hour webinar, recommended by us, before VIV Qingdao. (The details will be negotiated in advance with you).
6. A large-scale wall banner ADV outside the halls. (size 15 x 7 meters, worth CNY 50,000, product number in the advertisement manual: 07).
7. 2 VIV Industry Leaders badges (with access to VIV Industry Leaders lounge).
8. 3 nights hotel accommodation for 2 persons.
9. VIP lunch vouchers (9.15-16) for 2 persons.
10. 1 color page ADV in show guide.
11. Presented in the Exhibitor Directory of the Exhibition Guide, including sponsor's logo, website, 100-word brief introduction etc. in both Chinese and English (product number in the advertisement manual: 3.5).
12. Listed in the top 10 recommended exhibitors in the sector list for visitor match-making.
13. Priority in the VIV Qingdao 2021 campaign (testimonial selected for buyer recommend, Explore VIV and media interview).

**Sponsorship Fee: RMB 100,000**

Quantity: 5 companies





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## Seminar & Workshop

### 23 Exhibition Meeting Room Rental

Location: Meeting Room on the 2nd floor

**Size: 80m<sup>2</sup> (About 30-50 pax)**

Price: RMB 6,000 (Half Day)

Location: Meeting Room on the 2nd floor

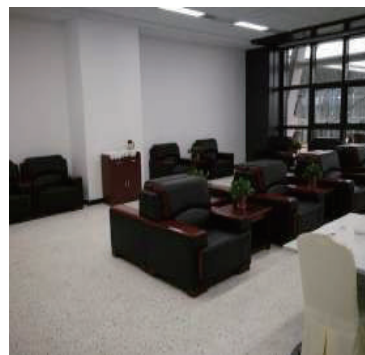
**Size: 160m<sup>2</sup> (About 60-100 pax)**

Price: RMB 10,000 (Half Day)

Location: VIP Room (sofa included)

**Size: 80m<sup>2</sup>**

Price: RMB 10,000 (Half Day)



All conference rooms are equipped with podium, projector, microphone, water, paper and pen, desks and chairs, excluding carpets; please inform us the number of tables and chairs to be arranged 1-2 weeks before the exhibition.



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## ADVERTISING SPECIFICATION

### Printed Advertising Documents

- 1) PC / Macintosh support: Adobe InDesign, Illustrator, Photoshop, and Acrobat PDFs of high resolution for printing quality.
- 2) Unacceptable Programs and File Formats: GIF, JPEG or PNG files.
- 3) QuarkXPress, Adobe PageMaker, Corel Draw, Microsoft Publisher, Microsoft Word, PowerPoint, or low qualities PDFs are also not accepted.

### Online Advertising Documents

- 1) Provide JPG, PNG, GIF, PDF and other files that can be used directly according to the specified size;
- 2) Please do not provide files in such formats as Adobe InDesign, Illustrator and Photoshop.

### Other Requirements:

- 1) Bleeding line: advertisements on promotional publications require a 3mm bleeding. Other advertising materials should be produced in accordance with the actual size, with no need to leave any bleeding lines.
- 2) Color: Only CMYK files are applied to printed materials, RGB files are applied to web banners.
- 3) Resolution: Import images at 100% size and at 300 dpi resolution.
- 4) Fonts: Open Type or Postscript Type 1 fonts only. Avoid using True Type or DFont fonts.
- 5) Color print: high-quality color printing, including cutting lines.

Retrieval of materials: Publishers and producers will not retrieve advertising materials used in previous exhibitions or from other sources on behalf of any exhibitor. You need to provide these materials again.

Reserved rights and disclaimer: Advertising materials cannot be modified or adjusted after printing or production, and must comply with the relevant provisions of the national Advertising Laws. Exhibitors shall bear the risks of possible extra cost and quality loss if the advertising materials they provided fail to meet the requirements described above. VNU Exhibitions Asia Ltd. shall bear no responsibility for any damage or loss occurred in the delivery process of the submitted advertising materials under any circumstances.

**Please send ad materials before Material Due date.**

**VNU Exhibitions Asia Ltd.**

**Add: Business Mansion, Shanghai Exhibition Center, No.1333 Nanjing Road (W) Shanghai, PRC (200040)**





# VIV QINGDAO 2021

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## International Sales Team

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Mr. Philippe Verstuyft  
based in Europe  
Philippe@vnuEurope.com  
Mob: +31 6 1517 3564

Ms. Elaine Lu  
based in Thailand  
elaine@vnuexhibitionsap.com  
Tel: +66 2 1116611 (ext:214)

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## Conference Event

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Mob: +86 139 1737 2737

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Tel: +86 21 6195 3510  
Mob: +86 134 7260 2614

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International trade show from Feed to Food



Qingdao Cosmopolitan Exposition