



# 第十四届中国国际石油石化技术装备展览会 The 14<sup>th</sup> China International Petroleum & Petrochemical Technology and Equipment Exhibition

2014年3月19 - 21日 中国国际展览中心（新馆）  
March 19 -21, 2013 New China International Exhibition Center



**全球最大石油展** *The Largest Petroleum Exhibition in the World*

- ◎ 这里是全球石油装备企业发现商机的窗口
- ◎ 这里是全球石油装备企业分享收获的盛典
- ◎ 这里是全球石油装备企业形象展示的舞台

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## 展前宣传机会 Before the Show >>>



### 1. 展前特刊 cippe Special Issue

在展会前，将制作两本特刊，发布展商介绍及展品介绍，同时关注最新行业政策、业内专家视点、行业新闻，公布最新业内拟在建项目，并面向各大油田、科研院所、专家、用户、专业潜在参观观众发行，还将在全球各大业内知名展会发布，发行量每期5000册。展前特刊为 cippe2013全方位的预热加码，是参展商全方位吸引更多用户前来关注展位重要宣传渠道。

Two special issues will be released before the exhibition, focusing on introduction of exhibitors and exhibits, the latest policies, experts' views, industrial news, projects etc. We distribute the special issues to oil fields, research academies and institutes, experts and buyers. For each issue, 5000 volumes will be published to attract more visitors and exhibitors to the show!

#### 规格 Specification

广告位 Advertisement	尺寸 (毫米) Size (mm)	价格 (人民币/次) Price (CNY / periodical)
封底 Back Cover	210 (W) × 285 (H)	30,000
封二 Inside Front Cover	210 (W) × 285 (H)	18,000
封二对页 Inside Front Cover Gatefold	210 (W) × 285 (H)	20,000
封三 Inside Back Cover	210 (W) × 285 (H)	18,000
彩插内页 Inside Page	210 (W) × 285 (H)	10,000

截止日期：(广告的电子文档) 2013年12月31日

Deadline: (Advertisement digital file submission) 31st Dec., 2013

### 2. 展前预览 Show Preview

展前预览是您与潜在客户亲密接触的绝佳机会。展前预览包括展商名录、展会亮点、特别活动和会议安排。发行量100,000份，将通过我们高质量的数据库发送到相关的行业决策者手中。

Reach your buyers 1 month before the opening of cippe 2013! Show Preview is an excellent opportunity to reach your customers. It will include a comprehensive listing of exhibitors, exhibits highlight, special program, plus the outline of the conference schedule. 100, 000 copies of show preview will be sent to decision makers in relevant sectors basing on our high quality database.

#### 规格 Specification

广告位 Advertisement	尺寸 (毫米) Size (mm)	颜色 Color	价格 (人民币) Price (CNY)
整版 Full Page	256 (W) × 368 (H)	4 色 4 Color	40,000
1/2版 1/2 Page	256 (W) × 180 (H)		20,000
1/4版 1/4 Page	126 (W) × 180 (H)		10,000

截止日期：(广告的电子文档) 2013年12月31日

Deadline: (Advertisement digital file submission) 31st Dec., 2013





### 3. 参观请柬广告 Invitation Flier Advertisement (Exclusive)

参观请柬广告是提高贵公司展位到访率的最高效方法之一。100,000张参观券将通过我们庞大的数据库及渠道发到观众手中，铺开2014振威国际石油展的展前推广活动，为您在整个活动中提供最大程度的曝光率。目标人群包括cippe2013展会观众、贵宾/主要买家及其它重要的工业团体。同时，参观券将会插入60余家国际、国内知名的专业杂志，达到流通最大化。

A highly effective way to get visitors to your booth! 100,000 invitation fliers will be sent to our extensive database to kick-off the pre-show promotional campaign of cippe 2014, offering you the greatest exposure in the whole promotional campaign. The recipients include cippe2013 attendees, VIP / key buyers and other important industry delegates. The Invitation will also be inserted in over 60 local and international leading trade magazines for maximum circulation.

#### 规格 Specification

尺寸 (毫米) Size (mm)	颜色 Color	价格 (人民币) Price (CNY)	标注 Remark
100 (W) x 210 (H)	4 色 4 Color	50,000	独家赞助 Exclusive sponsorship

截止日期：(广告的电子文档) 2013年12月31日

Deadline: (Advertisement digital file submission) 31st Dec, 2013

### 4. 展会官方网站形象宣传 (www.cippe.com.cn) Image Promotion on the cippe Official Website

全新推出的参展企业形象、产品展示宣传，让您在本次展会期间的主推产品直面、高效展示给业内专业群体，达到优先宣传效果。

据统计，网站每天平均点击率为12,300多次，专业人士高浏览量将为您带来更多市场回报机会！网站广告可以根据您的需求量量身定制，如有特殊要求，欢迎联系我们。Email: cippe@zhenweiexpo.com

The organizing committee will provide you the opportunity to promote your company's image and products. Your main products will be got an early propaganda on the cippe official website.

According to the statistics, the average click rate of website is more than 12,300 people per day; the high page view of professionals is the best return for you. The web advertising can be customized according to your needs. If there is some special needs, please contact with us at cippe@zhenweiexpo.com.

#### 规格 Specification

	规格 (像素) Size (px)	价格 (人民币) Price (CNY)
网站首页显著位置产品推介 / Product Promotion on Homepage	160 (W) x 525(H)	40,000 / 月(month)
网站首页左侧显著位置链接广告 / Ads. Link on the Left Side of the Homepage	95(H) x 203(W)	20,000 / 月(month)



## 5. 网站在线宣传 Publicizing on Professional Website

Global Petroleum Net gets a monthly 1500,000 clicks and the web mainly attracts surfers from high-level superintendent, decision-maker, designer & researcher, engineer, purchaser and trader of petroleum equipment from oil fields, purchasing center, engineering enterprise, petrochemical enterprise, academy, trade company and equipment-manufacturing corporation.

邮箱：zhanghaivan@zhenweiexpo.com



## 6. 杂志宣传 Magazine Advertisement

《石油与装备》杂志（官方网址：zazhi.cippe.net）是石油装备行业的一本专业性综合期刊（《中文科技期刊数据库》全文收录期刊，《中国石油文献数据库》收录期刊），为cippe指定宣传杂志。

《石油与装备》杂志报道石油装备行业的新技术、新工艺、新产品和新观念；深度报道该行业大事件，评述装备业发展趋势，阐释企业经营之道，提供石油装备制造厂商与石油生产企业信息交流的平台。

《石油与装备》杂志主要以石油石化行业的高层管理者、决策者、科技人员及物资采购人员等为重点读者对象，读者遍布全国各大油田、工程公司、科研院所和装备制造公司。

《石油与装备》杂志为双月刊，逢双月1日出版，十六开彩色全铜印刷；国内外公开发行，每期发行量30,000余册。

国内统一刊号：CN 37-1021/N 国际刊号：ISSN 1001-9960。

Petroleum & Equipment (Official website: zazhi.cippe.net) is a professional comprehensive journal of petroleum equipment industry ("Database for Chinese Technical Periodicals" Periodical Full-text), The cippe promotional magazine specified. New technology, new arts & crafts, new products and new conceptions of the petroleum & equipment industry are reported in the magazine, which provides an information exchanging platform for petroleum equipment manufacturers and oil producing enterprises. It was published over 30,000 hits per two month, issued bimonthly for public distribution both at home and abroad, printed on full-color copper sextodecimo papers, with main target readers such as top managers, decision makers, technological and purchasing personnel of petroleum & equipment industry, covering oil fields, engineering companies, petrochemical companies, scientific research institutes and equipment manufacturing companies etc.. Chinese Standard Serial Number is CN 37-1021/N. The International Standard Serial Number is ISSN 1001-9960.



封面 Front Cover



封底 Back Cover

版面位置	成品尺寸(mm)	16开页数(P)	单期发布价格
封面	210 × 280	1	80,000元
封面拉页	420 × 285	2	100,000元
封底	210 × 285	1	40,000元
封底拉页	420 × 285	2	55,000元
封二	210 × 285	1	30,000元
封二拉页	420 × 285	2	38,000元
扉页	210 × 285	1	26,000元
扉页拉页	420 × 285	2	40,000元
版权页对页（扉页后一页）	210 × 285	1	22,800元
封三	210 × 285	1	30,000元
封三拉页	420 × 285	2	33,000元
后扉	210 × 285	1	23,800元
目录页（中文）前页	210 × 285	1	20,000元
目录页（中文）	210 × 285	1	18,000元
广告索引对页	210 × 285	1	16,000元
封面故事前跨页	420 × 285	2	30,000元
新闻资讯前页	210 × 285	1	14,800元
专家视点前页	210 × 285	1	13,800元
内页	210 × 285	1	12,800元
内页跨页	420 × 285	2	23,800元
内页拉页	420 × 285	2	32,000元
157g加厚内页	210 × 285	1	17,800元
200g加厚内页	210 × 285	1	19,000元
横半版（内页）	142.5 × 210	1/2	7,000元
竖半版（内页）	105 × 285	1/2	7,000元
横1/3（内页）	95 × 210	1/3	6,000元
竖1/3（内页）	70 × 285	1/3	6,000元
蝴蝶拉页（8页）	1680 × 285	8	86,000元
腰封	高 < 50		46,000元
栏目冠名			70,000元/年
专栏			120,000元/年
软文			5,000元/P

## 展会期间的宣传机会 During the Show >>>



### 7. 晚宴赞助 Banquet Sponsor (Exclusive)

会集合嘉宾、展商、论坛参会代表于一堂，规模600余人，达到多重市场宣传回报。

晚宴将冠名为“XXXX（贵公司名称）之夜”字样和LOGO

贵公司领导在晚宴开幕式致辞

2位嘉宾主桌就坐

晚宴礼品袋中放入贵公司宣传资料或礼品

晚宴中全方位形象宣传（背景板、宣传片、形象展示厅、台卡等）

The banquet with around 600 people including VIPs, exhibitors, summit delegates and leaders of visiting and purchasing parties etc. You would get the multiple market promotion payback through the banquet.

The banquet will be named as “XXX Night” (your company’s name and LOGO).

2 guests seats at the head table.

10-min opening speech on banquet.

Company propaganda video before banquet.

The cards printed with your company name, LOGO and production images displayed on each table.

价格：人民币300,000元 Price: CNY 300,000

### 8. 会刊广告 Show Catalogue Advertisement

会刊将会分发给展商、观众、使馆、协会及不能参会的国际买家，这将为贵公司创造持续的商业机会。

#### 1) 尺寸技术要求：

- 出血版页尺寸 - 216毫米(高) X 136毫米(宽)
- 裁切版页尺寸 - 210毫米(高) X 130毫米(宽)

#### 2) 广告稿必须符合以下要求：(截止日期2014年1月19日)

彩色 - 1套分色正片及四色样稿

黑白 - 黑白菲林(正片)，画稿概不受理

Reach your buyers at the show and even after! Show directory will be distributed to exhibitors, trade visitors to the show, embassies, trade associations and more. Many months after the show, the directory continues to provide international buyers with a quick and comprehensive reference guide used to secure new contracts,



封面 Front Cover

products and services, which can create continuous business opportunities for you.

#### 1) TECHNICAL REQUIREMENTS:

Bleed - 216mm (H) x 136mm (W)

Trimmed - 210mm (H) x 130mm (W)

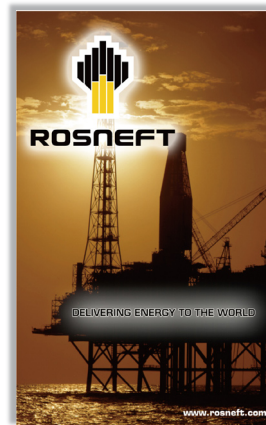
#### 2) ARTWORK / MATERIALS (Deadline for submission is 19th Jan., 2014)

COL: Screened color separated positive films with progressive proofs.

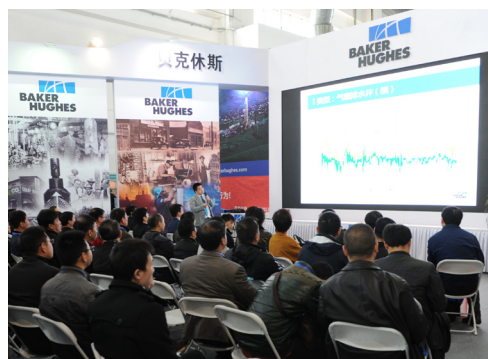
B&W: Original artwork, reproduction proofs, photo print or screened positives.

规格 Specification:

广告位 Advertisement	规格: 宽x 高 / 颜色 单位: (毫米) Specification : W x H / colorunit: mm	价格 (人民币) Price (CNY)
封底 Back cover	130 x 210 / 4色 4 color	20,000
封二 Inside front cover 1	130 x 210 / 4色 4 color	18,000
封三 Inside back cover 1	130 x 210 / 4色 4 color	18,000
中间页 Full page (ROP)	130 x 210 / 4色 4 color	8,000



封底 Back Cover



## 9. 展商技术交流会 Exhibitor Technical Seminar

通过信息化的介绍, 为您的潜在客户加深印象! 在现场的技术交流会上, 您将为潜在客户群体展示您的公司形象和产品, 传达贵公司的经营理念和市场布局, 直面高效交流。组委会将帮助您在展前推广您的技术交流会, 并提供场地和设备。

Impress potential buyers through an informative presentation! You will present your company and product to potential buyers at the exhibitor seminar onsite. Convey your ideas and advantages to potential buyers as well as answer their questions face to face. The organizer will help you to promote your seminar to visitors before the show and provide venue and facilities.

价格: 人民币 8,000元 / 小时 Price: CNY 8,000 / hour

截止日期: (演讲者的姓名和交流会的题目) 2013年12月31日

Deadline: (speaker and topic submission) 31st Dec., 2013



## 10. 参观指南 Visitor Guide

参观观众及展商人手一份，内容包括展馆平面图、展商具体分布图等大量实用信息，是企业最直面、高效的宣传途径。

Each visitor will get one visitor guide which contains the overall floor plan, detailed exhibitor distribution and a lot of useful information. It is the most efficient way to promote enterprise's image.

### A 参观指南版面广告 Advertisement in Visitor Guide

广告位 Advertisement	颜色 Color	价格 (人民币) Price (CNY)
封二 Inside front cover 1	4 色 4 Color	60,000
封底 Back cover	4 色 4 Color	80,000

### B 参观指南展位标注 (人民币20,000元)

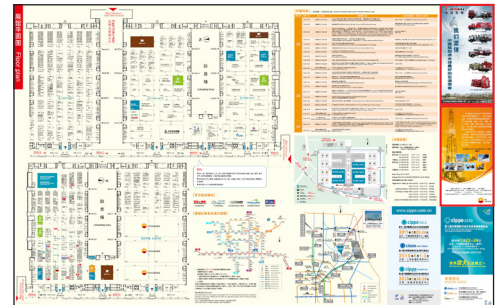
贵公司的展位将在展位图中用特殊颜色标注，让观众更快速、方便找到您。

### B. Special Label in the Floor Plan (CNY 20,000)

Your booth number and the company's name will be marked with special color, which will let visitors find you more easily and more quickly.

截止日期：(公司商标的电子文档) 2014年1月19日

Deadline: (Digital file of corporate logo submission) 19th Jan., 2014



## 11. 展馆广告 Onsite Banner

直面、醒目，第一时间吸引客户关注，提高贵公司展位到访率。

Attract attention of your buyers at first sight! Excellent on site promotional opportunities to improve your booth visiting rate.

条幅位置 Banner Location	尺寸(米) (宽×高) Size (m) (W×H)	价格 (人民币) Price (CNY)
正门南广场墙体广告	12m × 13m	150,000 / 幅
南登录厅东侧吊旗广告	5m × 5m	48,000/幅
	6m × 5m	50,000/幅
南登录厅正面吊旗广告	6m × 5m	50,000/幅 (正背)
南登录厅LED显示器	15m × 4m	26,000/15秒 (60次/天)
	15m × 4m	48,000/30秒 (60次/天)
东登录厅墙体广告	12m × 6m	48,000 / 幅 (1组1幅)
东登录厅吊旗广告	3m × 5m	36,000/幅 (正背)
展厅内吊旗	3m × 5m	30,000/幅

截止日期：2014年1月19日

Deadline: (Advertisement digital file submission) 19th Jan., 2014



## 12. 展会日报广告 cippe Daily Advertisement

与全球知名石油周报《Upstream》合作，内容中英文双语版，全球知名记者撰稿，展会现场每日发行。展会日报回顾每日展会现场，关注展会动态，发布展会亮点展位、展品，报道展会同期举办论坛资讯，跟踪参访参展商及参观观众的参展感言。发行量20,000份/天，展会现场派发，全球同步浏览。

The official cippe Daily, in conjunction with Upstream, the world's leading provider of independent news on the oil and gas industry. The prestigious cippe2012's Daily will be produced and printed in Beijing each day of the event, allowing participants to stay up to speed on the latest industry news from the show and from around the globe. This creates an excellent advertising opportunity. Whether you want to alert participants to your booth number, build brand awareness, strengthen your company profile, buy or sell goods and services, or recruit professionals, cippe Daily will get your message across effectively to both visitors and exhibitors! (20,000 pieces/day)

There are many options to choose from, but the most commonly used are:

广告位 Advertisement	规格: 宽x 高 / 颜色 单位: (毫米) Specification : W x H / colorunit: mm	价格 (美元) Price ( \$ )
整版、彩色	246x374 毫米/9.7x14.7 英	8,065
A4尺寸、彩色	196x291 毫米/7.7x10 英寸	5,160
A4 junior、彩色	196x254 毫米/7.7x10 英寸	4,515
美国junior、彩色	146x218 毫米/5.7x8.6英寸	2,903
半版、彩色	246x181毫米/9.6x7.1 英寸	4,032
美国junior半版、彩色	146x107毫米/5.7x4.2 英寸	1,452

(备注：广告可分软文及硬广告2种，软文版面随排版需求有部分调整。广告联系方式：010-58236531 Email: [ljy@zhenweiexpo.com](mailto:ljy@zhenweiexpo.com)  
 To book space or request further information about advertising in cippe Daily, please send an email to [cippe@zhenweiexpo.com](mailto:cippe@zhenweiexpo.com) )

## 13. 电子卡独家赞助 (独家) Electronic Card (Exclusive)

50,000名专业观众将佩带着印有贵公司广告的电子卡！正面印有大会信息、背面印有贵公司广告的电子卡将随参观证一起发放给每一位参观观众。

50,000 professional visitors will wear the Electronic card that printed with your company's advertisements. The Electronic card printed with the exhibition information on the front and your company's advertisements on the back will be given to each registered visitor.

价格 (人民币) : 80,000元 Price: CNY 80,000

截止日期 (以广告电子档提交为准) : 2014年2月1日

Deadline (submit the advertising in electronic file): 1st February, 2014



## 14. 观众登记处 Visitor Registration (Exclusive)

登记处是观众进入展厅的必经之地，让展会登记处成为贵公司另一形象展示平台：

- 1) 将印有您公司商标的两个灯箱放置在登记处过道前侧
- 2) 用贵公司的商标装饰登记台
- 3) 在登记处旁可设专人派发资料

Impress your customers upon arrival! Registration area is the first place where all visitors must register before entering the exhibition hall. Make the show registration area your company's exclusive front reception desk by -

- 1) Placing two light boxes imprinted with your corporate logo at the front side on the gangway of the registration area
- 2) Decorating the counter structure with your company logo
- 3) Enjoying exclusive service of material distribution to all visitors

位置 / Location	价格 (人民币) / Price (CNY)
南登录厅	80,000
东登录厅	60,000

截止日期：(公司商标的电子文档) 2014年1月19日

Deadline: (Digital file of corporate logo submission) 19th Jan., 2014



## 15. 展位指示牌

4个贵企业LOGO、展位产品、位置标识的指示牌将被放置在贵司所在展馆的出入口等重要位置，以便引导观众前往您的展台参观。

Direction Board

In order to guide the visitors to your booth directly, four direction boards with your company's logo, exhibits and your booth location will be placed in the important position like the doorway etc. Your company name and logo will also leave a deep impression on visitors.

价格 (人民币) : 40,000元

截止日期 (以广告电子档提交为准) : 2014年2月1日

Price: CNY 40,000

Deadline (submit the advertising in electronic file): 1st February, 2014

## 16. 地面向导 Ground Guide

引导您的目标观众直达您的展位！贵司所在展馆的通道地毯及您展位附近的地面贴上贵公司的展台号码及logo，以箭头提醒并引导观众参观您的展位。

To guide your target audiences to your booth directly! Affix the booth number and logo to the carpet of channel and the ground near your booth, using arrow to guide visitors to your booth.

价格（人民币）：30,000元 Price: CNY 30,000

截止日期（以广告电子档提交为准）：2014年2月1日

Deadline (submit the advertising in electronic file): 1st February, 2014



## 17. 礼品赞助 Gift Sponsorship

面向VIP嘉宾、参观团及展商发放，展示企业实力、打造强势品牌、巩固市场地位。

VIP嘉宾、参观团及展商将收到印有贵公司LOGO的礼品

展会全程市场形象宣传（展前预览、权威媒体发布、会刊广告、会后报道专题等）

Distribute to VIP guests, exhibitors and visitors. It is the way to show the strength of enterprises and to build strong brands and strengthen its market position.

- Gift will distribute to VIP guests, exhibitors and visitor tour with your company LOGO.
- Full market image promotion during exhibition (pre-show preview, the authority of the press release, journal advertising, reported that the topic)

价格（人民币）：250,000元

Price: CNY250,000

## 18. 吊带 Lanyard

60,000名观众将佩带着标有贵公司商标的吊带！所有进入展馆的观众都会佩戴此吊带。

Get the visitors to wear the lanyard with your brand! 60,000 visitors wear lanyard as soon as they enter the hall. Putting your company logo and URL on the lanyards makes your company image visible to all participants at every corner of the hall.

价格：CNY 150,000 / 60,000个（含制作费）

截止日期：(公司商标的电子文档) 2014年2月1日

Price: CNY 150,000 / 60,000 pieces (Including production cost)

Deadline: (Digital file of corporate logo submission) 1st February, 2014







## 19. 手提袋 Visitor Bag

手提袋会派送给观众，用以携带会刊、观众指南以及其它在展会上收集的材料。独一无二的宣传机会！组委会在登记处派发为您量身定做的手提袋，推广您的公司和产品，增加曝光度。

Exclusive opportunity! Visitor bags are distributed to all visitors to hold show directory, visitor guides and other materials collected at the show. Promoting your company and products to all visitors by having the organizer distribute the tailor made bags at the registration counter is an effective way to get maximum exposure.

尺寸(毫米) Size (mm)	颜色 Color	价格 (人民币) Price (CNY)	标注 Remark
377(高) x 278(长) x 80(宽) 250g无光铜纸、单面覆哑膜 377 (H) x 278 (L) x 80 (W) 250g halftone paper, outside covered by plastic film	4 色 4 color	150,000元 / 60,000个 (含制作费) CNY 150,000 / 60,000 bags (Including production cost)	独家赞助 Exclusive sponsorship

截止日期：(公司商标的电子文档) 2014年2月1日

Deadline: (Digital file of corporate logo submission) 1st February, 2014

## 20. 大会饮水 (独家赞助) Drinking Water in the Exhibition (Exclusive)

我们将向所有展商发放印在贵公司logo或带有贵公司招牌的饮用水。同时，也方便观众饮水，我们将在各展厅设置饮水机，旁边放置贵公司标识、展位及大会用水赞助商字样。

To distribute the water to all exhibitors with your company's logo. At the same time, in order to allow visitors to drink water, the water dispenser will be placed in the obvious position. Your company identification board that with the booth number and the words "Water Sponsor" will be placed near by the water dispenser.

价格 (人民币) : 60,000元      PRICE (CNY): CNY 60, 000

截止日期 (以广告电子档提交为准) : 2014年2月1日

Deadline (submit the advertising in electronic file): 1st February, 2014





主办单位 :北京振威展览有限公司 天津振威展览有限公司

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