



# 第五届中国（上海）国际石油化工技术装备展览会

The 5<sup>th</sup> China (Shanghai) International Petrochemical  
Technology and Equipment Exhibition

2013年8月20 - 22

August 20 -22, 2013 Shanghai New International Expo Center



亚洲最大石化展 *The Largest Petrochemical Show in Asia*

**市场宣传机会**  
Sponsorship Opportunities

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## 展前的宣传机会 Before the Show >>>



### 1. 展前预览 Show Preview

在开展前一个月与您的买家亲密接触！展前预览是您与客户亲密接触的绝佳机会，它包括展商名录、展会亮点、特别活动和会议安排。100,000份展前预览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 Shanghai 2013! Show Preview is an excellent opportunity to reach your customers. It will include a comprehensive listing of exhibitors, exhibits highlight, special program, and 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) x 368 (H)	4 色 4 Color	40,000
1/2版 1/2 Page	256 (W) x 180 (H)		20,000
1/4版 1/4 Page	126 (W) x 180 (H)		10,000

截止日期：(广告的电子文档) 2013年6月5日

Deadline: (Advertisement digital file submission) June 5, 2013

### 2. 参观请柬广告 Invitation Advertisement

这是吸引观众去参观贵公司展台的一个非常有效的方法！100,000张参观请柬将通过我们庞大的数据库及渠道发到观众手中，铺开cippe振威上海石化展的展前推广活动，为您在整个活动中提供最大程度的曝光度。目标人群包括上一届展会的观众、贵宾/主要买家及其它重要的工业团体。同时，参观请柬将会插入60余家国际、国内知名的专业杂志，达到流通的最大化。

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 Shanghai 2013, offering you the greatest exposure in the whole promotional campaign. The recipients include past show 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.

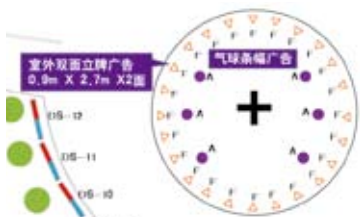
#### 规格 Specification

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5月31日

Deadline: (Advertisement digital file submission) May 31, 2013





### 3. 展馆广告 Onsite Banner

第一时间吸引买家的眼球！吸引买家参观贵公司展台的绝佳现场宣传机会！

Attract attention of your buyers at first sight! Excellent on site promotional opportunities to attract buyers to your booth!

#### 规格 Specification

编号	项目	规格	单价	备注
			元/展期	
A	气球条幅广告	球径 3m	1,500/天 (发布)	图案限红底白字, 展馆指定地点发布
		条幅 10m × 0.9m	10,000 (发布 + 制作)	
B	充气拱门	跨度18m	2,500/天 (发布)	图案限红底白字, 展馆指定地点发布
			12,000 (发布+制作)	
C	展馆内空中广告发布及悬挂	≤ 5平方米	4,000/面	主办非广告性挂幅, 只按吊点收费
		> 5 平方米	1,200/平方米	
D	入口厅空中广告发布费	≤ 5平方米	7,000/面	主办非广告性挂幅, 只按吊点收费
		> 5 平方米	1,300/平方米	
E	入口厅门楼上方空中广告	东西向: 宽度<19米 高度<5米 南北向: 宽度<8米 高度<5米	3,000/平方米 (发布+制作)	不区分大会和广告; 建议尺寸5m × 8m或者5m × 16m
F	入口厅地面广告发布费	表面积	1,000/平方米	人民币1,200元起计费
G	入口厅长廊广告	2.8m × 8m (不包边)	20,000/块 (发布+制作)	包边加收1,000元/块
		2.8m × 16m (不包边)	40,000/块 (发布+制作)	包边加收2,000元/块
H	大型室外移动立牌	5m × 8m (不包边)	25,000/块 (发布+制作)	包边加收2,000元/块
		联体5m × 8m (2块起, 不包边)	50,000/块起 (发布+制作)	每增加一块画面加收10,000元/块, 最多4块画面联体
I	LED电子屏	15秒/次, 60次/天	7,000/天	其他播放长度价格面议, 展期指3-5天
		30秒/次, 60次/天	12,000/天	

截止日期: (广告的电子文档) 2013年5月31日

Deadline: (Advertisement digital file submission) May 31, 2013



#### 4. 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	60,000元 / 20,000个 (含制作费) CNY 60,000 / 20,000 bags (Including production cost)	独家赞助 Exclusive sponsorship

截止日期：(公司商标的电子文档) 2013年6月30日

Deadline: (Digital file of corporate logo submission) June 30, 2013

#### 5. 观众登记处 Visitor Registration

给入场的客户留下深刻印象！登记处是观众进入展厅的必经之地，让展会的登记处成为您公司唯一的接待前台：

- 1) 将印有贵公司商标的两个灯箱放置在登记处过道的前侧。
- 2) 用贵公司的商标装饰登记台。
- 3) 用贵公司的形象装饰填表区。
- 4) 所有的观众都会在登记处领取通行证，这是派发材料的绝佳机会！

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) Decorating the imprint area with your corporate image
- 4) Enjoying exclusive service of material distribution to all visitors while they collect visitor badge at the registration counter

价格：CNY 50,000

截止日期：(公司商标的电子文档) 2013年6月30日

Price: CNY 50,000 for exclusive sponsorship

Deadline: (Digital file of corporate logo submission) June 30, 2013







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

全球石油化工网 (www.cippe.net) 由英国国际能源投资控股有限公司、《石油与装备》杂志、振威展览共同投资创办。依托全球最大石油展 (cippe北京)、亚洲最大石化展 (cippe上海) 等线下资源、立足先进的网络技术, 全球石油化工网历经8年沉淀, 已成为国内石油石化设备及工程技术领域排名第一的电子商务平台。

全球石油化工网内容涵盖地质勘探、油气藏、钻井、测井、录井、采油、炼化、储运、非常规、海油等多个专业领域, 设置了石油资讯、石油化工设备产品库、石油化工企业库、石油化工设备求购、石油化工招投标信息、石油技术文库分享、博研石油论坛、会议会展、石油杂志共九大板块, 月均访问量达150万人次。

网站访问人群以中国石油石化行业的高层管理者、决策者、设计研究人员、油田工程师、物资采购及石油装备贸易人员为重点对象, 用户遍布全国各大油田、物资采购中心、工程公司、石化公司、科研院所、贸易公司及装备制造公司。

Funded by UK International Energy Investment Co., Ltd, "Petroleum & Equipment" Magazine and Zhenwei Exhibition, through 8-year development, Global Petroleum Net (www.cippe.net) now is the No. 1 electronic commerce platform in China's petroleum & petrochemical equipment and engineering technology field as the website is relying on cippe Beijing, world's largest petroleum exhibition and cippe Shanghai, the largest petrochemical show in Asia and based upon advanced web technology.

The website covers different aspects like geological exploration, oil-gas reservoir, drilling, well logging, mud logging, oil extraction, refining, storage and transportation, unconventional and offshore oil through nine columns including Petroleum News, Database for Petroleum & Petrochemical Equipment, Database for Petroleum & Petrochemical Enterprises, Demand for Petroleum & Petrochemical Equipment, Bidding for Petroleum & Petrochemical Project, Material-share for Petroleum Technology, Petroleum Forum, Conference & Exhibition and Petroleum Magazine.

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.

### 会员服务 Member Service

其它服务: 电子样本、EDM直邮、网络广告

Other Services: E-brochure Services, EDM Services, Web Ad.

### 联系方式

地址: 北京市朝阳区北苑路170号凯旋城E座8层

邮编: 100101

电话: +86-10-58236513

传真: +86-10-58236567

邮箱: zhanghaiyan@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），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



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	80000元
封面拉页	420 × 285	2	100000元
封底	210 × 285	1	36000元
封底拉页	420 × 285	2	50000元
封二	210 × 285	1	26000元
封二拉页	420 × 285	2	33000元
扉页	210 × 285	1	22000元
扉页拉页	420 × 285	2	38000元
版权页对页 (扉页后一页)	210 × 285	1	20000元
封三	210 × 285	1	26000元
封三拉页	420 × 285	2	30000元
后扉	210 × 285	1	20000元
目录页 (中文) 前页	210 × 285	1	18000元
目录页 (中文)	210 × 285	1	16800元
广告索引对页	210 × 285	1	15000元
封面故事前跨页	420 × 285	2	30000元
新闻资讯前页	210 × 285	1	14800元
专家视点前页	210 × 285	1	13800元
内页	210 × 285	1	12000元
内页跨页	420 × 285	2	22000元
内页拉页	420 × 285	2	29800元
157g加厚内页	210 × 285	1	17800元
200g加厚内页	210 × 285	1	19000元
横半版 (内页)	142.5 × 210	1/2	7000元
竖半版 (内页)	105 × 285	1/2	7000元
横1/3 (内页)	95 × 210	1/3	6000元
竖1/3 (内页)	70 × 285	1/3	6000元
蝴蝶拉页 (8页)	1680 × 285	8	86000元

## 展会期间的宣传机会 During the Show >>>



封面 Front Cover



封底 Back Cover

### 5. 会刊广告 Show Catalogue Advertisement

在展会期间及展后与您的买家保持联系！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) X136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2013年7月20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, 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 July 20, 2013)

- 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)
封面广告 AD band on the front cover	130 x 145 / 4色 4 color	25,000
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	15,000
内页一 Inside front cover 2	130 x 210 / 4色 4 color	18,000
封三旁页 Inside back cover 2	130 x 210 / 4色 4 color	15,000
中间页 Full page (ROP)	130 x 210 / 4色 4 color	8,000





## 6. 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中，您将为潜在客户展示您的公司形象和产品，传达您的想法和先进理念，面对面地回答他们的问题。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：CNY 8,000 /小时

截止日期：(演讲者的姓名和交流会的题目) 2013年6月30日

Price: CNY 8,000 / hour

Deadline: (speaker and topic submission) June 30, 2013

## 7. 参观指南 Visitor Guide

参观指南是观众在参观展会现场快速找到您的最便捷的方式，届时超过300,000份的参观指南将被发到每位现场观众的手中。赞助者将在参观指南上突出显示，从而使观众更容易地找到贵公司，也使得贵公司的名字以及标识给观众留下更深刻的印象。

Visitor Guide is the most efficient way for visitors to find you. During the exhibition, over 30,000 pcs of Visitor Guide will be handed to the visitors. All the sponsors' names will be highlightedly displayed in the Visitor Guide, which will make it much easier for the visitors to find the company. Meanwhile, the highlighted company name and Logo will leave deep impression to all the visitors.



尺寸 (毫米) Size (mm)	颜色 Color	价格 (人民币) Price (CNY)
100 (W) x 210 (H)	4 色 4 Color	30,000

截止日期：(公司商标的电子文档) 2013年6月30日

Deadline: (Digital file of corporate logo submission) June 30, 2013

## 8. 吊带 Lanyard



30,000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! 30,000 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 100,000 / 40,000个 (含制作费)

截止日期：(公司商标的电子文档) 2013年6月30日

Price: CNY 100,000 / 40,000 pieces (Including production cost)

Deadline: (Digital file of corporate logo submission) June 30, 2013



## 11. 晚宴赞助（独家）Banquet Sponsor(Exclusive)

- 1、晚宴冠名权，背景板体现“XXX（贵公司名称）之夜”字样和LOGO；
  - 2、2位嘉宾主桌就坐；
  - 3、贵公司领导在晚宴开幕式致辞，时长10分钟；
  - 4、晚宴礼品袋中放入贵公司宣传材料或礼品；
  - 5、晚宴中全方位形象宣传（背景板、宣传片、台卡、论文集、U盘等）。
1. The appreciation banquet will be named as "XXX Night"(your company's name)
  2. 2 guest seats at the head table
  3. 10-minute opening speech on banquet
  4. Full range of advertising during the banquet (backdrop, propaganda video, conference catalogue, U disk, etc.)

价格：CNY180,000

截止日期：(公司商标的电子文档) 2013年6月30日

Price: CNY 50,000 for exclusive sponsorship

Deadline: (Digital file of corporate logo submission) June 30, 2013

## 12. 礼品赞助 Present Support

组委将给重要嘉宾及展商、参观团提供精美礼品，礼品印有贵公司及大会LOGO，以便展示公司实力、打造强势品牌、巩固行业地位。

Organizing committee will provide the important guests, exhibitors and visiting group with elegant gifts, which can printed with your company's and convention's LOGO, it will demonstrate the strength of your company, build a strong brand image and consolidate your position in the industry.

价格：CNY200,000

截止日期：(公司商标的电子文档) 2013年6月30日

Price: CNY 50,000 for exclusive sponsorship

Deadline: (Digital file of corporate logo submission) June 30, 2013



## 13. 展馆广告 Onsite Banner

第一时间吸引买家的眼球！吸引买家参观贵公司展台的绝佳现场宣传机会！

Attract attention of your buyers at first sight! Excellent on site promotional opportunities to attract buyers to your booth!



条幅位置 Banner Location	尺寸(米) Size (m)	价格(人民币) Price (CNY)
展厅内吊旗 Banner	3 × 5	15,000 / 幅 piece

截止日期：(公司商标的电子文档) 2013年6月30日

Deadline: (Digital file of corporate logo submission) June 30, 2013



主办单位 :北京振威展览有限公司 天津振威展览有限公司

地址 :北京市朝阳区北苑路170号凯旋城E座8层(100101)

电话 :010 - 58236588, 58236555

传真 :010 - 58236567

E - mail :cippe@zhenweiexpo.com

网址 :www.cippe.com.cn

**Organizer: Beijing Zhenwei Exhibition Co., Ltd.**

**Tianjin Zhenwei Exhibition Co., Ltd.**

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