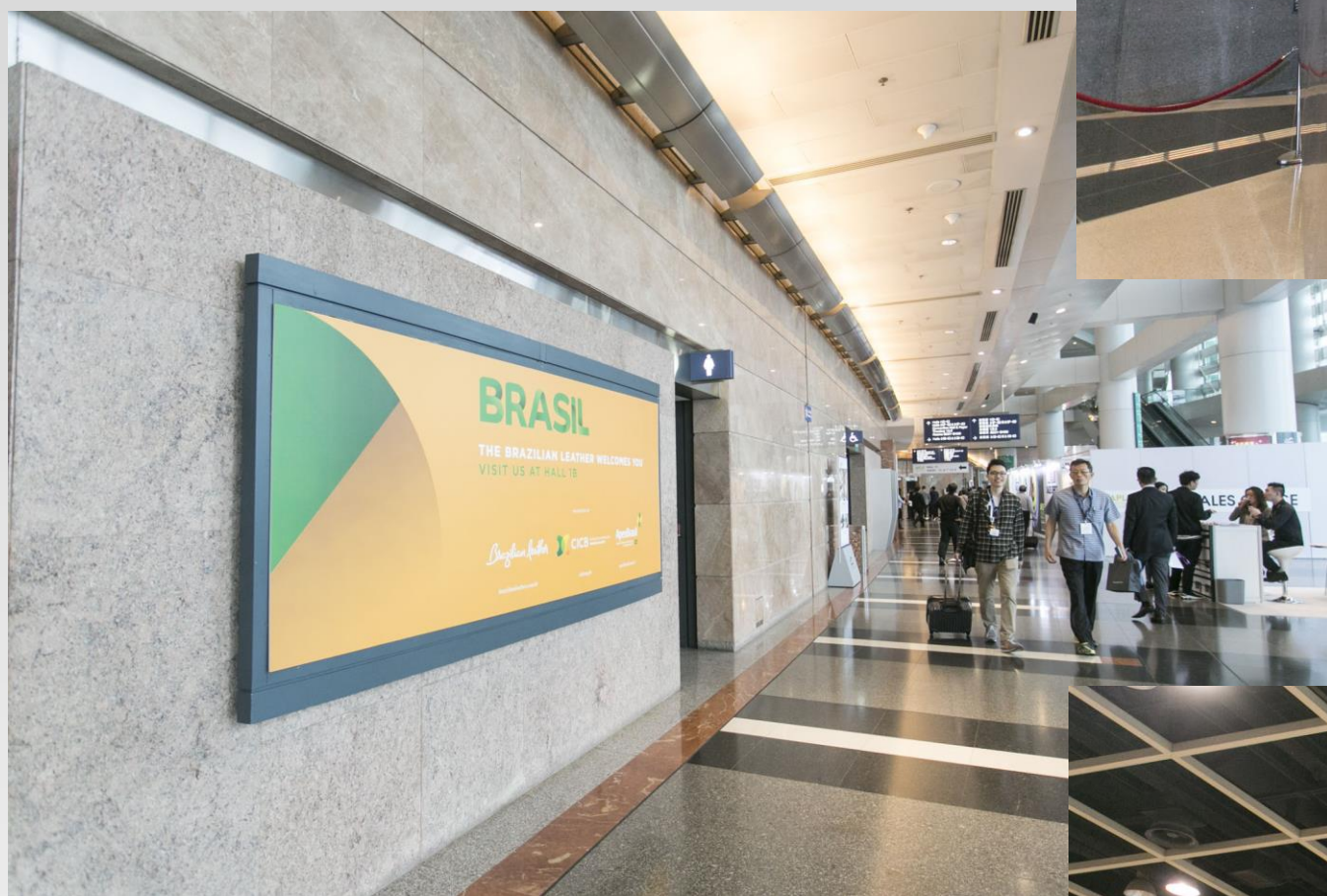
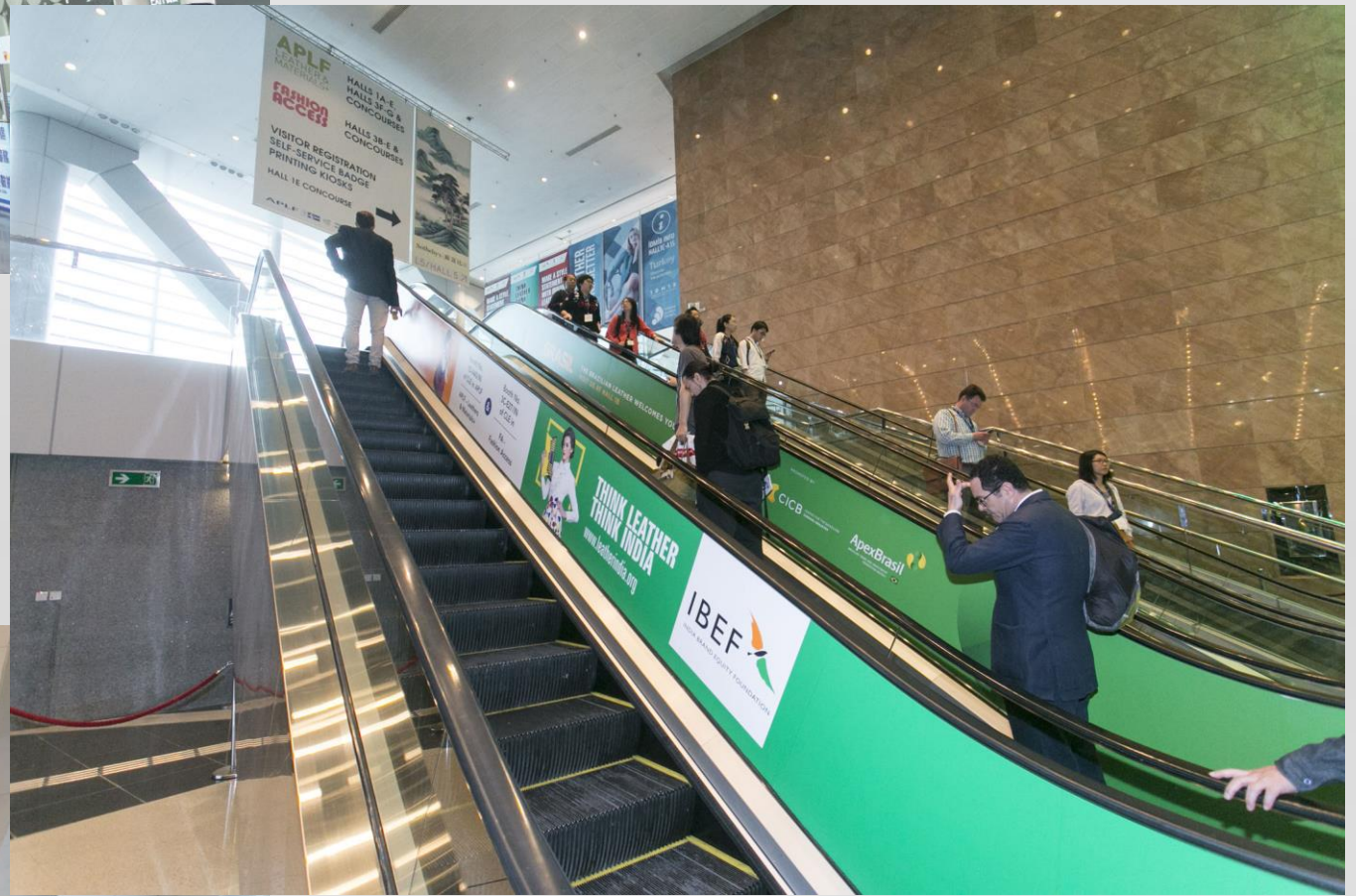




A D V E R T I S I N G — AND — P R O M O T I O N S

A Year-round Exposure

ON-SITE PROMOTIONS

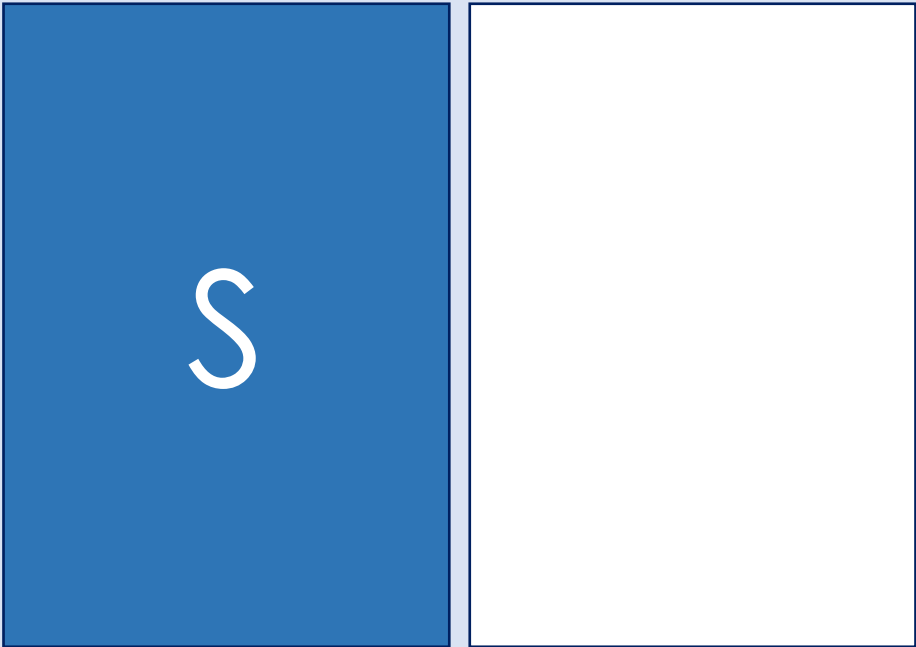


I. Exhibition Guide Advertisement

Advertisement	Location	Size (width x height)	Price (USD)
S. Full Page, 4C	Inside Front Cover	120 x 240 mm	\$2,500
	Facing Floor Plan	120 x 240 mm	\$2,500
	Facing Index to Exhibitors	120 x 240 mm	\$2,300
	ROP	120 x 240 mm	\$2,000
T. Half Page, 4C	ROP	95 x 95 mm	\$1,500
U. Double Page Spread	ROP	240 x 240 mm	\$3,500

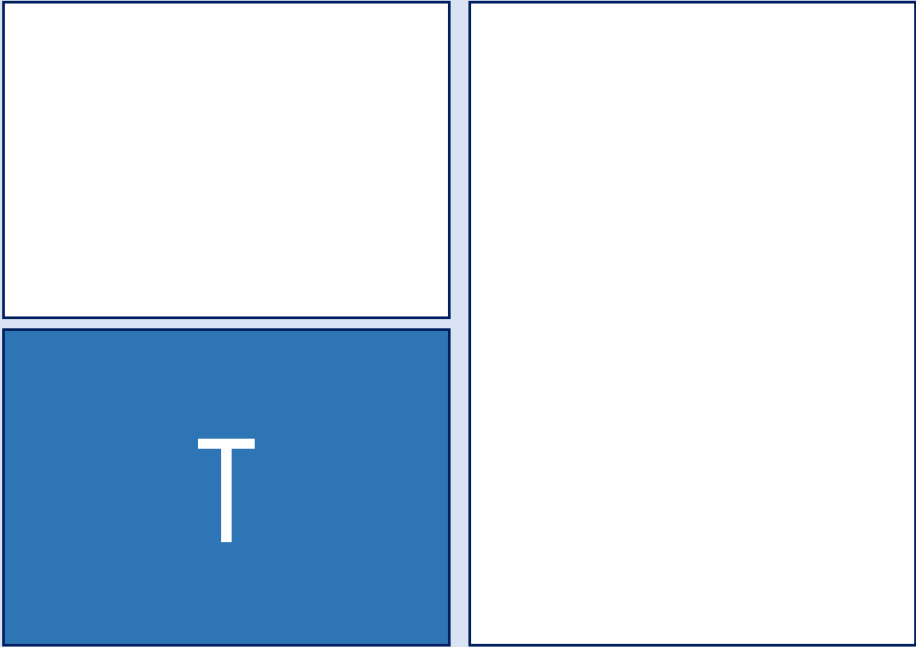
- Material Specification:
- All files should be in CMYK MAC format.
 - All advertisements must be supplied as a flattened PDF file with no layers.
 - All high resolution images and fonts are needed to be embedded or outlined.

Exhibition Guide Advertising - Vertical format, perfect bound booklet



Full page

- Trim size:
- (W) 120 x (H) 240 mm (Actual size of Exhibition guide)
- Text area:
- (W) 104 x (H) 224 mm (for reference only)
- Bleed size:
- (W) 126 x (H) 246 mm



Half page

- Trim size:
- (W) 95 x (H) 95 mm (vertical advertisement with 0.5 pt frame)



Double page spread

- Trim size:
- (W) 240 x (H) 240mm (please note there is a binding area in the middle)
- Text area:
- (W) 224 x (H) 224mm
- Bleed size
- (W) 246 x (H) 246mm

VII. Exhibition Guide Exhibitor List Entry

Advertisement	Price (USD)
V. With Company Name Highlighted	\$200
W. With Company Logo	\$200
X. With Product Photo	\$250

FASHION ACCESS

INDEX TO EXHIBITORS (in alphabetical order)

Parley Co., Ltd.	3E-B01AVE/IP
Pelle Borsa	3E-B22AVE/IP
Pert-Infinite Limited	3C-A19
Pinko Industry Limited	3B-F12
Planet Leather & Packaging Pvt. Ltd.	3D-C27
Premium Cashmere and Silk Craft	3B-C04
PT. Ekanindya Karsa	3B-C10
Putian Mingrui Import & Export Co., Ltd	3D-C19

Q

Qingdao Silkweed Arts And Crafts Co Ltd	3C-A21
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R

Radice

3E-A07AVE/KR

3E-C17AVE

V

rain power

X

Ransack Design Solutions	3C-E22/IN
Raw Create Co., Ltd	3E-B11AVE/IP
Regal Corporation	3E-B12AVE/IP
R-Guardian	3D-D17
Ris Import And Export (Guangzhou) Co., Ltd	3B-F26
Ross Leather Goods	3D-A24/IN
Ruboa Co., Ltd.	3E-B11AVE/IP

S

Saimex Leather Products Ltd	3D-B04/BD
Sam Kikaku Co.,Ltd.	3D-D19
Samkwang Trust Co Ltd	3E-C11AVE
Samwon Textile Co., Ltd.	3E-A08AVE/KR
SaSa Design	3B-C07
Sea and Ocean Ltd.	3E-A16AVE
Shanghai Legend International Trading Company	3E-A20AVE
Shanghai SAB Jiemei Co., Ltd	3D-C13


FASHION ACCESS

INDEX TO EXHIBITORS (in alphabetical order)

Shantou Andre Enterprise Co., Ltd.	3C-E17
Shantou City Zhongtouhe Hand Bag Craft Co Limited	3C-A23
Shen Zhen MuLingShi Trading Co., Ltd	3B-D20
Shenyang Boouni Leather Products Co.,Ltd	3C-A24/CCPIT
Shilpa Overseas Pvt Limited	3B-F09
Shimokawa Co., Ltd	3D-B12/BD
Shoeniverse Footwear Ltd	3D-B08/BD
Shun Ying Global Co., Ltd.	3C-B12
Simpson London	3D-E17AVE
SKYKING CREATIONS LIMITED	3D-E20AVE
SMZ Apparel (Pvt) Ltd.	3D-B01/PK
Special Touch Jewelry Ltd	3D-D27
Stage Group Co., Ltd	3D-A12
Stichwell Exports Pvt. Ltd.	3C-E21/IN
Strategy Enterprises Limited	3D-C11/HK
Stretch Manufactory (HK) Ltd.	3C-A10
Sunflex Industries	3D-B07/PK
Swisspo Manufacturing Co.	3D-B21/PK

T

Taikoh Co., Ltd.	3E-B21AVE/JP
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rain power

rainy - so what ! Umbrellas are our passion. rain power is an international company dedicated to developing, producing and distributing umbrellas for rain protection all over the world.

In addition to our own brands "happy rain Essentials" and our highlight range "happy rain Selection", our advertising program "mybrella" and our umbrella license business with Esprit, we support many very well known customers for their individual purposes.

Visit our booth at Fashion Avenue 3E-C17AVE

rain power ltd., Unit 1001, Tower 2, China HK City, 33 Canton Road, TST, Kowloon, Hong Kong Tel.: 2302 1811 Fax: 2302 1680 Web: www.rainpower.com.hk email: sales@rainpower.com.hk

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VIII. Onsite Display

Advertisement	Location	Size (width x height)	Price (USD)
Y. Hanging Banner	Above the stand:		
	- Halls 1A - 1E	3,000 x 3,000 mm	\$2,000/side \$2,800/double sides
	- Halls 3F - 3G	3,000 x 2,500 mm	
	- Halls 3B - 3E	3,000 x 3,000 mm	
	Concourse 1B/1C	1,200 x 2,000 mm	\$5,000/side
	Concourse 1E	2,000 x 5,000 mm	\$6,000/side
	Concourse 3CD	2,000 x 4,000 mm	\$6,000/side

Material Specification:

- Weight: <20kg
- Height: > 6.5m above the ground
- Production cost included.
- All files should be in CMYK MAC format.
- All advertisements must be supplied as a flattened PDF file with no layers.
- All high resolution images and fonts are needed to be embedded or outlined.

Hanging Banners

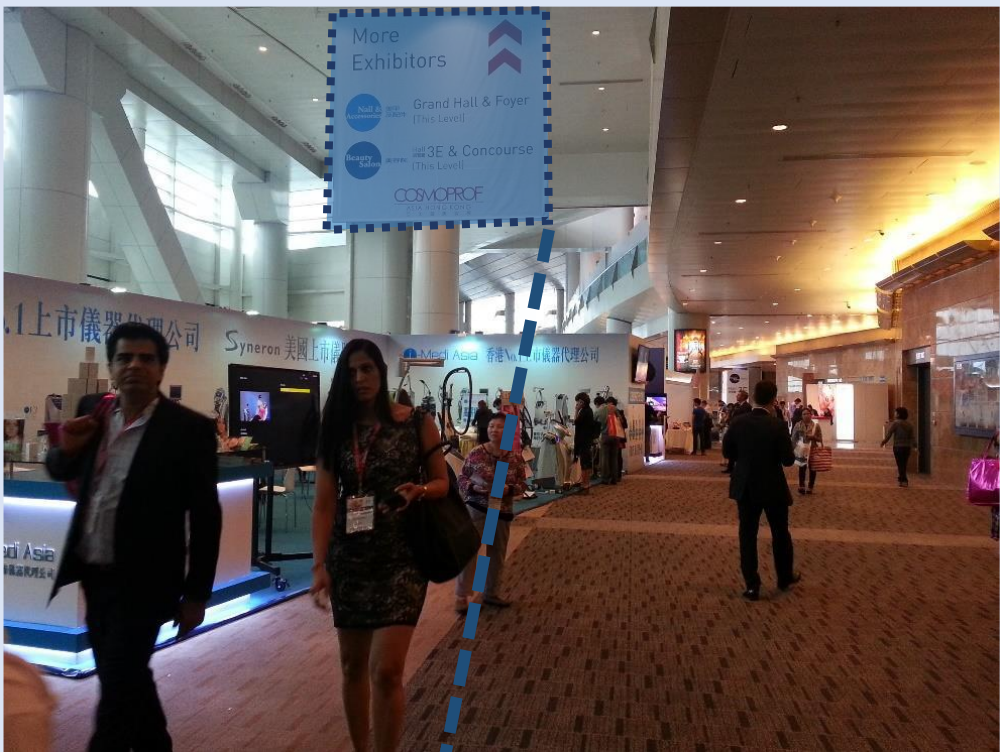


Above the stand

Concourse 1E



Concourse 3CD



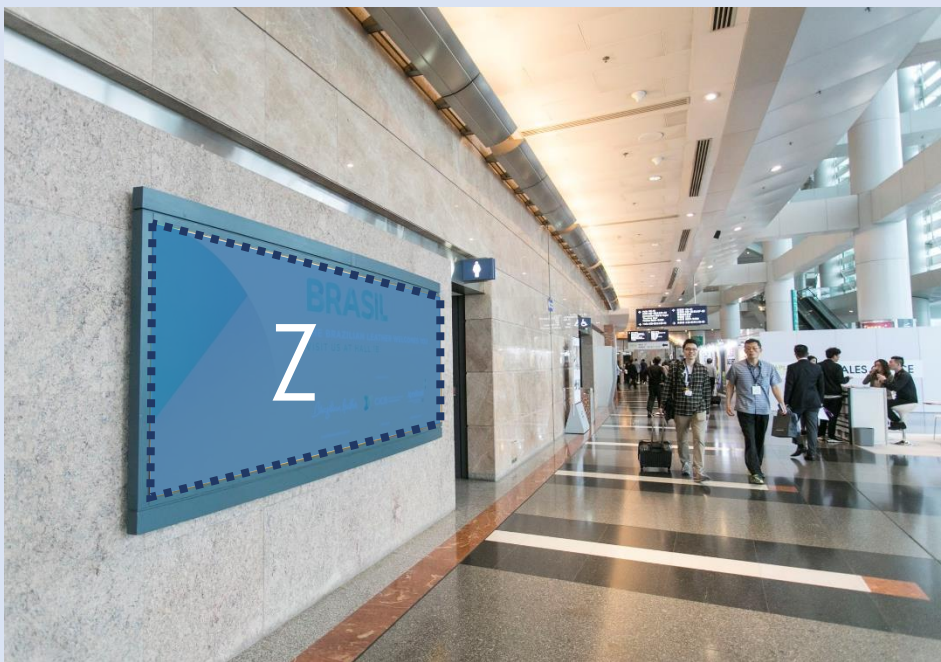
Concourse Area

VIII. Onsite Display

Advertisement	Location	Size (width x height)	Price (USD)
Z. Poster Board	Outside Hall 1B/1C/1D/3B/3C/3D/3E	3,100 x 1,220 mm	\$2,100/board
AA. Free Standing Lightbox	Please contact the Sales Representatives	1,500 x 2,500 mm	\$3,600/piece
AB. Escalator Ad	Silver Plate - G/F	Various	\$3,000/side
	Silver Plate - Other levels	Various	\$2,000/side
	Glass Pane - G/F	Various	\$4,000/side
	Glass Pane - Other levels	Various	\$3,500/side

- Material Specification:
- Production cost included.
 - All files should be in CMYK MAC format.
 - All advertisements must be supplied as a flattened PDF file with no layers.
 - All high resolution images and fonts are needed to be embedded or outlined.

Poster Board



Free Standing Lightbox

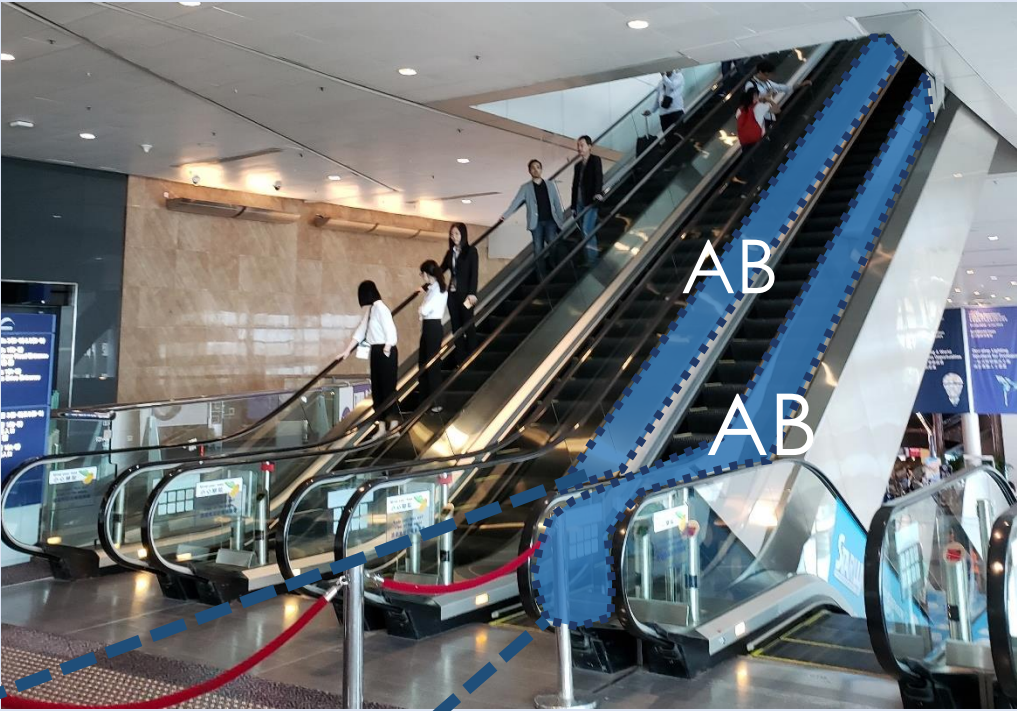


Escalator Ad

G/F to 1/F



1/F to 2/F or 2/F to 3/F



Silver Plate

Glass Pane

VIII. Onsite Display

Advertisement	Location	Size (width x height)	Price (USD)
AC. Floor Sticker	Inside Halls	1,000 x 1,000 mm	\$2,500/5 pcs
	Concourses	1,000 x 1,000 mm	\$4,000/5 pcs
AD. Water Dispensers	Inside Halls	-	\$6,000/10 pcs
AE. WiFi Hotspot Sponsorship	Please contact the Sales Representatives	-	\$6,000/Hotspot

Material Specification:

- * Production cost not included.
- All files should be in CMYK MAC format.
- All advertisements must be supplied as a flattened PDF file with no layers.
- All high resolution images and fonts are needed to be embedded or outlined.

Floor Sticker



WiFi Hotspot



IX. Visitor Badges

Advertisement	Size (width x height)	Price (USD)
AF. Paper Badge Ad	98 x 25 mm	\$15,000 / 20,000 pcs
AG. eBadge Banner	500 x 80 pixels	\$7,000 / 20,000 pcs
AH. Lanyard with Company Logo, 1C	50 x 10 mm	\$12,000 / 30,000 pcs

Material Specification:

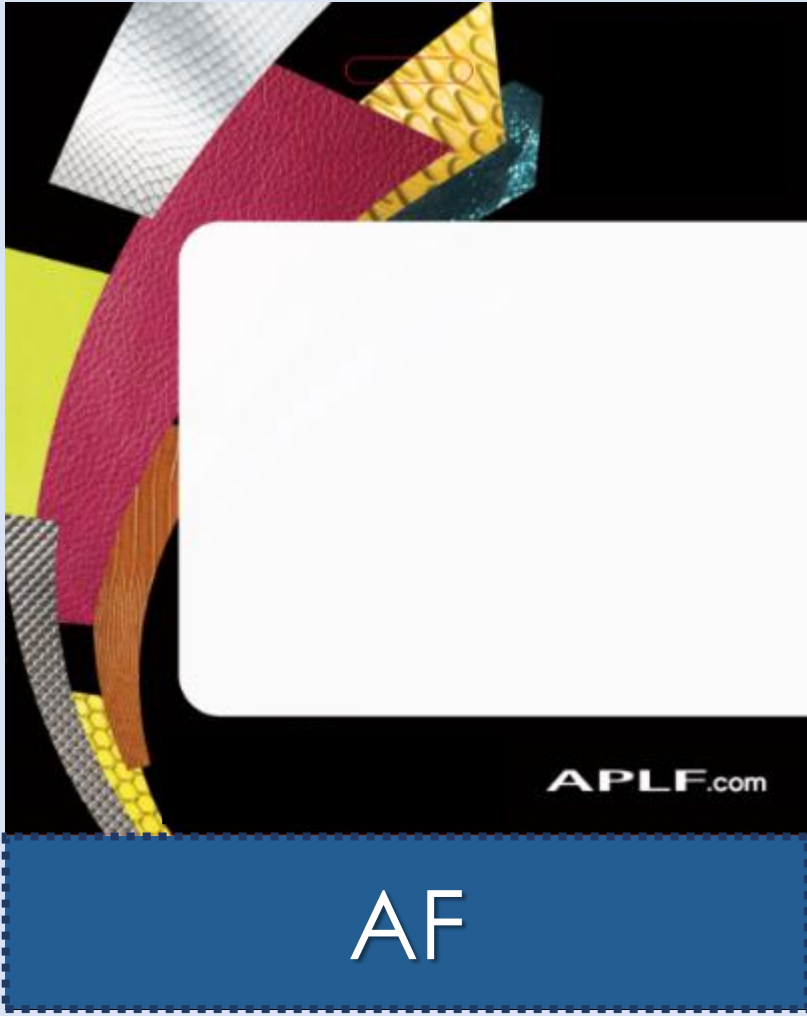
Paper Badge and Lanyard Ad:

- All files should be in CMYK MAC format.
- All advertisements must be supplied as a flattened PDF file with no layers.
- All high resolution images and fonts are needed to be embedded or outlined.

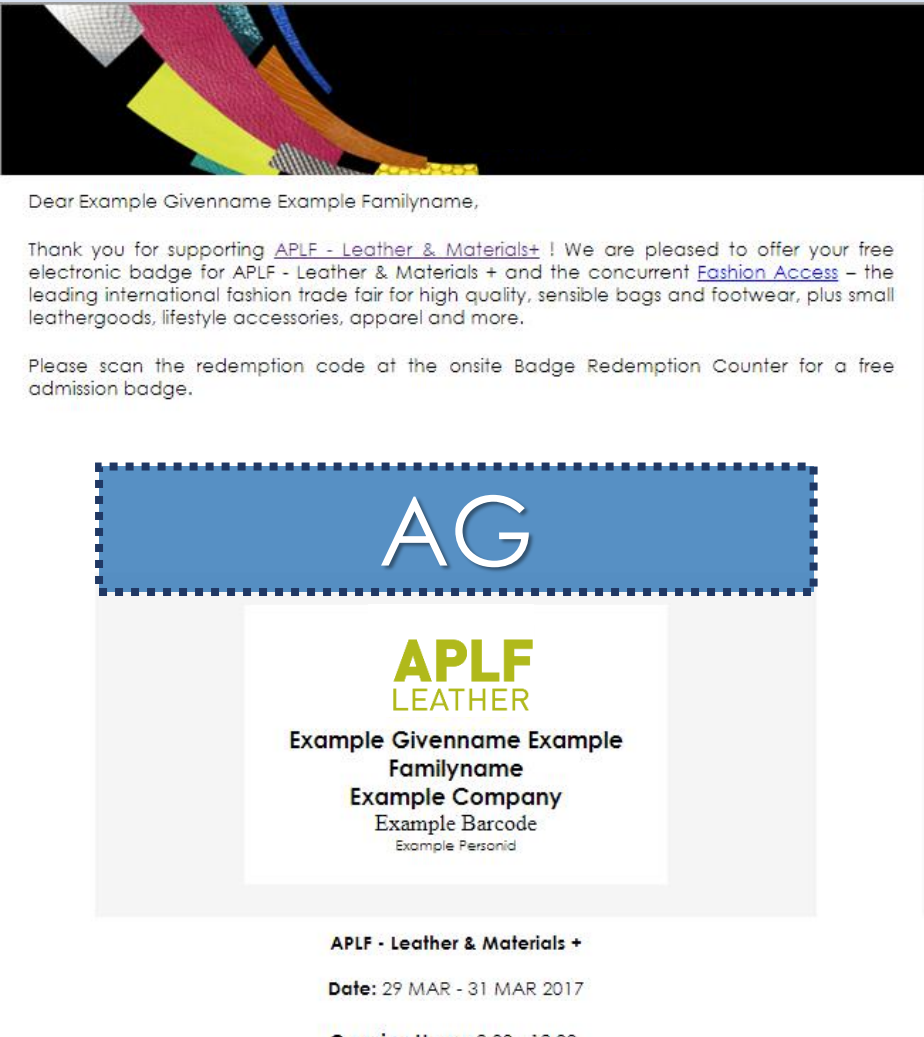
eBadge Banner:

- Format: gif or jpeg
- File Size: no larger than 200kb

Paper Badge Ad



eBadge Banner



Lanyard



Deadline: 15 November 2023

X. Premium

Advertisement	Materials	Price (USD)
AI. Carrier Bag	Non-woven bag, 4C	\$16,000 / side
	Tote Bag, 1C	\$25,000 / side
AJ. Logo placement on souvenirs	Sponsor's logo printed on souvenir, 1C	\$10,000 / 5,000 pcs
AK. Gift Sponsorship	Sponsor's product with APLF logo printed	Number of gift quantities to be discussed with sales representative

Material Specification:

Carrier Bag

- All files should be in CMYK MAC format.
- All advertisements must be supplied as a flattened PDF file with no layers.
- All high resolution images and fonts are needed to be embedded or outlined.

Carrier Bag
- Non-woven Bag



- Tote Bag



Deadline: 15 November 2023

XI. On-site Activity

Advertisement	Specification	Price (USD)
AL. Seminar	<ul style="list-style-type: none">- Seminar area with seating capacity for up to 60 guests- Screen, LCD projector and microphone are provided- Seminar promotions through fair's eDMs,- Seminar information to be listed on fair's website and on-site event schedule- Additional audio-visual facilities upon early request	\$1,000 / 1 hr
AM. Event Sponsor	<ul style="list-style-type: none">- Workshops- APLF Cocktail- Leather Forum	\$2,500 up / event

Seminar



Event Sponsor





CONTACT US

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