

# 2012 CPCA SHOW

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第二十一届中国国际电子电路展览会

同期举办：2012中国国际水处理和洁净技术及设备展览会

## 广告赞助计划

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上海世博展览馆

Shanghai World Expo  
Exhibition & Convention Center

March 13-15, 2012

2012年3月13-15日



中国PCB行业的第一展，  
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由中国印制电路行业协会、上海颖展商务服务有限公司主办的“第二十一届中国国际电子电路展览会”，将于2012年3月13日至3月15日在中国上海世博展览馆举行。本次展览会的展览面积25000平方米以上。分为电路板生产、设备、原物料和化学品、电子组装等展区。届时将有500多家厂商参展，他们分别来自美国、日本、英国、意大利、德国、法国、瑞士、奥地利、韩国、以色列、新加坡、马来西亚、印度、卢森堡、中国大陆、台湾及香港等20余个国家和地区。CPCA展览会将吸引众多的专业观众和买家群体，拥有超过5万多名专业观众，其中30%来自公司高层。

展览会期间由CPCA主办，世界电子电路理事会WECC共同协办的“国际PCB信息技术论坛”将邀请来自国内外业界的众多专家作专题演讲，共同探讨技术发展的动向和趋势。

同期同地举办的“2012中国国际水处理和洁净技术及设备展览会”，为印制电路板制造厂商的生产流程提供更为全面和专业的环保水处理及洁净技术解决方案，以更好地服务于PCB生产厂商。

CPCA展览会是每年度在中国举办的最具影响力的电子电路展览会。无论是在展览会的规模、参展商的知名度，还是行业的认知度和观众数量方面，CPCA展览会都居于首位，成为中国PCB行业的第一展。

Sponsored by China Printed Circuit Association (CPCA), the 21st International Electronic Circuits Exhibition will be held at Shanghai world Expo Exhibition Center on March 13-15, 2012. The total exhibition area covers 25,000 sq.m., which will be divided into PCB Zone, Equipment Zone, Raw Material & Chemicals Zone, Assembly Zone, etc. More than 500 exhibitors will participate in the show, including leading companies from 20 countries and districts, such as USA, Japan, British, Italy, Germany, Switzerland, Austria, Korea, Israel, Taiwan and Hong Kong districts and China Mainland, etc. Numerous professional visitors and buyers will pour into CPCA SHOW from many main PCB manufacturers throughout the country. 30% of them are from executives.

Sponsored by CPCA, co-organized by World Electronic Circuits Council (WECC), the International PCB Information Technology Forum will be held together with the show. Experts home and abroad will address to discuss the latest development of technologies and market.

China International Cleanrooms and Industrial Clearing Water Treatment Exhibition will be held together with CPCA SHOW. Required for PCB manufacturing process, comprehensive solutions of cleanrooms and clearing water technologies will be provided at the show, serving PCB manufacturers in a better way.

CPCA SHOW is the most influential electronic exhibition annually held in China. It becomes the number one exhibition in Chinese PCB industry, not only in the scale of the show and the popularity of the exhibitors, but also in the cognition in the industry and the number of the visitors.



## 展览会会刊-《采购指南》广告

- ☑ 所有的参展商名录都包含在这本册子中，全部采用中英文两种语言，方便中外人士；
- ☑ 它将被分发给数万名到场的专业观众和买家；
- ☑ 它将被分发给各国相关的官方和非官方的贸易及服务机构；
- ☑ 在当年的美国IPC展、韩国KPCA展、日本JPCA展、欧洲FPC展、台湾TPCA展、分发给专业观众；
- ☑ 广告刊登者将获赠《采购指南》10册、展览会VIP胸卡1张。








如果你想直接面对全球最大、最专业的客户群体，CPCA展览会是你的最好选择！

If you would like to meet the biggest and the most professional customer groups in the world face to face, CPCA SHOW is your best choice! Take Action right now!

## CPCA SHOW 2012 Directory - BUYERS GUIDE

- ☑ The Directory of all exhibiting companies is included in this brochure in English and Chinese for the convenience of people home and abroad.
- ☑ The Directory will be distributed to tens of thousands of visitors, buyers and organizations home and Abroad.
- ☑ It will be distributed to official and non-official trade and service organizations.
- ☑ It will be distributed at KPCA Show, JPCA Show, EPC Show, TPCA Show and IPC Show in this year.
- ☑ Advertiser will get 10 more copies of Buyers Guide, 1 VIP badge.

	《会刊》封底彩色 Back Cover (4 Colour)	RMB 23000 / 页(Page)
	《会刊》封二彩色 Inside Page (4 Colour)	RMB 14900 / 页(Page)
	《会刊》封三彩色 Inside Cover (4 Colour)	RMB 13900 / 页(Page)
	《会刊》内页彩色 Inside Back Cover (4 Colour)	RMB 5000 / 页(Page)
	《会刊》半页彩色 1/2 Inside Page (4 Colour)	RMB 2500 / 页(Page)



广告尺寸 Ad size:

全页 full page: 210mm×285mm

半页 1/2 page: 210mm×142mm

\* 参展商的特别优惠计划请联络承办单位。

\* For more details about the Special Plan for our honored exhibitors, please contact the organizer.



## 网络宣传套餐 On-line Propaganda Plan

RMB 2500

1. 展会官网首页贵公司标识链接;
2. 展会快讯中刊登贵公司信息及图片3次;
3. 向所有展会预登记观众发送电子邮件, 邀请参观贵公司的展台。

1. Link of your LOGO on the Index of the official website of the show;
2. Three publishing of your information or pictures on the On-site News-in-brief;
3. Inviting all the on-line registered visitors to your booth by email.

### 广告赞助计划包括 Advertisement and Sponsorship on:

- |                  |                                     |  |
|------------------|-------------------------------------|--|
| 展览会会刊《采购指南》广告    | <input checked="" type="checkbox"/> | the Show Directory, Buyers Guide                       |
| 观众《参观指南》广告       | <input checked="" type="checkbox"/> | Guide for Visiting                                     |
| 展览会通行证公司标识       | <input checked="" type="checkbox"/> | Company Logo on Badges                                 |
| 展览会通行证绳带         | <input checked="" type="checkbox"/> | Badge Lanyards   |
| 展览会包装袋           | <input checked="" type="checkbox"/> | Show Bags  |
| 展会宣传基本套餐         | <input checked="" type="checkbox"/> | Basic Propoganda Plan                                  |
| 展览会现场广告牌         | <input checked="" type="checkbox"/> | On-site Billboards                                     |
| 网络宣传套餐           | <input checked="" type="checkbox"/> | On-line Propaganda Plan                                |
| 展览会官方网站网页标识、按钮广告 | <input checked="" type="checkbox"/> | Web Banner and Web Button on the official show website |

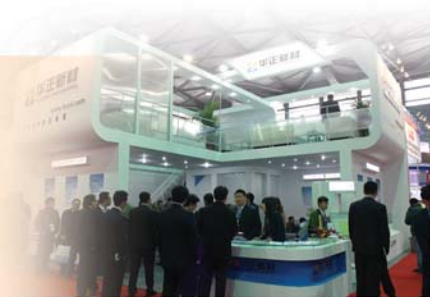
## 展会宣传基本套餐 Basic Propaganda Plan

RMB 5200

1. 《参观指南》中刊登贵公司广告一幅;
  2. 展会会刊《采购指南》展商名录中刊登贵公司标识;
  3. 展厅现场平面图中刊登贵公司标识。
- 
1. One Ad. of your company on the Visiting Guide;
  2. Your LOGO on the official Directory, the Buyers Guide;
  3. Your LOGO on the on-site Show Plan.



《参观指南》中刊登广告位置  
"Visiting Guide" in the  
position advertised



更多详情请联络主办者:

For more details please don't  
hesitate to contact the organizer:

**上海颖展商务服务有限公司**  
Shanghai Ying Zhan Business Service Co., Ltd.  
Tel: +86-21-54900077  
Fax: +86-21-54904537  
E-mail: [cpcashow@ying-zhan.com](mailto:cpcashow@ying-zhan.com)

请访问我们的网址:

Please visit our website:  
[www.cpcashow.com](http://www.cpcashow.com)



## 胸卡/胸卡绳带广告

所有进入展览会现场的观众和参展商都必须佩带胸卡，你可以将公司的标识印在所有的胸卡上，或在胸卡绳带上印制贵公司的广告，使观众在第一时间引起注意。

胸卡公司标识 (20mm×15mm)

RMB 5800/30000张

胸卡绳带公司标识 (15mm×800mm)

RMB 14000/5000 条

胸卡绳带标识

Logo on the Badge Lanyards



胸卡公司标识  
Logo on the Badge

## Badge / Badge Lanyards

They are the premier marketing opportunity. Every attendee will have your name around his or her neck walking at CPCA SHOW 2012. Print the name of your company on the badge and the lanyard!

Badge:

RMB 5,800 / 30,000 pieces  
(20mm×15mm)

Lanyard:

RMB 14,000 / 5,000 pieces  
(15mm×800mm)

## 展览会包袋

每个参观者在登记注册时都将得到一个展览会包袋，内有展览会的资料。当他们漫步在展厅时，贵公司的形象将引人注目。



RMB 27000 /万只

包袋尺寸:

280mm×380mm (单面)

仅限三家

## Show Bags

Every attendee will be given a show bag with show information. When they walk in the exhibiting hall, the official show bag with your logo will catch everyone's eyes.

RMB 27,000 / 10,000 pieces

(280mm×380mm, single side)

Only 3 exhibitors are allowed.

展览会包袋公司广告位置  
Ad Location on the Show Bags



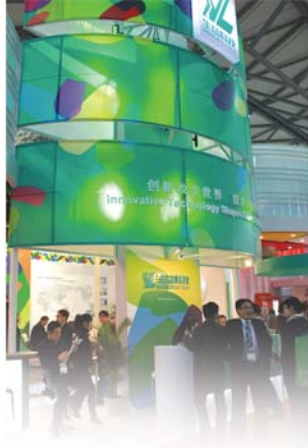
## 展览会网页旗帜广告 [www.cpcashow.com](http://www.cpcashow.com)

现在，有越来越多的观众喜欢选择网上登记注册。同时，更多的人利用展览会的网页了解更多的信息。请选用网页旗帜广告，使你在第一时间直接面对专业的观众及潜在客户。

[www.cpcashow.com](http://www.cpcashow.com)



展览会网页标识  
RMB 2500 / 90天



## Web Page Banner Button Advertisement [www.cpcashow.com](http://www.cpcashow.com)

Many exhibitors will apply and register over the web. More and more people will get informed by visiting the website. The professional people will be attracted and brought to your booth by the banner message on the web of the show.

On-line Banner:  
RMB 2,500 / 90 days

# 2012 CPCA 展览会广告申请表 Application Form for Advertisement

回执请传 Please fax to: +86-21-54904537

广告项目 Item	单价 Prise ( RMB )	广告版面尺寸 Size	数量 Quantity	总价 Total ( RMB )
《会刊》封底彩色 Back Cover (4 Colour)	23000/页(Page)	210mm×285mm		
《会刊》封二彩色 Inside Page (4 Colour)	14900/页(Page)	210mm×285mm		
《会刊》封三彩色 Inside Cover (4 Colour)	13900/页(Page)	210mm×285mm		
《会刊》内页彩色 Inside Back Cover (4 Colour)	5000/页(Page)	210mm×285mm		
《会刊》半页彩色 1/2 Inside Page (4 Colour)	2500/页(Page)	210mm×142mm		
网络宣传套餐 On-line Propaganda Plan	2500	详见广告申请表 See Ad Form		
展会宣传基本套餐 Basic Propaganda Plan	5200	详见广告申请表 See Ad Form		
胸卡公司标识 Badge	5800/30000张(Pieces)	20mm×15mm		
胸卡绳带公司标识 Badge Lanyards	14000/5000条(Pieces)	15mm×800mm		
展览会包袋 Show Bags	27000/10000只(Pieces)	280mm×380mm		
展览会网页标识 Web Page Banner	2500/90天 (Days)	www.cpcashow.com		
* 广告申请表下载网址 Website Advertising Application Form: www.cpcashow.com/guide.asp?id=4			共计 In total (RMB):	

公司名称 (盖章) Company (Sealed)

填表人 Signature

职务 Position

电邮 Email

联系电话 Tel

传真 Fax

日期 Date

确定广告版面后, 主办单位即发付款通知, 请按付款通知上的银行帐号汇出广告费。全部广告材料在2012年1月31日前寄至:  
After your booking, please send the ad fee and your advertising material before Jan. 31, 2012 to:

上海颖展商务服务有限公司 SHANGHAI YINGZHAN BUSINESS SERVICE CO., LTD.

地址: 上海市漕溪北路41号汇嘉大厦23层D座 邮编: 200030

Unit D, 23/F, Hui-Jia Building, No. 41, Cao Xi Road North, Shanghai 200030 China

电话/Tel: +86-21-54900077

传真/Fax: +86-21-54904537

E-mail: cpcashow@ying-zhan.com



组织单位 ORGANIZERS

中国印制电路行业协会  
China Printed Circuit Association  
上海颖展商务服务有限公司  
Shanghai Ying Zhan Business Service Co., Ltd.

协办 CO-ORGANIZERS

世界电子电路理事会  
World Electronic Circuits Council  
中国电子学会洁净技术分会  
Chinese Contamination Control Society  
上海市净水技术学会  
Shanghai Association of Water Purification Technology  
上海市环境保护工业行业协会  
Shanghai Environmental Protection Industry Association

广告联络

ADVERTISING LIAISON:

上海颖展商务服务有限公司

SHANGHAI YINGZHAN BUSINESS SERVICE CO., LTD.

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New

2012 欢迎到  
Welcome to the N



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