

Page-Views 浏览量

The 14th International Exhibition on Textile Industry 第十四届上海国际纺织工业展览会

Date : **2009.6.12-15**
日期 : **2009.6.12-15**

Venue : Shanghai New International Expo Center
地点 : 上海新国际博览中心

www.ShanghaiTexOnline.com
Also hosted in <http://textile.2456.com>

Page-views in 3 months of ShanghaiTex 2007
三个月累计浏览量

1,376,672

Total in 2007
2007年总计

5,271,525

Total in 2008
2008年总计

4,609,743

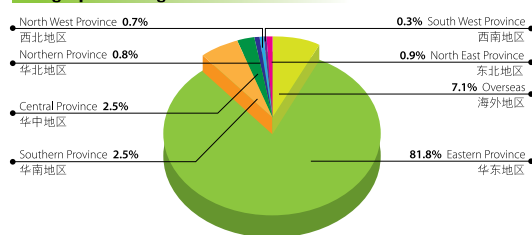
Show Scale 展会规模

No. of Exhibitors 展商数目(Estimated预计) : 1,500

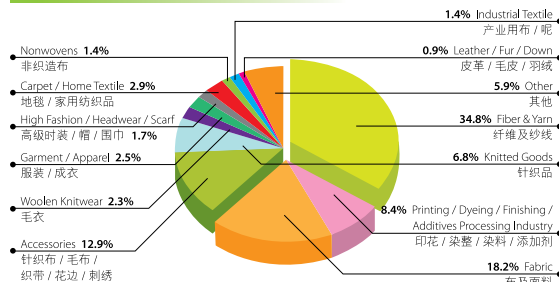
No. of Visitors 参观人数(Estimated预计) : 120,000

Visitor's Profile 观众资料

Geographical Origins 地区分类



Nature of Business 行业分类



Effective marketing is needed in the fiercely competitive market, to let you gain visibility with prospects and maintain communication with customers and partners at ShanghaiTex, www.ShanghaiTexOnline.com provides an excellent communication platform to achieve your business goal.

It's estimated that over 70% of show visitors will preview the exhibition and exhibitors' information from the official website and media before they visit the show. Exhibitors are highly recommended to make good use of this opportunity to promote their exhibits' innovation and services by putting up banner or button that link up with their own websites. All information in www.ShanghaiTexOnline.com is vital and official for visitors' reference and information.

在日益激烈的市场竞争中,有效的营销能让您在ShanghaiTex增加曝光率,并可助您保持与客户和合作伙伴的良好沟通。www.ShanghaiTexOnline.com提供了一个极好的交流平台,助您达成企业目标。

据估计,超过70%的观众会在展前访问展会的官方网站及其它媒体预先了解展会和参展商信息。参展商可利用此机会投放横幅或按钮广告并连接到其公司网站以宣传其创新展品及服务。www.ShanghaiTexOnline.com作为官方网站,将为观众提供所有重要信息。

Promotion Channels 宣传渠道

Printed media promotion 印刷媒体推广:

- Tickets, show catalogues, show newspapers, China Textile & Apparel Journal (CTA), Journal for Asia on Textile & Apparel (ATA) and all supporting media
- 门票、展会目录、展览时报、《中国纺织及成衣》、《纺织及成衣(亚洲版)》及各大合作媒体

Online and e-marketing promotion 网络和电邮推广:

- Banners on <http://textile.2456.com>, Countdown e-Newsletter to 140,900 registered members in textile industry, plus ShanghaiTex appointed media and over 50 other online platforms.
- 纺织专网 (<http://textile.2456.com>) 的旗帜广告、发送展会倒数电子报给超过十四万名注册纺织业会员,以及ShanghaiTex的指定媒体和超过50个网络联络平台。