



Chinaplas® 2010 Official Show Newspaper
国际橡塑展 2010

Your Best Pre-Show & Onsite Promotion

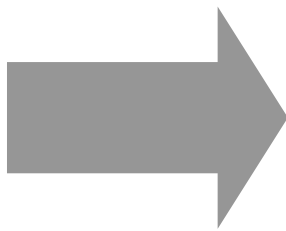
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Being the OFFICIAL Publication of CHINAPLAS, **CHINAPLAS Show Newspaper** is the most impactful and direct onsite promotional channel, with 3 editions designed to reach all visitors of CHINAPLAS:



Distribution

Total : 90,000 copies (For 3 Editions)



60,000 copies	Visitor registration counters, on-site info kiosks, newspaper stands at the main entrances
18,000 copies	Direct mailing to key prospective visitors before the show
6,000 copies	VIPs at opening ceremony & receptions of selected hotels nearby the exhibition halls
3,000 copies	Key Chinese supporters & officials
3,000 copies	Concurrent conferences / seminars during the exhibition

Content (Simplified Chinese with English Abstract)

Chemical & Raw Materials	Machinery & Equipment	Chinese Suppliers
<ul style="list-style-type: none"> Overview & future development of chemical & raw materials in the industry A full list of key chemical & raw materials suppliers & exhibit highlights 	<ul style="list-style-type: none"> Overview & future development of machinery & equipment in the industry A full list of key machinery & equipment suppliers & exhibit highlights 	<ul style="list-style-type: none"> Floor plans of exhibition halls Introduction & schedule of technical seminars
<ul style="list-style-type: none"> CHINAPLAS 2010 Visitor Guide 		<ul style="list-style-type: none"> Exhibitors & exhibits highlights
<ul style="list-style-type: none"> Introduction of scenic spots, hotels & restaurants 		<ul style="list-style-type: none"> Introduction of hotels & restaurants