



## The 9<sup>th</sup> China (Qingdao) International Textile Machinery Fair

### 第九届中国(青岛)国际纺织工业展览会

#### Promotion Plan 宣传方案

##### 1. Media Promotion 媒体宣传

Through reporting and advertising on the show via a selected group of overseas and Mainland printed and online media, the Fair is enabled to maximize its publicity to the right target audience. (For details please see the attachment)

透过海内外纸媒及网上媒体对展会的报导及广告投放，将全面提升本次展会在专业观众群内的知名度。(请查阅附件以获取更详细资料)

##### 2. Press Conference 新闻发布会

A press conference to be held on Nov 20 in Qingdao for medias and exhibitors would become a first hand platform announcing the remarkable cooperation between Qingdao Haiming and Adsale, with discussion on the measures ensuring the quality uplift in the coming fair.

在 11 月 20 日，主办单位在青岛举行新闻发布会，接待各方媒体及主要展商，并在会上宣布青岛海名与香港雅式的强强合作，以及宣布提升本届展会质量的具体方案。

##### 3. Telemarketing 电话推广

Telemarketing activities would be started in mid November, with the first round targeting overseas visitor groups. Afterwards, Hong Kong, Taiwan will be focused. By end of February 2008, our focus will be shifted to mainland visitors.

直接电话推广于 11 月中旬展开，首批电话邀请对象是海外的观众群，然后是香港及台湾，到 2008 年 2 月底，将针对国内观众群进行电话邀请。

#### 4. E-newsletters 电子报

The e-newsletters contain the latest movements of the Fair together with news of concurrent events and will be sent targeted visitors monthly, keeping them updated with the show's movement via email - a swift and convenient way

電子報將展會及同期活動的最新動向，每個月以最便捷的電郵形式發送予目標觀眾，讓他們時刻緊貼展會的發展



The schedule of the e-newsletter is shown as below 群发电邮日程如下：

- 12-12-2007
- 12-1-2008
- 1-2-2008
- 28-2-2008
- 12-3-2008
- 27-3-2008

## **5. Press Release 新闻稿**

Sending press release to the media to update them the show latest progress, and the schedule is:

向传媒发新闻稿，告知传媒展会的最新动向，日程如下：

- 20-11-2007
- 20-12-2007
- 23-01-2008
- 13-02-2008
- 15-03-2008

## **6. Visitors pre-registration 观众预先登记**

Visitors' online pre-registration would be started by December 2007. Furthermore, the Organizer will continue using mass email and telemarketing to follow up the data, to ensure the effectiveness of the pre-registration.

Visitors can register at following website:

<http://www.2456.com/qdtx>

观众网上预先登记将于12月份启动。另外亦将继续利用群发电子邮件及直接电邀请，以收更大成效。观众可登入一下网址登记：<http://www.2456.com/qdtx>



## **7. Direct Mailing the Show Preview 邮递展前预览**

Preview is a promotional material printed before show, the content includes show details and exhibitors' information. The preview will be directly mail to the key buyer in China and overseas, in order to brief the buyers about the show, especially the exhibitors' information. 展前预览是在展览会期前所影制的宣传品, 内容包括展览及展商的资料。这些资料将直接邮递给国内外重点买家, 让买家能在展期前, 对展会尤其是展商, 有初步的了解。



## **8. Buyer Pavilion 买家团**

To contact the buyer pavilion in other trade fairs and local association, and communicate with the travel agencies to organize new buyer pavilions.

(Please refer to the attachment)

将会联络其它展会的买家团, 并联络旅行代理组织新的买家团。(请查阅附件)

## **9. Other Measures 其他措施**

- 533,333 SMS promotion SMS 短信宣传
- 60,000 Direct Mailing Promotion 直接邮递宣传



Attachment 附件:

**Media List (Partial) 媒体清单 (部分)**

Ban Dao Dao Shi Bao 半岛都市报  
China Textile Leader 纺织导报  
China Textile News 中国纺织报  
Wool Textile Journal 毛纺织科技  
Wooltex.com.cn 中国毛纺织科技信息网  
Knitting World 针织世界  
China Knitting Net 中国针织网 (中英文版)  
China Socks Supplier Net 中国袜子网  
Shanghai Textile Science & Technology 上海纺织科技  
T' Weekly 纺织服装周刊  
Tex Index.com 中华纺织网  
Textile Accessories 纺织器材  
Textile Machinery 纺织机械  
Guangdong Dyeing and Finishing 广东染整  
Garment World 制衣业世界  
HC360.com 慧聪网  
www.ccedpw.com 印花世界  
Jiangsu Textile 江苏纺织  
Wool3.com 全球羊毛衫网  
TTMN.com 中国纺机网  
Fj.texindex.com 中华纺机网  
Progress in Textile Science & Technology 纺织科技进展  
Sinodf.com 中国印染资讯网  
Dyeing & Finishing Texhnology 染整技术  
Melliand China 国际纺织导报  
Webtextile.com 第一纺织网  
Cotton Textile Technology 棉纺织技术  
Knitting International (UK 英国)  
Printing & Dyeing 印染  
Qilu Night Post 齐鲁晚报  
Qingdao Daily 青岛日报

Qingdao Economic Radio 青岛经济广播电台  
Qingdao Financial Daily 青岛财经日报  
Qingdao Morning Post 青岛早报  
Qingdao News(Website)青岛新闻网  
Qingdao Night Post 青岛晚报  
Qingdao People's Radio 青岛人民广播电台  
Qingdao Radio 青岛广播电台  
Qingdao Radio Traffic Channel 青岛广播电台交通频道  
Qingdao TV <Life Online>青岛电视台生活线上  
Qingdao TV <Today's 60mins> 青岛电视台今日 60 分  
Qingdao TV News 青岛电视台新闻  
Qingdao TV Post 青岛广播电视报  
Sinotex.net 锦桥纺织网  
Shandong People's Radio 山东人民广播电台  
Shandong Textile Technology 山东纺织科技  
Shandong TV 山东电视台