

## Promotion Plan for CeMAT ASIA 2020

### Material Collecting and Submitting Notice (For Free)

<p><b>CeMAT TV Video Channel</b> <b>(recommend)</b></p> <p>Regular soliciting</p>	<p>As a new promotion channel launched in the second half of 2019, <b>CeMAT TV video</b> channel has released dozen exhibitor videos through wechat service account, live video channel, <a href="#">bilibili</a>, <a href="#">youtube</a> etc. till 10<sup>th</sup> Jan. 2020, the coverage and quality of the promotions are outstanding.</p> <p>(1) Content of the video: product introduction, industry analysis, case study, exhibition site, experts opinion etc.</p> <p>(2) The total length of the video should be less than 10 minutes.</p> <p>(3) For better results, it is recommended to add sub-title to the video.</p>
<p><b>CeMAT ASIA Overseas Social Media (Facebook, Twitter, LinkedIn)</b> <b>(recommend)</b></p> <p>Regular soliciting</p>	<p>It is a good opportunity for those exhibitors targeting overseas market to promote with the organizer's overseas social media channels. The updating frequency of organizer's <a href="#">facebook/twitter/linkedin</a> accounts are twice a week, during the show the frequency is going to be three times a week.</p> <div style="display: flex; justify-content: space-around;">   </div> <p>(1) English content within 280 words.</p> <p>(2) Video within 100 seconds.</p> <p>(3) 2-4 high resolution pictures.</p>
<p><b>CeMAT ASIA Official Website &lt;Industry News&gt;</b></p> <p>Regular soliciting</p>	<p><a href="#">Official website</a> makes sure the contents are going to deliver to the targeted audiences. The updating frequency of official website is 5 times a week.</p> <p>(1) Chinese /English content about new product introduction, company news etc. with 800-2000 words,</p> <p>(2) 2-3 high resolution pictures</p> <p><b>Pictures please put into a separate folder with proper name, thanks.</b></p>

Above promotion opportunities are for CeMAT 2020 exhibitors, buyers, medias etc., senders need to submit proper materials voluntarily. To ensure the promotion result on different promotion channels, the organizer will review the materials, adjust slightly if necessary. By passing the review, the material will be released in CeMAT ASIA authorized channels, please ensure the validation and authenticity of the contents. After submit successfully, CeMAT ASIA is entitled to use the materials at its promotional channels.

#### Submission notes:

Zip the files and send to [ceemat-asia@hmf-china.com](mailto:ceemat-asia@hmf-china.com), the tile of the emails should be as following: **exhibitor promotion material+company name**, the valid contact information should be placed in the email.

Any further promotion idea is welcome to discuss with us.

19 Jan. 2020