

9th Edition

CPRJ Plastics in Automotive Conference & Showcase



Date: 5 – 6 Sep, 2019

Place: Crowne Plaza Beijing International Airport, China

Theme: Lightweight, Sustainable and Intelligent Mobility

Hosts: **ADSALE 雅式**

Adsale Publishing Ltd., (Adsale Group)



北京汽车
BAIC MOTOR

Co-organizer: BAIC Motor Corporation., Ltd.

<http://www.baicmotor.com>

BAIC Motor is a leading passenger car manufacturer and service provider in China and one of passenger car enterprises that own best brand layout and business system within the industry.

Organizer: **CPRJ 中国塑料橡胶**
China Plastic & Rubber Journal
AdsaleCPRJ.com

CPRJ International
China Plastic & Rubber Journal 中国塑料橡胶
AdsaleCPRJ.com

Supporters : **ufi**
Approved Event

Chinaplas
国际橡塑展

spe
INSPIRING PLASTICS PROFESSIONALS

SpecialChem
connect · innovate · accelerate



Brilliance Auto
华晨汽车

Agenda: Sep 5 (Full day)

Parallel Sub - Forum:

- Lightweighting and material innovation
- Lightweighting-Innovative design and smart manufacturing①
- Lightweighting-Innovative design and smart manufacturing②
- Interiors and Exteriors – Innovative design and smart manufacturing

Sep 6 (Half day): Visit Beijing Hyundai 2nd Factory

Highlights:

- 400+** Professionals
- 30+** Expert Presentations
- 40+** Exhibitors
- 69%** Whole Car & Auto Parts Manufacturers

Confirmed Sponsors: (More sponsors to be confirmed)

YIZUMI, SODICK, Demag, Keqiang, JSW, DOW, Nordson, JEA, WITTMANN BATTENFELD, Gimatic, CHAOQUN, MOTAN-COLORTRONIC, FANUC, POLYMAKER, Stratasy, ExxonMobil, FCS, WANHUA, SHINI, CRERAX, HP, LICI, Avian, Sentein, Epone, bestfluoro, H.J.UNKEL, FRIGEL, QUICKLY, INCOE, Inglass, WEIFU, HENG HIAP, VICTOR, HIGHTRICHJA, Multiplus, ZWCAD, Cold Jet, Multitech, Forwell

Last Edition Invited Speakers (Partial):

Chengyin Yuan -- Deputy General Manager, Beijing Electric Vehicle Co., Ltd.

Guoqi Zhao -- Deputy Director of Technology Center, Great Wall Motor Co., Ltd.

Zhongliang Wu – GM, Yanfeng Automotive Trim Systems Guangzhou Co., Ltd.

Wenguang Wu -- Deputy Chief Executive Officer, Yanfeng Global Automotive Interior Systems Co., Ltd.

Du Cao – Vice General Manager, Baic Motor Corporation Ltd. R&D Center

Bo Liu -- New Energy Vehicle Technology Business Unit Material & Lightweight Manager, Changan Oushang

Wenbin Li -- General Manager of R&D, MINTH Group Ningbo Taiyong Automotive Parts Co., Ltd.

Xuefeng Liu -- Automotive Material Research Dept. Vice Director, China Automotive Technology & Research Center

Junxian Li – Section Chief, BAIC Motor Corporation Ltd. R&D Center

Wesley Zhu – Team Leader of Material Technology Development, Brose China Co., Ltd.

(The list is in no particular order)

Publicity:

- Conference Preview & Review will be published in CPRJ & CPRJ International magazine and e-book
- News reports of conference, sponsors and bigwig of industry will be uploaded to AdsaleCPRJ.com and conference website simultaneously
- Share conference highlight and presentation slides to 48,000 WeChat followers and 1.5 million Weibo followers before and during the event
- Conference news reports will be published on the mainstream media platform, industrial association group. Reach targeted audience precisely

Invited Audiences :

Whole Car Manufacturers

FAW Group Corporation
China Automotive Technology Research Center
Chongqing ChangAn Automobile Company Limited
ChangAn New Energy Automobile Co., Ltd.
Beijing New Energy Automobile Co., Ltd.
Great Wall Motor Co., Ltd.
Guangzhou Automobile Group Motor Co., Ltd.
Dongfeng Motor Corporation
Shanghai Volkswagen Automotive Co., Ltd.
Zhejiang Geely Automobile Research Institute Co., Ltd.
Chongqing Xinyuan Brilliance Automotive Co., Ltd.
ChangAn Ford Automobile Co., Ltd.
Zhengzhou Nissan Auto Co., Ltd.
Volvo Car Corporation China District
SAIC-GM-Wuling Automobile Co., Ltd.
ChangAn Suzuki Automobile Co., Ltd.
SAIC-IVECO HONGYAN Commercial Vehicle Company
Dongfeng Honda Automobile Co., Ltd.
Beijing Automobile Group Co., Ltd.
Naveco Ltd
QingLing Motors (Group) Co., Ltd.
Baic Silver Cheung Automobile Co., Ltd.
Lifan Industrial (Group) Co., Ltd.
Weichai Group Holdings Limited
Zhengzhou Yutong Bus Co., Ltd.
Chery Automobile company
BYD Automobile Industry Co., Ltd.
Chongqing Zotye Automobile Industry Co., Ltd.
DFSK Motor Co., Ltd.
Sichuan Eli Vic Electric Vehicle Manufacturing Company Limited
Chongqing Wuzhoulong New Energy Automobile Co., Ltd.
Chongqing Jialing Chuanjiang Automobile Manufacturing Co., Ltd.
Chongqing Hengtong Bus Co., Ltd.
Chongqing Changan Kuayue Automobile Co., Ltd.

Auto Parts Manufacturers

China Auto Parts Industry Company
TRW Automotive Holdings Corp
Antolin (China) Investment Co., Ltd.
TennecoLingchuan (Chongqing) Exhaust System Co., Ltd.
MINTH Group
Faurecia(China) Holding Co.,Ltd.
Cooper Standard Automotive
Brose China Co., Ltd.
ZF (China) Investment Co., Ltd.
Roechling Automotive Parts (Kunshan) Co., Ltd.
Hella Shanghai Electronics Co., Ltd.
Ningbo HuaXiang Natural Fiber Technology Co., Ltd.
Hebei Xinhua Ouya Automobile Component Group Co., Ltd.
Jiangsu Xinquan Automotive Tirm Co., Ltd.
YAPP Automotive systems Co., Ltd.
Valeo Ichikoh (China) Auto Lighting Co., Ltd.
Changshu Automotive Trim Co., Ltd.
Tianhai Auto Electronics Group Limited
Pan Asia Technical Automotive Center Co., Ltd.
Hunan Changfeng Automobile Plastic Products Co., Ltd.
Webasto Roof Systems Ltd.
Magneti Marelli Automotive Electronics (Guangzhou) Co. Ltd.
Chongqing Lear Changan (Chongqing) Automotive System Co., Ltd.
Chongqing Yazaki Instrument Co., Ltd.
United Automotive Electronic Systems Co., Ltd.
Magna Automotive Technology and Service (Shanghai) Co., Ltd.
Chongqing Pingwei Enterprise Co., Ltd.
Chongqing Hongli Zhixin Automobile Parts Manufacture Co., Ltd.
Chongqing Xunchang Auto Company Co., Ltd.
MollerTech Automotive Parts (Langfang) Limited
Chongqing Qingshan Industrial Co., Ltd.
Chongqing Zongshen Automobile Air Intake System Manufacturing Co., Ltd.
Yanfeng Plastic Omnium automotive exterior Systems Co. Ltd.
(More invited audience to be confirmed)

2018 Edition: AdsaleCPRJ.com/AutoReport

508 participants

153 companies

69% were General Manager / Senior Management, Chief Engineer, R&D

95% sponsors

99% sponsors

98% audiences

Concluded the Conference's result from satisfactory to very fruitful

achieve the goal of participating in conference

intended to recommend CPRJ Automotive Conference to others

What our Sponsors say :

I had a productive day! Get connection with Society of Automotive Engineers of Chongqing, technical researches and presentations are informative as well. It's wonderful that I have met with new friends here.

Gimatic Automation Engineering (Changshu) Co., Ltd.

Speakers and audiences matched with our target sector. CPRJ team also helped to recommend some potential clients. We have got a lot from this conference.

Guangdong Yizumi Precision Machinery CO., Ltd.

Testimonials from Audience/Keynote Speakers :

The Conference unfolded the latest development trends of new materials and processing technologies for the automotive industry, and provided a platform for information exchange. The result was very fruitful for us.

Technology Center of Great Wall Motor Co. Ltd.

It was such a grand conference, providing an excellent platform for automakers, components manufacturers and materials suppliers to exchange information. We are looking forward to participating in the next edition.

Brilliance Automotive Holdings Limited

Scope of Exhibits :

- Carbon fiber
- Glass reinforces plastics
- Rubber Machinery
- Rubber & TPE
- Additives, master batches and pigments
- Extrusion and injection molding
- 3D Technologies
- Molds & hot runners
- Hot stamping, decoration & printing equipment
- Testing equipment & services
- Auxiliary equipment, automation & other industrial tools
- Engineering plastics / modified plastics / reinforced plastics / composites
- Other new materials
- More innovative technologies

For sponsorship and exhibiting, please contact us now !

Adsale Publishing Ltd.

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Global Network : AdsaleCPRJ.com/GlobalNetwork

WeChat ID : AdsaleCPRJ

CPRJ Conference Sponsorship (USD)

AdsaleCPRJ.com/Conference

Package Details	VIP◆	Diamond	Gold	Exhibitor
Packaging, Appliance/3C Electronics, Automotive Themed	\$18,900	\$9,300	\$5,500	\$2,600
Other Themes ("Medical", "Innovative Technologies, CMF, New Materials" etc.)	\$14,800	\$7,500	\$4,500	\$2,350
1. Acknowledgement as VIP sponsor on presentation screen during opening speech	✓			
2. Opportunity to participate in 1 on 1 qualified buyer meeting (subject to buyer's availability)	✓			
3. Two VIP seats at the Gala Dinner main table	✓			
4. Opening speech at the Gala Dinner (max. 2 mins)	✓	✓		
5. One presentation timeslot (20 mins)	AM/PM★	PM Module		
6. Introduction of speaker / presentation on CPRJ WeChat (subject to materials' availability & editor's discretion)	✓	✓		
7. Full list of conference delegates (including email/tel no., 1 month after the event)	✓	✓		
8. Placement of easy-roll banner at appointed area ☆	2 pcs	1 pc		
9. Delegate bag insert (max. A4 size and 60g)	✓	✓	✓	
10. One 4C Ad in Conference Kit (ROP)***	Full Page	Full Page	Full Page	
11. Acknowledgement of your company logo on Conference Kit	One full page	✓	✓	✓
12. Post at CPRJ Weibo, WeChat & selected fan groups (in Chinese only)	Exhibitor highlight (a higher position)		Company name & logo	
13. Conference website landing page	Logo acknowledgement plus a link to exhibitor highlight		Logo acknowledgement	
14. Acknowledgement of your company logo on pre-event materials	Top level, ALL materials	ALL materials	ALL materials	Conference website
15. Acknowledgement of your company logo on site	Backdrop, reception & signage	Backdrop & reception	Backdrop & reception	Reception
16. One information desk (1.8m x 0.45m) & 2 chairs at appointed exhibition area*, placement of one easy-roll banner within the area is allowed ☆	Main area	Main area	✓	✓
17. Complimentary conference admissions △ (including handouts, meals and plant visit**)	4	2	2	2

◆ Additional charge 30% for exclusivity in the corresponding supplier category

★ 1. Exhibitor should not sublet/underlet or sublicense the space allocated or part with possession thereof, or use space at the exhibition venue other than that allocated by the organizer

2. Electricity supply to the exhibition area is limited, subject to venue's availability

** Plant visit arrangement is subject to the host factory's screening

*** Ad size : 105mm(W) x 210mm(H)

★ Adsale Group reserves the right of final interpretation for the conference programme

Customized Event Service

One-Day Event Package from USD 50,000

(Please contact for more information)

Package Details	Adsale	Sponsor
To invite target audiences (100-150 persons) to contact and engage experts with decision making authorities, sponsors and target audiences from selected end-users industries	✓	
To invite guest speakers to contact and engage with high level speakers	✓	
Event Management including manpower, facilitator, decoration, set up, conference kit, reception, shipments and necessary logistics	✓	
Event Promotion including website and publicity in CPRJ, CPRJ Int'l, CPRJ Weekly eNews, AdsaleCPRJ.com and Social media	✓	
To decide the conference main theme	✓	✓
To line up and engage an additional 4-5 influential sponsors across the supply chain in China or overseas*		✓
To provide venue, meeting facilities, coffee breaks and banquet		✓

* Subject to discussion for exclusivity

Extra Promotional Opportunities (each conference)

Exclusive Sponsorship Opportunities		Price (USD)
1. USB Stick ★	Imprint sponsor's ad on one side and deliver to 300 participants(extra USB Stick: USD 12/pc) Built-in your company information and presentation PPT	\$3,570
2. Delegate Bag ★	Imprint sponsor's ad/logo on both side of non-woven bag; One set of sponsor's materials (max 50g) can be inserted and delivered to all participants Size : 35.5cm (W) x 28cm(H) x 9cm (D) Colour : 2C + 2C/ 1C +1C Printing : logo & website, silk printing * Special design and extra colour need extra charge ** If client had signed the contract and make the bag sample, no cancellation be accepted. A fee equivalent to 50% of the advertising rate will be charged.	\$3,150
3. Badge & Lanyard ★	Sponsor's logo imprinted on badge & lanyard for all participants	\$2,600
4. Signage Board ★	Display your company logo as a watermark background on the signage board	\$2,600
5. Water Bottle Neck Tag ☆	Deliver your promotional/customized message printed on the tag, such as QR-Code, WeChat ID	\$2,200
6. Pens & Notepads ☆	Pens and notepads are easily accessible and frequent used by audience	\$2,280
7. Lucky Draw Prizes ☆	Lucky draw activity will be held at the banquet, a high-profile interactive section with audiences, prizes will be provided by sponsor	\$2,200
8. Corporate Premium ☆	Increase brand awareness and impress guests through your creative items	\$800
9. Gala Dinner	2mins opening speech; 2 VIP seats at main table; 1 full page ad in conference kit ; Delegate bag insert; 1 easy-roll banner(appointed area); Enjoy 2 conference admissions ; Logo acknowledgement(conference kit/eNews/social media/website/ tent card on tables)	\$5,600
10. Luncheon	Delegate bag insert; 1 easy-roll banner(appointed area); Enjoy 2 conference admissions; Logo acknowledgement(conference kit/eNews/social media/website/ tent card on tables)	\$3,700
11. Coffee Break	Enjoy 1 conference admission; Logo acknowledgement(website, tent card on tables)	\$1,500

Samples

● USB Stick



● Delegate Bag



● Signing Board



● Water Bottle Neck Tag



Hot Picks	Single Price (USD)
1. Full-page 4C ad in conference kit	\$2,286
4. Placement of one easy-roll banner at appointed area ☆	\$580
5. Placement of corporate brochure in reception area (max. 200 copies) ☆	\$580
6. Extra conference admission (for sponsors/ exhibitors only) △	\$550/head

Exclusive First to Shine Area Sponsorship	Price (USD)
<p>A1. Flag with logo ★</p> <ul style="list-style-type: none"> ● Sponsorship logo recognition displayed on 6 flags or more. ● Placed around main conference room, VIP lounge, showcase and reception area ● Flag size: 2 to 3 meters (H x W) □ 	\$3,300
<p>A2. Giant Programme Wall ★</p> <ul style="list-style-type: none"> ● Eye-Catching for all participants ● Logo recognition displayed in prime position of the wall located in crowded area ● Wall size is 2.5 x4 meters (H x W) □ 	\$2,600
<p>A3. Photo Shooting Area ★</p> <ul style="list-style-type: none"> ● Tie in with event theme and sponsor logo in a fancy backdrop plus minimum 5 pieces of physical props with design ● All participants may enjoy the best photo location and assistance to place photos with your logo on social media platforms, such as WeChat Friends' Circle ● Backdrop size is around 2 x 1.5 meters (H x W) □ 	\$2,150
Conference Live Stream (For Plastics in Packaging / Automotive events only)	
<p>B1. All-in-One Exclusive Live Streaming Package ☆</p> <ul style="list-style-type: none"> ● Add sponsor logo to the on screen graphic (both PC and mobile versions) ● Broadcast sponsor's pre-recorded video (max 3 minutes) 5 times or more during conference period, including a warm up session in the morning, coffee breaks, luncheon and appropriate timeslots between speakers' presentations. ● Acknowledgment of sponsor logo in event promotion materials as a "live streaming sponsor" 	\$5,430

● A1. Flag with logo



● A2. Giant Programme Wall



● A3. Photo Shooting Area



● B1. All-in-One Exclusive Live Streaming Package



Conference Live Stream (For Plastics in Packaging / Automotive events only)	Price (USD)
B2. On-site Interview Broadcast (Live/recorded) <ul style="list-style-type: none"> A 3-minute long interview can be recorded and broadcast live during the conference 	\$1,150
B3. Presentation Video Recording (For VIP & Diamond Sponsors only) <ul style="list-style-type: none"> Record and broadcast your 20 minutes presentation to spread your message quickly to more target audiences Video clip can be provided to sponsors within 2 weeks after conference Sponsors may post and share the clip on their website, social media and other portals Video editing and effects are not included 	\$1,285
C. Webinar @CPRJ Live (Special Offer for All Conference Sponsors) <ul style="list-style-type: none"> Customized webinar within 3 months after the conference 50,000 invitation email blast to target audience Maximum 60 minute long presentation and discussion time (Q&A session included) <p>B & C offers include one video broadcasting at AdsaleCPRJ.com and conference website for 12 months</p>	\$6,762
Small Space Big Idea Forum	
D. Customized Concurrent Workshop <ul style="list-style-type: none"> A limited number of 60 minutes workshop slots are available during the conference A highly interactive alternative to presentations, facilitating information exchange and demonstrating effective business matching in small groups We are committed to making this workshop accessible to invited participants only (30-50 qualified members of the audience) <p>For details, please contact us directly</p>	\$20,790
Happy Branding Offer	
E1. It's Time to Play a Game and Wechat! <ul style="list-style-type: none"> Spotlight sponsor logo plus WeChat QR code on screen so attendees may sign up for an interactive game during the networking dinner Best way to boost followers on your official WeChat account Sponsor needs to prepare a gift for the winner(s). Gift valued at USD 500 or above is recommended 	\$2,150
E2. Pop-up Recharger Kiosk ★ <ul style="list-style-type: none"> Recharge and refresh all participants with snacks, coffee, cookies, popcorn or ice cream treats during conference Sponsorship logo recognition displayed in kiosk design and included in food packaging labels Serving time and offerings (selection of snacks and drinks) subject to hotel arrangements 	\$4,000
F. Video Ad <ul style="list-style-type: none"> Your corporate video (max 8 minutes) will be broadcasted 3 times or more during the conference Helps to highlight your presence at this professional event 	\$580

Remarks

☆ Production and delivery cost excluded

★ Production and delivery cost included, artwork provided by client. Adsale Group reserves the right of final interpretation for the size of the USB stick and delegate bag

△ Conference admission is non-transferable. The organizer reserves the right to refuse any person's admission to the exhibition & conference venue.

□ Subject to hotel arrangement, the organizer reserves the rights to change the size

Discount Scheme

● Early bird and payment discount : **5%** discount for order made prior to 3 months of the conference and payment is settled within 15 days

● Volume discount : **10%** discount for one-time booking of two or more conferences

Payment Condition

● Full payment is required within 15 days after order is confirmed

● For order confirmed within 30 days before conference commences, full payment within 7 days / before the conference is required