

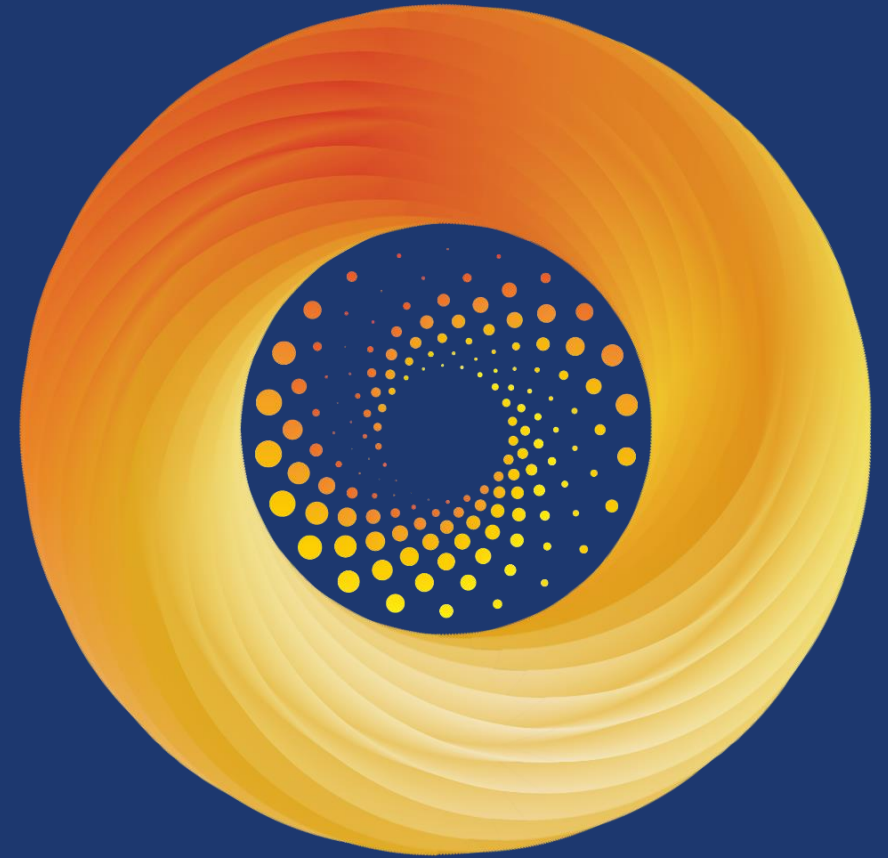


灯饰在线
DENGGLER.COM

Custom Marketing Campaigns

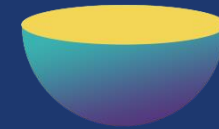
Denggle.com & Guzhen Lighting Fair

Multi-Channel Approach



Denggle.com EZBuy, Get Lighting in Easy Ways

灯饰在线采购通, 线上匹配把灯购

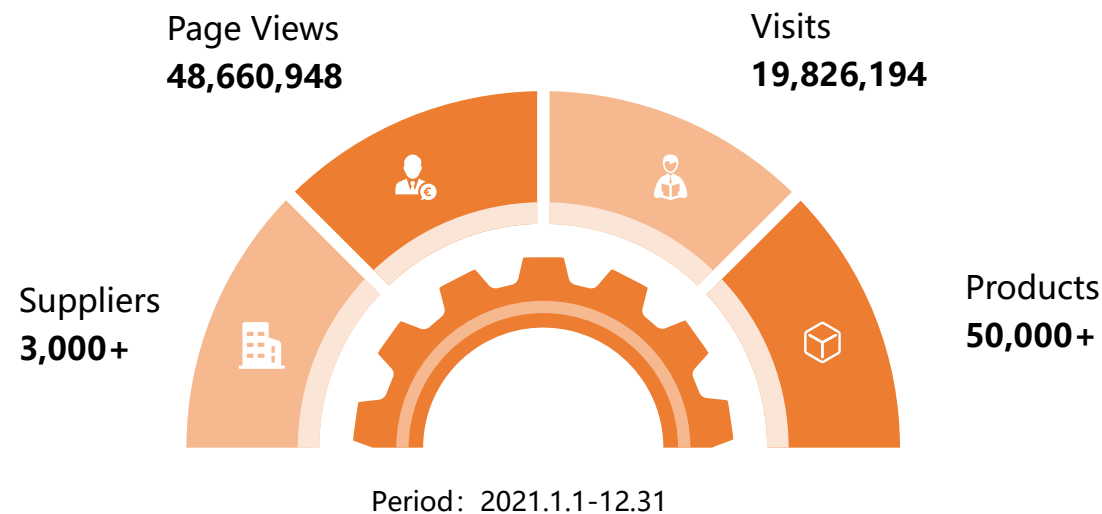


About Denggle.com

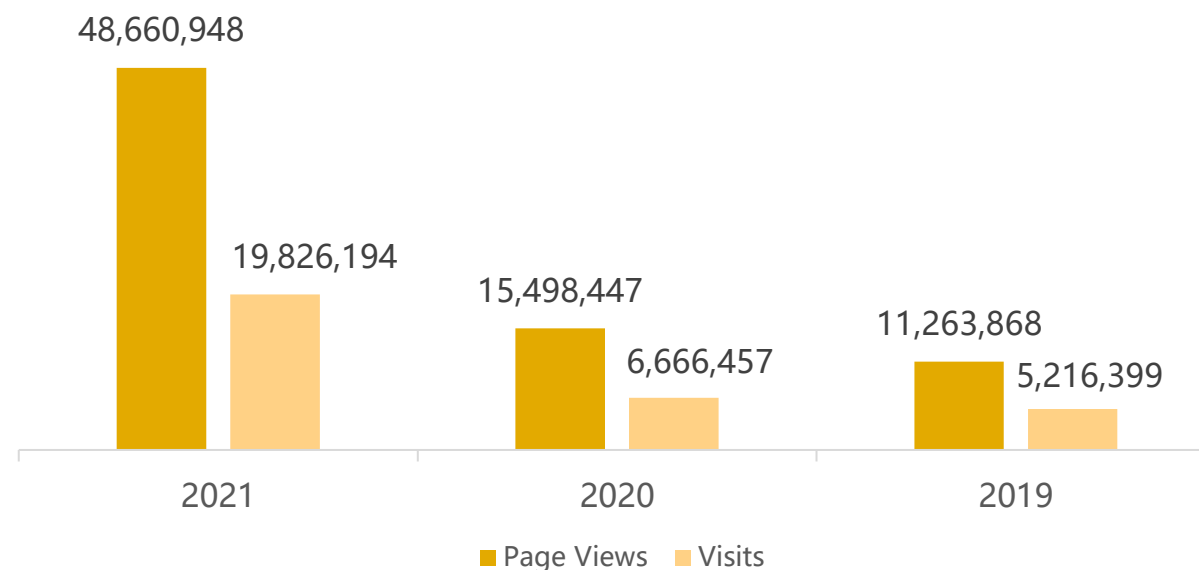
Denggle.com is one of the eight B2B portal websites in Sinoexpo Digital Platform, empowering supply chain and innovating for ecosystem with Furniture & Decorations, Food & Beverage, Hotel & Shop, Pharmaceutical & Packaging, Boat Leisure & Tourism and Cleaning.

Denggle.com-the B2B website of China Guzhen International Lighting Fair, matches global buyers with suppliers as a bilingual online trade platform since September 2016 with the support of China Association of Lighting Industry and Guzhen Town People' s government. Denngle.com serves global buyers and manufacturers via computer and mobile all year round.

The products on Denggle.com covers the whole industry chain includes Decorative Lighting, Residential Lighting, Commercial Lighting, Outdoor Lighting, LED Technology & Solution, Special Lamp, Machines & Processing, Testing Devices, Tool, Accessories & Parts, Material, Service and other 170 categories.



Data Report



Denggle.com EZBuy

WeChat Mini-Program



01 8 Categories

- Decorative Lighting
- Commercial Lighting
- Outdoor Lighting
- Machines
- Residential Lighting
- LED & Solution
- Special Lamp
- Material

02 Promote Event

- Email Marketing
- WeChat Promotion
- EZTalk
- Factory Tour / Sub-venue Tour / Booth Display
- Product / Hot Sale Products / Buyers Needs
- Customized Activity
- Online + offline activities

03 Data Report

- Suppliers: 3,050
- Products: 32,699
- Precise-purchase groups: 14
- RFQs: 10,000+
- Members: 100,700

Data Period : Till 2022.5.31

Denggle.com EZBuy WeChat Mini-Program relies on China (Guzhen) International Lighting Fair and Guzhen Lighting Manufacturing, Supply & Service Fair, gathering original lighting source, creating a brand new B2B2P platform integrated with physical exhibition and digital. Serving on Denggle.com includes physical exhibition, online shop, virtual booth, KOL Livestreaming, Brand Recommendation, online forum, business matchmaking and others, covering the whole lighting chain.

Business matchmaking on Denggle.com connects buyers with lighting suppliers with both AI tech and specialist, offering a mature B2B platform for lighting professionals.

B2B Portal

<https://www.denggle.com>

Media Partners



New Media



古镇灯博会
WeChat Subscription
古镇灯博会服务号
WeChat Service



古镇灯博会
WeChat Channel



灯饰在线采购通
Mini Program
古镇灯博会
Mini Program
古镇灯博会观展通
Mini Program
古镇灯博会小商城
Mini Program



古镇灯博会
Weibo



古镇灯博会
Douyin



Match Making
Groups
WeChat



350,000+ Lighting
Professionals
Data Base



guzhenlightingfair
Facebook



gzlightingfair
Instagram



gz-lightingfair
YouTube



China (Guzhen)
International Lighting Fair
LinkedIn

Members Services Package, the customized marketing plan by Denggle.com, tailed for professional lighting suppliers to expose their brand and extend the brand value.

Member Services Package

- 
Silver Package
 ¥ 600/edition
- 
Gold Package
 ¥ 3,888/year
- 
Platinum Package
 ¥ 5,888/year
- 
Diamond Package
 ¥ 8,888/year

Online shop

- Virtual Shop on Denggle
PC/WAP/WeChat Mini program
- Listing
- RFQs

Promotion

- Email Marketing × 1
- Promotion in WeChat Group × 1
- Exhibitor Recommended List
Fair website & WeChat Mini program
- Supplier Basic Info on Fair Catalogue
Physical & Digital version

Others

- Booth On-ground Poster
- Digital Fair Invitation Letter
- Recommended on Official Activities
Refers to synchronously activities



Silver Package
¥ 600/edition

**only for exhibitors*

Online shop

- Virtual Shop on Denggle
PC/WAP/WeChat Mini program
- Listing
- RFQs
- 1-to-1 tutor for shop operation

Promotion

- Recommendation on EZBuy × 1
- Email Marketing × 3
- Promotion in WeChat Group × 2
- Exhibitor Recommended List
Fair website & WeChat Mini program
- Supplier Basic Info on Fair Catalogue
Physical & Digital version

Others

- Booth On-ground Poster
- Digital Fair Invitation Letter
- Recommended on Official Activities
Refers to synchronously activities



Gold Package
¥ 3,888/year

Original Price: ¥8,000-

Members Services Package, the customized marketing plan by Denggle.com, tailed for professional lighting suppliers to expose their brand and extend the brand value.

Online Shop

- Virtual Shop on Denggle
PC/WAP/WeChat Mini program
- Listing
- RFQs
- 1-to-1 tutor for shop operation
- Business Matchmaking

Promotion

- Recommendation on EZBuy × 1
- Denggle Homepage Banner (PC/WAP) × 5m
- Banner on Denggle Homepage Product Colum × 1/m
- Official Homepage Banner (PC/WAP) × 1/w
- Promotion in WeChat Group × 2/6m; × 4/6y
- Email Promotion × 2/6m; × 4/6y
- Ads on WeChat Post × 1
- Promotion on Overseas social media × 1
- Exhibitor Recommended List
Fair website & WeChat Mini program
- Supplier Info on Fair Catalogue
Physical & Digital version
- Banner in Fair Catalogue × 1/edition

Onsite Display

- Video on Onsite LED Display × 1/6m; × 2/y
- Booth On-ground Poster (for exhibitors)

Others

- Digital Fair Invitation Letter × 1
- Recommended on Official Activities 6 months:10s; 1 year:20s
Refers to synchronously activities
- Exhibits in Online Fair × 1
Exhibitors, Products Recommendation, Booth Display
- Interviews
Visit in factory/booth/call, 1 out of 3



Platinum Package

¥ 5,888 /year

Only for exhibitor

¥ 2,000 /6m

¥ 3,100/y

Original Price: ~~¥10,000~~

Member Services Package



Silver Package

¥ 600/edition



Gold Package

¥ 3,888/year



Platinum Package

¥ 5,888/year



Diamond Package

¥ 8,888/year

Members Services Package, the customized marketing plan by Denggle.com, tailed for professional lighting suppliers to expose their brand and extend the brand value.

Online Shop

- Virtual Shop on Denggle
PC/WAP/WeChat Mini program
- Listing
- RFQs
- 1-to-1 tutor for shop operation
- Business Matchmaking

Promotion

- Recommendation on EZBuy × 3
- Denggle Homepage Banner (PC/WAP) × 5m
- Picture on Denggle Homepage Product × 1/m
- Official Homepage Banner (PC/WAP) × 1/w
- Promotion in WeChat Group × 4
- Email Promotion × 15
- Ads on WeChat Post × 1
- Promotion on Overseas social media × 1
- Exhibitor Recommended List
Fair website & WeChat Mini program
- Supplier Info on Fair Catalogue
Physical & Digital version
- Banner in Fair Catalogue × 1/edition

Onsite Display

- Video on Onsite LED Display 6 months:10s; 1 year:20s
- Booth On-ground Poster (for exhibitors)

Others

- Digital Fair Invitation Letter × 2
- Recommended on Official Activities × 2 editions
Refers to synchronously activities
- Exhibits in Online Fair
Exhibitors、Products Recommendation、Booth Display
- Interviews
Visit in factory/booth/call, 1 out of 3 × 1
- Independent Showcase × 2 editions



Diamond Package
¥ 8,888/year

Original Price: ¥15,000—

Member Services Package



Silver Package
¥ 600/edition



Gold Package
¥ 3,888/year



Platinum Package
¥ 5,888/year



Diamond Package
¥ 8,888/year

CN Version

-Homepage Banner

- synchronously with fair : ¥ 11,888/m
- asynchronously with fair : ¥ 5,888/m

Banner amounts: 3

• PC



• WAP



• Mini-program



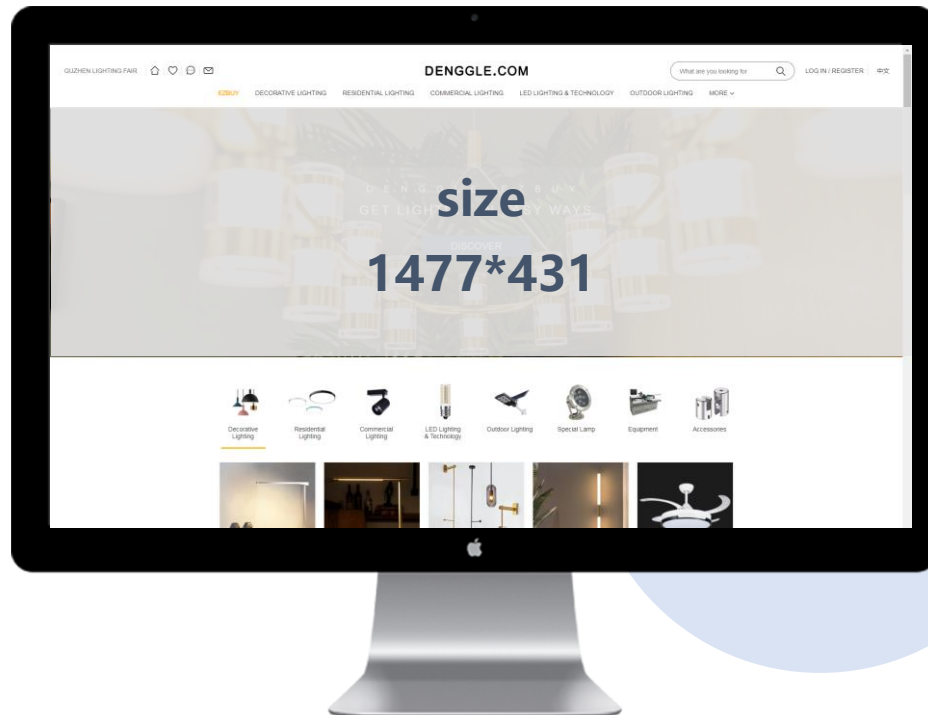
EN Version

-Homepage Banner

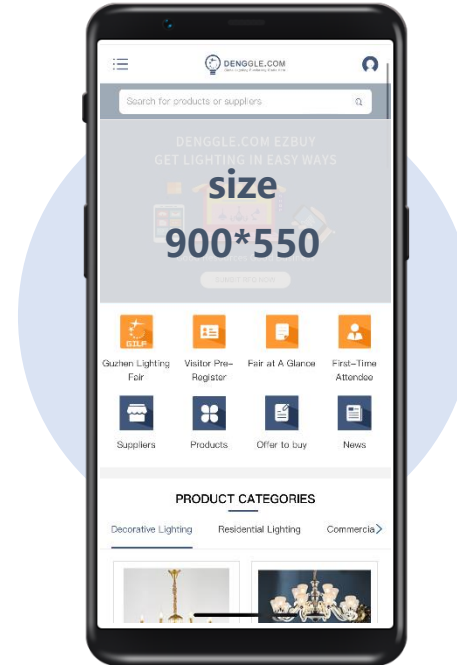
- synchronously with fair : ¥ 10,888/m
- asynchronously with fair : ¥ 3,888/m

Banner amounts: 3

• PC



• WAP



Splash Ads

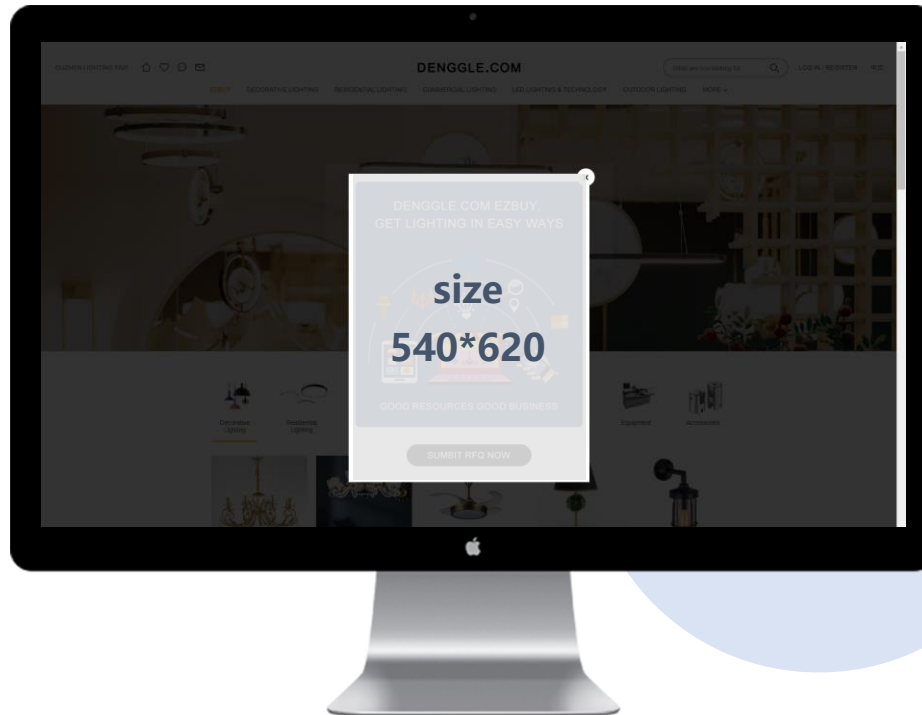
Official Website (CN)

- synchronously with fair : ¥ 8,888/m
- asynchronously with fair : ¥ 5,888/m

Official Website (EN)

- synchronously with fair : ¥ 13,888/m
- asynchronously with fair : ¥ 8,888/m

• PC



• WAP



• WeChat Mini-program

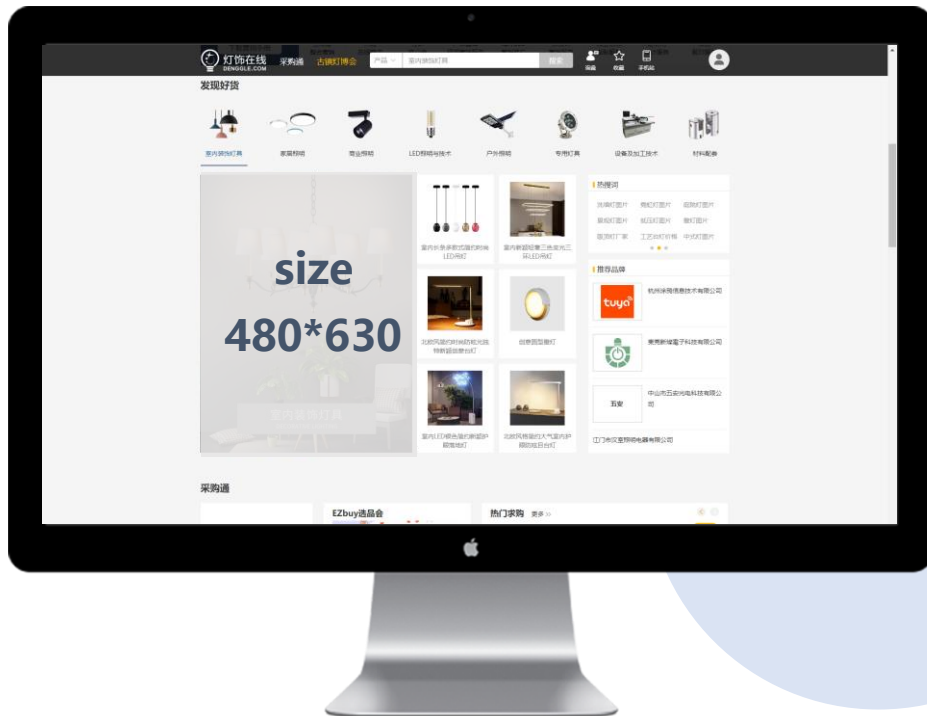


PC-Banner at Homepage Product Discover

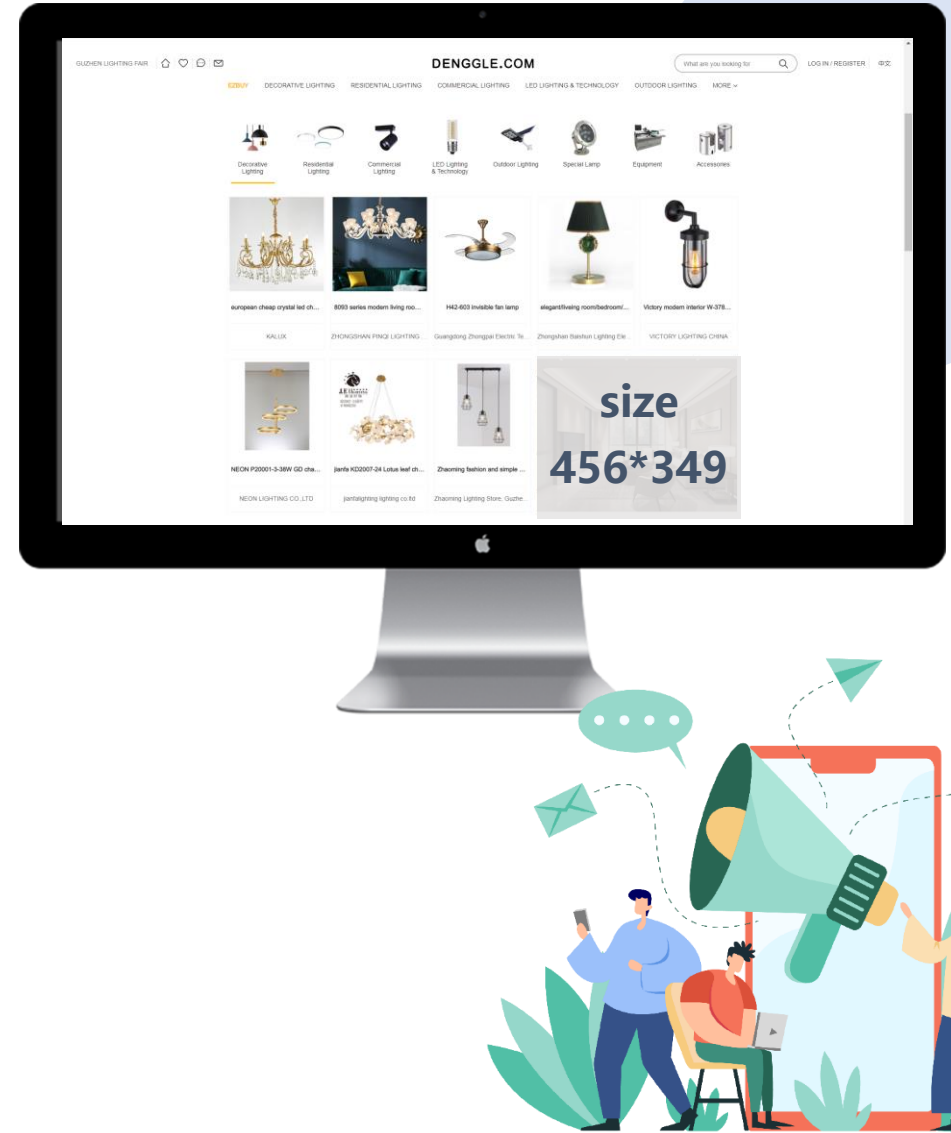
- synchronously with fair : ¥ 3,888/m
- asynchronously with fair : ¥ 1,888/m

amounts: 8

• Website (CN)



• Website (EN)



Product Recommendation and Suppliers Ranking

PC + WAP + WeChat Mini-program: ¥ 500/y

• WAP

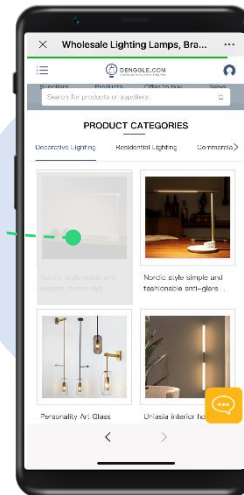
WeChat Mini-program

• PC

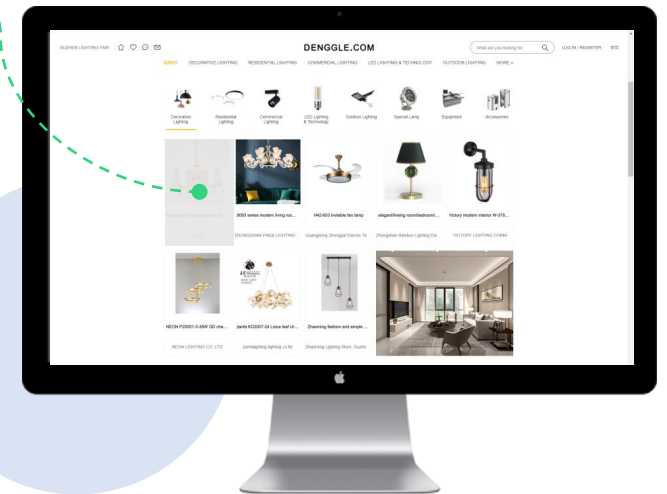
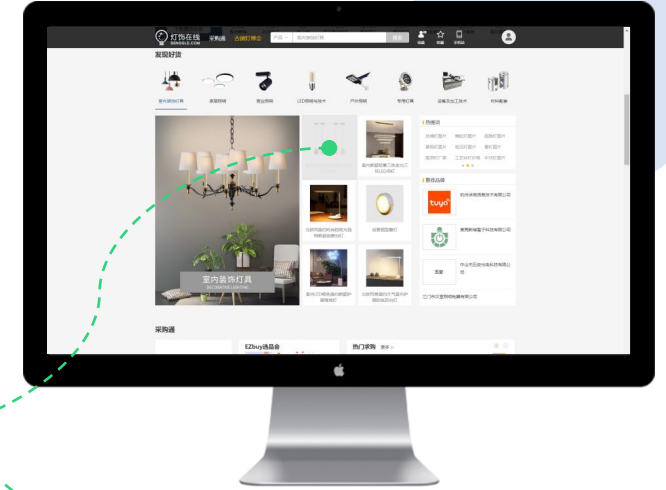
CN-version



CN-version



EN-version



EN-version



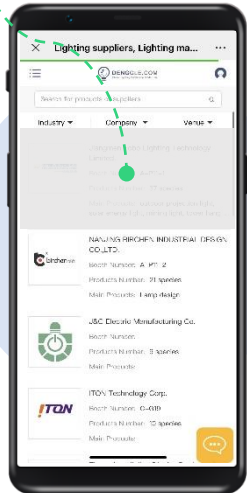
Top Ranking & Recommendation

PC + WAP + WeChat mini-program: ¥ 1,000/m

• Top Suppliers Ranking



WAP: Website (CN)



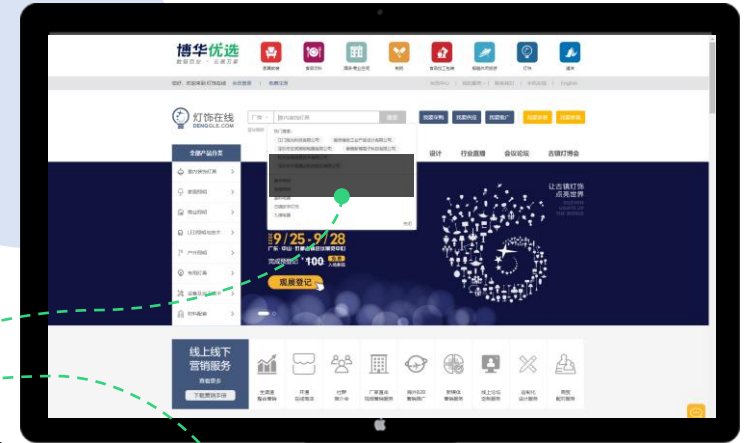
WAP: website (EN)



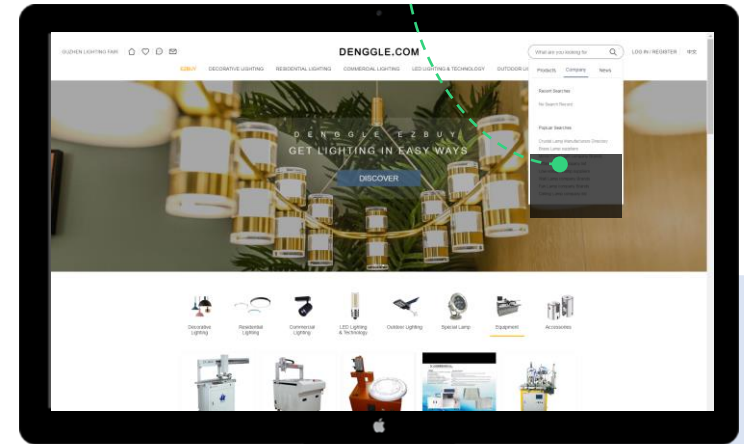
WeChat mini-program



• Recommendation on Search Blank



Official Website (CN)



Official Website (EN)

*Ranking on PC & WeChat mini-program can be reached by contacting with EZBuy Specialists.

300,000 exposure for each edition of fair

Displayed when every visitors enter the fair

Banner on Fair Badge

PC + WAP+ WeChat mini-program

¥ 30,000/edition

• WAP

• PC

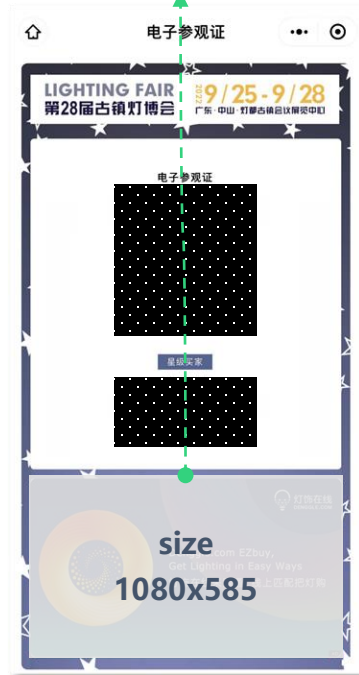
WeChat mini-program



Log in/Register Page



Fair Badge Page



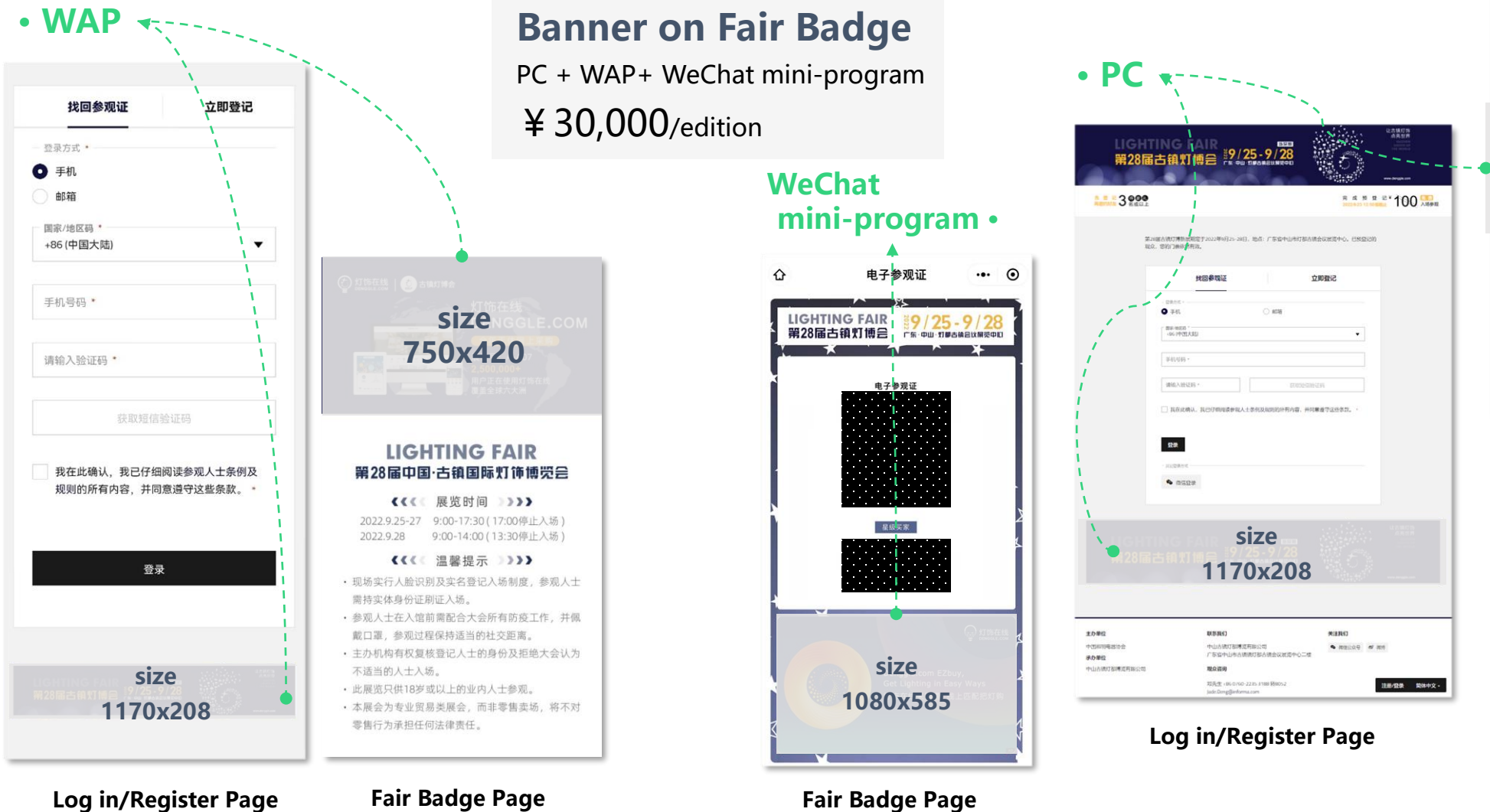
Fair Badge Page



Log in/Register Page



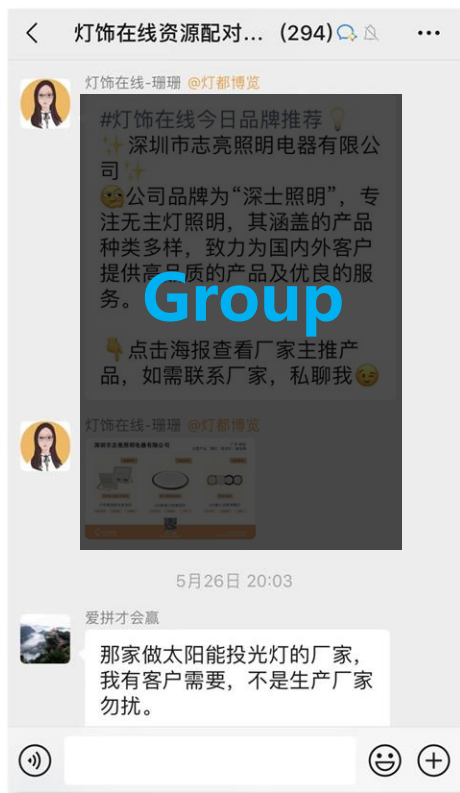
Fair Badge Page



Promotion on WeChat Group & Moment

14 groups, 10,000+ contacts

- one-time promotion: ¥ 500, 1 post
- special offer: ¥ 400, 1/w, 4 posts (for exhibitors)
- package: ¥ 3,600, twice/w, 8 posts



WeChat Official Account

GILF
Subscription
Account



GILF
Service
Account



- followers: nearly 250,000
- average views for each post: 1,500
- posting frequency: 4/w

Top Article A

- synchronously with fair :
¥ 1,588 for each
- asynchronously with fair :
¥ 1,388 for each

Secondary Article B

- synchronously with fair :
¥ 1,088/for each
- asynchronously with fair :
¥ 888/for each



E-mailer Campaign

350,000 lighting professionals in data base

Domestic Campaign, **x2**

A

- synchronously with fair : ¥ 2,888
- asynchronously with fair : ¥ 1,888

Overseas Campaign, **x2**

B

- synchronously with fair : ¥ 2,888
- asynchronously with fair : ¥ 1,888

Domestic & Overseas Campaign, twice for each

- synchronously with fair : ¥ 4,888
- asynchronously with fair : ¥ 2,888

A+B



中山市炬胜照明科技有限公司是一家专注于开发和生产LED筒灯、吸顶灯、壁灯、射灯等室内照明产品的实力公司。拥有13000平方米的工厂，从五金零配件，再到成品控制，建立了一站式品质控制体系。拥有自主研发的“炬胜”品牌。公司目前已成功为多家专业经销商和系统集成商提供优质服务，支持各级批发商、零售店等渠道销售。



无刺伤 家庭户外射灯

马上登记，获取更多展商动态



室内 钻石形状壁灯

马上登记，获取更多展商动态



中山市光通照明科技有限公司，成立于2001年，是一家集研发、设计、生产、销售于一体的照明企业。产品包括筒灯、吸顶灯、射灯、壁灯、LED筒灯、上下射灯等。客户遍布中国各大城市，中国香港、中国台湾、中东等多个地区。面向未来，我们将以诚信为本，用户至上为经营理念，全心全意做好每一个灯饰。



中山市朵盛照明科技有限公司位于中国灯饰之都——中山市，是一家集研发、生产、销售于一体的企业。主要产品有筒灯、吸顶灯、射灯、LED灯带、筒灯灯罩、产品数量上万，极具特色。公司拥有自己的照明研发中心，测试检测中心，齐全的五金注塑车间、压铸生产车间等，用实际动作来制造出您想要的照明产品。




家庭节能 多头筒灯吸顶灯

马上登记，获取更多展商动态




扫一扫，立即联系我们获取更多展商动态，并拥有线上线下同步开单之便利！灯饰在线Denggle.com开设全新线上买家服务，为企业会员可以享受线上商城、小程序专享的“灯饰商富店”，惠顾并在线上下单便捷、快捷、挖掘商机新领域！

联系我们，入驻灯饰在线




LED Yard Light

Add To Wishlist




LED Lawn Light

Add To Wishlist



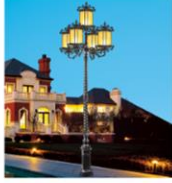
Garden Lamp

Add To Wishlist




Outdoor Wall Sconce

Add To Wishlist




Garden Lamp

Add To Wishlist



Streetlight

Add To Wishlist




Fobo Lighting Technology Limited
Booth NO. : A-P01


B

Discover


Diverse Ways for Precise Sourcing



Request for Quotation



Source on Denggle.com



Form for Specific Requests

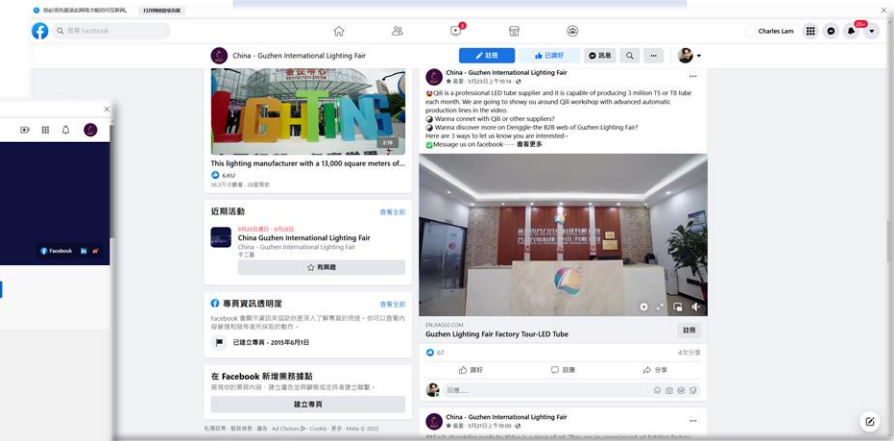
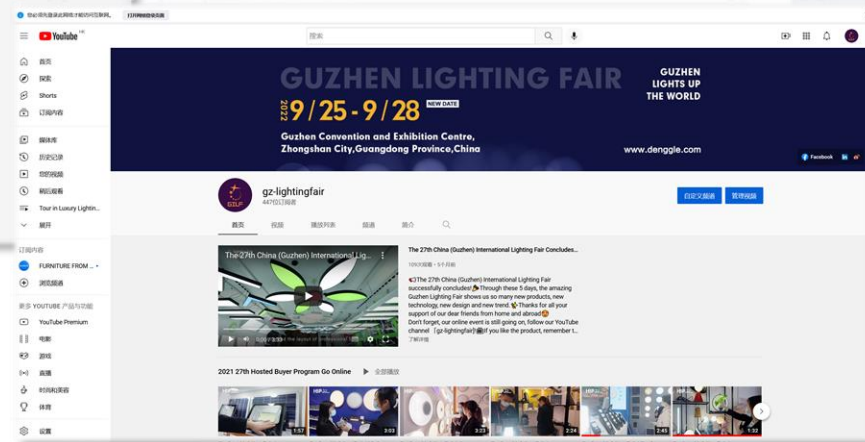
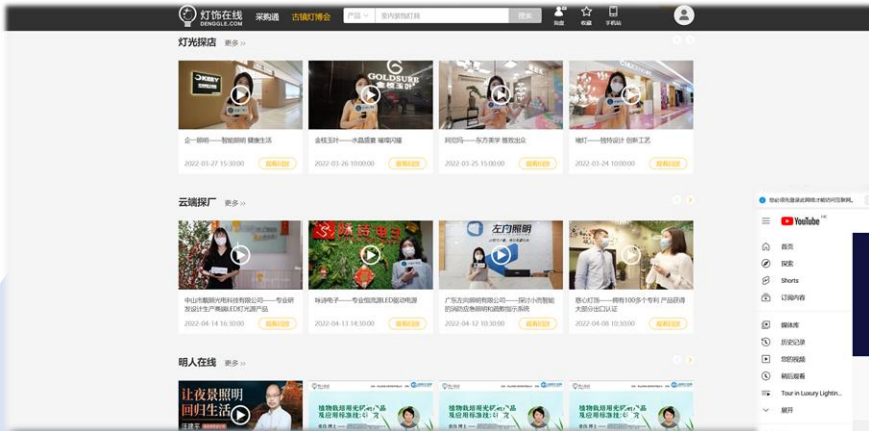
Denggle.com is a trusted online sourcing platform established by the China (Zhuzhou) International Lighting Fair that gather more than 22,338 lighting products supplied by 2,200+ renowned authentication brands and attracts 3,275,664 worldwide buyers. Become a member of Denggle.com now for free to enjoy privileges services.

Film-making Service

Promotion Channels: Websites/WeChat Channels/Douyin/Facebook/WeChat Official Account

- Booth Display Video: ¥ 3,000 for one
- Factory Tour Video: ¥ 8,000 for one

* Equipped with English-spoken host



Livestreaming on GILF

Service: Online Product Release & Factory Tour

Platform : Website/WeChat Channel/WeChat Post

Price: ¥ 1,800/for each time

Online & Offline Product Recommendation and Product Release Conference

Platform: Conference Center/WeChat Channel/WeChat Official Account / website

Price: ¥ 10,000/ for each time

Sponsor for EZTalk

Service: Video ads & Hand-out gifts in the activity

Platform : Website/WeChat Channel/WeChat Post

Price: ¥ 800/ for each time

Customized Product Design Service

Service: Research and 30+ Design proposal

Privilege for Exclusive Rights

Platform : Website / WeChat / onsite fair

Price: ¥ 30,000/ for each time



Exclusive promotion on GILF Social Media

- **Facebook** followers: 56,000+ average views: 8,000
- **Instagram** followers: 2,500+ average views: 300

Price: ¥ 1,000/post

* Include rewriting

Online Business Matchmaking (Target at overseas buyers)

Customized business online meeting for customers to precisely connect with professional overseas buyers.

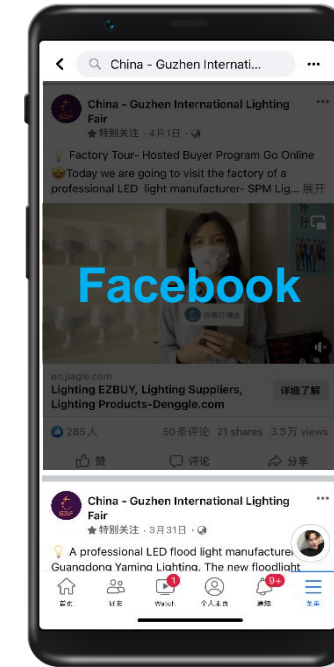
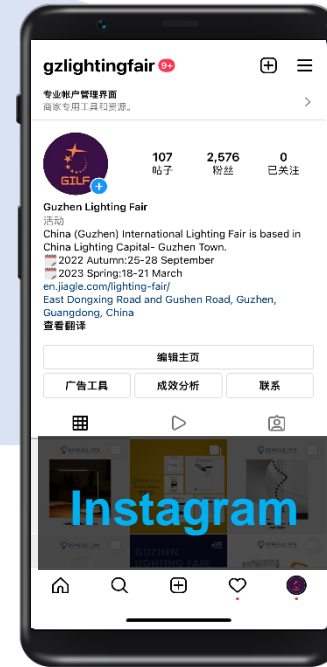
- 1-to-1 online meeting with 3-5 potential buyers (20-30mins for each)
- translation service
- EZBuy specialist and online meeting support

For other service, please kindly contact with GILF sales dept.

- Online Lighting Supplier Recommendation
- Online shop set up , reach for more RFQs

Price: ¥ 20,000/supplier

* Activity would be launched with more than 8 suppliers



Hosted Buyer Program Go Online is the digital complement to the onsite event-Guzhen Lighting Fair. The fair gathers 3300+ lighting suppliers and it is based in the lighting capital of China-Guzhen. HBP Go Online offers an online platform to global lighting professionals to grow business with valued services and infinite opportunities.



Online Exhibition

- Online Shop
- Virtual Showroom
- Digital Catalogue



Online Purchase

- New Release Conference
- Product Recommendation in WeChat groups
- Hot sale Products



Business Matchmaking

- Business Matchmaking



Online Activity

- Factory Tour
- Sub-venue Tour
- EZTalk



Physical Fair

- LED Display Ads at the main entrance
- Logo Wall

2022 Hosted Buyer Program Go Online (3.18-4.18)

Data Report



5,038,662

Views



1,277

RFQs



100+

Media



1,951,471

Visitors



Star Exhibitor

¥ 6,000

Online shop service (6 months)

- Online shop (PC/Wap/WeChat mini-program)
- virtual showroom (3D VR filming)
- new product release
- RFQs
- 1-to-1 tutor for shop operation

Promotion

- Brand Suppliers Showcase ×1
- Promotion in Groups (and moments) ×2
- Hot-sale product conference
- Business Matchmaking
- Promotion with partners (Baidu, 360, media...)
- ads on WeChat post ×1
- Products promotion in EDM ×2
- Fair E-catalogue

Ads onsite the fair

- HBP Exhibitor Logo Wall ×1
- Video on Onsite LED Display 10s



Diamond Exhibitor

¥ 9,000

Online shop service (6 months)

- Online shop (PC/Wap/WeChat mini-program)
- virtual showroom (3D VR filming)
- new product release
- RFQs
- 1-to-1 tutor for shop operation

Promotion

- Brand Suppliers Showcase ×1
- Promotion in Groups (and moments) ×2
- Hot-sale product conference
- Business Matchmaking
- Promotion with partners (Baidu, 360, media...)
- ads on WeChat post ×1
- Products promotion in EDM ×2
- Fair E-catalogue
- Factory Tour / Sub-venue Tour ×1
film-making, promotion (with English-spoken host)

Ads onsite the fair

- HBP Exhibitor Logo Wall ×1
- Video on Onsite LED Display 10s



Ads on LED display (main entrance)

Price: **¥ 10,000**
 (10s for each time, twice an hour)
 Price: **¥ 28,000**
 (30s for each time, twice an hour)
 Show time: 9: 00-17: 00
 Size: 4*2.5(H)m
 Format: pictures/videos
 *shown during fair-ongoing period



Ads at Hanging Flag inside of the Hall

Spot: Inside of Hall B/C
 Special offer for special exhibitor:
¥ 10,800 for each
 Price: ¥ 30,000 for each
 size: 4*5 (H)m
 *shown during fair-ongoing period



Ads Outside of the Hall

Main entrance: ¥ 40,000 for each
 Special offer for exhibitor:
¥ 18,800 for each
 Non-main entrance: ¥ 30,000 for each
 Special offer for special exhibitor:
¥ 10,800 for each
 size: 5*3(H)m
 *shown during fair-ongoing period

Special Offer : exhibitors at the main hallway of Hall A/B/C and the entrance of Hall D/E



Ads Outside of the Hall

Special offer for special exhibitors:

¥ 10,800 for each

Price: ¥ 40,000 for each

size: 7.5*8.4(H)m

*shown during fair-ongoing period



Ads Outside of the entrance of Hall D/E

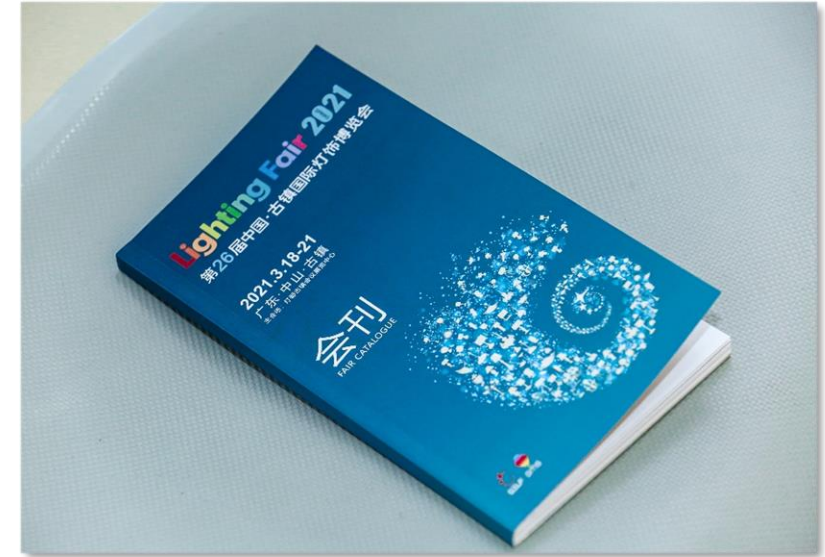
Special offer for special exhibitor:

¥ 19,800 for each

Price: ¥ 50,000 for each

size: 25*6(H)m

*shown during fair-ongoing period



Ads Page on Fair Catalogue

Second & third page:

¥ 10,000 for each

Inside pages: **¥ 2,000** for each

size: 110*210mm

Special Offer : exhibitors at the main hallway of Hall A/B/C and the entrance of Hall D/E



Ads on shuttle bus

(railway station – main venue)

Special offer : **¥ 9,000**

Price: ¥ 30,000

Route: between railway station and main venue in the town

Running time: 9: 00-17: 00

size: 10.4*1.7 (H)m

Ads spot:

one side of **3** shuttle buses



Ads on shuttle bus

(sub-venues – main venue)

Special offer : **¥ 18,000**

Price: ¥ 60,000

Route: between sub-venues and main venue in the town

Running time: 9: 00-17: 00

size: 3.6*1.2 (H)m

Ads spot:

one side of **12** shuttle buses



Ads on shuttle bus

(airports – main venue)

Special offer : **¥ 16,200**

Price: ¥ 90,000

Route: between airports and main venue (Guangzhou/Zhuhai)

Running time: 9: 00-17: 00

size: 8.8*1.7(H)m

Ads spot:

one side of **9** shuttle buses



Ads at the parking area at the fair entrance

Special offer : **¥ 4,000** for each

Price: ¥ 10,000

Running time: 9: 00-17: 00

size: 7*3m

* Shown as the bus running time



Ads on Face Mask

Special offer: **¥ 20,000**
 Original Price: ¥ 30,000
 Customized piece: **25,000**
 Size: 17.5*9.5cm
 Handout spot: entrance at the fair



Ads on Vending Machine

Special offer: **¥ 8,000**
 Original Price: ¥ 20,000
 Machine amounts: **8**
 Banner size:
 Two sides of the machine body :
 0.8*1.8(H)m
 Upper spot at the front of the machine
 body: 1.3*0.4(H)m
 Upper spot at the two sides of the machine
 body: 0.8*0.4(H)m



Ads on Water Dispenser and cup

Special offer: **¥ 10,000**
 Original Price: ¥ 30,000
Dispenser amounts: 7
 Banner size: downside banner 50*40 (H) cm,
 upper banner 50*120 (H) cm
10,000 customized cups (250ml)
 Cup size: height: 8.6cm , upper diameter:
 7.5cm , downside diameter: 5.3cm

* Shown as the fair running time



Customized Marketing Plan

Ms Lin

18028367577

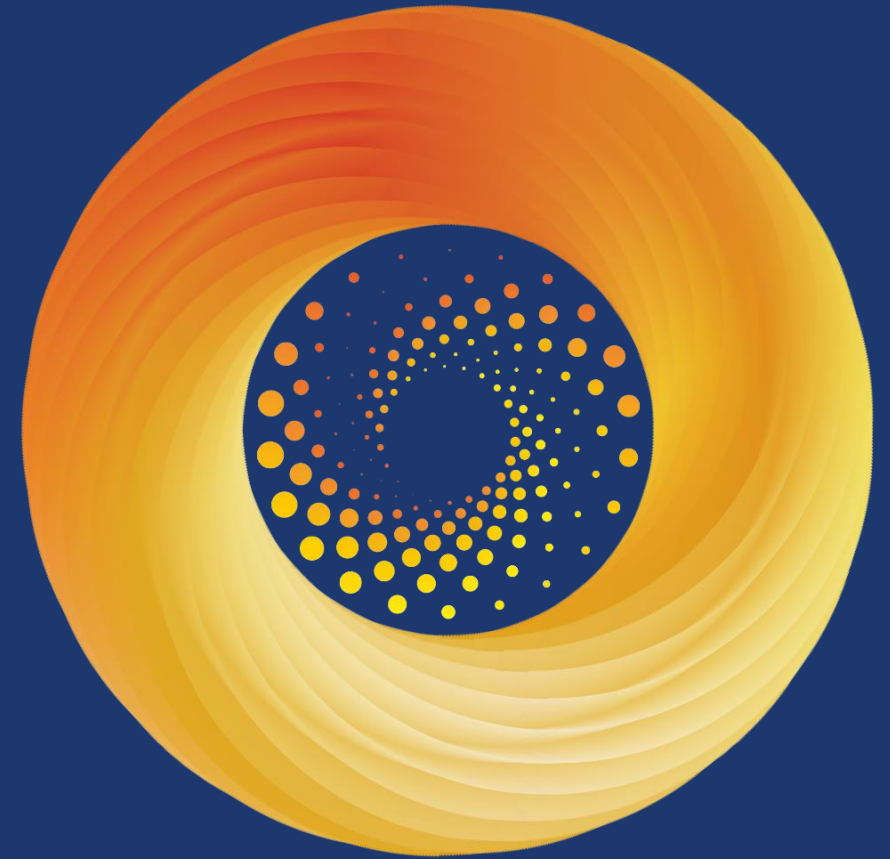
Xingshan.Lin@informa.com

Customer Service

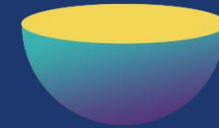
Ms Wu

18022150803

Xiaoying.Wu@informa.com



Denggle.com EZBuy, Get Lighting in Easy Ways
灯饰在线采购通, 线上匹配把灯购



Guzhen Lighting Fair Co., Ltd.
2F, Guzhen Convention & Exhibition Center,
Zhongshan, Guangdong, China