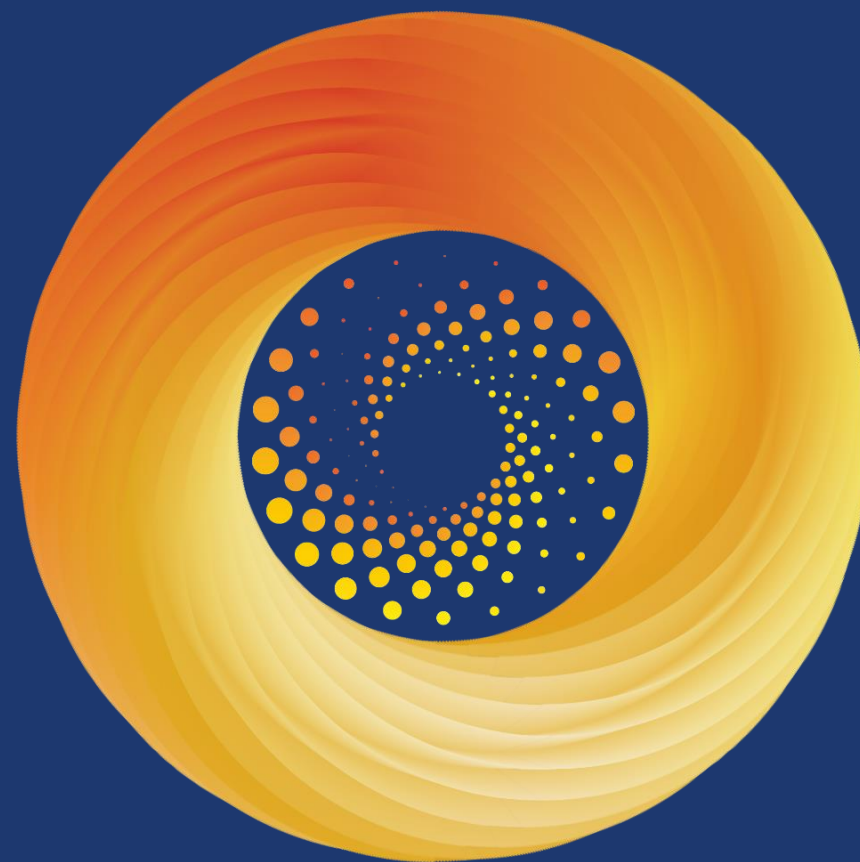




# Custom Marketing Campaigns

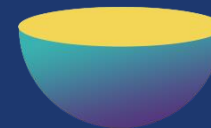
Denggle.com & Guzhen Lighting Fair

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

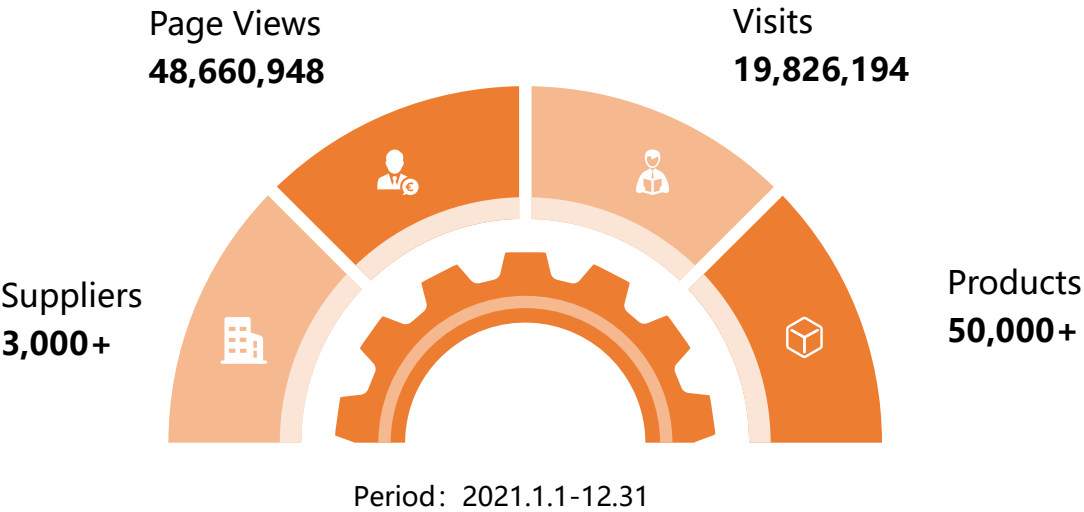


# About Denggle.com

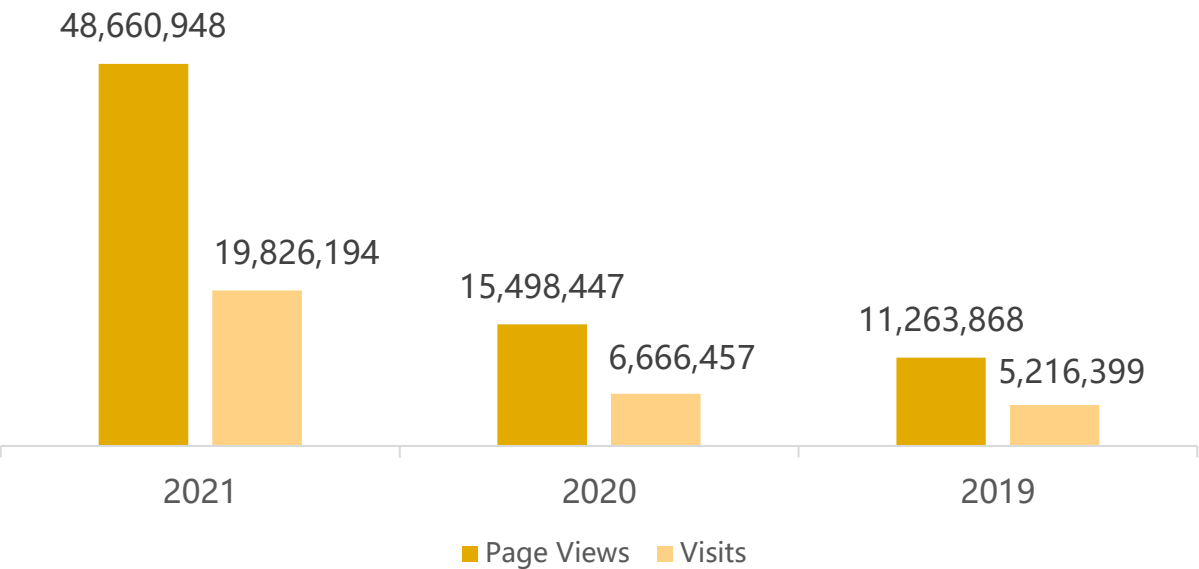
Denggle.com is one of the eight B2B portal websites in Sinoexpo Digital Platform, empowering supply chain and innovating for ecosystem with Furniture & Decorations, Food & Beverage, Hotel & Shop, Pharmaceutical & Packaging, Boat Leisure & Tourism and Cleaning.

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



# Lighting 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

Lighting 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

Tencent 腾讯

头条 今日头条  
你关心的 才是头条

抖音  
短 视 频

Baidu 百度

360 搜索

搜狗搜索

神马

新浪微博  
weibo.com

Meta

Google

美通社  
PR Newswire  
a CISION company

## 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



博华灯饰优选  
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

Original Price: ¥10,000

Only for exhibitor  
¥ 2,000 /6m  
¥ 3,100/y

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





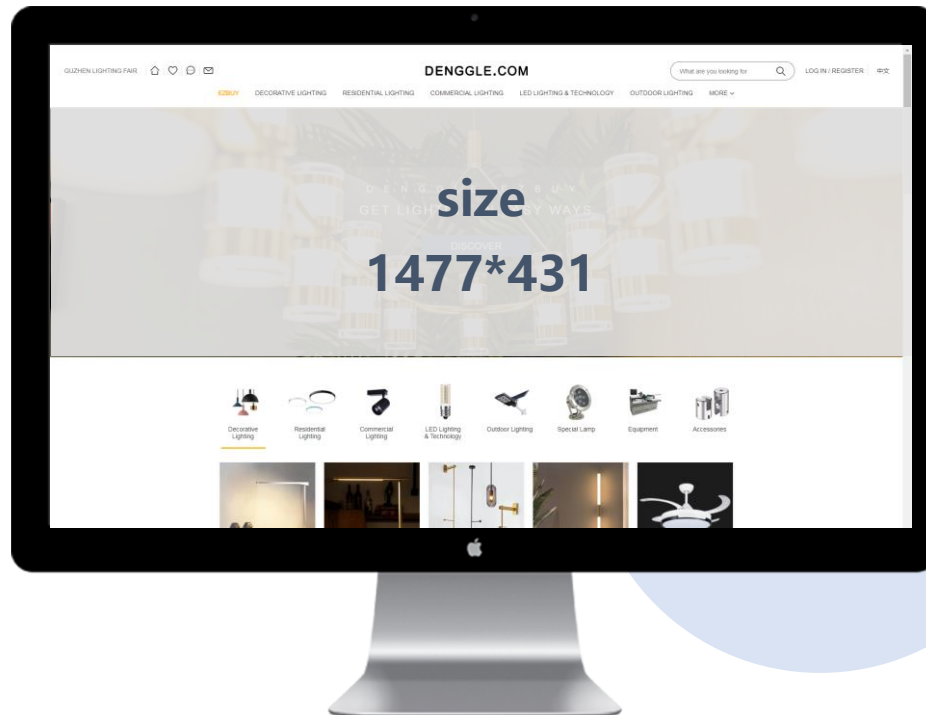
## EN Version

### -Homepage Banner

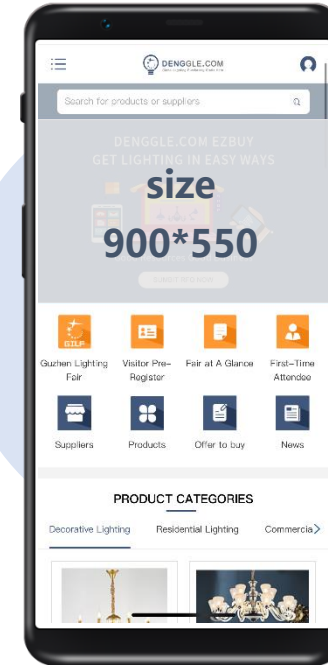
- synchronously with fair : ¥ 10,888/m
- asynchronously with fair : ¥ 3,888/m

Banner amounts: 3

## • PC



## • WAP



# Splash Ads

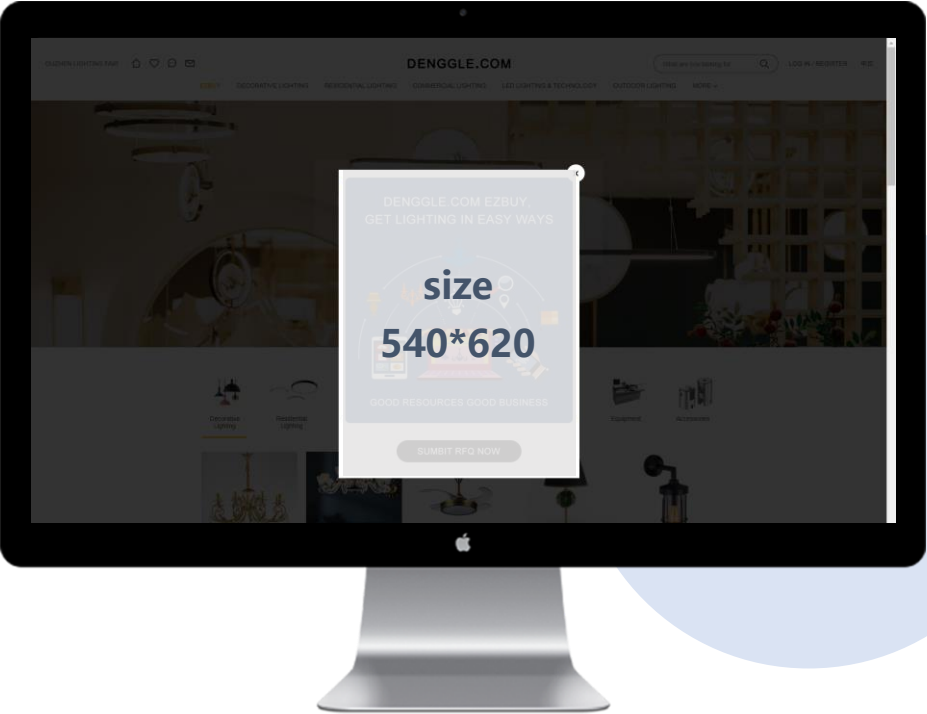
## Official Website (CN)

- 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

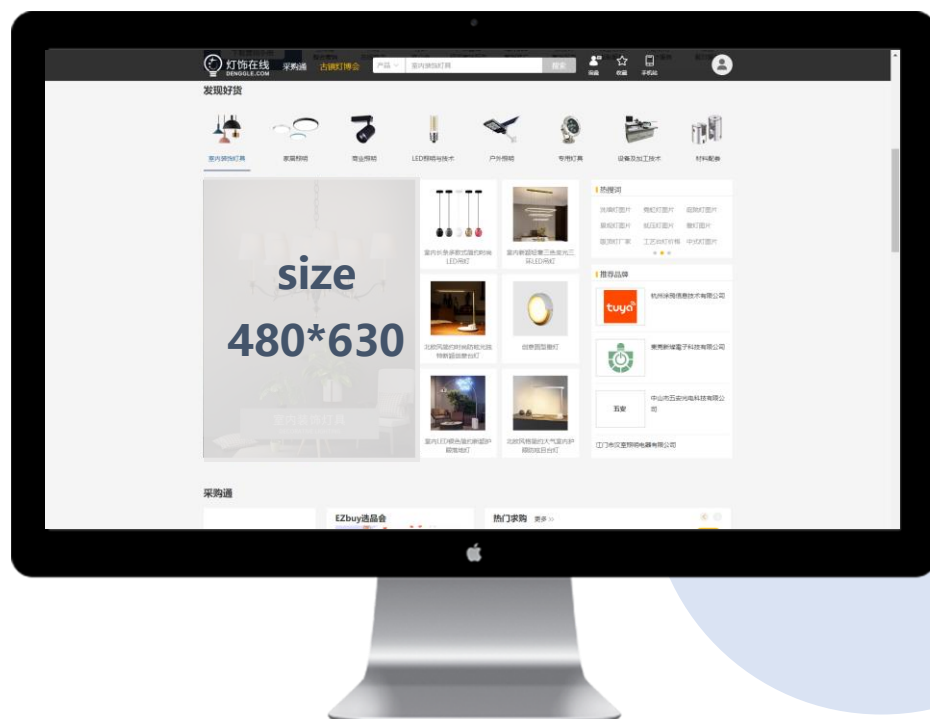


## PC-Banner at Homepage Product Discover

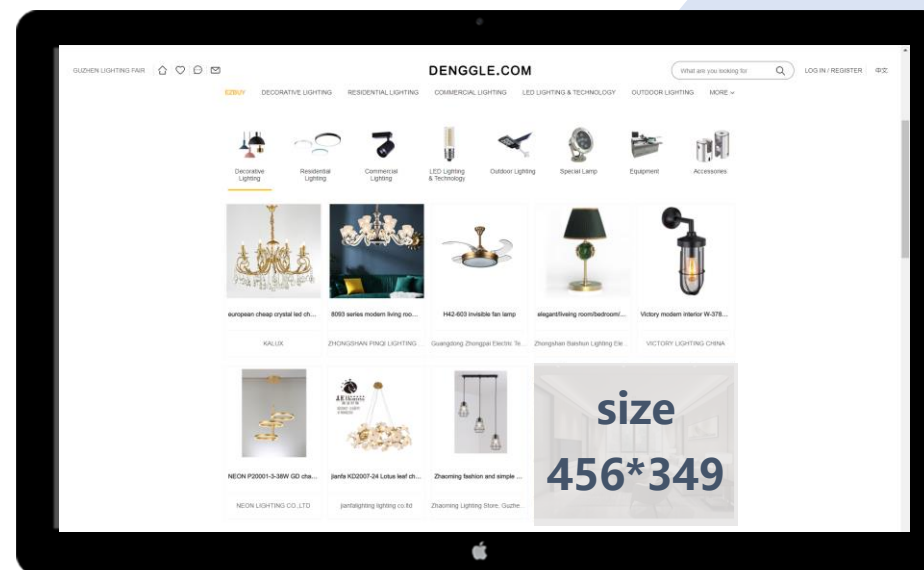
- synchronously with fair : ¥ 3,888/m
- asynchronously with fair : ¥ 1,888/m

amounts: 8

## • Website (CN)



## • Website (EN)



# Product Recommendation and Suppliers Ranking

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

• WAP

WeChat Mini-program

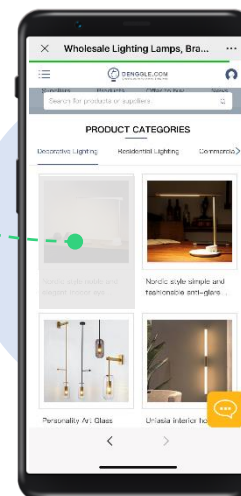
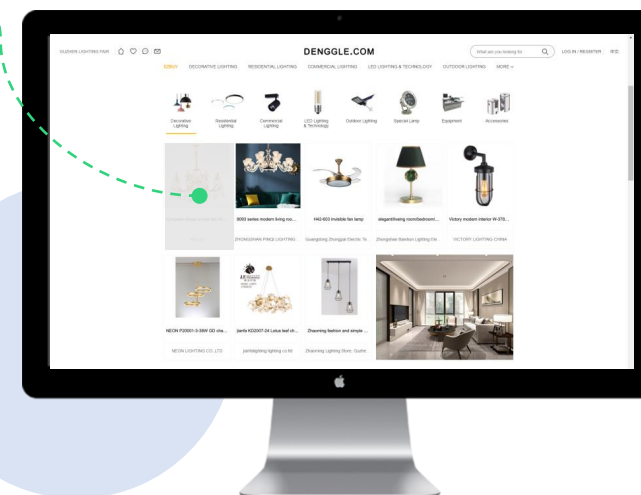
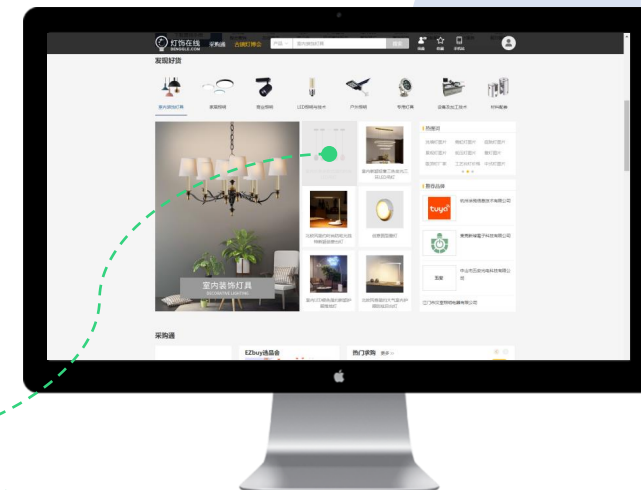
• PC

CN-version

CN-version

EN-version

EN-version



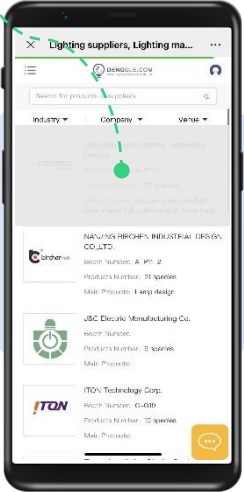
# Top Ranking & Recommendation

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

## • Top Suppliers Ranking



WAP:  
Website (CN)



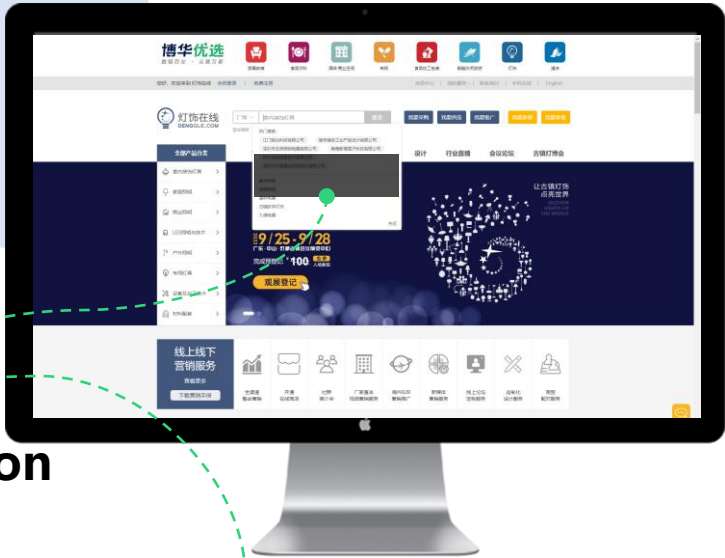
WAP:  
website (EN)



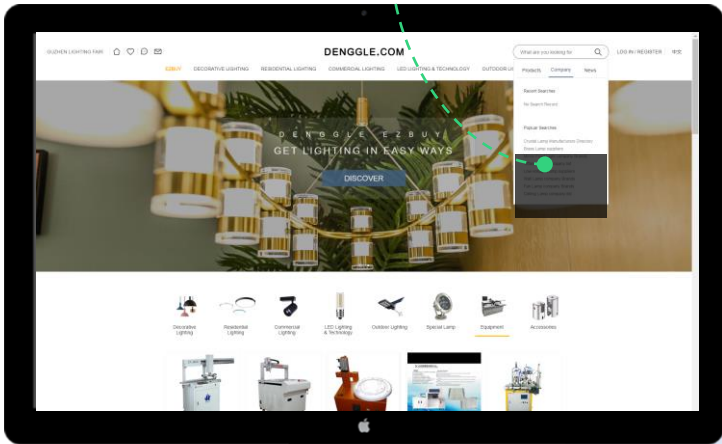
WeChat mini-program



## • 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

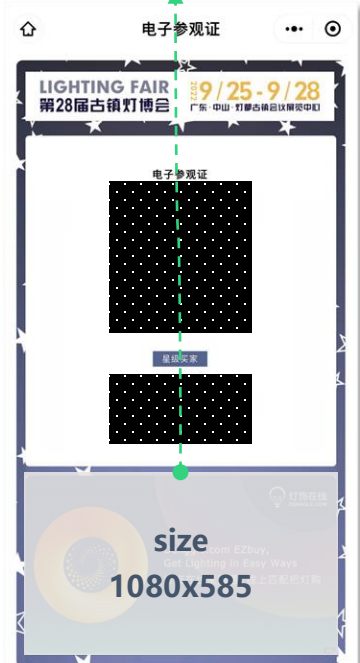
WeChat mini-program



Log in/Register Page



Fair Badge Page



Fair Badge Page



Log in/Register Page



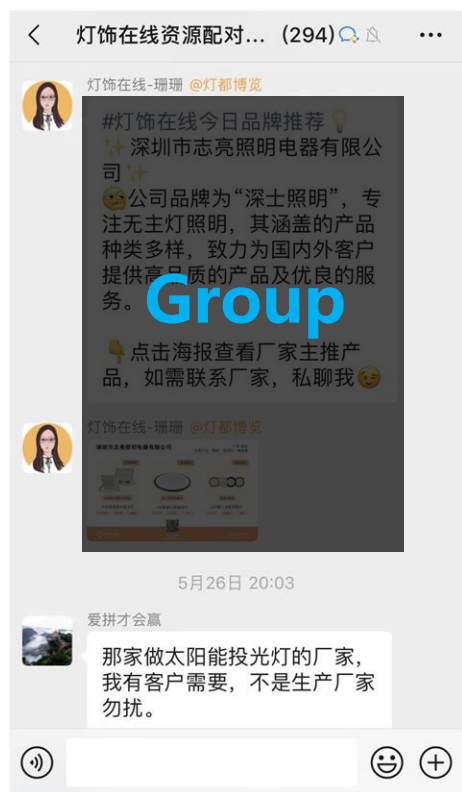
Fair Badge Page



## 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, ×2

A

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

Overseas Campaign, ×2

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、射灯、灯带、吊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、再到成品组装，建立了一站式品质管理体系。拥有自主研发的“炬胜”品牌，公司目前已成功为上百家专业经销商和系统集成商提供优质服务，支持各级批发代理商、零售店等渠道销售。

马上登记，获取更多展会动态



无刷灯 家居装饰灯带

马上登记，获取更多展会动态



中山市光名照明科技有限公司，成立于2011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、射灯、灯带、吊灯、吸顶灯、LED灯带、上下照灯等。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，光名照明将继续秉承“用户至上”的经营理念，全心全意做好每一个细节。

马上登记，获取更多展会动态



室内 钻石形吸顶灯

马上登记，获取更多展会动态



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、射灯、灯带、LED灯带、吸顶灯、上下照灯等。产品品质上乘，极具特色。朵盛照明拥有自己的照明研发中心、测试实验室、生产工厂及仓储中心、销售生产网络等，用实际行动来制造出高品质的照明产品。

马上登记，获取更多展会动态



家庭装饰 多头筒灯吸顶灯

马上登记，获取更多展会动态




EZBUY Buyer Program  
采购商买家服务

Lighting Fair HBP 2023

马上登记，获取更多展会动态


月报后二分钟，立即联系我们申请展会名额，并拥有线上业务开拓之权！灯饰在线Denggle.com并安全线上业务开拓，成为企业会员可以享受线上采购、小批量采购的“灯饰在线”，为您提供线上业务开拓、拓展销售渠道！

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



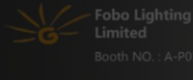
Garden Lamp

Add To Wishlist



Streetlight

Add To Wishlist



Fobo Lighting Technology Limited  
Booth NO. : A-P01

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 2,000+ renowned authentication brands and attracts 3,275,664 worldwide buyers. Become a member of Denggle.com now for free to enjoy privileges services.

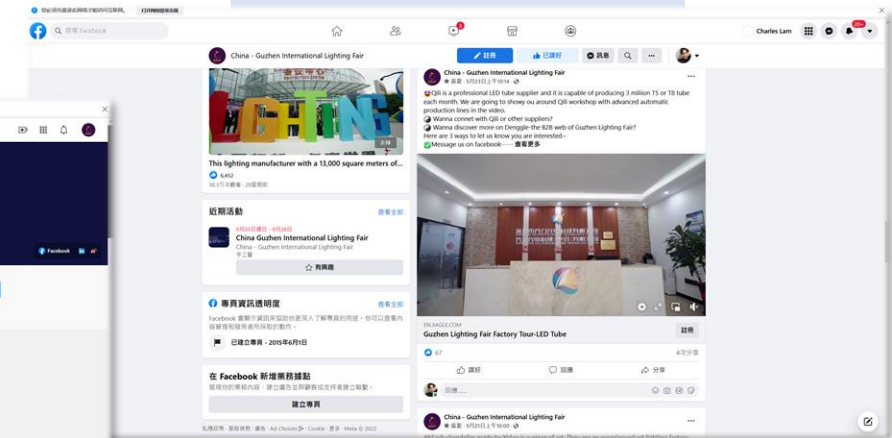
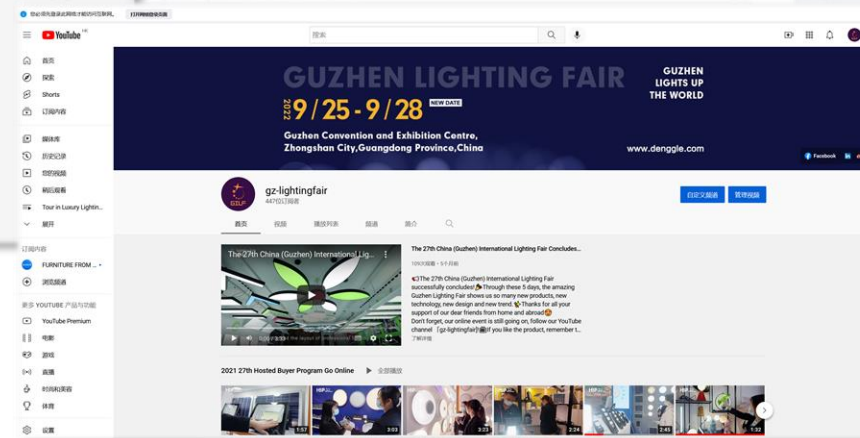
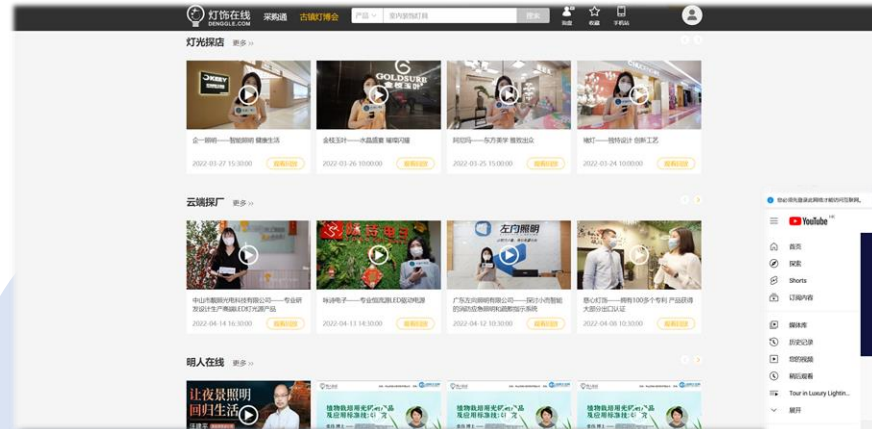


# Film-making Service

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.

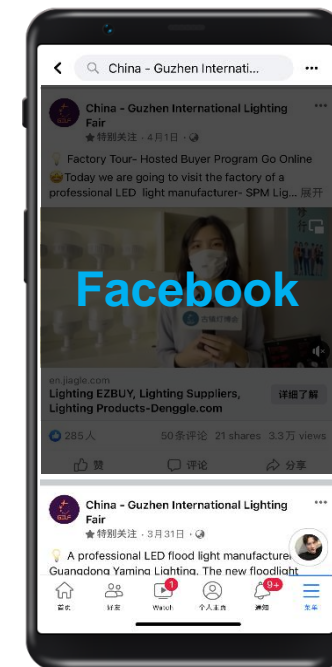
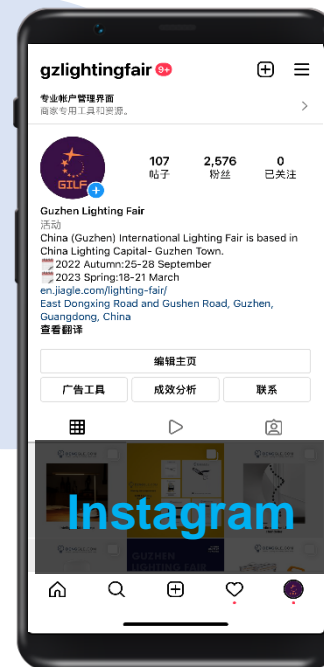
- 1-to-1 online meeting with 3-5 potential buyers (20-30mins for each)
- translation service
- EZBuy specialist and online meeting support

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

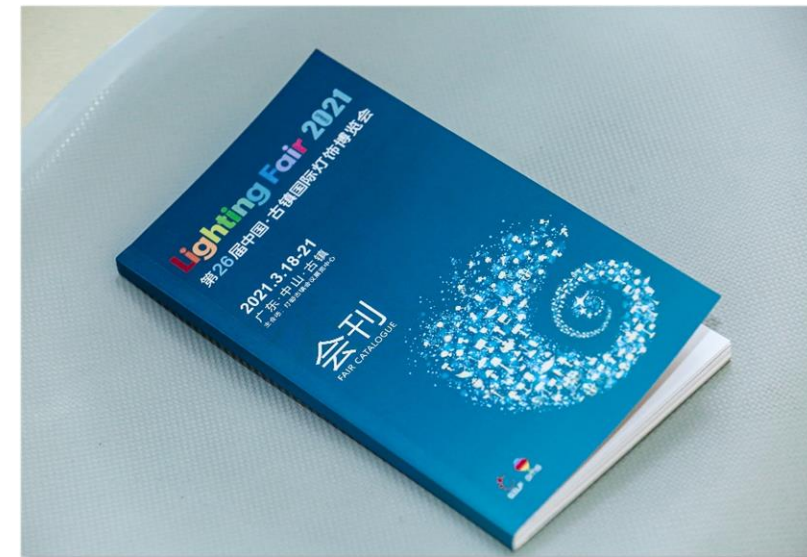
Special offer for special exhibitor:

**¥ 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



## 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

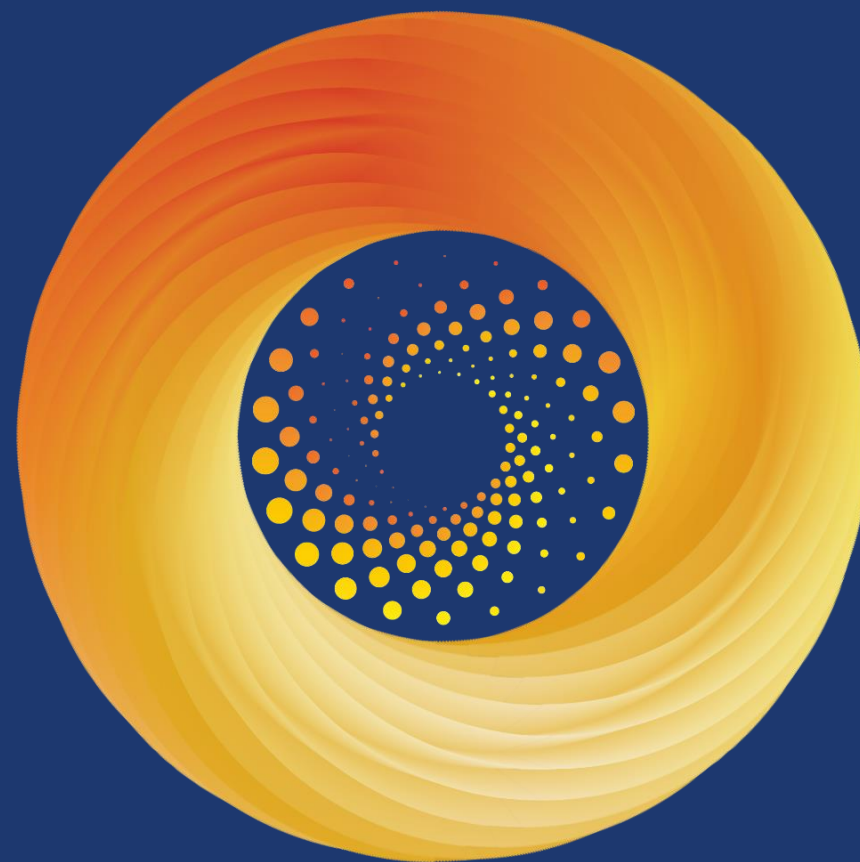
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## Customer Service

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