**“丝路名品”标识产品推广服务方案**

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| **服务项目** | **具体内容** | **收费标准** |
| 产品推广 | 在主办方举办的“一带一路”活动中做集中性展示；  单独区域展示，标准展位面积3\*3；  特装场地费（30平米起，如需搭建费用另计） | 3000元；  8000元；  1000元/平米； |
| 产品或企业Logo在展会大LED屏滚动播出 | 1万元 |
| 企业宣传片在展会大型LED屏播出一次（2分钟） | 1万元 |
| 在主办方活动宣传册及论坛册中制作广告页；  封二与封三位置广告彩页；  封底广告彩页； | 3000元/页；  6000元/页；  10000元/页 |
| 列为主办方活动伴手礼或对外指定产品 | 1万元 |
| 重点产品，将推荐给驻华大使或文化名人并留影 | 面议 |
| 媒介宣传 | 在“丝路名品”微信公众号上发布文字材料及图片 | 1000元/次 |
| 获得“丝路名品”标识产品的单位相关事迹将在国际商报、中国商报、中国商品交易市场信息网、中国市场学会批发委官方网站给予宣传推介 | 1000元/次 |
| 知名媒体专版宣传报道 | 面议 |
| 推荐渠道 | 优先推荐进入中国市场学会400家骨干批发市场（根据企业需求，锁定目标地区和细分市场） | 面议 |
| 推荐至丝路国家驻华使领馆 | 面议 |
| 国际产品将优先推荐到中国超市或网络销售渠道 | 面议 |
| 推荐进入“一带一路”沿线国家市场 | 面议 |
| 活动策划 | 产品说明会、新品推介会、新闻发布会、商务洽谈交流会等 | 3万元 |
| 产品整体促销活动、产品城市展销活动、季节产品全国订货会等 | 5万元 |

**"Silk Road Brands" logo product promotion service plan**

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| **Service Items** | **Specific Contents** | **Charges** |
| Product Marketing | Make a concentrated display in the "The Belt and Road" activity held by the sponsor;  Single area displays, standard booth area 3\*3;  Special installation site fee (from 30 square meters, construction fee will be charged separately) | ￥ 3000；  ￥ 8000；  ￥1000 /square meter； |
| Product or corporate logo is broadcast on the big LED screen of the exhibition | ￥10000 |
| Corporate promotional video will be broadcast once on the large LED screen of the exhibition (2 minutes) | ￥10000 |
| Create advertising pages in the organizer's event brochures and BBS brochures;  Cover two and cover three position advertising color pages;  Back cover advertising color pages; | ￥3000 / page；  ￥6000/ page  ￥10000/ page |
| Listed as the organizer of the event or designated products | ￥10000 |
| The key products will be recommended to ambassadors or cultural celebrities in China | Discuss Personally |
| Promotion Medium | Publish text materials and pictures on WeChat official account of "Silk Road Brands" | ￥1000/ time |
| The achievements of those who have obtained the "Silk Road Brands" logo products will be publicized and promoted on the official websites of International Business Daily, Business Daily, China Commodity Exchange Market Information Network and China Commodity Trade Market Development | ￥1000/ time |
| Special Edition Publicity and Reporting of Famous Media | Discuss Personally |
| Recommended  Channel | Priority is recommended to enter the China Market Association 400 backbone wholesale markets (targeted regions and market segments according to business Needs) | Discuss Personally |
| Recommended to 5 Silk Road National Embassies and Consulates in China | Discuss Personally |
| International products will be recommended to Chinese markets or online sales channels | Discuss Personally |
| Recommend to enter the national market along“the Belt and Road” | Discuss Personally |
| Activity Planning | Product briefings, new product launches, press conferences, business talks, etc. | ￥30000 |
| Product promotion activities, product city sales activities, seasonal product orders, etc. | ￥50000 |