

臻品耀动 · 尊华绝代
Perfection of Age with Glamor and Peerage

**Royal Asscher·Beijing Sparkle Roll
Luxury Brands Culture Expo 2013 Fall**

**2013'秋季Royal Asscher·璐艺雅诗
北京耀莱奢华品牌文化博览会**

**Brands Cooperation Program
品牌合作方案**

**October 10th-14th, 2013
China National Convention Centre
Beijing·China**

**2013年10月10日-14日
中国·北京·国家会议中心**



2nd SR Luxpo

臻品耀动·尊华绝代
Perfection of Age with Glamor and Peerage



Oct.10-14, 2013

National Convention Center · Beijing · China

The 2nd SR Luxpo

With 110 Independent Luxury Brands

Blossoming with Glory · Dazzling in Beijing

2013年10月10日至14日

中国·北京·国家会议中心

第2届·耀莱奢博会

110席全球独立奢华品牌

尊荣绽放·耀动京城

2013 SR Luxpo Message

Name: Royal Asscher-Beijing Sparkle Roll Luxury Brands Culture Expo 2013 Fall
 Venue: China National Convention Center • Beijing • China
 Theme: Perfection of Age with Glamor and Peerage
 Decoration Time: October 8th – 9th, 2013
 Period: October 10th – 14th, 2013
 Area: 11,000 m²
 Estimated Audiences: 15,000 – 20,000 (High-end Customer Group)

Review of 2012 SR Luxpo

Name: Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall
 Theme: The New Age of Luxury
 Participants: 47 exhibitors, around 20 categories, from 11 countries and regions
 On-site Trading Volume: Approximately RMB 42.6 million
 Intended Trading Volume: Approximately RMB 55 million
 Total No. of Visitors: 6,118

基本信息

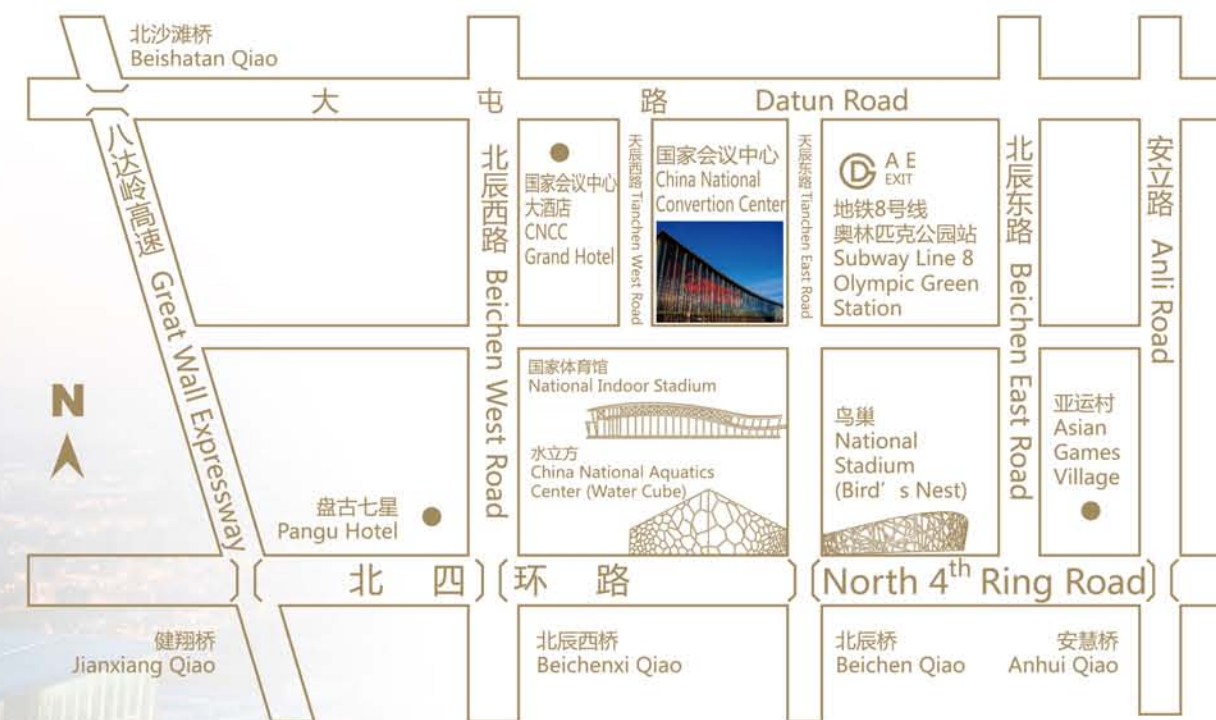
展会名称：2013' 秋季Royal Asscher·璐艺雅诗北京耀莱奢华品牌文化博览会
 展会主题：臻品耀动·尊华绝代
 展会地点：中国·北京·国家会议中心
 布展时间：2013年10月8日—9日
 正式展期：2013年10月10日—14日
 展场面积：11,000平米
 预计观展贵宾：15,000—20,000位高资产净值贵宾

2012' 秋季北京耀莱奢华品牌文化博览会回顾

主题：极物·新境
 参展品牌数量：47个，20个品类，来自全球11个国家和地区
 现场成交量：约4,260万人民币
 意向成交量：约5,500万人民币
 观展贵宾：6,118人次

About the Venue

China National Convention Center is located in the focal area of Asian Olympic & Olympic Games Business District, with extremely convenient traffic, and complete surroundings of facilities, it also has intelligent facility design and top-tier management system, will be fully satisfied with different scales of exhibition, convention, banquet, brand custom activities and other service requirements, that would be a leading convention of the world.



展场介绍

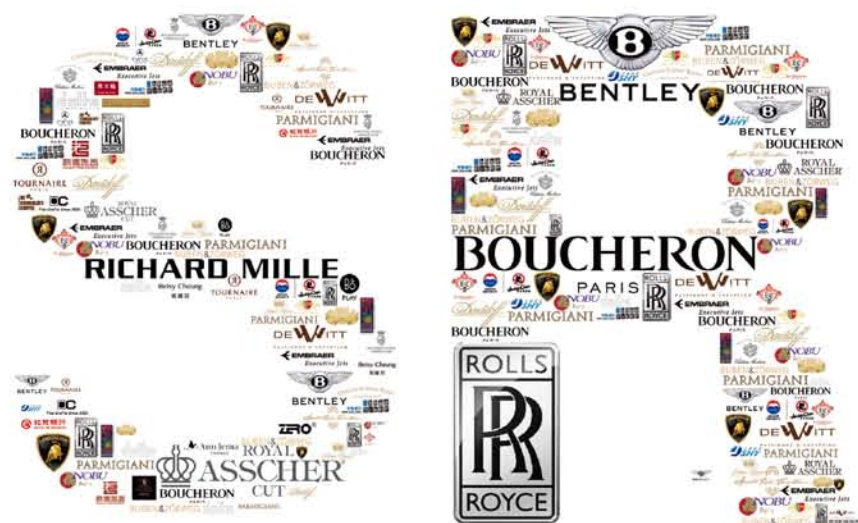
国家会议中心地处亚奥商圈核心，交通极其便利，且周边配套完善，拥有智能化场馆设计与顶级管理体系，将充分满足不同规模的展览展示、会议、宴会、品牌定制活动等需求，具有世界一流水平。

Exhibition Scope and Brands

【Exhibition Scope】

Luxury cars, top sports cars, limousines, private aircrafts, luxury yachts; high jewelries, valuable watches, watch winders; top-tier acoustics, high-end and high-tech products; red wine imported from top 8 Chateau in France, Spirits, cigars/cigarettes/smoking sets; customized beverages and cuisines; private financial/bank services; high-end hotels, luxury properties; interior designs; limited leather products, branded dresses and personal adornments; handcrafted housing and accommodations; luxury trips; golf clubs/yacht clubs/private lounges; artwork appreciations ...

【Exhibition Brands/荣耀参展品牌】



参展范围及品牌

【参展范围】

顶级轿车/跑车、私人飞机、豪华游艇；名贵珠宝、腕表、摇表器；全球顶级专业音响设备、尖端高科技产品；法国八大酒庄葡萄酒、洋酒、雪茄/香烟/烟具、定制美食/饮品；私人金融/银行服务；国际级酒店/地产/室内装潢；限量皮具、私人成衣定制；顶级手工家居；奢华定制旅游；高尔夫球会/游艇俱乐部/私人会所；艺术品鉴赏...





Absolute Advantages

Sparkle Roll Group not only has 17 years of incomparable resource advantages in the retailing domain of Chinese luxury goods, but will be dedicated to open up an independent Chinese legend of luxury brands exclusively for you.

Value of the Platform:

As the most professional and authoritative feast of global independent luxury Expo, Sparkle Roll will provide the most accurate and unique ways of display of the luxury brands cultural essence;

Value-added services system--extension and pre-sell;

"SR Pinnacle Brands' Industry Alliance" connects bridge between brands which is highly efficient, interoperable and seamless.

参展独特价值

耀莱集团将凭借17年中国奢侈品零售领域无可匹敌的宝贵资源，全情为您书写专属于独立奢华品牌的中国传奇。

价值一：耀莱奢博会平台价值

中国最专业、权威的全球独立奢华品牌博览盛会，协助品牌精准释放其品牌文化内涵；

独有延展及预售客户增值服务体系；

巅峰品牌之间高效互动沟通平台——“耀莱巅峰品牌产业联盟”。

Value of Guest Visitors:

"Sparkle Roll Glory Club" has accumulated more than 10,000 efficient consumer groups of luxury car owners, top-tier jewelry owners, wine collectors and luxury goods buyers;

Organizing committee will directly send out 45,000 VIP invitation letters within 2 months through of first/business class boarding pass advertising of Beijing International Airport;

More than ten strategic partnership companies including private banks, high-end investment institutions and EMBA business school will ensure that multitudinous high-net-worth customers to visit SR Luxpo.

价值二：耀莱奢博会观展贵宾

耀莱集团旗下的“耀莱尊贵会”，拥有万余位豪车车主、顶级珠宝和腕表买主、红酒收藏家、奢侈品买手等高资产净值优质客群；

组委会将在奢博会前2个月之内，以北京首都国际机场头等舱/商务舱登机牌广告的方式，精准、定向发送出四万五千张耀莱奢博会贵宾邀请函

十余家拥有战略合作伙伴关系的私人银行、高端投资机构、及EMBA商学院将保证众多高净值有效客群莅临耀莱奢博会现场

Brands Culture Spreading Value:

Organizing committee is accurate and professional to select Chinese luxury brands culture media communication channels in order to fit the media communications strategy in an efficient way, and fully covered the Chinese circle of high-end clients;

High-end lifestyle media partners will fully support SR Luxpo, official media 'SR', around 40 media partners with full participation, hundreds of media who gave a whole coverage;

360 degree brands culture spreading and promotion including official press conferences, brand special coverage, exclusive interviews and etc.

价值三：耀莱奢博会品牌文化媒体传播

组委会将以专业眼光甄选中国奢华品牌文化最精准媒体传播渠道，以更科学合理的媒体传播战略，全面覆盖中国高端消费圈层；

高端生活方式类媒体鼎力支持—耀莱集团官方杂志《SR尊耀人生》、40余家全程参与合作媒体，100余家全程报道合作媒体；

多维度品牌文化推广及宣传方式，包含官方新闻发布会、品牌专题报道、品牌人物专访等。



Platform of business networking value:

Central stage – the Committee will fully support the brands customized shows and performances;

Arrange venue-embedded grant opening party, official charity dinner & appreciation gala dinner;

SR Luxpo set a series of theme display and experience zone, like district of high jewelries and limited edition watches, luxury handcraft furnishing, high-end properties, joint exhibition and etc.;

SR Luxpo 2013 will be held simultaneously with Royal Asscher Cup Golf Elite Invitational Tournament. SR Luxpo exhibitors will be invited to witness and participate thus manifesting the crossover of independent luxury brands.

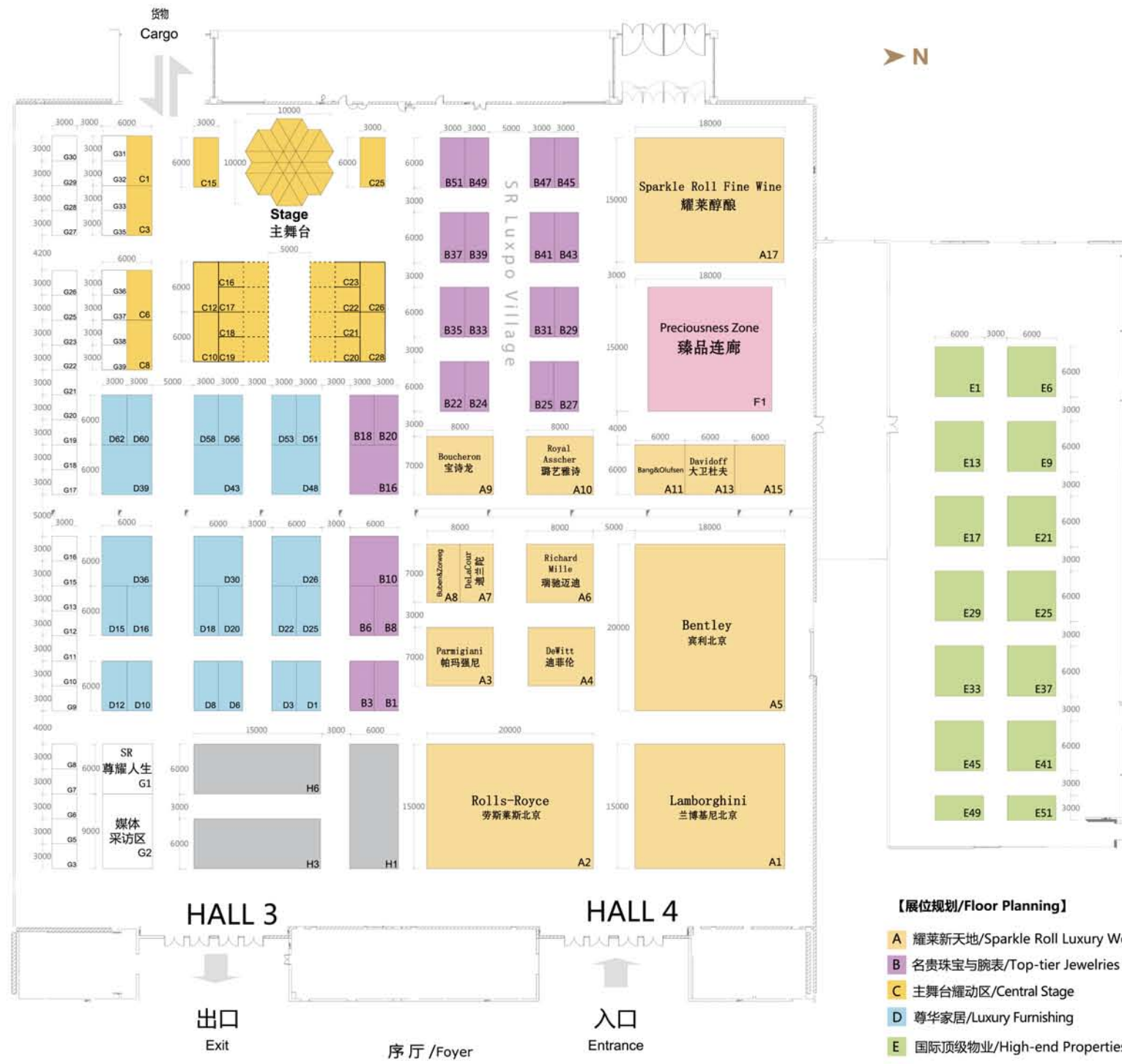
价值四：耀莱奢博会商务社交平台

主舞台耀动区—组委会将全力支持品牌举办与自身特点最相契合的专属定制活动；

打造展场嵌入式启幕派对、官方慈善/答谢晚宴；

耀莱奢博会现场将设置系列主题展示及体验专区，如名贵珠宝与腕表展区、尊华手工家居展区、国际顶级物业展区、臻品连廊展区等；

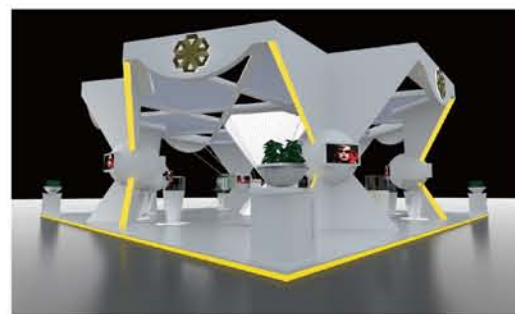
Royal Asscher-璐艺雅诗中国杯高尔夫球精英邀请赛—与耀莱奢博会同期举办，参展品牌将受邀参赛，彰显独立奢华品牌的跨界价值理念。



- 【展位规划/Floor Planning】**
- A 耀莱新天地/Sparkle Roll Luxury World
 - B 名贵珠宝与腕表/Top-tier Jewelleries & Watches
 - C 主舞台耀动区/Central Stage
 - D 奢华家居/Luxury Furnishing
 - E 国际顶级物业/High-end Properties
 - F 臻品连廊/Preciousness Zone
 - G 荣誉合作媒体/Media Partners
 - H 高端防弹车及摩托车/Luxury Vehicles



SR Luxpo Village



臻品连廊/Preciousness Zone

Booth Quotation

1,800 USD/㎡ (Raw Space)

Exhibitors' Premium Return

Items	≥18m ²	≥36m ²	≥72m ²	Remarks
'SR' Advertising	1P	1P	1P	Official Media
	In-depth Reporting	2P	2P	
Media Partners Advertising	-	1P	3P	High-end lifestyle media
	Interview	2 media	4 media	
Catalogue	Exhibitor Directory	√	√	√
	Advertising	-	1P	1P
Opening Party Invitation	1	1	2	-
Official Gala Dinner Invitation	-	1	1	-
SR Luxpo Invitation	5	10	20	-
Working Pass	3	6	10	-
Working Lunch	3 seats/day	6 seats/day	10 seats/day	exhibition period
Water	6 bottles / day	12 bottles / day	20 bottles / day	exhibition period

参展费用安排

10,000 人民币/㎡ (光地展位)

参展超值回报

项目	≥18m ²	≥36m ²	≥72m ²	备注
《SR 尊耀人生》	硬广	1P	1P	耀莱奢博会官方杂志
	内页深度报道	2P	2P	
合作媒体	硬广	-	1P	高端生活方式类媒体
	安排媒体现场专访	2家	4家	
会刊	展商名录	√	√	√
	硬广	-	1P	1P
启幕派对	1张	1张	2张	-
贵宾请柬	-	1张	1张	-
官方晚宴	-	-	-	-
贵宾请柬	-	1张	1张	-
耀莱奢博会观展贵宾邀请函	5张	10张	20张	-
工作证件	3张	6张	10张	-
工作午餐	3席/天	6席/天	10席/天	展期
饮用水	6瓶/天	12瓶/天	20瓶/天	展期

Advertisement Resources/广告资源

Outdoor Advertising/户外广告

Giant Glass Curtain Wall Advertising
Specification: 18m(W)×18m(H)
Rate: 32,500.00 USD/pc/Exhibition Period

The advertisement will be presented on the glass curtain wall above the main entrance of the exhibition hall, which faces the Bird' s Nest. The prominent and striking position could guarantee high audience rating for the transmission of the advertising, which will certainly demonstrate exhibitors' strength.



巨型玻璃幕墙广告
规格尺寸：18m(宽)×18m(高)
价格：200,000.00
人民币/面/展期

广告位于展馆主入口上方玻璃幕墙，面向鸟巢，突出醒目的位置保证了广告传播的高受众率，彰显展商实力。

Outdoor Large-size Advertisement Board
Specification: 10m(W)×4m(H)
Rate: 3,200.00
USD/pc/Exhibition Period

The exquisite large-size outdoor advertisement board is located in front of the entrance of the exhibition hall, which faces the Bird' s Nest and is close to street with high demonstration effect.



户外大幅面广告板
规格尺寸：10m(宽)×4m(高)
价格：20,000.00
人民币/个/展期

制作精良的大型户外广告板位于展馆入口前侧，面向鸟巢，紧邻道路，浏览性高。

Flag Advertisement
Specification: 0.5m(W)×1.8m(H)
Rate: 3,200.00
USD/10 units/Exhibition Period

Advertising is located at the main entrance of east square pavilion, along the main road and lane, with wide coverage, strong visual and continuity visual characteristics



道旗广告
规格尺寸：0.5m(宽)×1.8m(高)
价格：20,000.00
人民币/10组/展期

广告位于展馆主入口外侧东广场主干道及沿途车道，覆盖范围广，具有极强的直观性、持续性视觉效果特点。



Carpet
Specification: 3m(L)×3m(W)
Rate: 10,000.00
USD/3 pcs/Exhibition Period

Innovative advertising, suitable for displaying brand logos.

地毯
规格尺寸：3m(长)×3m(宽)
价格：60,000.00
人民币/3个/展期

广告形式新颖，适合投放企业LOGO广告。

Innovative Advertising
Specification: special-shaped
Rate: Please check with the Organizer

The set-up can be customized based on exhibitors' needs to amplify the brand' s unique image.

创意装置广告
规格尺寸：异形
价格：请详询组委会

广告形式装置可根据展商要求进行个性化设计，彰显展商独特的品牌形象。



Regular Advertising inside Exhibition Hall/展馆内常规广告

Theme and Message Backdrop
Specification: 3m(W)×3m(H)
Rate: 8,000.00
USD/pc/Exhibition Period

At the same location as Luxpo' s message, will distinguish the advertising brands position and allows the audience to deeply understand the advertising contents.

主题信息背景墙广告位
规格尺寸：3m(宽)×3m(高)
价格：50000.00
人民币/个/展期

与博览会主题信息板同一位置，突显品牌商地位，便于观众深入了解广告内容。



Pillar Advertising
Specification: 1.45m(L)× 1.45m (W) × 3.6m (H)
Rate: 2,500.00
USD/pc/Exhibition Period

The novel and high-quality advertising mode would facilitate the audiences' profound comprehension of the content of the advertisement.



室内包柱广告
规格尺寸：1.45m(长)×1.45m(宽)×3.6m(高)
价格：15,000.00
人民币/个/展期

形式新颖，品质精良的广告形式便于观众深度了解广告内容。

Wall and Light Box Advertising
Specification: 9.35m(W)×4.7m(H)
Rate: 7,000.00
USD/pc/Exhibition Period

The advertisement is placed on the inner wall of the exhibition hall, which is suitable for the enterprise LOGO.



墙体灯箱广告
规格尺寸：9.35m(宽)×4.7m(高)
价格：40,000.00
人民币/个/展期

广告位于展厅内墙，适合投放企业LOGO。

String Flag Advertising
Specification: 0.6m (W) × 1.5m (H)
Rate: 3,200.00
USD/9 pcs×4 rows / Exhibition Period

Sets of string flags play a significant role in attracting audience' s attention, which are suitable for the enterprise LOGO.



串旗广告
规格尺寸：0.6m(宽)×1.5m(高)
价格：20,000.00 人民币/
9面×4排/展期

成组的串旗对观众有极好的吸引力，适于投放展商LOGO。

Signs Advertising
Specification: 1m(W)×2m (H)/in the area
Rate: 1,500.00
USD/pc/Exhibition Period

Signs are the efficient guidance for tourists' visit, which will efficiently strengthen the friendliness of exhibitors' brands.



指示牌广告
规格尺寸：1m(宽)×2m(高) (区域内)
价格：10,000.00
人民币/个/展期

指示牌是参观的有效导引，能有效增强展商品牌的亲切度。

Notes:
On-site advertisement without specific indication shall subject to the rate of the exhibition period
The advertisement and creative devices with less than 3 days of deployment preparation period will be surcharged 50% urgent fee
The production of advertisement requires the provision of compact disc or MO disc 7 days before the construction date
The content of advertisement shall conform to the "Advertisement Law of the People's Republic of China"

备注：
场地现场广告未特殊注明均为展期价格
广告及创意装置施放准备期不足3天，加收50%的加急费
广告制作需在搭建日之前7天提供光盘或电子文档
广告内容应符合《中华人民共和国广告法》

Advertising in the Catalogue/会刊广告



Advertising Space: Inside Front Cover
Rate: 8,000 USD
广告位：封二
价格：50,000 人民币



Advertising Space: Front Cover Gatefold
Rate: 13,000 USD
广告位：封面拉页
价格：80,000 人民币



Advertising Space: Inside Back Cover
Rate: 8,000 USD
广告位：封三
价格：50,000 人民币



Advertising Space: Page fold-over
Rate: 13,000 USD
广告位：封三拉页
价格：80,000 人民币



Advertising Space: Inside Full Page
Rate: 3,000 USD
广告位：内页
价格：20,000 人民币



Advertising Space: Special Shape Bookmark
Rate: 10,000—13,000 USD
(according to craftsmanship)
广告位：异形书签
价格：60,000—80,000 人民币
(根据制作工艺)

Sponsors Cooperation Program

Model 1: Sponsorship Scheme

- ▶ Black Gold Level
Honorary Titles: Title Sponsor & Strategic Partner
Quantity: One Table only
- ▶ Platinum Level
Honorary Titles: Specially Invited Honorary Partner
Quantity: One Table for each Industry
- ▶ Gold Level
Honorary Titles: Specially Invited Elite Partner
- ▶ Official Supplier of SR Luxpo
Items: Sponsorship of drinking water, gifts, superb security service, security control system, hotel and commercial vehicles, etc.

Model 2: Official Activities

- ▶ Press Conference and Opening Countdown
- ▶ Official Opening Party
- ▶ Official Charity Dinner
- ▶ Official Supplier of Golf Elite Invitational Tournament
Items: Sponsorship of drinking water, gifts/awards, official dinner, etc.

(Please contact the Committee for more details)



赞助商合作方案

模式一：全程合作

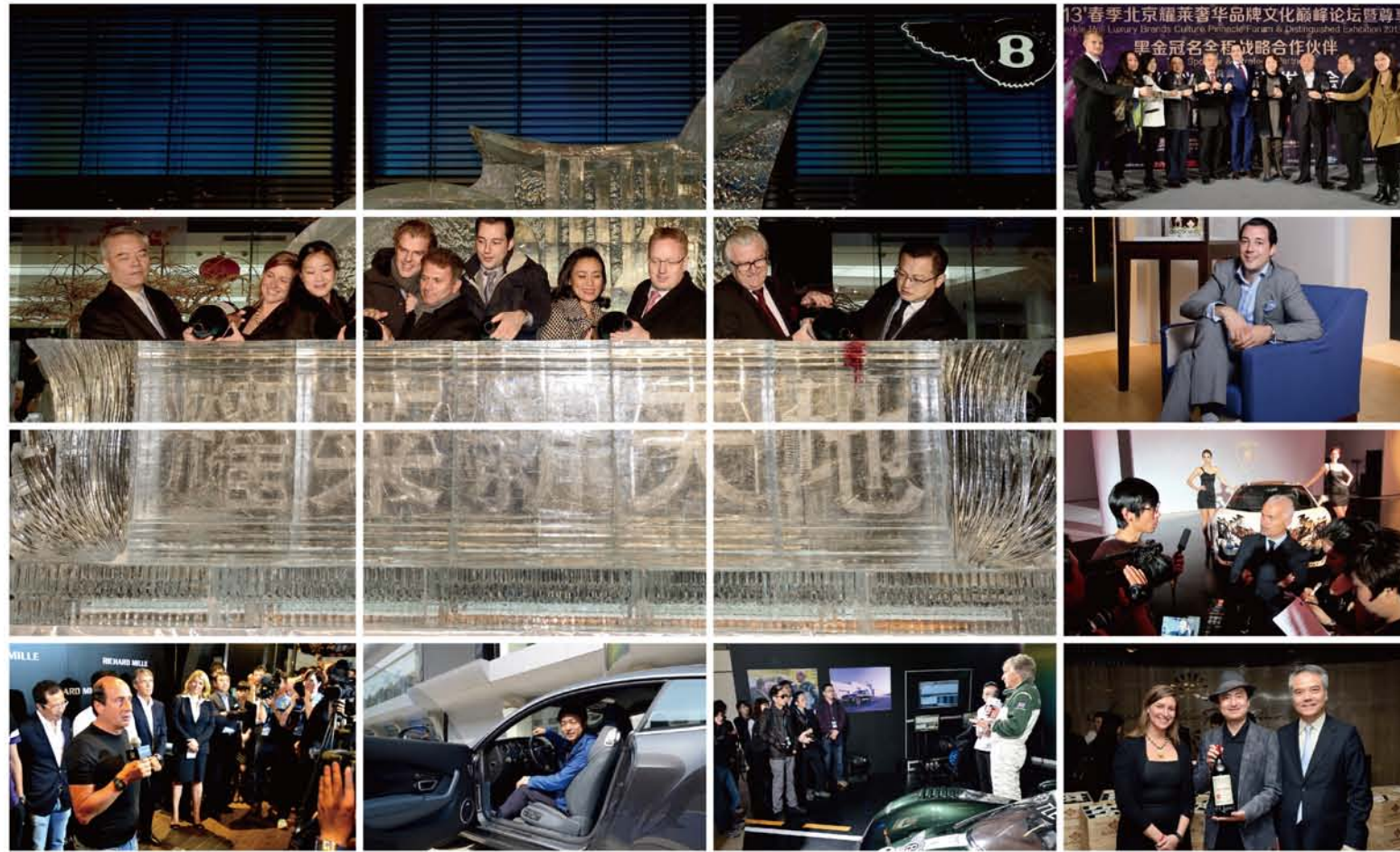
- ▶ 黑金级别
荣誉称号：黑金冠名全程战略合作伙伴
数量：仅限一席
- ▶ 白金级别
荣誉称号：特邀尊享合作伙伴
数量：行业仅限一席
- ▶ 黄金级别
荣誉称号：特邀精英合作伙伴
- ▶ 耀莱奢博会官方指定供应商
项目包含：饮用水赞助、礼品赞助、高端安保赞助、安检系统赞助、酒店及商务用车赞助等



模式二：官方主题活动合作

- ▶ 新闻发布会及倒计时开启盛典
- ▶ 启幕派对
- ▶ 官方慈善/答谢晚宴
- ▶ 高尔夫球精英邀请赛官方指定供应商
项目包含：饮用水赞助、礼品/奖品赞助、晚宴赞助等

(具体赞助合作方案详询组委会)



Profile of Media

Select the most effectively high-end luxury media as well as industrial economics media to spread luxury brands culture in the PRC and to open up the gateway to the Chinese market

荣誉合作媒体

甄选产经类及高端生活方式类媒体，开启奢华品牌文化权威媒体传播通路，直达精准目标客群。

Type	Media	类型	媒体名称
Official Media	SR	官方媒体	《SR尊耀人生》
Strategic Media Partner	SINASTYIE	媒体战略合作伙伴	新浪尚品
	TRADING UP		《优品》
	CLUB		《俱乐部》
	COMFORT		《舒适》
	Life Style		《品味生活》
	Thirty thousand		《三万英尺》
	CLAN		《氏族》
	Bizmode		《商界时尚》
	story&gaine		《优享生活》
	Surface-China		《中外生活广场Surface》
	Fortune Generation		《接力》
	Insider		《社交·商圈》
	World Life		《环球生活》
	GLOBAL Fortune		《环球财富》
Investor Journal	《投资者报》		
Media Partners	LIFEEXPRESS	合作媒体	《生活速递》
	Global Flying		《环球之翼》
	LUXURIUSNESS		《中银私享》
	The Discerning Lifestyle		《礼志》
	-		《睿享》
	METROPOLITAN		《都会》
	NOBLE		《品位》
	Collections		《收藏》
	ARTY		《ARTY收藏趋势》
	International Golf		《国际高尔夫》
	Shine Luxuries		《闪耀》
	FOSPEL		《佳音FOSPEL》
	MONTRES		《名表之苑》
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