

Medtec China 2024

Sponsorship & Promotion Opportunities



Catalogue

- [Introduction](#)
- [Exclusive Sponsorship](#)
- [Show Directory Advertisement](#)
- [Digital Opportunities](#)
- [Webinar Marketing](#)
- [Onsite Promotion Opportunities](#)
- [Conference & Presentation](#)
- [Contact Us](#)



Let Medtec's professionals and professional platforms make your company outstanding in the competitive and soaring market

We can help you---

- **Occupation awareness opportunity** : At the first place of visitors' minds when they are choosing suppliers and products.
- **Occupation marketing information opportunity** : Make your brand widely spread in the industry to get impressions among target clients.
- **Occupation brand exposure opportunity**: Getting an enormous amount of exposure during exhibition period.



Please Kindly Check the Plan with various and customized marketing packages and promotion will completely satisfy you, please contact us if you are interested.

Exclusive Sponsorship



Banner on Visitor Pre-registration homepage & Moments & Tiktok (Exclusive)



Ensure your brand at the forefront of visitors before they go to the exhibition.



Advertisement

Group registration (More than 5 people can directly click and download the form, according to the requirements of the upper left corner of the form back.)

Reminder:

(1). To apply for a free admission badge to the Medtec China, please



Advertisement



All pre-registration visitors will see your advertisement when they are registering for attending Medtec China via official website and WeChat. It is estimated that about 30,000 visitors will register in advance through website and WeChat for free to Medtec China.

Also, Medtec China will advertise information of exhibition to nearly 10,000 potential buyers' Moments 1-2 months before the show, and your advertisement will appear underneath the pre-registration form. Furthermore, target buyers will be aware of your products and booths in advance.

Size: 800 * 200 pixels (Website & WeChat & Tiktok)

Submit Date: before 2024.3.29

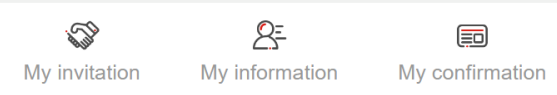
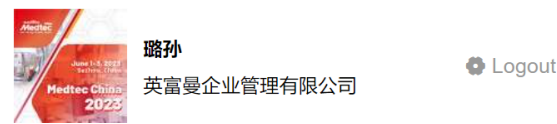
USD 4,200



Banner in confirmation letter of visitor pre-registration (Exclusive)



Let visitors know in advance where you will be at the show.



Registration Confirmation
Dear 璐孙
Congratulations! You have successfully pre-registered as a visitor to Medtec China. Please print this confirmation letter and present it with your business card at the pre-registration counter for your visitor badge for access to the exhibition halls. In light of COVID-19, according to government policy, a passport is requested on-site. Thank you for your cooperation.



Primary Contact Information
Badge 200475
Name 璐孙
Company 英富曼企业管理有限公司
Region 北京市东城区
Address 前门大街
Contact 010-65251111

All pre-registered visitors will receive one confirmation letter with your advertisement once they completed registration, including WeChat registration.

It is estimated that about 18,000 visitors will register in advance through website and WeChat for free to Medtec China.

Submit Date: before 2024.3.29

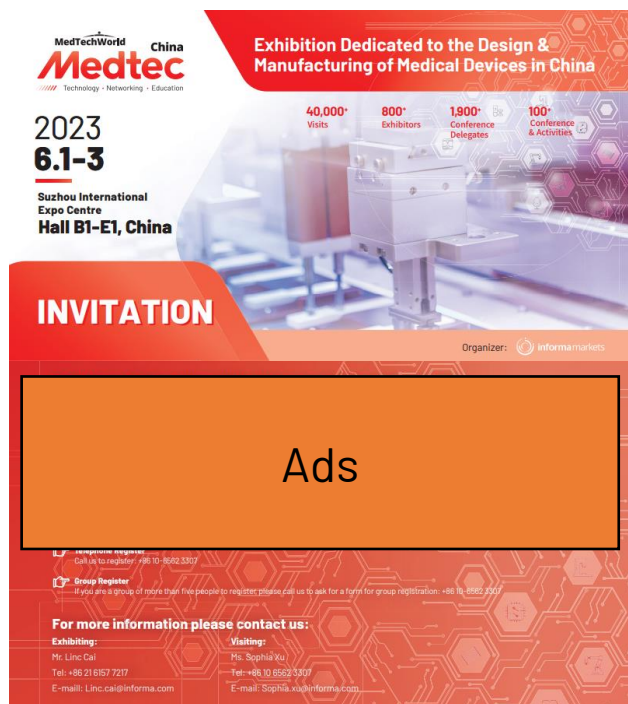
USD 3,000



Printed Visitor Invitation Leaflet (Full page ad (Exclusive))



Let visitors know where your booth locates at the show.



Reach approximately 35,000 desks with your company information, You can give us image design contains booth number and description up to 50 characters on the visitor invitation leaflets!

The VIL is direct mail piece sent out with details of the show and the educational program.

Size: 210mm* 95mm (without 3mm bleeding)

Submit Date: before 2024.8.10

USD 4,200

Exclusive Sponsorship

Printed Visitor Invitation Leaflet (promotion of products)



 **This is one of the most popular products promotion plans!**

Medtec will provide pre-show services such as WeChat tweets for “your products” to warm up your exhibits to nearly 55,000 purchasing/R&D engineers.

Include:

- **Top position in exhibit preview of Wechat post**
- **Exhibit preview of Wechat post banner ads**
- **Exhibit preview on mailing visitor invitation**

Information from show directory submit by exhibitor

Banner Size: 900*500 pixels

Submit Date: 7 workdays before posting

USD 1,500

Visitor Badges & Lanyards (**Exclusive**)



 **This is one of the most popular opportunities, so book early!**

Truly a “walking advert” : your company logo and stand number will appear on all visitor badges.

Logo on lanyards: 300dpi

Ad size on badge: 100mm*20mm (without bleeding)

Amount: 15,000 pcs

Submit Date: before 2024.8.15

USD 7,600

Carrier Bags (**Exclusive**)

 **Show your logo in every visitor and guest’s hands!**

Another “Walking Advert” : 8,000 branded carrier bags in color with your company logo and website address on one side and Medtec China branding on the other side.

Size: 430mm*320mm (without bleeding)

Amount: 8,000 pcs

Submit Date: before 2024.8.15

USD 6,500

Exclusive Sponsorship

Function Area branding

 **Publicize your company quickly and attract visitors effectively!**



Sponsorship on match-making area :

Make your Logo have an accurate channel to promote yourself to target visitors.

Size: N/A

Submit Date: before 2024.8.31

USD 3,600

Exclusive Sponsorship of Visitors' Guide-Back Cover Ad (**Exclusive**)

 **Popular opportunities to attract clients!**



Visitors will receive a Visitor's Guide when entering the Exhibition, which will serve as an important resource for on-site use and will draw visitors directly to your booth.

Ad size : 95 mm (W) x 210mm (H)

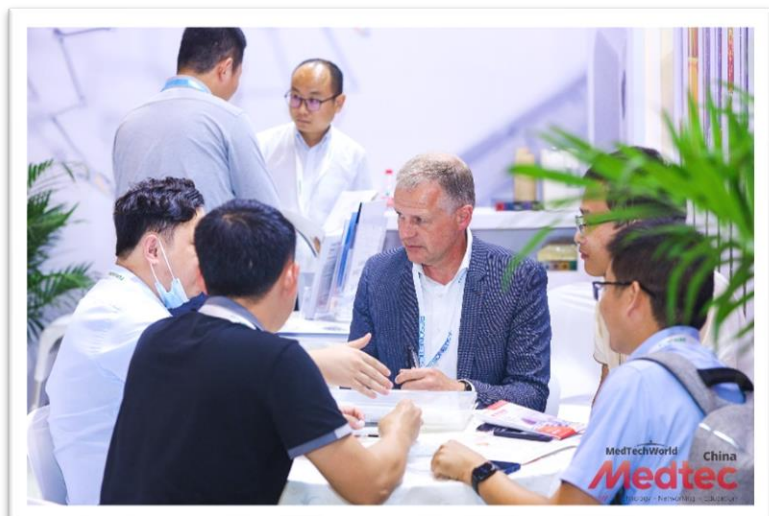
The actual size depends on the invitation letter of the organizer

Submit Date: before 2024.8.10

USD 4,500

Dinning zone/matchmaking zone Sponsor

 **Best choice for company promotion on-site!**



Medtec China will place your company's easy-to-use banner in the Dinning area, business matching area, conference area and other areas, which will concisely and directly highlight your company's key messages and attract buyers' attention.

Size: 1m*2m

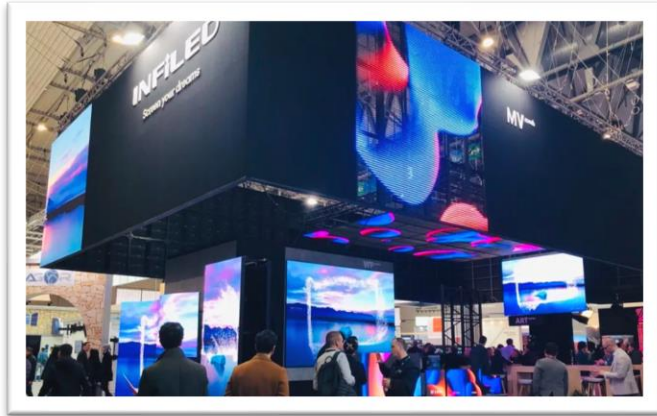
Exhibitors make their own easy roll and put it in each area.

Submit Date: before 2024.9.25

USD 3,300

Exclusive Sponsorship

LED Screen Display (Video) on registration counter



 **Publicize your company quickly and attract visitors effectively!**

Located at registration counter, It uses audio-visual effect to achieve high-frequency brand exposure rate, effectively enhance the audience memory point. It is one of the best promotion plans on site!

Size: TBD

Submit Date: before 2024.8.31

TBD

Exclusive Sponsorship of Post-show Thank-you Newsletter-Banner

 **Continuously target your potential users after the show!**



Medtec China Post-show Thank-you Newsletter is a post-show review and promotion of the coming year's show. The newsletter will be delivered directly to a subscriber base of nearly 40,000+ medical industry professionals by email.

Ad size : 800 x 100 pixels

Submit Date: before 2024.9.30

USD 2,300

Show Directory Advertisement

Show Directory Advertisement

Medtec China Show Directory, which will be issued with a circulation of 8,000 copies, is the only official publication which consists of all exhibitors distributed on site. It makes it easier for visitors to discover your booth and allows purchasing engineers to access your product information at any time.

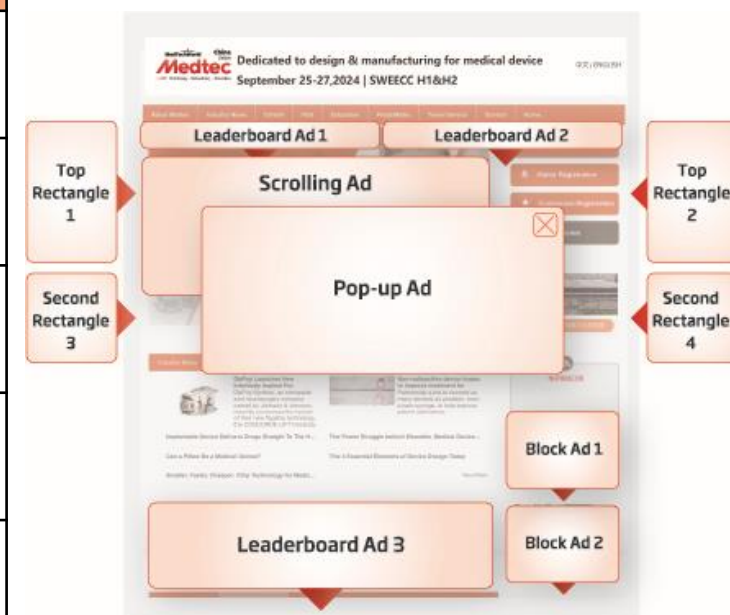


AD Size & Position	SPECS with Bleed	Quantity	USD	Submit Date
Show Directory Cover Special Page-half size two pages-New~	105mm (W) x 285mm (H) *2	1	\$9200	Before 2024.8.10
Main Sponsor of the official Show Directory - Cover page logo display & Full-Page Ad	LOGO : 30mm(W) x 30mm(H)	1	\$5,600	Before 2024.8.10
Outside back cover	210mm (W) x 285mm (H) Include bleeding 216mm(W) x 291mm(H)	1	\$7,200	Before 2024.8.10
Inside front cover	210mm (W) x 285mm (H) Include bleeding 216mm(W) x 291mm(H)	1	\$4,900	Before 2024.8.10
Inside back cover	210mm (W) x 285mm (H) Include bleeding 216mm(W) x 291mm(H)	1	\$4,600	Before 2024.8.10
Full Page	210mm (W) x 285mm (H) Include bleeding 216mm(W) x 291mm(H)	-	\$3,600	Before 2024.8.10
½ Page	210mm (W) x 142.5 mm (H)	-	\$2,000	Before 2024.8.10
Full colour logo on exhibition floor plan	N/A	-	\$870	Before 2024.8.10
Full colour logo on exhibitor profile	N/A	-	\$500	Before 2024.8.10

Digital Marketing opportunities

Website - en.medtecchina.com (Top monthly page views 154,902)

Advertising orientation	Size	Duration	USD	RMB
Pop-up Ad (Multiple times)	600px(W)*400px(H) 30 days before 25th Aug 2024 30 days during 8.26-9.27 2024	10 days before publishing	2500	16500
		10 days before publishing	3500	23000
Leaderboard Ad 1 (horizontal)	570px(W)*114px(H), 30 Days	10 days before publishing	1800	12000
Leaderboard Ad 2 (horizontal)	570px(W)*114px(H), 30 Days	10 days before publishing	1800	12000
Scrolling Ad	847px(W)*515px(H), plus 100 words	10 days before publishing	1500	10000
Leaderboard Ad 3 (horizontal)	818px(W)*200px(H)	10 days before publishing	2000	13000
Block Ad 1	300px(W)*180px(H), 30 Days	10 days before publishing	1600	10500
Block Ad 2	300px(W)*180px(H), 30 Days	10 days before publishing	1600	10500
Top Rectangle 1	200px(W)*300px(H), 30 Days	10 days before publishing	1700	11200
Top Rectangle 2	200px(W)*300px(H), 30 Days	10 days before publishing	1700	11200
Second Rectangle 3	200px(W)*200px(H), 30 Days	10 days before publishing	1600	10500
Second Rectangle 4	200px(W)*200px(H), 30 Days	10 days before publishing	1600	10500



Note:: Please submit the corresponding design document 10 workdays prior to the effective contract date in an acceptable format which includes JPG, or GIF format, not less than 300dpi. The above browsing data statistics are up until October 2023.

Medtec E-newsletter for medical device design & manufacture technology

This newsletter is directly sent through Email to the group of subscribes of 45,334 professionals in the medical industry. Such promotional opportunity enables to find your target customer group in a more accurate and effective way.

Advertising orientation	Size	USD	RMB
Full Column1	660*100, 1 issue	2500	16500
Full Column2	660*100, 1 issue	2200	14500
Advertorial	1Picture+50 words	2200	14500
Sidebar advertising 3	330*190, 1 issue	1800	12000
Sidebar advertising 4	330*190, 1 issue	1800	12000



E-Blast to Medtec China Exhibition Visitors

The Medtec China exhibition is held every Autumn. As one stop of the Medtech World exhibition series, it has been successfully held in China for 17 years, which has enabled the organizer to collect a database of 13,7171 professionals working at medical device manufacturing enterprises. Starting from every April, the organizer will send about 30 emails both in English and Chinese prior to the exhibition to directly invite qualified persons. In these emails, distinct contents customized for your brand will assist in improving its image in the market and directly attract more potential customers to visit your exhibition booth.

Advertising form	Duration	Database scope	USD	RMB
Customized email	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails)	0.99/per e-mail	3/per e-mail
Graphic link	1 E-blast (Chinese / English)	Designated database (Maximum 50,000 emails)	0.49/per e-mail	1.5/per e-mail

Digital Opportunities

The official WeChat account MEDTECCHINA information

The official WeChat account platform MEDTECCHINA releases on average 3-5 articles of selected industrial information every week to provide an accurate service to the **54,467** professionals in the industry with the maximum actual read volume of **5,421**. WeChat is one of most popular daily social media for Chinese, you will obtain attention from your target customers to rapidly establish the branding image of your enterprise via this active and accurate marketing opportunity. With the greatest readership reaching 1,700+ this year, approximately 20 businesses have quickly developed their corporate brand identities and collaborations through this marketing opportunity.

Advertising form	Duration	Pixels	USD	RMB
Advertorial (headline)	Before 24th Aug. 1 time between 23rd Sep.-25th Aug.	800-1500 words recommended	1500 2300	10000 15000
Graphic placement advertisement (headline)	Before 24th Aug. 1 time between 23rd Sep.-25th Aug.	900*500	750 1000	5000 6600
Advertorial (second position)	Before 24th Aug. 1 time between 24th Sep.-25th Aug. 1 time between 27th -25th Sep.	800-1500 words recommended	1000 1500 2300	6600 10000 15000
Graphic placement advertisement (second position)	Before 24th Aug. 1 time between 24th Sep.-25th Aug. 1 time between 27th -25th Sep. (Cannot be duplicated with Advertorial (second position) at same time)	900*500	500 750 1000	3300 5000 6600
Advertorial (third position)	Before 24th Aug. 1 time between 24th Sep.-25th Aug. 1 time between 27th -25th Sep.	800-1500 words recommended	500 750 1500	3300 5000 10000
Graphic placement advertisement (third position)	Before 24th Aug. 1 time between 24th Sep.-25th Aug. 1 time between 27th -25th Sep.	900*500	250 375 750	1650 2500 5000
Top position in exhibition preview of WeChat post	7 workdays before posting	Information from show directory submit by exhibitor	750	5000
Countdown Picture headline position	3 workdays before posting	3216*5529, 200dpi	950	6000
Countdown Picture second position	3 workdays before posting	3216*5529, 200dpi	650	4000
Promotion in social network (Moments)	3 workdays before posting	1. Forward related articles & pictures to 2000+ procurement engineer Moments 2.	230	1500

Release time: Randomly on 3 workdays every week; 4 workdays every week 1 month prior to the exhibition

Note: For the above WeChat promotion, subscription of either single time or whole month as a package is available. Consult our sales personnel for more detailed options. Please submit prepared WeChat link 3 workdays before promotion. The above data statistics are up until October 2023.

*Please consult salesperson for WeChat sponsorship during the exhibition period.

China Medical Device Manufacturer Online (CMDM) cmdm.medtecchina.com

China Medical Device Manufacturer Online (CMDM) is a new Medtec China Online product, as well as an online exhibition sourcing platform aiming to continuously connect high-quality suppliers with medical device manufacturers in China, Medtec China initiated this new virtual exhibition as a supplement to physical exhibitions. Online and offline modes help both suppliers and buyers and, hopefully, the development of the Medical Device Industry in the future.

CMDM is also part of Medtec China's official website. It has accumulated 244,726 hits since its launch in December 2019. According to Google Analysis, our web visitors primarily spend time looking for ideal suppliers or productions. CMDM is an invaluable marketing channel for reaching your target customers in China.



Advertising orientation	Size	Duration	USD	RMB
Online exhibiting	380px(W)*200px(H), 3pictures+80 product introduction+ 300 company introduction , 30days	10 days before publishing	3500	23000
Home page bottom banner 5	1140px(W)*100px(H)	10 days before publishing	1700	11200
Home page Top Rectangle 1	200px(W)*550px(H), 30 day	10 days before publishing	1700	11200
Home page Top Rectangle 2	200px(W)*550px(H) , 30 day	10 days before publishing	1700	11200
Internal page top Rectangle 3	200px(W)*550px(H) , 30 day	10 days before publishing	1600	10500
Internal page top Rectangle 4	200px(W)*550px(H), 30 day	10 days before publishing	1600	10500

*The above data statistics are up until October 2023.



Digital Opportunities

Channels (Official Wechat)

Video is the main use habit of online users. Medtec China has created a new promotion channel - Channels, in which company & new product videos will be published once a week. The new channel has attracted nearly 2,000 professionals in a short time, and the highest number of video views is 2137. Customers could experience the enterprise's sophisticated products/services deeply.

Advertising Form	Duration	Pixels	USD	RMB
Video Release in Channels	3 workdays before posting	MP4, within 5 minutes	1500	10000
Video Production & Promotion of Virtual factory tour	2 months before posting	<p>1. We provide the team required for video production, including executive director, two camera positions (including equipment), lighting equipment and radio configuration</p> <p>2. 3-5 minutes video production (content includes factory location aerial shooting, company production, product shooting and interview)</p> <p>3. Multi-channel promotion in Medtec China Channels like website, wechat, email, etc</p>	2000	13000

Sponsorship of Show preview

The "Show preview " will be released to the official website & WeChat and other official channels one month before the show, which is the first batch of information for pre-registered visitors to know the details of the show in detail and is an excellent opportunity to lock in customers in advance.



Advertising orientation	Size	Duration	Quantity	USD	RMB
Show preview (digital only) Inside Front Cover ads half page	210mm*129mm, 200dpi	3 workdays before posting	2	2000	13000
Show preview EDM banner Show preview Wechat banner	660 x 100 pixels/ 1 issue 900*500 pixels	3 workdays before posting	2	2000	13000

Webinar Marketing

Webinar Marketing service provides sponsors with online-integrated marketing promotion services including Webinar promotions, Webinar operation services, and post-webinar reports. Through Medtec China's accurate data and online marketing channels, Webinar Marketing service will attract audiences and potential buyers for sponsors. This communication leads to the effective marketing of a company's products, technologies, services, solutions, and branding.

Procedure:

1. Sponsor is in charge of webinar content planning, speaker invitations, and promotional materials. Please submit all the materials for marketing one week in advance based on the agreed marketing schedule.
2. Medtec provides webinar operation services. The sponsor is responsible for coordinating the preparation.
3. A minimum of three promotions through Medtec China marketing channels including WeChat ad inserts, e-blasts, website news releases, and SMS – all of which depends on the marketing schedule set with the salesperson.
4. Medtec China has the authority to modify any materials from a sponsor and to repost via different marketing channels in any form or at any time.
5. Medtec shall create a post-webinar report for the sponsor.

Advertising orientation	Basic service	USD	RMB
Webinar marketing (above 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	7500	50000
Webinar marketing (within 90Min)	Webinar Operation E-blast (5000 emails) WeChat Post Exposure SMS Post-Webinar Report Others	5300	35000

*Please make promotion plan and submit the corresponding design document 30 workdays prior to the effective contract date in an acceptable format which includes JPG, GIF or HTML format, not less than 300dpi.



Onsite Promotion Opportunities



Logo display on Index Board



Be associated with the show floor plan which will be placed in the front hall of the show site to serve as a navigator. With your company name and booth number printed on the floor maps in a specific color, show visitors will be guided to your booth easier and faster.

The organizer will make the display according to the actual situation.

Submit Date: before 2024.8.31

USD 2,000



Advertising Display Board



Greet the visitors as they enter and leave the halls with your large-scale adverts dominating the channel area.

Cost includes production and fitting:

Advert 1 – Specification 4mW * 3mH (7 available)

USD 3,600

Advert 2 – Specification 1mW * 2.5mH (8 available)

USD 2,400

Advert 3 – Specification 8.5m (W) x 4m (H) (10 available)

USD 5,850

Submit Date: before 2024.8.31



Carpet Tiles



Catch visitors' attention and lead them straight to your stand with the aid of these highly visible carpet tiles featuring your company name and stand number.

Size: 1m*1m

Submit Date: before 2024.8.31

USD 600

Onsite Promotion Opportunities

Banner Ad in atrium(at least 10)



Banner Ad will be hung in the atrium inside the hall with two sides printing, it will catch the eye of visitors.

Size: 4m(W) x 3m(H), minimum 10
Submit Date: Before 2024.8.31

USD 9,500

Banner Ad in entrance inside the hall (at least 3)



Banner Ad will be hung in the entrance inside the hall with two sides printing, it will catch the eye of visitors.

Size: 3m(W) x 4m(H), minimum 3
Submit Date: Before 2024.8.31

USD 6,000

LED Screen Display (Video)



LED display advertising can display the company's brand image and product information widely .

Size: 5 minutes x 10, 4m(W) x 3m(H)
Submit Date: Before 2024.8.31

USD 2,400

Shell scheme plus 9 SQM

As onsite advertisement, this can make your company different with other shell scheme. Help your company to be outstanding.

Shell scheme plus 9 SQM-package 1

USD 870

Shell scheme plus 9 SQM-package 2

USD 1,000

Shell scheme plus 9 SQM-package 3

USD 1,300

Shell scheme plus 18 SQM

As onsite advertisement, this can make your company different with other shell scheme. Help your company to be outstanding.

Shell scheme plus 18 SQM-package 1

USD 4,900

Shell scheme plus 18 SQM-package 2

USD 7,600

 **Different from standard booths, highlight company's brand and highly cost effective.**

Remark: only for shell scheme customers

www.medtecchina.com

 **informa markets**

Conference & Presentation

Gold Sponsor – MDiT Forum & Regulation Summit (Maximum 3)



Submitting date: Before 2024.9.1

As Chief sponsor of **the paid conferences**, you may increase visibility of your brand and establish cooperative business relationships with attendees.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on all conference backdrop**
- **8 free delegates pass for all conferences**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- **1 or 2 X-banners put on-site at the pointed conference rooms**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor
- LOGO displayed on the admission ticket

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 6,000

Silver Sponsor – MDiT Forum & Regulation Summit



Submitting date: Before 2024.9.1

Presentation is the most direct method to introduce product and service of your sponsor company to all the professional delegates, including speakers and VIP guests. Meanwhile it is a best way to do company promotion through the presentation and speaker, which will be impressive for audience.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on 1 conference backdrop**
- **4 free delegates pass for all conferences**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor
- LOGO displayed on the admission ticket

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

USD 4,200

Conference & Presentation



Presentation Sponsor For Free Conferences



Capture the attention of visitors looking for the newest development on technologies or products of free conferences organized by Medtec China.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Headline branding on 1 conference backdrop**
- **30mins presentation in 1 conference, topic and slot should be discussed with organizer**
- 200-word corporate profile inside of show directory

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

Submitting date: Before 2024.9.1

USD 1,500



Customize Your Conference Co-locating with Medtec China



Exclusively customize your company's meeting content and share how to better use your company's products, technologies and product solutions at the Medtec China exhibition site. It will attract a lot of experts in product development and production, and greatly improve the Technical exposure.

- Half day training session in the conference room
- Direct access to R&D and Manufacturing professional delegates
- Promotion before and during the show

***Meeting room rental mustn't conflict with Medtec China meeting schedule. Meeting room rental doesn't include any other promotion services. Please contact salesperson to find out the availability and the price detail.**



Presentation & Conference Sponsor	Item	USD
Meeting Room Rental	4hrs, Exhibitor	2300
	4hrs, non-exhibitor	4200

Contact us to secure your conference room now !

www.medtecchina.com

Conference & Presentation



Gift Sponsor



A great and cost-effective way in which to position your brand in front of all Visitors for the duration of the show , all the speakers and visitors will use the stationary on-site and after show.

Pre-Conference Benefits-

- LOGO in conference website and brief introduction of company, hyperlink to company website
- Present on media press release, EDM and new media
- Present on Cooperate Media
- Present on Social Media

On-site Promotion-

- **Provide one kind of stationary**
- 200-word corporate profile inside of show directory
- 1 full page advertisement in show directory, designed by sponsor

Post-Conference Benefits-

- Present on post show report
- Present on press release and e-newsletter

Submtting date:Before 2024.9.23

USD 2,500

Other Sponsorship Promotional Opportunities



On-site booth filming and video production



- A local film crew consisting of a cameraman (equipped with equipment and audio equipment) and an editor.
- Production and editing of a two-minute booth video, consisting of interviews, booth status and products and so on.
- Completion of the material within 1 day
- The video Will be released on Medtec China official Channels
- Quantity: 4-6 per day

Submtting date:Before 2024.8.10

USD 1,500

Networking dinner Sponsorship for 20th Anniversary

Medtec China will launch a series of events to celebrate the 20th anniversary of the Medtec China . For participation and sponsorship, please contact sales for a customized package.

Medtec China 2024

2024.9.25-27 | Shanghai, China

- ◆ Branding at pre-show and onsite promotion material including E-blast, onsite banners and timetables
- ◆ The opportunity to work with the Medtec team to nominate speakers for tracks
- ◆ The chance to prearrange networking meetings with delegates attending sessions sponsored by you
- ◆ The use of data from delegates attending sessions sponsored by you

*Price on application - cost varies depending on the forums sponsored

Contact us now for more information

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