

intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(秋冬)博览会
China International Trade Fair for Apparel Fabrics and Accessories - Autumn Edition



25 – 27.9.2019

国家会展中心 (上海)
National Exhibition and
Convention Center (Shanghai)
China

Sponsorship marketing
opportunities



messe frankfurt

Sponsorship marketing opportunities

Customised sponsorship promotion plan

Connect all resources of the exhibition for your marketing strategy! By carrying out a series of activities, having billboard display and other related promotion, increase your brand exposure and become the focus of the exhibition!

We can customise promotion plan that aligns with marketing goal and instantly enhance your market penetration. Static promotion on on-site billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for workshops, conferences and interactive activities etc. In addition to the sponsorship and advertising items listed, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(P) Sponsorship marketing package

P01 Package option 1

Include following items:

1. Souvenir
2. One of the below onsite advertising options:
 - C01 Billboard - Main entrance (External)
 - C03 Billboard - South plaza
 - C05 Billboard - East / West registration hall entrance



Price: USD 16,800 / RMB 117,600

Application deadline: 8 August 2019

(A) Sponsorship marketing options

A01 Functional area sponsor

During the exhibition, the organizer will set up various functional areas such as VIP lounges, lecture areas, charging areas, etc., Your company can sponsor relevant areas according to the target customers.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- The sponsor's brochures / flyers to be distributed in the areas
- Each sponsor will entitle four exclusive access passes
- The organisers reserve the right to assign the sponsored advertisements to the appointed location

Quota: Multiple
Price: On request

Application deadline: 8 August 2019



A02 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as showbags, notebooks or other industry-related items. Sponsors are welcome to specify the type and quantity of the souvenirs.

- The design must be approved by the organisers
- Sponsors should submit materials and information according to the souvenir specifications
- The price includes production fee

Quota: Multiple
Price: On request

Application deadline: 8 August 2019



A04 Show bag

Free show bags will be distributed at the visitor registration counters to visitors.

- Sponsor's logo (single unit, 4-colour) and / or advertisement will appear on one side of the show bag
- The show logo and / or advertisement will be on the other side of the show bag
- The design must be approved by the organisers
- The price includes the production fee

Quota: Multiple
Price: On request

Application deadline: 8 August 2019



(B) Publication

B01 Note book

It will be distributed to visitor onsite free of charge!
Information in the Note book includes show information. It is a golden advertising opportunity for the show's exhibitors!

Note book size: 148mm (W) x 210mm (H)

Application deadline: 8 August 2019

	Item	Price
(a)	Run-of-page (full page, 4-colour)	USD 2,000 / RMB 14,000
(b)	Inside front cover (full page, 4-colour)	USD 4,000 / RMB 28,000
(c)	Inside back cover (full page, 4-colour)	USD 4,000 / RMB 28,000
(d)	Back cover (full page, 4-colour)	USD 6,000 / RMB 42,000

(C) Onsite advertising



C01 Billboard - Main entrance (External)

Specification: 3m (H) x 12m (W)
Price: USD 5,500 / RMB 38,500



C02 Billboard - South plaza

Specification: 4m (H) x 8m (W)
Price: USD 5,000 / RMB 35,000



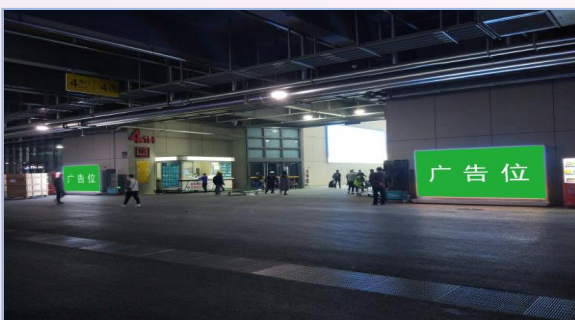
C03 Billboard - East / West registration hall entrance

Specification: 4m (H) x 8m (W)
Price: USD 5,000 / RMB 35,000



C04 Escalator advertisement

Specification: a) 1, 4, 7, 10: 15m (W) x 1.5m (H)
Price: b) 2, 3, 8, 9: 14m (W) x 1.5m (H)
USD 2,600 / RMB 18,200



C05 Lightbox along drive way against wall on Ground Floor

Specification: 2.2m (H) x 4m (W)
Price: USD 1,400 / RMB 9,800



C06 Billboard at Skylight on Second Floor

Specification: 3m (H) x 6m (W)
Price: USD 2,800 / RMB 19,600

Note: The submission deadline of application and production file is 8 August 2019. Show logo and booth number must be included and clearly visible on the onsite advertisement.
Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.
Inventories are subject to availability. Please check with the organisers.

(C) Onsite advertising



C07 Hanging banner -Skylight at East / West esplanade

Specification: (a) W6: 3.3m (H) x 17m (W)
(b) W3: 2.8m (H) x 17m (W)
(c) E2/E6/E9: 2.8m (H) x 16m (W)
(d) Others: 2.8m (H) x 11m (W)

Price: (a) W6: USD 8,500 / RMB 59,500
(b) W3: USD 7,200 / RMB 50,400
(c) E2/E6/E9: USD 7,000 / RMB 49,000
(d) Others: USD 4,800 / RMB 33,600



C08 In hall escalator advertisement on Ground Floor

Specification: 2.6m (H) x 4m (W)
Price: USD 1,200 / RMB 8,400



C09 Side wall advertisement on Second Floor

Specification: 10.8m (H) x 14m (W)
Price: USD 24,000 / RMB 168,000



C10 Light-box on hall partition (New)

Specification: 5m (H) x 12m (W)
Price: USD 11,300 / RMB 79,100



C11 Rectangular lightbox (4-sided) (New)

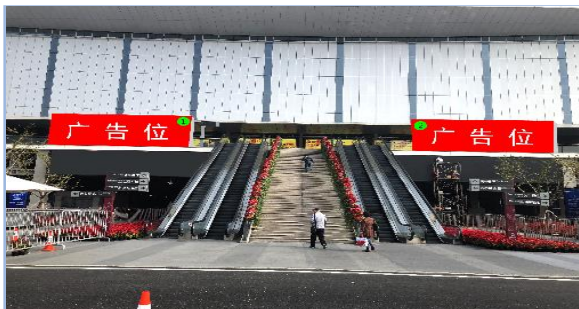
Specification: 2.34m (H) x 0.91m (W)
Price: USD 3,000 / RMB 21,000

Note: The submission deadline of application and production file is 8 August 2019. Show logo and booth number must be included and clearly visible on the onsite advertisement.

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers.

(C) Onsite advertising



C12 **Billboard - West Square
(2-sided) (New)**

Specification: 4m (H) x 12m (W)
Price: USD 16,500 / RMB 115,500



C13 **Column light box
advertisement (New)**

Specification: Upon request
Price: USD 1,000 / RMB 7,000

For more details, please contact:

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Note: The submission deadline of application and production file is 8 August 2019. Show logo and booth number must be included and clearly visible on the onsite advertisement.

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

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