

# 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



**23 – 25.9.2020**

National Exhibition and  
Convention Center (Shanghai), China

**Sponsorship Marketing  
Opportunities**



messe frankfurt

## Sponsorship Marketing Opportunities

### Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement display, increasing the exposure of your brands and products, and make your brand become a focus at the fair!

Customise an eye-catching promotion plan that aligns with your marketing goal. Static displays such as advertisements in official publications and onsite advertisings, dynamic participation as title sponsor of official events and functional areas, onsite souvenirs distribution. All can instantly enhance your brand penetration at the fair.

In addition to the items covered in this “Sponsorship Marketing Opportunities” brochure, please do not hesitate to contact us for a discussion on tailor-made sponsorship marketing plans to create more business opportunities for your company!





## (A) Sponsorship Marketing Options

### A01 Functional area

Special functional areas will be arranged for VIP and visitors during the show, including VIP buyer lounge, charging spot, resting area and seminar area, etc.

- Sponsor's name and/ or logo (single unit) to be displayed on onsite signage
- Sponsor's brochures/ flyers will be placed in the area
- Access pass of the areas will be offered to sponsors

Quantity: Joint sponsor  
Price: On request

Application deadline: 5 August 2020



### A02 Show bag

Show bags will be distributed at the registration halls, which will help increase your company's exposure inside and even outside the fairground.

- Sponsor's logos and/ or advertisements will appear on one side of the show bag, the show logo and/ or advertisements will appear on another side of the show bag
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Joint sponsor  
Price: (a1) West entrance: USD 24,000 / 4,000 pcs  
(a2) West entrance: USD 13,500 / 2,000 pcs  
(b1) East/ South entrances: USD 22,000 / 4,000 pcs  
(b2) East/ South entrances: USD 12,000 / 2,000 pcs

Application deadline: 16 July 2020



### A03 Bottled water (New)

The bottled water will be distributed to visitors for free at the registration halls/ information counters or during concurrent events.

- Sponsor's logos and/ or advertisements will appear on the bottled water together with the show logo and/ or advertisements
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor  
Price: USD 11,000 / 5,000 bottles  
USD 5,000 / 2,000 bottles

Application deadline: 5 August 2020



### A04 Show souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo. Souvenirs will be distributed to visitors for free. There are wide range of souvenirs, sponsors are welcome to specify the type and quantity of the souvenirs.

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

Quantity: Joint sponsor  
Price: On request

Application deadline: 5 August 2020



## (B) Publication

### B01 Notebook

Notebook with show information will be distributed onsite to visitors for free. It is a golden advertising opportunity for exhibitors!

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 210mm (H) x 148mm (W)  
Bleeding size: 216mm (H) x 154mm (W)  
+3mm bleeding on each side



	Item	Price
(a)	ROP	USD 2,000
(b)	Inside front cover	USD 4,000
(c)	Inside back cover	USD 4,000
(d)	Back cover	USD 6,000

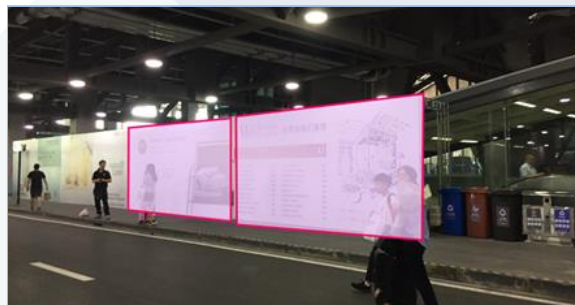
Application deadline: 5 August 2020

**(C) Onsite Advertising**



**C01 Billboard – Main entrances**

Specification: 3m (H) x 12m (W)  
Price: USD 6,000 / pcs



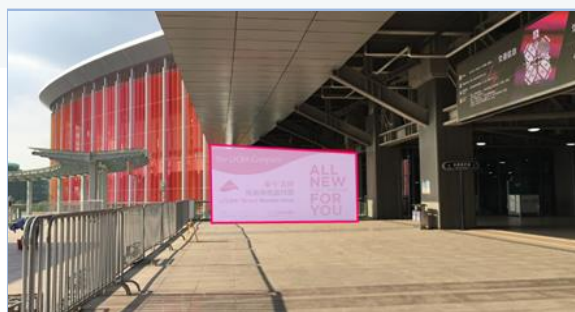
**C02B Billboard – Metro station exit no. 4/5**

Specification: 3m (H) x 6m (W)  
Price: USD 4,000 / pcs



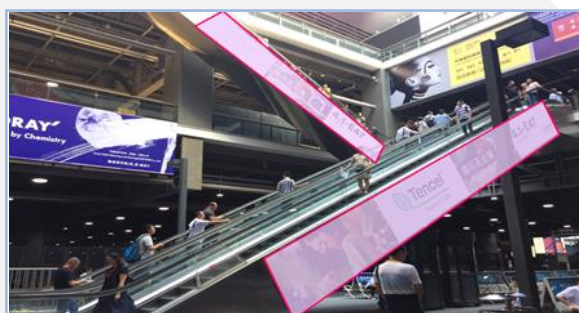
**C32 Billboard – West Square (2-side)**

Specification: Front & back: 4m (H) x 12m (W) x 2-side  
Sides: 4m (H) x 2m (W) x 2-side  
Price: USD 22,000 / 4-side / pcs



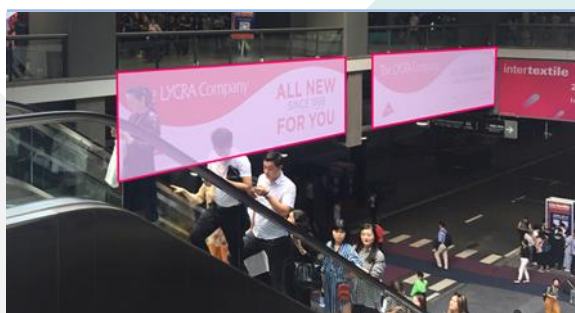
**C33A Billboard – Registration hall entrance**

Specification: 4m (H) x 8m (W)  
Price: (a) West Square: USD 5,000 / pcs  
(b) East Square: USD 5,000 / pcs



**C29 Escalator advertisement**

Specification: 1.5m (H) x 14 – 15m (W)  
Price: (a) West esplanade: USD 3,500 / pcs  
(b) East esplanade: USD 3,500 / pcs



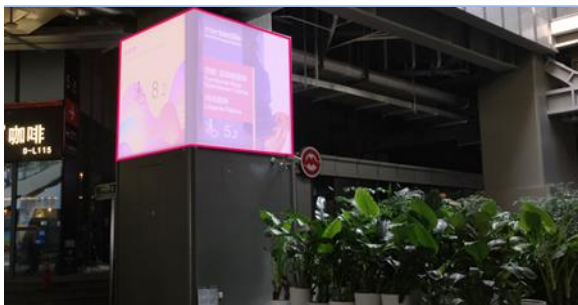
**C38C Hanging banner – Skylight**

(a) West esplanade: 2.8m (H) x 11m (W), USD 5,000 / pcs  
(b1) East esplanade: 2.8m (H) x 16m (W), USD 7,000 / pcs  
(b2) East esplanade: 2.8m (H) x 11m (W), USD 5,000 / pcs

Note: **The submission deadline of application and materials production file is 5 August 2020.**  
**The fair logo and booth number must be displayed clearly on the design artwork.**  
Prices include release and production.  
Advertising location and quantities are subject to availability.  
Please check with the organisers for available locations.  
The above pictures are for reference only. The real object should be considered as final.

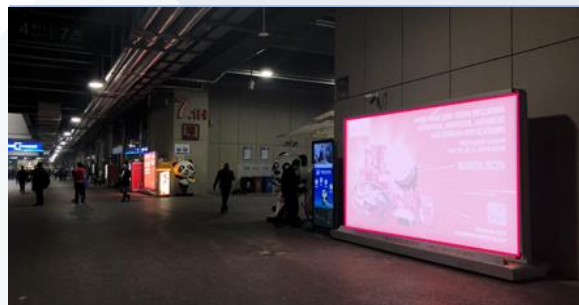


**(C) Onsite Advertising**



**C59B Lightbox  
– Column on ground floor**

Specification: 2.26 – 2.37m (H) x 1.52 – 2.34m (W) x 4-side  
(Each side is slightly different in size)  
Price: USD 3,200 / 4-side / pcs



**C27 Lightbox  
– Ground floor along driveway**

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



**C36 Lightbox – Along meeting room  
floor (mezzanine floor) (New)**

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



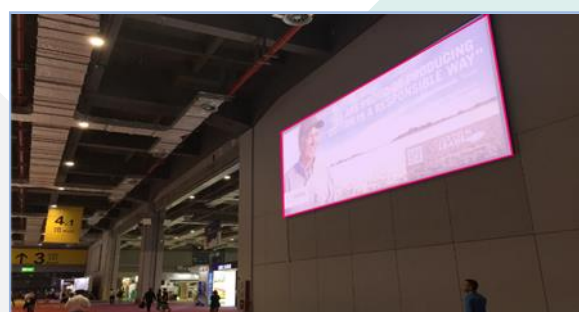
**C48A Billboard  
– Skylight on second floor**

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



**C50 Wall advertisement  
– Hall external on second floor**

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



**C25 Lightbox – Hall partition**

Specification: 5m (H) x 12m (W)  
Price: USD 10,000 / pcs

Note: **The submission deadline of application and materials production file is 5 August 2020.**  
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Prices include release and production.  
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Please check with the organisers for available locations.  
The above pictures are for reference only. The real object should be considered as final.

## Sponsorship Marketing Opportunities

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