

# intertextile

SHANGHAI apparel fabrics

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

2018.3.14 – 16

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



messe frankfurt

## Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and services
- Position yourself as an industry leader
- Develop relationship through new networking opportunities



## (A) Sponsorship items and souvenirs (Show participation)

### A04 Fringe programme

Application deadline: 5 February 2018

A series of innovative and practical-based programmes will be held onsite during the show period, which aims to offer information exchange and learning opportunity for industry players.

- Sponsor's name and / or logo to be displayed on relevant onsite signage.
- Sponsor's flyers to be placed in the programme.
- Production: Logo file should be provided by sponsor. Organisers will be responsible for backdrop design and production.

Price: Please contact organisers for more detail.



### A05 Show bags

Application deadline: 5 January 2018

Show bags will be distributed to visitors at registration counters.

- Sponsor's logo / Advertisement will be printed on one side of the show bag and show message with logo will be printed on the other side.
- Show bags will be distributed to VIP buyers and selected buyers
- Sponsorship includes the production fee.
- The design must be approved by the Organisers in advance.

Quantity: 2,000 pcs

Price: USD10,000 (Exclusive)



### A07 Souvenirs

Application deadline: 5 February 2018

Souvenirs will be distributed to visitors at the registration counters.

- Sponsor's logo will be printed on one side of Souvenirs
- Sponsorship includes design and production fee.
- The design must be approved by the Organisers in advance.

Quantity : 10,000 pcs

Price: USD15,000 (Joint, Max. 5 nos)



### A09 Resting area / A10 Charging station

Application deadline: 5 February 2018

The area offers visitors and exhibitors free-of-charge and / or internet access during exhibition period.

- Sponsor's name and / or logo to be displayed on all relevant on-site signage.
- The specific advertisement place in this area to be determined by Organisers.

Price:

Resting area: USD 7,500 (Joint, Max. 2 nos)

Charging station: USD 7,500 (Joint, Max. 2 nos)



**(A) Sponsorship items and souvenirs (Show participation) (Cont')**

**A11 Bottled water**

Application deadline: 5 February 2018

Bottled water will be distributed to exhibitors and visitors.

- Both of the sponsor's logo (1 colour) and the show logo will appear on the bottle.
- The design must be approved by the Organisers in advance.
- Sponsorship includes the production fee.

Price: (a) USD 15,000 / 10,000 bottles (Exclusive)  
(b) USD8,000 / 5,000 bottles (Joint, Max. 2 nos)



**A13 Souvenir / Promotional materials distribution service**

Application deadline: 5 February 2018

Organisers will arrange staff to distribute the souvenirs / promotional materials at a designated location.

- Souvenir / promotional materials will be provided by sponsor.
- Location will be arranged by Organisers.

Quantity: 5,000 pcs / location

Price:

- (a) Visitor registration hall (West): USD14,000 (Joint, Max 2 nos)
- (b) Visitor registration hall (South): USD14,000 (Joint, Max 2 nos)
- (c) Visitor registration hall (North): USD7,000 (Exclusive)
- (d) Information counter at each hall: USD5,000 (Exclusive)



**A16 Intertextile Club / Exclusive Buyer Club**

Application deadline: 5 February 2018

- Sponsor's name and / or logo to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the lounge
- Each sponsor will entitle 4 exclusive access passes

Price: Please contact organisers for more detail.



**(C) Advertising options (Onsite facilities)**

**Exterior area**

**C01 Billboard at main entrances**

Application deadline: 5 February 2018

Size: 12m (W) x 3m (H)  
Location: On the fence beside main entrances  
Quantity: 12 pcs  
Price: USD 5,500 / pcs



**C02 Billboard outside metro station exit**

Application deadline: 5 February 2018

Size: (b) 5m (W) x 3m (H)  
Location: Metro exit 6  
Quantity: 1 pcs  
Price: (b) USD 3,000 / pcs



**C03 Plaza billboard**

Application deadline: 5 February 2018

Size: 8m (W) x 4m (H)  
Location: South plaza  
Quantity: 10 pcs (No: 13 – 22)  
Price: USD 5,000 / pcs



**C06 Billboard**

Application deadline: 5 February 2018

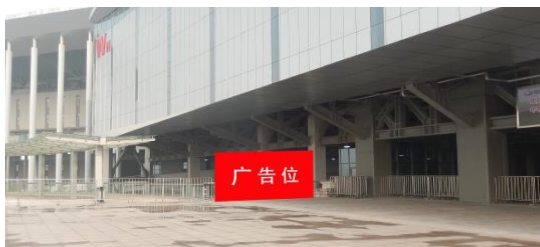
Size: 8m (W) x 4m (H)  
Location: Beside escalators by West Plaza  
Quantity: 2 pcs  
Price: USD 5,000 / pcs



**C07 Billboard**

Application deadline: 5 February 2018

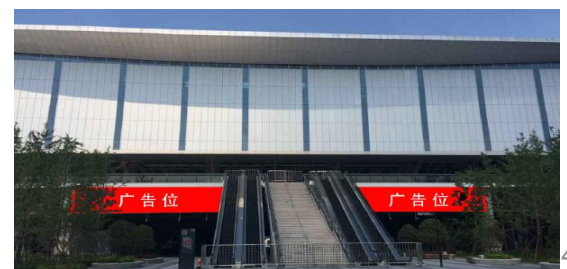
Size: 8m (W) x 4m (H)  
Location: Beside East / West registration hall entrance  
Quantity: 2 pcs  
Price: USD 5,000 / pcs



**C09 Canvas advertisement**

Application deadline: 5 February 2018

Size: 12m (W) x 3m (H)  
Location: West hall terrace  
Quantity: 1 pcs  
Price: USD 5,500 / pcs



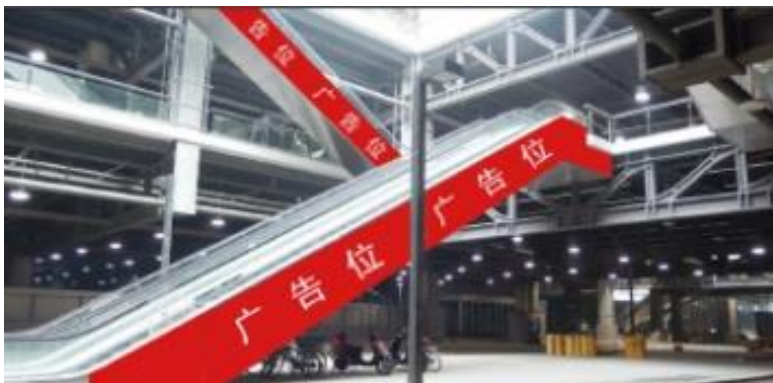
**(C) Advertising options (Onsite facilities) (Con't)**

**Plaza area**

**C10 Escalator advertisement**

Application deadline: 5 February 2018

- Size : (a) 1, 4, 7, 10 15m (W) x 1.5m (H)  
 (b) 2, 3, 8, 9 4m (W) x 1.5m (H)  
 Location : At escalator by East / West hall terrace  
 Quantity : 1 pcs each  
 Price : USD 2,600 / pcs



**C12 Canvas advertisement**

Application deadline: 5 February 2018

No.	Size	Location	Quantity	Price
(a) W2 / W9	17m (W) x 3.3m (H)	As skylight at West esplanade	1	USD 8,500
(b) W6	17m (W) x 2.8m (H)	As skylight at West esplanade	1	USD 7,200
(c) E2 / E6 / E9	16m (W) x 2.8m (H)	As skylight at East esplanade	1	USD 7,000
(d) W1 / W3 - W5 / W7 / W8 / E1 / E3 - E5 / E7 / E8	11m (W) x 2.8m (H)	As skylight at East / West esplanade	1	USD 4,800



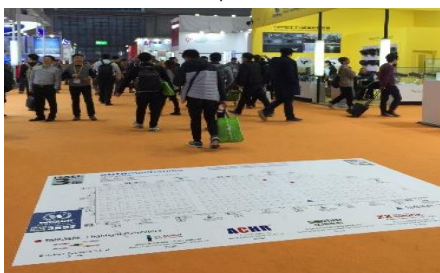
## (C) Advertising options (Onsite facilities) (Con't)

### Exhibition hall

#### C13 Directional floor plan in hall and visitor guide (company logo)

Application deadline: 5 February 2018

Size : 0.3m (W) x 0.12m (H)  
Location : Inside exhibition hall  
Quantity : 5 nos  
Price : USD 5,000 / nos



#### C14 Billboard by escalator

Application deadline: 5 February 2018

Size : 4m (W) x 2.6m (H)  
Location : G/F  
Quantity : 11 pcs  
Price : USD 1,200 / pcs



#### C15 Billboard by escalator

Application deadline: 5 February 2018

Size : 4m (W) x 2.6m (H)  
Location : Mezzanine floor  
Quantity : 9 pcs  
Price : USD 1,200 / pcs



#### C16 Light-box along drive way against wall

Application deadline: 5 February 2018

Size : 4m (W) x 2.2m (H)  
Location : Drive way on ground floor  
Quantity : 32 pcs  
Price : USD 1,400 / pcs



#### C17 Billboard

Application deadline: 5 February 2018

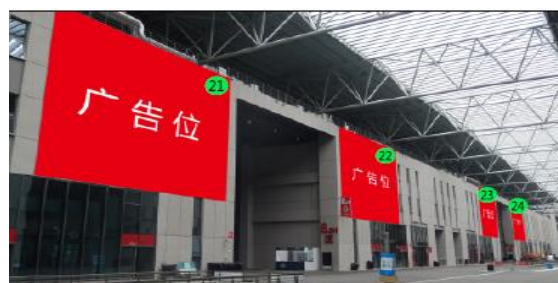
Size : 6m (W) x 3m (H)  
Location : Skylight on 2/F  
Quantity : 6 pcs  
Price : USD 2,800 / pcs



#### C18 Side wall advertisement

Application deadline: 5 February 2018

Size : 14m (W) x 10.8m (H)  
Location : Drive way on 2/F  
Quantity : 24 pcs  
Price : USD 24,000 / pcs



## (C) Advertising options (Onsite facilities) (Con't)

### C19 Advertisement on bench

Application deadline: 5 February 2018

Size : 1.65m (W) x 0.45m (H)  
Location : Passageways connecting halls  
Quantity : 100 pcs / set  
Price : USD 15,000 / set



### C23 Wall advertisement

Application deadline: 5 February 2018

Size : (a) 1, 5 7.5m (W) x 13.5m (H)  
(b) 2, 4 12m (W) x 17m (H)  
(c) 3 17.3m (W) x 22.5m (H)  
Location : Office tower  
Quantity : 5 pcs  
Price : USD 33,600 / pcs



#### Note:

- Price includes release and production of advertisement(s). **Application submission deadline is on 5 February 2018.** Sponsors need to submit production file(s) to Organisers on or before 5 February 2018.
- Please check with the Organisers for availability of sponsorship items and detail.
- The above pictures are provided by National Exhibition and Convention Center (Shanghai). It is for reference only and subject to actual situation onsite.

For more details, please contact:

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