

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

12 – 14.3.2019

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

Sponsorship and
advertising opportunities



(A) Sponsorship options

Customized sponsorship promotion plan

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

We can customize an eye-catching promotion plan that align with exhibitor's marketing goal. Static promotion such as on-site billboards, printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship on workshops, conferences, interactive areas etc. All can instantly enhance brand penetration. In addition to the sponsorship and advertising program listed below, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(A) Sponsorship options

A01 Function area sponsor

During the exhibition, the organizer will set up various functional areas for visitors such as Elite Buyer Club, seminar areas, charging areas and rest areas. Exhibitors can sponsor corresponding areas according to the target customers.

- Sponsor name and / or logo (single unit) will be displayed in the area
- Sponsor promotion materials will be placed in the functional area
- Sponsor will receive functional area entry pass
- Sponsor of seminar area will have the opportunity to co-host events with the organizer



Quantity: Joint sponsor
Price: USD 7,500 up, upon request

Application deadline: **25 January 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 the popular showbags, notebooks or any other industry-related items. Sponsors are welcome to specify the type and quantity of souvenirs.

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



Quantity: Joint sponsor
Price: Upon request

Application deadline: **25 January 2019**

A03 Sponsor's logo on the exhibition floor plan

The sponsor logo (single unit) appears on the floor plan sticker of the situated hall, clearly guiding the buyer to the sponsor's booth.

- Sponsor's logo appears on the 3m x 2m floor plan sticker located at the entrance of their exhibition hall, to highlight the booth location.
- There will be 6 floorplan stickers for each hall

Quantity: 5 nos / hall
Price: USD 5,000



Application deadline: **25 January 2019**

(C) Onsite advertising options



C01 Rectangular lightbox

Specification: 2.34m (H) x 0.91m (W) x 4 sided
Price: USD 3,000



C02 Plaza billboard

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



C03 Billboard beside East / West registration hall entrance

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



C04 Billboard - Metro station exit no. 4 / 5

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



C05 Escalator advertisement

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

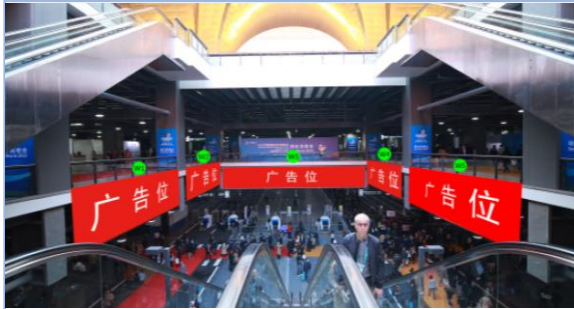


C06 Light-box on hall partition

Specification: 5m (H) x 12m (W)
Price: USD 11,300

Note: The submission deadline of application and materials production file is 25 January 2019.
The fair logo and booth number must be displayed clearly on the production file.
Prices include release and production. Please check with the organisers for the available location.
Inventories are subject to availability.
The above pictures re provided by NECC and for reference only. The real object should be considered as final.

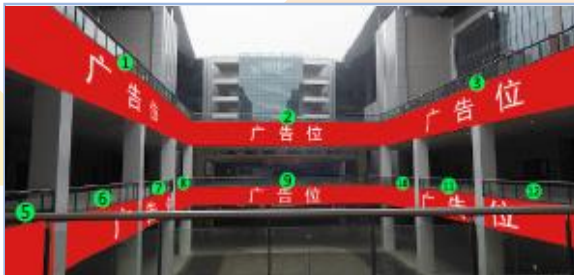
(C) Onsite advertising options



C07 Hanging banner -Skylight at East / West esplanade

Specification: (a) W6 : 3.3m(H) x 17 m(W)
(b) W3 : 2.8m(H) x 17m(W)
(c) E2 / E6 / E9 : 2.8m(H) x 16m(W)
(d) W4/ W5/ E1/ E3/
E4/ E5/ E7/ E8 : 2.8m(H) x 11m(W)

Price: (a) W6 : USD 8,500
(b) W3 : USD 7,200
(c) E2 / E6 / E9 : USD 6,900
(d) W4/ W5/ E1/ E3/
E4/ E5/ E7/ E8 : USD 4,700



C08 Hanging banner - Skylight at South esplanade

Specification: (a) 2 : 3m (H) x 24m (W)
(b) 4 / 14 : 3.5m (H) x 24m (W)
(c) 9 : 2.1m (H) x 24m (W)
(d) 1 / 3 : 3.5m (H) x 48m (W)
(e) 5 / 6 / 7 / 8 / 10 / 11 / 12 / 13 :
2.1m (H) x 24m (W)

Price: (a) 2 : USD 11,000
(b) 4 / 14 : USD 13,000
(c) 9 : USD 7,600
(d) 1 / 3 : USD 25,800
(e) 5 / 6 / 7 / 8 / 10 / 11 / 12 / 13 : USD 6,000



C09 Light-box along drive way against wall

Specification: 2.2m (H) x 4m (W)
Price: USD 1,350



C10 Billboard at Skylight on 2/F

Specification: 3m (H) x 6m (W)
Price: USD 2,750

There are more options of on-site advertisements. For details, please refer to the onsite advertising overview.

For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai
Tel: +86 755 8299 4989 ext. 535 / 537 / 536
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Note: The submission deadline of application and materials production file is 25 January 2019.

The fair logo and booth number must be displayed clearly on the production file.

Prices include release and production. Please check with the organisers for the available location.

Inventories are subject to availability.

The above pictures re provided by NECC and for reference only. The real object should be considered as final.