

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

**Sponsorship Marketing
Opportunities**

11 – 13.3.2020

National Exhibition and
Convention Center (Shanghai), China



messe frankfurt

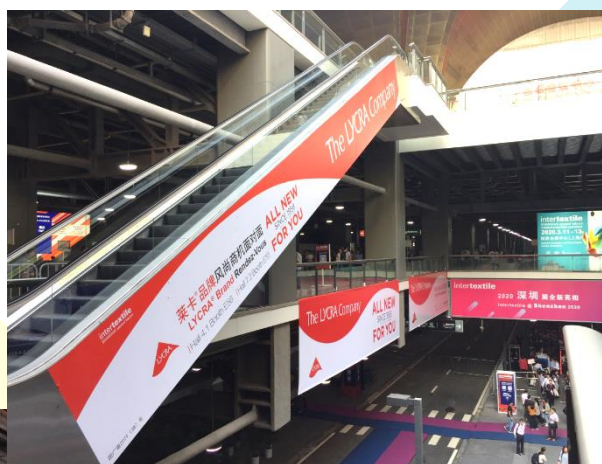
Sponsorship Marketing Opportunities

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 onsite billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for seminars, conferences and interactive activities etc.

In addition to the sponsorship marketing items listed, exhibitors are welcome to contact us to discuss the details of cooperation and 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, resting area and seminar area, etc.

- Sponsor's name and / or logo (single unit) to be displayed on onsite signage
- Sponsor's flyers to be distributed in the area
- Sponsor is offered to have access pass of the area
- Sponsor of seminar area will have the possibility to co-organise the event with the organisers

Price: Upon request
Application deadline: 17 January 2020



A02 Souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo and distributed to the visitors. 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

Price: Upon request
Application deadline: 17 January 2020



A03 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: (a) West entrance: USD 24,000 / 4,000 pcs
(b) West entrance: USD 13,500 / 2,000 pcs
(c) Other entrances: USD 22,000 / 4,000 pcs
(d) Other entrances: USD 12,000 / 2,000 pcs

Application deadline: 17 January 2020



A04 Bottled water (New)

The bottled water will be distributed to visitors free of charge at the registration halls / information counters or during the 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: 17 January 2020



(B) Publication

B01 Notebook

Note book containing show information will be distributed to visitors free of charge onsite. 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)



	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: 17 January 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



C05 Billboard - South Plaza

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



C32 Billboard - West Square (2-side)

Specification: 4m (H) x 12m (W) x 2 sides
Price: USD 22,000 / 2 sides / pcs



C33A Billboard - West registration hall entrance

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



C29 Escalator advertisement

Specification: 1.5m (H) x 13 - 15m (W)
Price: (a) West hall: USD 3,500 / pcs
(b) East hall: USD 3,500 / pcs
(c) North hall: USD 3,500 / pcs

Note: The submission deadline of application and materials production file is 17 January 2020.

The fair logo and booth number must be displayed clearly on the design artwork.

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



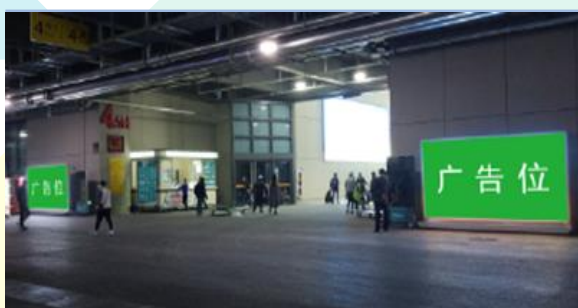
C38C Hanging banner - Skylight

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



C25 Lightbox - Hall partition

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



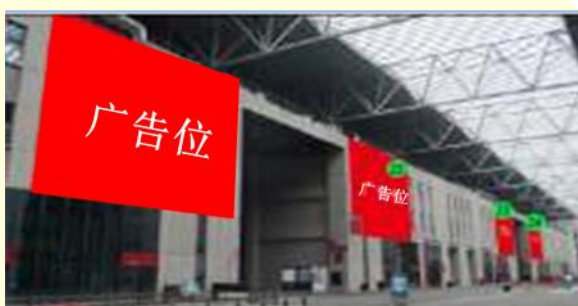
C27 Lightbox - Ground floor along driveway

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



C59B Lightbox - Column on ground floor

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

Note: The submission deadline of application and materials production file is 17 January 2020.

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(C) Onsite Advertising



C68 Lightbox - Rectangular (4-side)

Specification: Body: 2.34m (H) x 0.91m (W) x 4 sides
Top: 0.42m (H) x 0.91m (W) x 4 sides
Price: USD 4,000 / pillar

Note: The submission deadline of application and materials production file is 17 January 2020.

The fair logo and booth number must be displayed clearly on the design artwork.

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

Inventories are subject to availability.

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

For more details, please contact:

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