

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**

10 – 12.3.2021

National Exhibition and Convention
Center (Shanghai), China



messe frankfurt

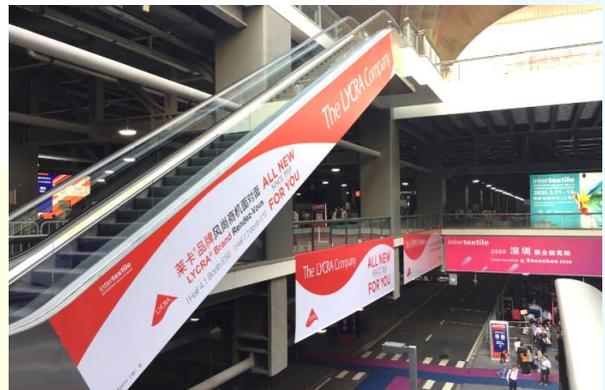
Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all 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 to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



(A) Sponsorship Marketing Options

A01 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers



Quantity: Joint sponsor

Price: On request

Application deadline: 18 January 2021

A02 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side, the show logo and / or advertisement will appear on the other side of the show bag
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers

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: 18 December 2020



A03 Floor plan sponsorship (New)

Sponsor's logo will appear on the floor plans located at the gangways inside the exhibition hall to highlight their booth location to visitors.

- Sponsor's logo (single unit) will appear on the floor plan inside the exhibition hall where their booths located
- Floor plans will be arranged as floor stickers placing on the gangways inside each hall

Quantity: Joint sponsor

(max. 6 sponsors/ each floor plan)

Price: USD 3,500 / Sponsor

Application deadline: 18 January 2021



(A) Sponsorship Marketing Options

A04 Bottled water

Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

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

Quantity: Joint sponsor
Price: (a) USD 8,000 / 5,000 bottles
(b) USD 4,000 / 2,000 bottles

Application deadline: 18 January 2021



A05 Hand sanitiser (New)

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor
Price: (a) USD 18,000 / 10,000 bottles
(b) USD 10,000 / 5,000 bottles

Application deadline: 18 January 2021



A06 Wet tissue paper (New)

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor
Price: (a) USD 18,000 / 20,000 packs
(b) USD 10,000 / 10,000 packs

Application deadline: 18 January 2021



(A) Sponsorship Marketing Options

A07 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor
Price: On request

Application deadline: 18 January 2021



(B) Publication

B01 Notebook

Notebooks with show information will be distributed onsite to visitors free of charge. 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: 18 January 2021

(C) Onsite advertising



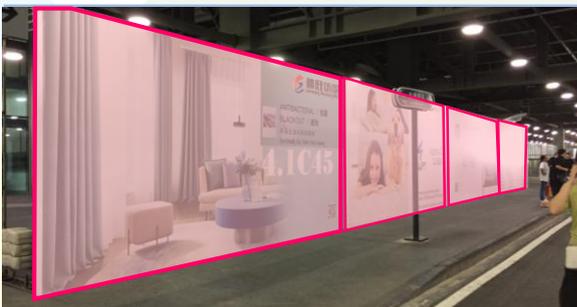
C01 Billboard – Main entrances

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



C03C Lightbox – West Plaza (New)

Specification: 2.65m (H) x 10.45m (W)
Price: USD 4,600 / pcs



C02B Billboard – Metro station exit no. 4/5

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



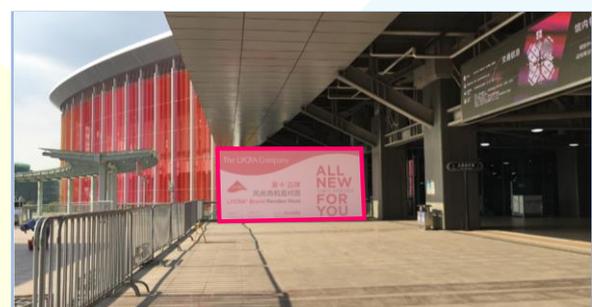
C05 Billboard – South Plaza

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



C32 Billboard – West Square (2-side)

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

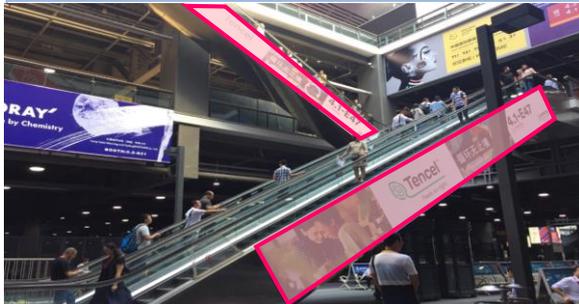


C33A Billboard – Registration hall entrance

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

Note: The submission deadline of application and material production files is 18 January 2021.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite advertising



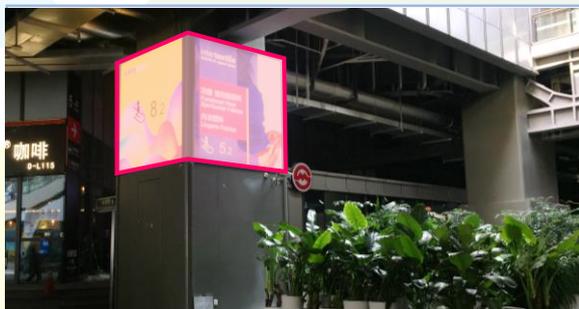
C29 Escalator advertisement

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

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



C59B Lightbox – Column on ground floor

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



C27 Lightbox – Ground floor along driveway

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



C28 Advertisement panel – Ground floor along driveway (2-side) (New)

Specification: Front & back: 4m (H) x 8m (W) x 2-sided
Sides: 4m (H) x 2m (W) x 2-sided
Price: USD 13,000 / pcs

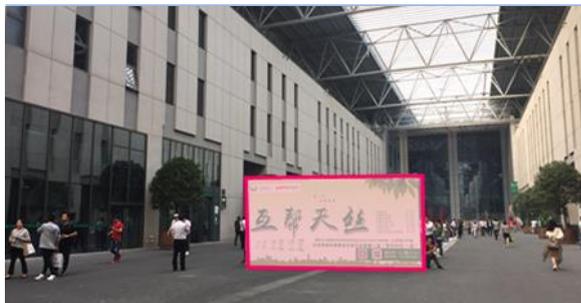


C36 Lightbox (New) – Along meeting room floor (mezzanine floor)

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

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(C) Onsite advertising



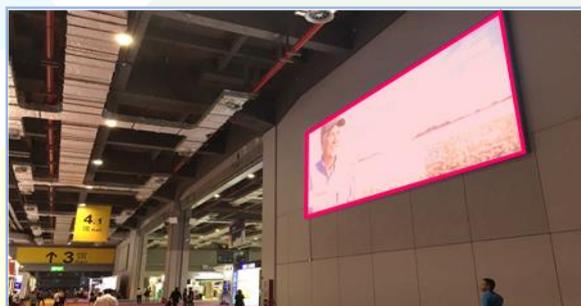
C48A Billboard
– Skylight on second floor

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

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For more details, please contact:

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