

paperworld

CHINA

China International Stationery & Office Supplies
Exhibition
中国国际文具及办公用品展览会

17. – 19.11.2023

Shanghai World Expo Exhibition and
Convention Center
上海世博展览馆

Experience culture in every detail

Stationery.
Stylish personal items.

“潮”起东方 “文”以传世

www.paperworldchina.com

Sponsorship marketing opportunities



messe frankfurt



中國文教體育用品協會
CHINA STATIONERY & SPORTING GOODS ASSOCIATION

Sponsorship marketing opportunities

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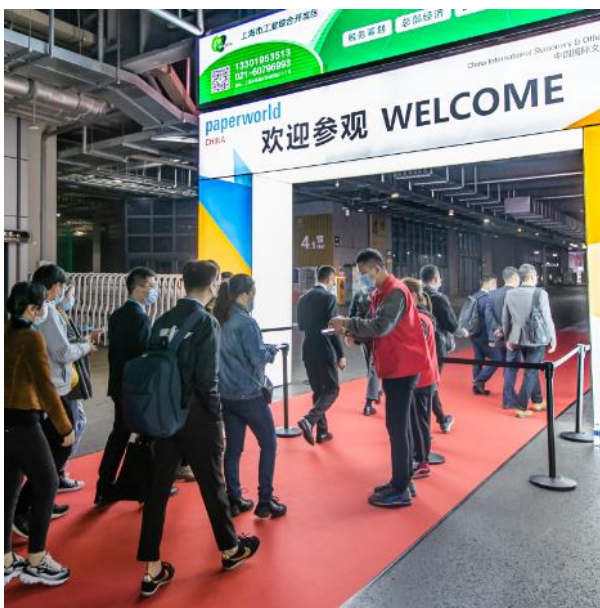
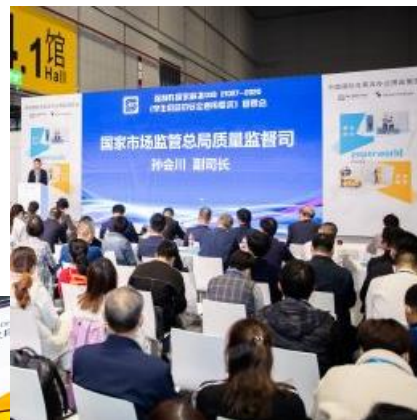
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Customised sponsorship promotion plan

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, 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 options

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A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's logo (single unit) and / or advertisement will appear on the front / back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive
Price: RMB 35,000

Application deadline: 22 September 2023



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo (single unit, 1-colour) will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive
Price: RMB 35,000

Application deadline: 22 September 2023



A

Sponsorship options

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A03 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
- Price includes production fee

Quantity: Joint
Price: RMB 50,000

Application deadline: 22 September 2023



A04 Onsite distribution service

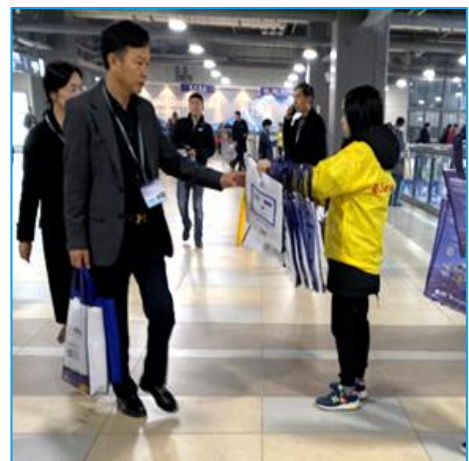
Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor[#]
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

[#] Promotional materials for distribution and backdrop design provided by sponsor must be approved by the organisers in advance

Quantity: Joint
Price: RMB 15,000

Application deadline: 22 September 2023



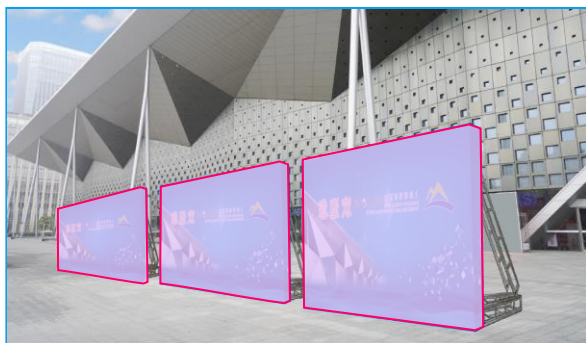
B

Onsite advertising

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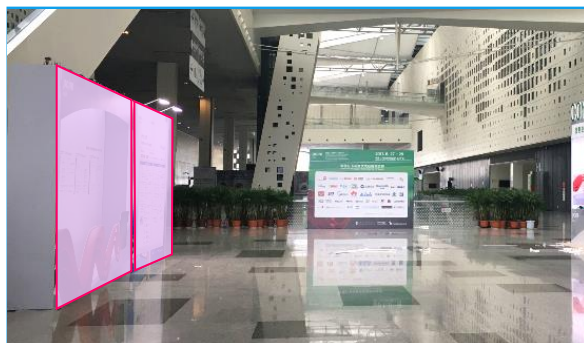
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B01 Outdoor billboard

Specification: 3mH x 5mW
Price: RMB 18,000 / pc



B02 Advertising board – Registration Lobby

Specification: 2.5mH x 3mW
Price: RMB 15,000 / pc



B03 Hanging banner – inside hall

Specification: 3mH x 4mW
Price: RMB 22,000 / pc
Hanging banner can only be hung above the booth of advertiser. Please contact the organisers for exact location of the hanging points.



B04 Floor sticker – inside hall

Specification: 1m x 1m
Price: RMB 6,000 / 3 pcs
(entrance x 1 pc,
main gangway x 1 pc,
gangway x 1 pc)

Note: **The submission deadline of application and material production files is 22 September 2023.**
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

C

Publication advertising

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C01 Visitor guide – ROP

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

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

Publication size: 280mmH x 210mmW
+3mm bleeding on each side

Price: RMB 10,000 / page

Application deadline: 22 September 2023



**Sponsorship
marketing
opportunities**

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**For more details,
please contact:**

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Kevin Tang
Tel: +852 2230 9289

Email:
sponsorship@hongkong.messefrankfurt.com