



Sponsorship marketing opportunities

paperworld
CHINA

4 – 6.12.2026
Shanghai World Expo
Exhibition and Convention
Center, China

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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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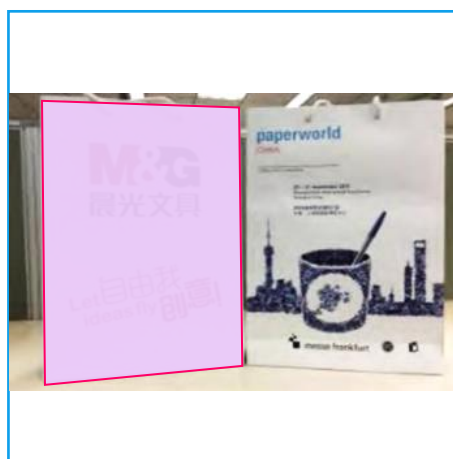
A01 Show bag

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 (4-colour printing) 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 sponsor
Price: RMB 50,000

Application deadline: 18 September 2026



A02 Onsite distribution service

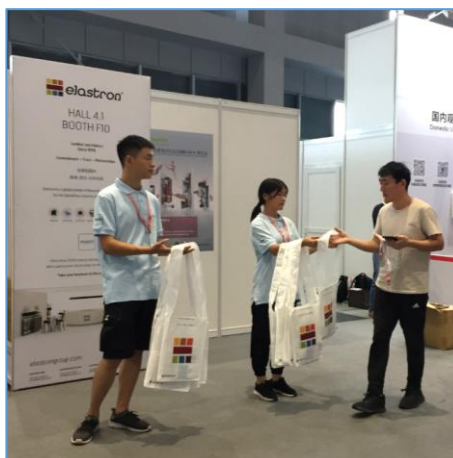
Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- 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 sponsor
Price: RMB 15,000

Application deadline: 23 October 2026

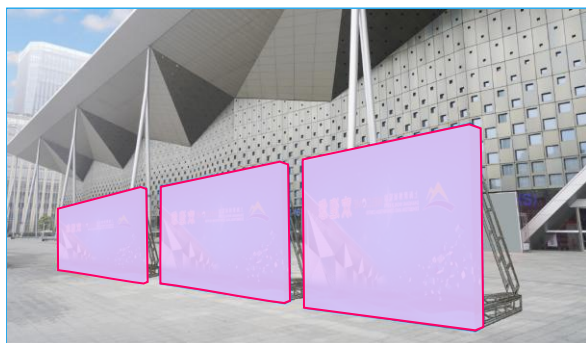


B

Onsite advertising

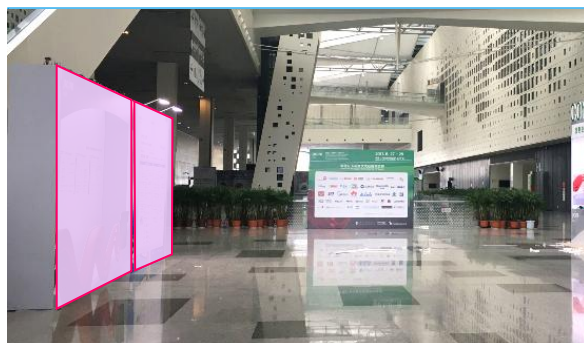
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B01 Outdoor billboard

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



B02 Advertising board – Registration Lobby

Specification: 2.5mH x 3mW
Price: (a) With spotlight: RMB 16,000 / pc
(b) Without spotlight: RMB 15,000 / pc



B03 Entrance side wall advertisement – Hall 3

Specification: 2.98mH x 4.8mW
Price: RMB 22,000



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 23 October 2026.

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

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: On request

Item		Price (RMB)
(a) 1/3 page (horizontal)	NEW	4,000
(b) Half page (horizontal)	NEW	7,000
(c) 1/1 page (Full page)		10,000

Application deadline: 23 October 2026



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**For more details,
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