

19 – 21.11.2020

National Exhibition and Convention Center (Shanghai), China

国家会展中心(上海)

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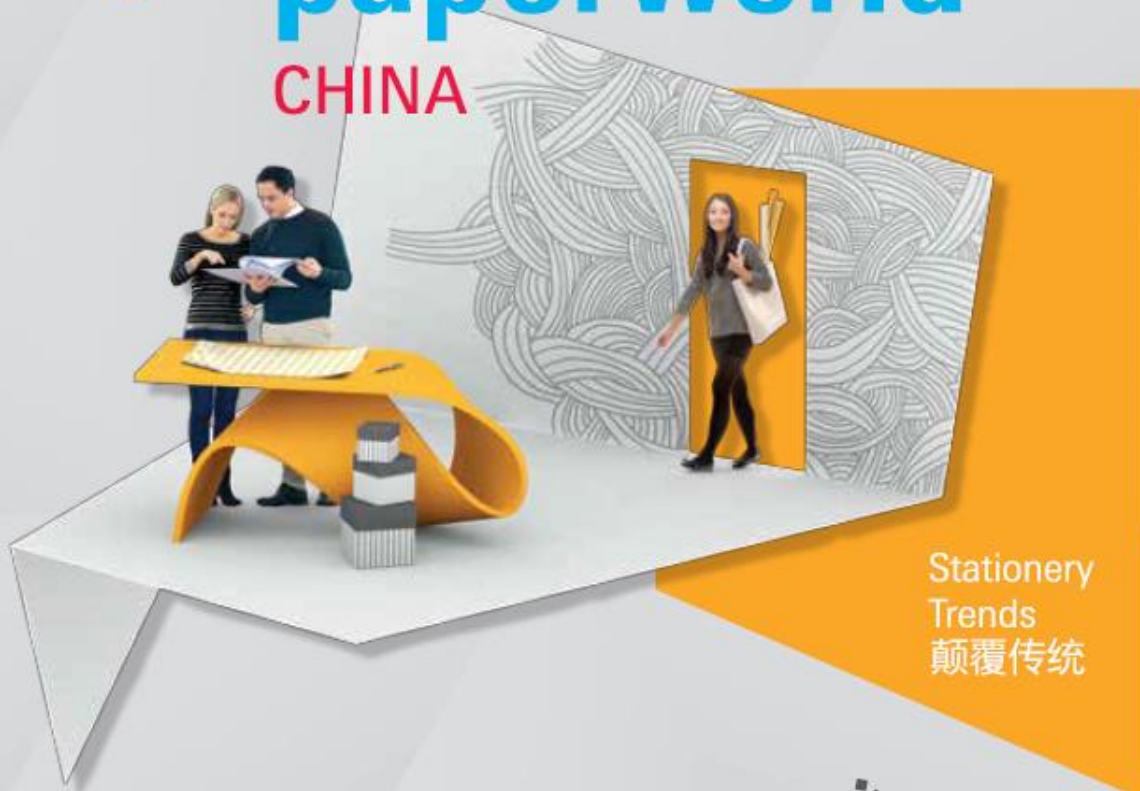
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Sponsorship Marketing
Opportunities

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Stationery
Trends
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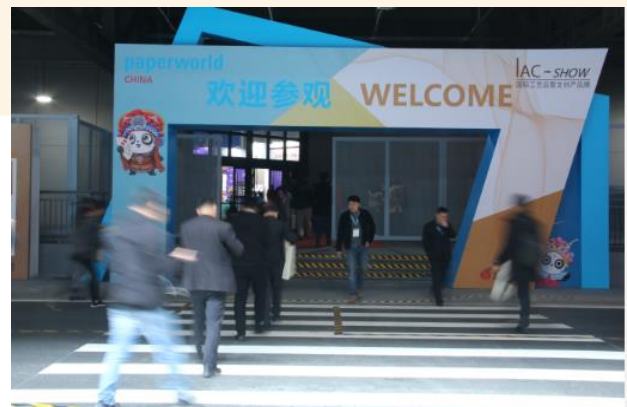
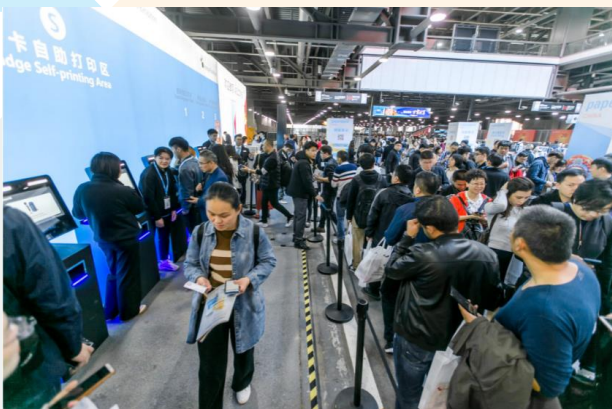
Sponsorship Marketing Opportunities

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 official publications, title sponsorship opportunities at official 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 Visitor admission badge

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

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

Quantity: Exclusive sponsor
Price: RMB 35,000

Application deadline: 30 September 2020



A02 Visitor lanyard

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

- 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 sponsor
Price: RMB 35,000

Application deadline: 30 September 2020



A03 Show bag

Show bags will be distributed at the registration counters for free. 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 sponsor
Price: RMB 50,000

Application deadline: 30 September 2020



A04 Directional floor plan

Sponsor's logo will appear on the directional floor plan floor sticker inside the exhibition hall to highlight the sponsor's booth location to visitors.

- The sponsor's logo (single unit) will appear on the directional floor plan floor sticker inside the exhibition hall
- Three floor plan floor stickers inside the hall
- Price includes production fee

Quantity: Joint, max 6 sponsors
Price: RMB 5,000 / 3 floor plans

Application deadline: 30 September 2020



(A) Sponsorship Marketing Options

A05 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
- Materials for distribution must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes one backdrop and staff

Quantity: Joint sponsor
Price: (a) West registration hall: RMB 15,000
(b) Information counter: RMB 10,000

Application deadline: 30 September 2020



A06 Form-filling counter

The sponsor's logo will be printed onto the form-filling counters in the visitor registration halls.

- Sponsor's logo (single unit) will appear on the counter together with the show logo
- Price includes production fee

Quantity: Joint sponsor
Price: RMB 20,000

Application deadline: 30 September 2020



(B) Publication

B01 Visitor guide – ROP

The visitor guide will be distributed for free to visitors 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 trim size: 280mm (H) x 210mm (W)
Bleeding size: 286mm (H) x 216mm (W)
+3mm bleeding on each side

Price: RMB 10,000 / page

Application deadline: 30 September 2020

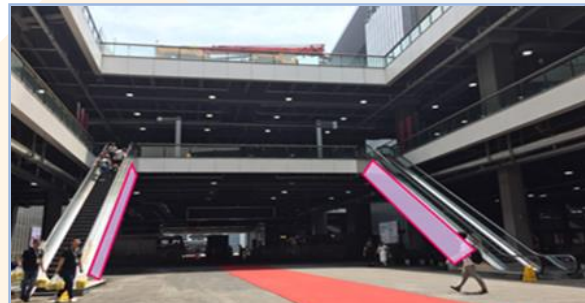


(C) Onsite Advertising



C01 Billboard
– North Square (New)

Specification: 4m (H) x 8m (W)
Price: RMB 35,000 / pc



C02(a) Escalator advertisement
– North Hall (New)

Specification: 1.5m (H) x 13m (W)
Price: RMB 18,000 / pc



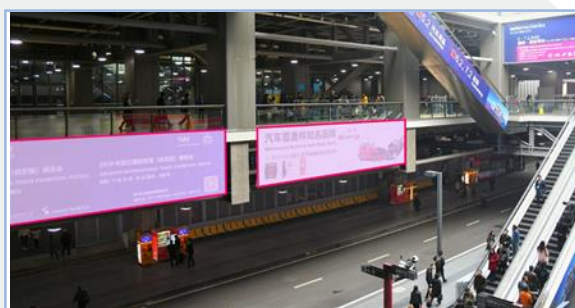
C02(b) Escalator advertisement
– West Hall

Specification: 1.5m (H) x 14-15m (W)
Price: RMB 20,000 / pc



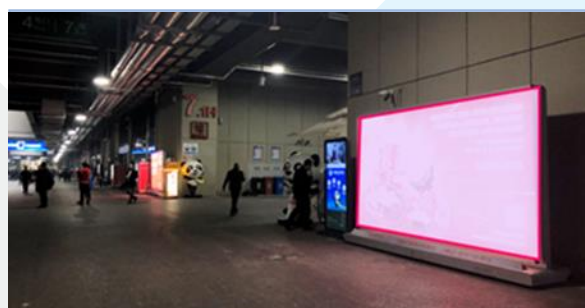
C03(a) Hanging banner
– Skylight (North) (New)

Specification: 2.2m (H) x 13m (W)
Price: RMB 30,000 / pc



C03(b) Hanging banner
– Skylight (West) (New)

Specification: 2.8m (H) x 11-17m (W)
Price: RMB 30,000 / pc



C04 Lightbox – Ground floor
along driveway

Specification: 2.2 m (H) x 4m (W)
Price: RMB 10,000 / pc

Note: The submission deadline of application and materials production file is 30 September 2020.

Prices include release and production.

Advertising location and quantities are subject to availability.

Please check with the organisers for available locations.

The above pictures are for reference only. The real object should be considered as final.

Sponsorship Marketing Opportunities

For more details, please contact:

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