

yarnexpo

中国国际纺织纱线(春夏)展览会
China International Trade Fair for Fibres and Yarns

2019.03.12 – 14

中国 国家会展中心(上海)

National Exhibition and
Convention Center (Shanghai)
China

Sponsorship and
advertising opportunities



messe frankfurt

(A) Sponsorship options

Customized sponsorship promotion plan

Connect all resources of the exhibition for your marketing strategy! By carrying out a series of activities and having billboard display and other related promotion, display your brand and become the focus of the exhibition!

We can customize an eye-catching promotion plan that align with exhibitor's marketing goal. Static promotion such as on-site billboards, printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship on workshops, conferences, interactive areas etc. All can instantly enhance brand penetration. In addition to the sponsorship and advertising program listed below, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(A) Sponsorship options

A01 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as the popular showbags, notebooks or any other industry-related items. Sponsors are welcome to specify the type and quantity of souvenirs.

- The design must be approved by the organisers in advance
- Sponsors should submit materials and information according to the souvenir specifications
- Sponsorship includes production fee

Quantity: Joint sponsor
Price: Upon request

Application deadline: 11 January 2019



A02 Souvenir delivery service

Distribution of sponsor's material or souvenir.

- Materials and souvenir provided by sponsor, quantity as 5,000 pcs max
 - Materials for distribution must be approved by the organisers
 - Exact location will be decided by Organisers
 - Sponsorship fee includes backdrop and staff
- West Square - USD 14,000 / sponsor
 - South Square - USD 14,000 / sponsor
 - North Hall - USD 7,000 / sponsor
 - Information counter - USD 5,000 / hall / sponsor each hall

Application deadline: 25 January 2019



(B) Advertising options (Publication materials)

B01 Bookmark

Sponsor's logo (color, single unit) will be printed on both side of bookmark. It will be inserted in the visitor guide and will be distributed to visitors and exhibitors in the information counter of each exhibition hall and Organiser office.

Quantity: Exclusive sponsor
Price: USD 1,800 / 70,000 pcs
Application deadline: 11 January 2019



B02 E – Fair catalogue

A comprehensive reference guide will be provided for all participants during and after the show! It carries comprehensive show information, including floorplans, exhibitors list, company and product introduction, fringe programme list, etc. Your advertisement will create continuous business opportunities for you.

Price: Upon request
Application deadline: 11 February 2019



(C) Onsite advertising options



C01 Rectangular lightbox

Specification: 2.34m (H) x 0.91m (W) x 4 sided
Price: USD 3,000



C02 Plaza billboard

Specification: 3m (H) x 12m (W)
Price: USD 5,500



C03 Billboard outside metro station exit 6

Specification: 3m (H) x 5m (W)
Price: USD 3,000



C04 Billboard at South hall skylight

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



C05 Billboard beside East / West registration hall entrance

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



C06 Escalator advertisement

Specification: a) 1, 4, 7, 10 15m (W) x 1.5m (H)
b) 2, 3, 8, 9 14m (W) x 1.5m (H)
Price: a) USD 2,600
b) USD 2,400

Note: The submission deadline of application and materials production file is 11 January 2019

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 options



C07 Billboard at Skylight on 2/F

Specification: 3m (H) x 6m (W)
Price: USD 2,750

There are more options of on-site advertisements. For details, please refer to the onsite advertising overview.

For more details, please contact:
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