yarnexpo

China International Trade Fair for Fibres and Yarns

10 – 12.3.2027

National Exhibition and Convention Center (Shanghai), China

Sponsorship marketing opportunities

messe frankfurt

part of TEXPERTISE

Sponsorship marketing opportunities

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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, sponsorship opportunities at 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 options

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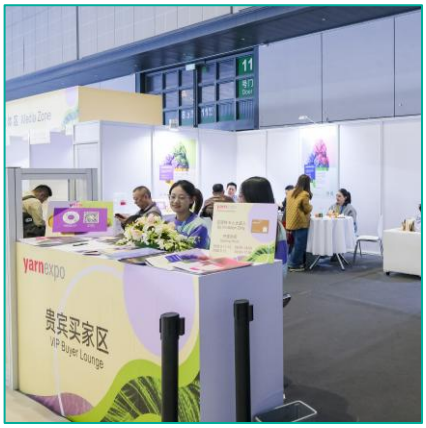
A01 Functional area

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 will be placed in the area#
- Sponsor will be entitled to access passes for accessing their sponsored area (if applicable)
- The location of the sponsor's advertisement will be allocated by the organisers

#Promotional materials provided by sponsor must be approved by the organisers in advance



Quantity & Price: On request
* Please contact organisers for more details

Application deadline: 18 December 2026

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
- Price includes production fee

Quantity: Joint
Price: (a1) West Entrance: USD 24,000 / 4,000 pcs
(a2) West Entrance: USD 13,500 / 2,000 pcs
(b1) South Entrance: USD 22,000 / 4,000 pcs
(b2) South Entrance: USD 12,000 / 2,000 pcs

Application deadline: 3 November 2026

A

Sponsorship options

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A03 Floor plan sponsorship

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 placed on the hall gangways
- The exact location of floor stickers will be decided by the organisers

Quantity: Joint (max. 6 sponsors)
Price: USD 3,500 / sponsor

Application deadline: 18 December 2026

A04 Bottled water

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

- Sponsor's logo and / or advertisement will appear on the bottled water 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
Price: (a) USD 8,000 / 5,000 bottles
(b) USD 4,000 / 2,000 bottles

Application deadline: 18 December 2026

A

Sponsorship options

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A05 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 advertisement or logo will be printed on the souvenirs together with the show logo.
- Sponsor should submit materials and information according to the souvenir specifications
- 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 & Price: On request
* Please contact organisers for more details

Application deadline: 18 December 2026

B

Onsite advertising

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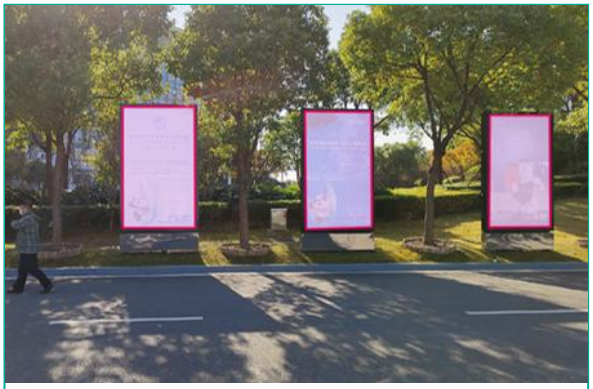
B01 Billboard – Main entrances

Specification: 3mH x 12mW
Price: USD 5,200 / unit



B03A Lightbox – Plaza external

Specification: 3.06mH x 1.76mW
Price: USD 8,500 / 5 pcs a set

B03B Lightbox – East Plaza under footbridge (1st floor)

Specification: 2.84mH x 9.84mW
Price: USD 5,800 / unit

B03C Lightbox – West Plaza

Specification: 2.65mH x 10.45mW
Price: USD 4,200 / unit

Note: The submission deadline of application and material production files is 13 January 2027.
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.

B

Onsite advertising

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B18B Glass wall advertisement – North Square

Specification: 10mH x 8mW
Price: USD 12,000 / unit

B04 Billboard – North Square

Specification: 4mH x 8mW
Price: (a) double-sided: USD 9,000 / unit
(b) single-sided: USD 4,600 / unit

B11 Billboard – Fence surrounding halls

Specification: 2.4mH x 4mW
Price: USD 6,800 / 5 pcs a set

B02B Billboard – Metro station exit no. 4 / 5

Specification: 3mH x 6mW
Price: USD 3,300 / unit

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B

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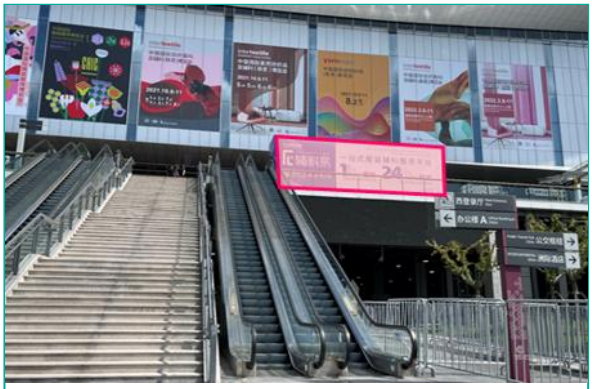
B30 Billboard – East Square (mezzanine floor)

Specification: 3mH x 6mW
Price: USD 2,650 / unit



B32 Billboard – West Square (mezzanine floor) (4-sided)

Specification: Front & back: 4mH x 12mW
Lateral: 4mH x 2mW
Price: USD 22,000 / 4-sided / pc

B33A Billboard – Registration hall entrance (mezzanine floor)

Specification: 4mH x 8mW
Price: (a) West Square: USD 5,000 / unit
(b) East Square: USD 5,000 / unit

B41 Glass wall advertisement – West registration hall (mezzanine floor)

Specification: 3mH x 8mW
Price: USD 3,550 / unit

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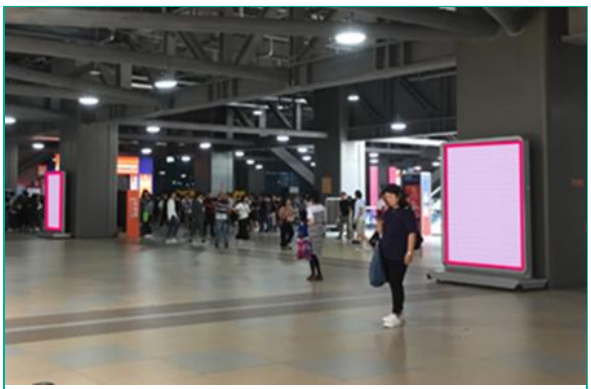


B34C Lightbox – West registration hall (mezzanine floor)

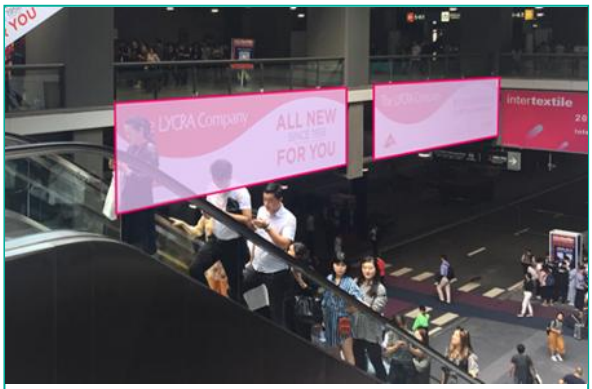
Specification: 2.2mH x 1.7mW
Price: USD 800 / unit

B35A Billboard – Exhibition footpath (mezzanine floor)

Specification: 2.4mH x 3mW / 3mH x 4mW
Price: (a) West Square: USD 1,800 / unit
(b) East Square: USD 1,800 / unit

B35B Billboard – Exhibition footpath skylight (mezzanine floor)

Specification: 3mH x 8mW x 2-sided
Price: (a) West esplanade: USD 6,500 / unit
(b) East esplanade: USD 6,500 / unit



B38C Hanging banner – Exhibition footpath skylight

Specification: 2.8mH x 11mW
Price: (a) West esplanade: USD 5,000 / unit
(b) East esplanade: USD 5,000 / unit

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B29 Escalator advertisement

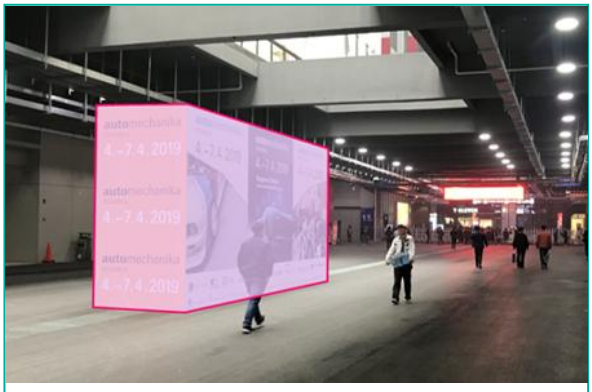
Specification: 1.5mH x 14mW / 15mW
Price: (a) West esplanade: USD 3,500 / unit
(b) East esplanade: USD 3,500 / unit

B59B Lightbox – Column (1st floor)

Specification: 2.26 ~ 2.37mH x 1.52 ~ 2.34mW x 4-sided
(Please contact organisers for dimension details)
Price: USD 3,200 / 4-sided / pillar

B27 Lightbox – Along driveway (1st floor)

Specification: 2.2mH x 4mW / 2.34mH x 3.91mW
Price: USD 1,600 / unit



B28 Advertisement panel – Along driveway (1st floor) (4-sided)

Specification: Front & back: 4mH x 8mW
Lateral: 4mH x 2mW
Price: USD 11,800 / 4-sided / unit

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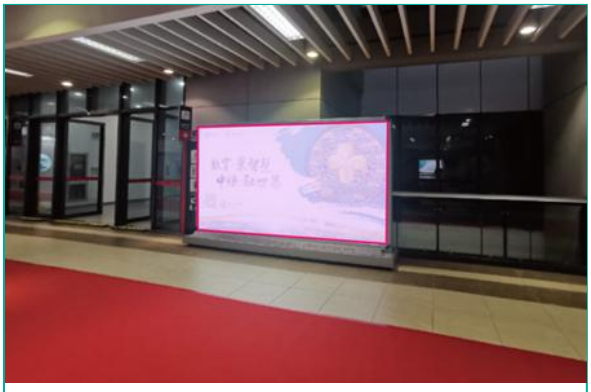


B36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)

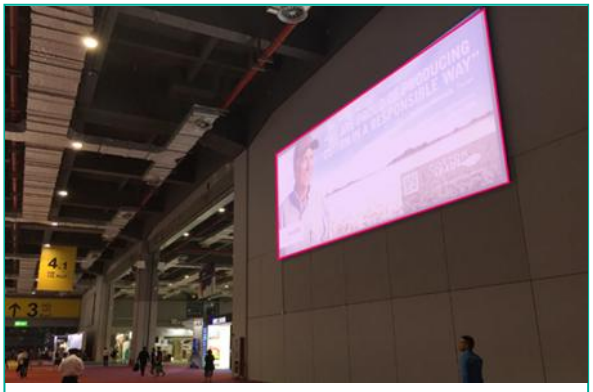
Specification: 2.2mH x 4mW
Price: USD 1,300 / unit

B48A Billboard – Skylight (2nd floor)

Specification: 3mH x 6mW
Price: USD 2,800 / unit

B50 Wall advertisement – Hall external (2nd floor)

Specification: 10.8mH x 14mW
Price: USD 22,000 / unit



B25 Lightbox – Hall partition (1st floor)

Specification: 5mH x 12mW
Price: USD 8,600 / unit

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C

Publication advertising

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C01 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
- The exact location of distribution will be decided by the organisers
- Price includes production fee

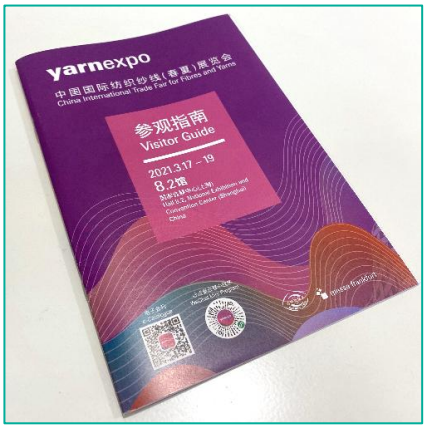
Publication trim size: 210mmH x 148mmW
+3mm bleeding on each side

	Item	Price
(a)	Back cover	USD 6,000
(b)	Inside front cover	USD 4,000
(c)	Inside back cover	USD 4,000

Application deadline: 18 December 2026

C02 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 trim size: 210mmH x 145mmW
+3mm bleeding on each side

	Item	Price
(a)	ROP	USD 850
(b)	Inside front cover	USD 1,200
(c)	Inside back cover	USD 1,200
(d)	Bookmark (Exclusive, double-sided)	USD 3,500

Application deadline: 18 December 2026

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For more details, please contact:

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