

yarnexpo

China International Trade Fair for Fibres and Yarns
中國國際紡織紗線(秋冬)展覽會

15 – 17 October 2018

Hall 8.1, National Exhibition and
Convention Center (Shanghai)
China

New
Date

Sponsorship and advertising



messe frankfurt

(P) Package Options

P01 Package 1 (New)

Application deadline: 3 August 2018

Include following items:

1. One of the below sponsorship options:
 - A01(a) Memo pad
 - A01(c) Pouch bag
2. B02 E-fair catalogue - Exhibitor Highlight



Price: USD 8,000 / RMB 56,000

P02 Package 2 (New)

Application deadline: 3 August 2018

Include following items:

1. A03(b) Onsite distribution service – Information counter inside hall
2. B02 E-fair catalogue - Exhibitor Highlight

Price: USD 5,000 / RMB 35,000



(A) Sponsorship Options

A01 Souvenir

Application deadline: 3 August 2018

- Sponsor's logo (single unit, 4-colour) will appear on one side of the souvenir
- Sponsor's advertisement is included on one side of screen cleaning cloth
- The design must be approved by the organisers in advance
- Sponsorship includes the production fee
- Multiple quotas



Price:

Memo pad – USD 10,000 / RMB 70,000 (10,000 pcs)

Screen cleaning cloth – USD 8,000 / RMB 56,000 (5,000 pcs)

Pouch bag – USD 10,000 / RMB 70,000 (5,000 pcs)

A02 Show bag

Application deadline: 3 August 2018

Free show bags will be distributed at the registration counters to visitors.

- Sponsor's logo (single unit, 4-colour) and / or advertisement will appear on one side of the show bag
- The show logo and / or advertisement will be on the other side of the show bag
- The design must be approved by the organisers in advance
- Sponsorship includes the production fee
- Exclusive sponsorship



Price: USD 10,000 / RMB 70,000 (2,000 pcs)

A03 Onsite distribution service (new)

Application deadline: 3 August 2018

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

- Company information or souvenirs provided by sponsors
- Materials for distribution must be approved by the organisers in advance
- Price includes onsite staff
- Max. 4nos of sponsors for each spot



Price*: a) North Hall - USD 10,000 / RMB 70,000 (5,000 nos)

b) Information counter inside hall -

USD 5,000 / RMB 35,000 (5,000 nos)

*Price will be adjusted according to the quantity of souvenir to be distributed, please contact us for more details.

(B) Advertising options (Publication materials)

B01 Bookmark

Application deadline: 3 August 2018

Bookmarks inserted in the visitor guide and will be distributed to visitors and exhibitors in the information counter of the exhibition hall and Organiser office.

- Sponsor’s logo (single unit, 4-colour) and / or advertisement will appear on both sides of the bookmark
- Production is included for the bookmark
- The design must be approved by the organisers in advance
- Dimension: 60mm (W) x 156mm (H)
(bleeding size: 66mm (W) x 156mm(H))



Price: USD 3,150 / RMB 22,000 (7,000 nos)

B02 E-fair catalogue

Application deadline: 3 August 2018

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.

Exhibitor Highlight

Price: USD 2,000 / RMB 14,000



(C) Onsite advertising options



C01 Billboard - Main entrance (external)

Specification: 3m (H) x 12m (W)
 Location: On the fence beside main entrances
 Price: USD 5,500 / RMB 38,500



C02 Billboard – East registration hall entrance

Specification: 4m (H) x 8m (W)
 Location : Entrance at East plaza
 Price: USD 5,000 / RMB 35,000



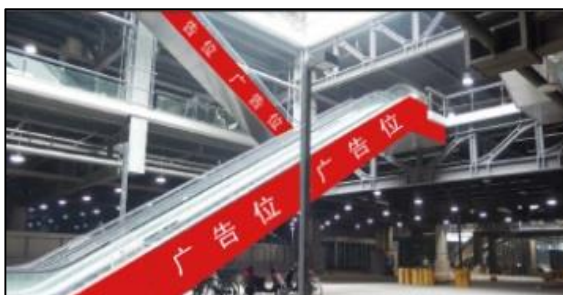
C03 Advertising lightbox - Drive way against wall on ground floor

Specification: 2.2m (H) x 4m (W)
 Location: Drive way on ground floor
 Price: USD 1,400 / RMB 9,800



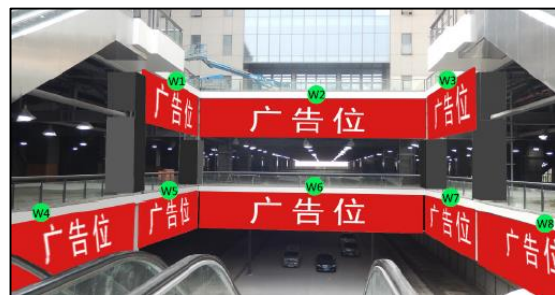
C04 Billboard - North Square (new)

Specification: (a) 4m (H) x 8m (W) (single-sided)
 (b) 4m (H) x 8m (W) (double-sided)
 Location: North hall entrance
 Price: (a) USD 5,500 / RMB 38,500
 (b) USD 11,000 / RMB 77,000



C05 Escalator advertisement - East / North hall skylight

Specification: (a) 1.5m (H) x 15m (W)
 (b) 1.5m (H) x 14m (W)
 (c) 1.5m (H) x 13m (W)
 Location: At escalator in East / North hall terrace
 Price: USD 2,600 / RMB 18,200 / side



C06 Hanging banner - Skylight at East esplanade (new)

Specification : (a) 2.8m(H) x 16m(W)
 (b) 2.8m(H) x 11m(W)
 Location: East hall terrace
 Price: (a) USD 7,000 / RMB 49,000 / side
 (b) USD 4,800 / RMB 33,600 / side

Note:

The submission deadline of application and materials production file is 3 August 2018.
 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 Bench advertisement - Passageways connecting halls

Specification: 1.65m (W) x 0.44m (H) (100 nos / set)
Location: Passageways connecting halls
Price: USD 15,000 / RMB 105,000 / set

For more details, please contact:

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