

yarnexpo

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

25 – 27.9.2019

国家会展中心(上海)

National Exhibition and
Convention Center (Shanghai)
China

Sponsorship marketing
opportunities



messe frankfurt

Sponsorship marketing opportunities

Customised sponsorship promotion plan (New)

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

We can customise promotion plan that aligns with marketing goal and instantly enhance your market penetration. Static promotion on on-site billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for workshops, conferences and interactive activities etc. In addition to the sponsorship and advertising items listed, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(A) Sponsorship marketing options

A01 Official Functional Area (New)

Special functional areas will be arranged for VIP and visitors during the show, including VIP Buyer Lounge, resting area and seminar area, etc.

- Sponsor's name and / or logo to be displayed on onsite signage
- Sponsor's flyers to be distributed in the area
- Sponsor is offered to have access pass of the area
- Sponsor of seminar area will have the possibility to organise the event with The Organiser

Quantity: Joint sponsor
Price: Upon request

Application deadline: 8 August 2019



A02 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 showbags, notebooks or other industry-related items. Sponsors are welcome to specify the type and quantity of the souvenirs.

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

Quantity: Joint sponsor
Price: Upon request

Application deadline: 8 August 2019



A03 Show bag

Show bags will be distributed at the visitor registration counters to visitors for free.

- 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
- The price includes the production fee

Quantity: Exclusive sponsor
Price: Upon request

Application deadline: 8 August 2019



A04 Souvenir distribution service

Distribution of sponsor's material or souvenir to visitors.

- 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

Price: (a) North Hall: On request
(b) Information counter: On request

Application deadline: 8 August 2019



(B) Publication

B01 Note book (New)

It will be distributed to visitor onsite free of charge!
Information in the note book includes show information. It is a golden advertising opportunity for exhibitors!

Note book size: 105mm (W) x 147mm (H)



Application deadline 8 August 2019

	Item	Price
(a)	Run-of-page (full page, 4-colour)	USD 2,075
(b)	Inside front cover (full page, 4-colour)	USD 4,150
(c)	Inside back cover (full page, 4-colour)	USD 4,150
(d)	Back cover (full page, 4-colour)	USD 6,220

B02 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 the organiser's office.



Quantity: Exclusive sponsor
Price: USD 3,150

Application deadline 8 August 2019

(B) Publication

B03 Visitor guide (New)

Visitor guide will be distributed for free to visitors at registration counters and info counters. It is the most handy tool for onsite reference of visitors.

Publication trim size: 145 mm (W) x 210 mm (H)

Text within: 135 mm (W) x 190 mm (H)

Bleeding: 151 mm (W) x 216 mm (H)
(+3mm each side)

File format: PDF/ JPEG/ AI
(with resolution 300 dpi or above)

Application deadline 22 August 2019



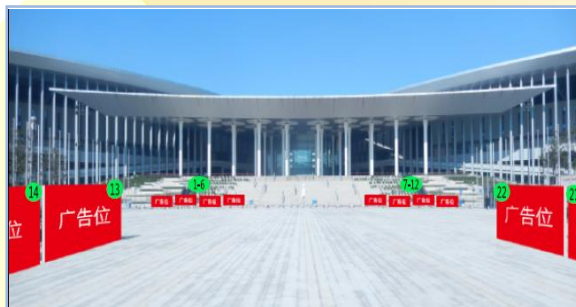
	Item	Price
(a)	Run-of-page (full page, 4-colour)	USD 890
(b)	Inside front cover (full page, 4-colour)	USD 1,185
(c)	Inside back cover (full page, 4-colour)	USD 1,185

(C) Onsite advertising



C01 Billboard – Main entrance

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



C02 Billboard – South Plaza (New)

Specification: 4m (H) x 8m (W)
Price: USD 5,185



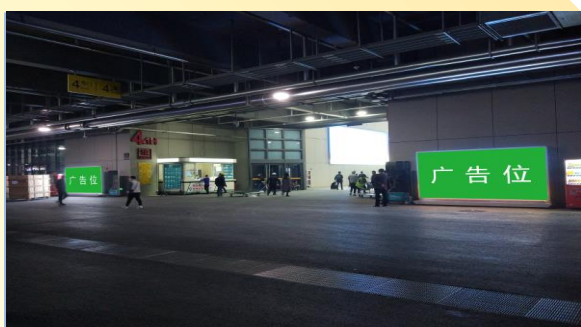
C03 Billboard – beside East/ West registration hall entrance

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



C04 Escalator advertisement - East Hall/ North Hall

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



C05 Lightbox along drive way (New) against wall on Ground Floor

Specifications: 2.2m (H) x 4m (W)
Price: USD 1,500



C06 Billboard – at Skylight on Second Floor

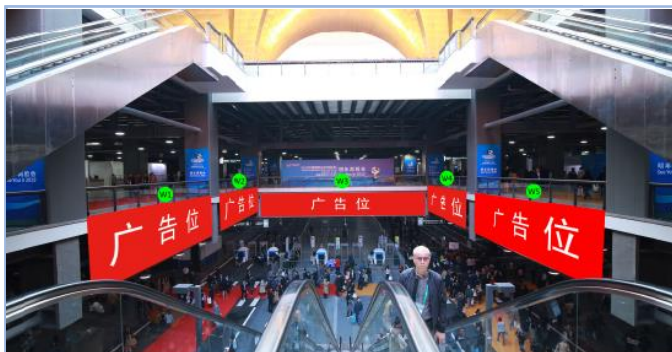
Specifications: 3m (H) x 6m (W)
Price: USD 2,800

Note: The submission deadline of application and production file is 8 August 2019.

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers.

(C) Onsite advertising



C07 Hanging banner - Skylight at East / West esplanade (New)

Specification: (a) W6: 3.3m (H) x 17m (W)
(b) W3: 2.8m (H) x 17m (W)
(c) E2/E6/E9: 2.8m (H) x 16m (W)
(d) Others: 2.8m (H) x 11m (W)

Price: (a) W6: USD 8,820
(b) W3: USD 7,465
(c) E2/E6/E9: USD 7,260
(d) Others: USD 5,000



C08 Escalator advertisement - In-Hall, First Floor (New)

Specification: 2.6m (H) x 4m (W)
Price: USD 1,245



C09 Side wall advertisement on Second Floor (New)

Specification: 10.8m (H) x 14m (W)
Price: USD 24,880



C10 Billboard - West Square (New)

Specification: 4m (H) x 12m (W), 2-sided
Price: USD 17,100



C11 Column light box advertisement - Ground Floor (New)

Specification: Upon request
Price: USD 1,050

Note: The submission deadline of application and production file is 8 August 2019.

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Inventories are subject to availability. Please check with the organisers.

For more details, please contact:

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