

yarnexpo

23 – 25 September 2020

National Exhibition and Convention
Center (Shanghai)
China

**Sponsorship Marketing
Opportunities**



messe frankfurt

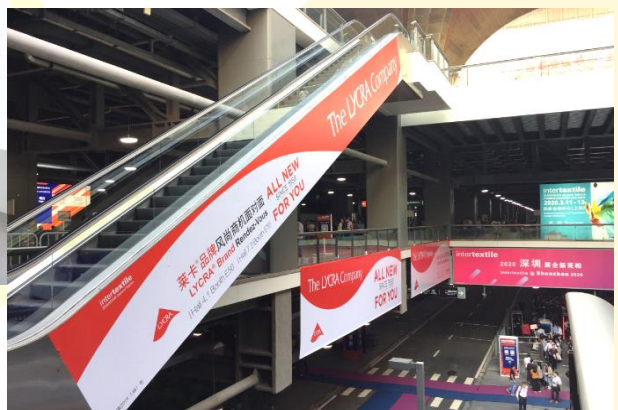
Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement display, increasing the exposure of your brands and products, and make your brand become a focus at the fair!

Customise an eye-catching promotion plan that aligns with your marketing goal. Static displays such as advertisements in official publications and onsite advertisings, dynamic participation as title sponsor of official events and functional areas, onsite souvenirs distribution. All can 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 for a discussion on tailor-made sponsorship marketing plans to create more business opportunities for your company!



(A) Sponsorship Marketing Options

A01 Functional area

Special functional areas will be arranged for VIP and visitors during the show, including VIP buyer lounge, charging spot, resting area and seminar area, etc.

- Sponsor's name and/ or logo (single unit) to be displayed on onsite signage
- Sponsor's brochures/ flyers will be placed in the area
- Access pass of the areas will be offered to sponsors

Quantity: Joint sponsor

Price: On request

Application deadline: 5 August 2020



A02 Show bag

Show bags will be distributed at the registration halls, which will help increase your company's exposure inside and even outside the fairground.

- Sponsor's logos and/ or advertisements will appear on one side of the show bag, the show logo and/ or advertisements will appear on another side of the show bag
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Joint sponsor

Price: (a1) West entrance: USD 24,000 / 4,000 pcs

(a2) West entrance: USD 13,500 / 2,000 pcs

(b1) East/ South entrances: USD 22,000 / 4,000 pcs

(b2) East/ South entrances: USD 12,000 / 2,000 pcs

Application deadline: 16 July 2020



A03 Show souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo. Souvenirs will be distributed to visitors for free. There are wide range of souvenirs, sponsors are welcome to specify the type and quantity of the souvenirs.

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

Quantity: Joint sponsor

Price: On request

Application deadline: 5 August 2020



(B) Publication

B01 Notebook

Notebook with show information will be distributed onsite to visitors for free. It is a golden advertising opportunity for exhibitors!

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 210mm (H) x 148mm (W)
Bleeding size: 216mm (H) x 154mm (W)
+3mm bleeding on each side

	Item	Price
(a)	ROP	USD 2,000
(b)	Inside front cover	USD 4,000
(c)	Inside back cover	USD 4,000
(d)	Back cover	USD 6,000

Application deadline: 5 August 2020



B02 Visitor guide

Visitor guide containing show information will be distributed for free to visitors. It is the most handy tool for onsite reference of visitors, which can be an golden advertising opportunity for exhibitors.

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 210mm (H) x 145mm (W)
Bleeding size: 216mm (H) x 151mm (W)
+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 sponsor, 2-side)	USD 3,500

Application deadline: 5 August 2020

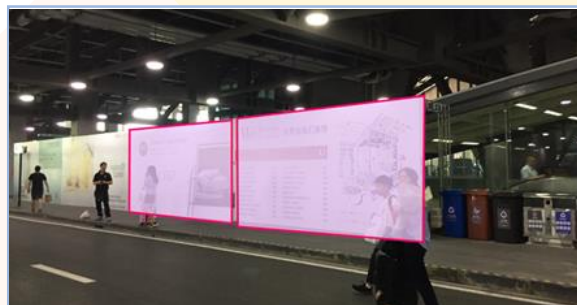


(C) Onsite Advertising



C01 Billboard – Main entrances

Specification: 3m (H) x 12m (W)
Price: USD 6,000 / pcs



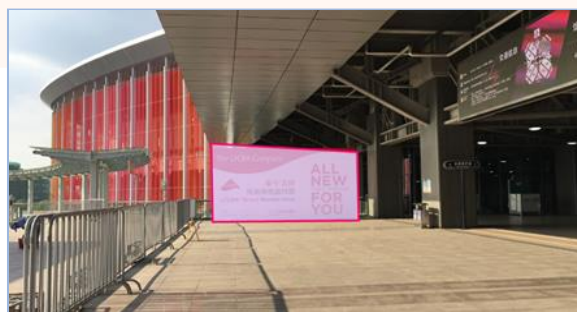
C02B Billboard – Metro station exit no. 4/5

Specification: 3m (H) x 6m (W)
Price: USD 4,000 / pcs



C32 Billboard – West Square (2-side)

Specification: Front & back: 4m (H) x 12m (W) x 2 sides
Sides: 4m (H) x 2m (W) x 2 sides
Price: USD 22,000 / 4 sides / pcs



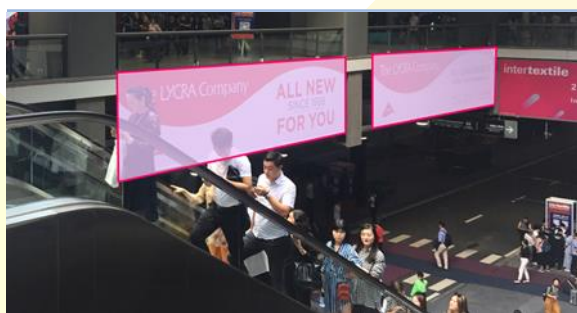
C33A Billboard – Registration hall entrance

Specification: 4m (H) x 8m (W)
Price: (a) West Square: USD 5,000 / pcs
(b) East Square: USD 5,000 / pcs



C29 Escalator advertisement

Specification: 1.5m (H) x 14 – 15m (W)
Price: (a) West esplanade: USD 3,500 / pcs
(b) East esplanade: USD 3,500 / pcs

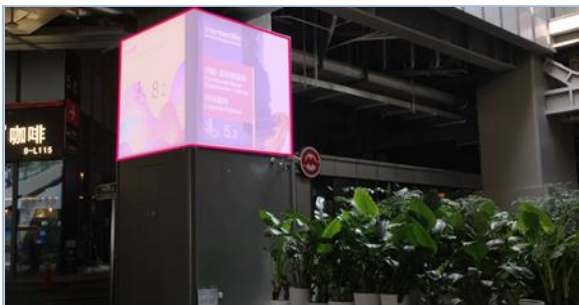


C38C Hanging banner – Skylight

(a) West esplanade: 2.8m (H) x 11m (W), USD 5,000 / pcs
(b1) East esplanade: 2.8m (H) x 16m (W), USD 7,000 / pcs
(b2) East esplanade: 2.8m (H) x 11m (W), USD 5,000 / pcs

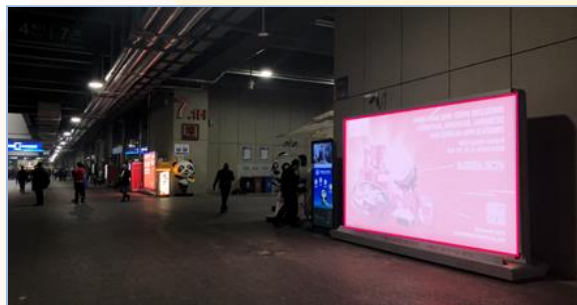
Note: The submission deadline of application and materials production file is 5 August 2020.
The fair logo and booth number must be displayed clearly on the design artwork.
Prices include release and production.
Advertising location and quantities are subject to availability.
Please check with the organisers for available locations.
The above pictures are for reference only. The real object should be considered as final.

(C) Onsite Advertising



C59B Lightbox – Column on ground floor

Specification: 2.26 – 2.37m (H) x 1.52 – 2.34m (W) x 4-side
(Each side is slightly different in size)
Price: USD 3,200 / 4-side / pcs



C27 Lightbox – Ground floor along driveway

Specification: 2.2m (H) x 4m (W)
Price: USD 1,400 / pcs



C36 Lightbox – Along meeting room floor (mezzanine floor) (New)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,400 / pcs



C48A Billboard – Skylight on second floor

Specification: 3m (H) x 6m (W)
Price: USD 2,800 / pcs



C50 Wall advertisement – Hall external on second floor

Specification: 10.8m (H) x 14m (W)
Price: USD 24,000 / pcs

For more details, please contact:

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