

yarnexpo

25 – 27 August 2021

National Exhibition and Convention
Center (Shanghai)
China

**Sponsorship Marketing
Opportunities**



messe frankfurt

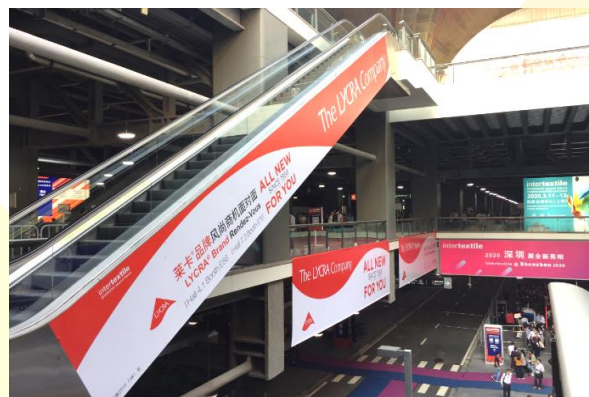
Sponsorship Marketing Opportunities

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, title sponsorship opportunities at concurrent events and 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 Marketing Options

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 / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers



Quantity: Joint sponsor

Price: On request

Application deadline: 12 July 2021

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 sponsor

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

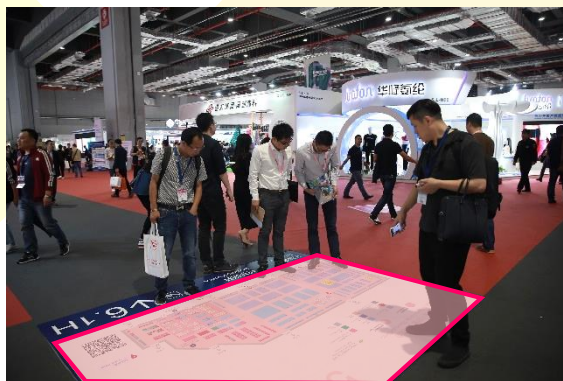
Application deadline: 30 June 2021



A03 Floor plan sponsorship (New)

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 placing on the gangways inside each hall



Quantity: Joint sponsor

(max. 6 sponsors / each floor plan)

Price: USD 3,500 / sponsor

Application deadline: 12 July 2021

(A) Sponsorship Marketing Options

A04 Bottled water (New)

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 water bottle 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 sponsor
Price: (a) USD 8,000 / 5,000 bottles
(b) USD 4,000 / 2,000 bottles

Application deadline: 12 July 2021

A05 Hand sanitiser (New)

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser 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 sponsor
Price: (a) USD 18,000 / 10,000 bottles
(b) USD 10,000 / 5,000 bottles

Application deadline: 12 July 2021

A06 Wet tissue paper (New)

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper 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 sponsor
Price: (a) USD 18,000 / 20,000 packs
(b) USD 10,000 / 10,000 packs

Application deadline: 12 July 2021

(A) Sponsorship Marketing Options

A07 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 logo (single unit) will appear on the souvenir together with the show logo
- 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 sponsor
Price: On request

Application deadline: 12 July 2021

(B) Publications

B01 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
- 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) Back cover	USD 6,000
(b) Inside front cover	USD 4,000
(c) Inside back cover	USD 4,000

Application deadline: 12 July 2021

B02 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: 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: 20 July 2021

(C) Onsite Advertising



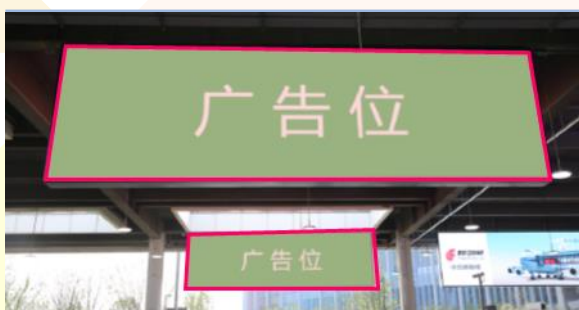
C01 Billboard – Main entrances

Specification: 3m (H) x 12m (W)
Price: USD 5,200 / pcs



C03A Lightbox – Plaza external (New)

Specification: 3.06m (H) x 1.76m (W) x 5 pcs
Price: USD 8,500 / 5 pcs



C03B Lightbox – East Plaza under footbridge (1st floor) (New)

Specification: 2.84m (H) x 9.84m (W)
Price: USD 5,800 / pcs



C03C Lightbox – West Plaza (New)

Specification: 2.65m (H) x 10.45m (W)
Price: USD 4,200 / pcs



C18B Glass wall advertisement – North Square (New)

Specification: 10m (H) x 8m (W)
Price: USD 12,000 / pcs



C04 Billboard – North Square (New)

Specification: (a) 1-side: 4m (H) x 8m (W)
(b) 2-side: 4m (H) x 8m (W) x 2-side
Price: (a) USD 4,600 / 1-side / pcs
(b) USD 9,000 / 2-side / pcs

Note: The submission deadline of application and material production files is 12 July 2021.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

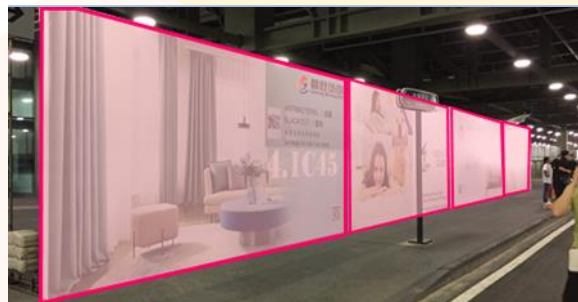
Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C11 Billboard – Frence surround halls (New)

Specification: 2.4m (H) x 4m (W) x 5 pcs
Price: USD 6,800 / 5 pcs



C02B Billboard – Metro station exit no. 4 / 5

Specification: 3m (H) x 6m (W)
Price: USD 3,300 / pcs



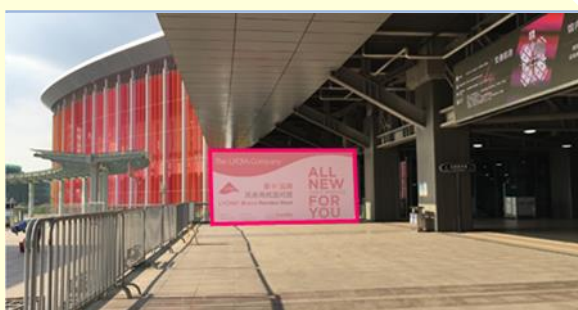
C30 Billboard – East Square (mezzanine floor) (New)

Specification: 3m (H) x 6m (W)
Price: USD 2,650 / pcs



C32 Billboard – West Square (mezzanine floor) (2-side)

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



C33A Billboard – Registration hall entrance (mezzanine floor)

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



C41 Glass wall advertisement – West registration hall (mezzanine floor) (New)

Specification: 3m (H) x 8m (W)
Price: USD 3,550 / pcs

Note: The submission deadline of application and material production files is 12 July 2021.

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(C) Onsite Advertising



C35A Billboard – Exhibition footpath (mezzanine floor) (New)

Specification: 3m (H) x 4-6m (W)

Price: (a) West Square: USD 2,650 / pcs
(b) East Square: USD 2,650 / pcs



C35B/C Billboard – Exhibition footpath skylight (mezzanine floor) (New)

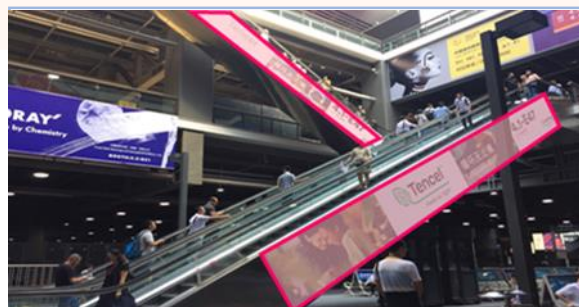
(a) West esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pcs
(b) East esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pcs
(c) South esplanade: 4m(H) x 8m(W), USD 4,600 / pcs



C38C Hanging banner – Exhibition footpath skylight

Specification: 2.8m (H) x 11m (W)

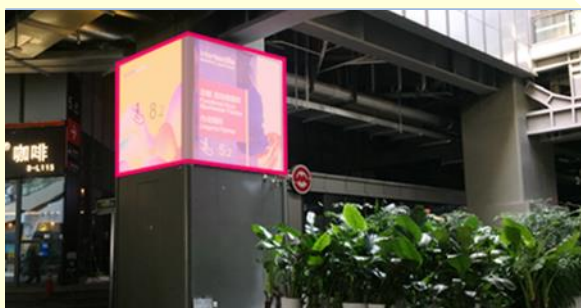
Price: (a) West esplanade: USD 5,000 / pcs
(b) East esplanade: USD 5,000 / pcs



C29 Escalator advertisement

Specification: 1.47-1.5m (H) x 13-15m (W)

Price: (a) West esplanade: USD 3,500 / pcs
(b) East esplanade: USD 3,500 / pcs
(c) North esplanade: USD 3,500 / pcs (New)



C59B Lightbox – Column (1st floor)

Specification: 2.26-2.37m (H) x 1.52-2.34m (W) x 4-side
(Each side is slightly different in dimension)

Price: USD 3,200 / 4-side / pillar



C27 Lightbox – Along driveway (1st floor)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs

Note: The submission deadline of application and material production files is 12 July 2021.

Prices include release and production.

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Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C28 Advertisement panel – Along driveway (1st floor) (4-side)
(New)

Specification: Front & back: 4m (H) x 8m (W) x 2-side
Sides: 4m (H) x 2m (W) x 2-side
Price: USD 11,800 / 4-side / pcs



C36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs



C48A Billboard – Skylight (2nd floor)

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



C50 Wall advertisement – Hall external (2nd floor)

Specification: 10.8m (H) x 14m (W)
Price: USD 22,000 / pcs

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For more details, please contact:

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