

CHENGDU

Chengdu Century City New
International Exhibition & Convention
Center, China



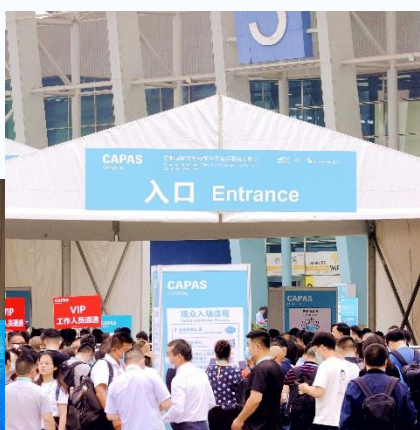
Sponsorship Marketing Opportunities

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 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's flyer will be placed in the programme area

Quantity: Joint sponsor (Max. 2 sponsors)
Price: RMB 30,000

Application deadline: 4 July 2022



A02 Distributors gala dinner

The gala dinner allows sponsors to connect and communicate in depth with major dealers and is the best platform to establish a personal business relationship.

- The sponsor's flyer will be placed at the reception desk*
- The sponsor's name and / or logo (single unit) will be displayed on the backdrop

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

Quantity: Exclusive sponsor
Price: RMB 30,000

Application deadline: 4 July 2022



A03 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: Exclusive sponsor
Price: RMB 30,000 / 2,000 pcs

Application deadline: 4 July 2022



(A) Sponsorship Marketing Options

A04 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: 4 July 2022



A05 Onsite distribution service

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

- Materials or company souvenir must be provided by the sponsor
- Materials for distribution must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

Quantity: Joint sponsor (Max. 3 sponsors)
Price: (a) RMB 60,000 / 10,000 pcs
(b) RMB 35,000 / 5,000 pcs

Application deadline: 4 July 2022



(B) Publication

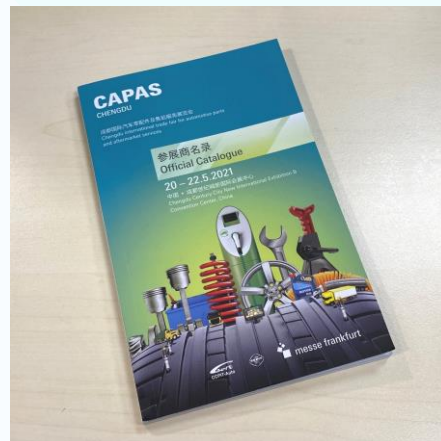
B01 Fair catalogue

The fair catalogue will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

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

Publication trim size: 130mm (W) x 210mm (H)

Bleeding size: 136mm (W) x 216mm (H)
(+3mm bleeding on each side)



Item	Price (RMB)
(a) Inside front cover	10,000
(b) First page	10,000
(c) Second page	10,000
(d) Inside back cover	9,000
(e) Opposite content page	7,000
(f) Back page of section divider	7,000
(g) Run-of-page	6,000
(h) Logo or trademark beside catalogue entry (black and white)	500

Application deadline: 4 July 2022

(C) Onsite Advertising



C01(a) Advertisement above hall entrances – L (horizontal)

Specification: 18.3m (W) x 10m (H)

Price: RMB 48,000 / pcs



C01(b) Advertisement above hall entrances – S (vertical)

Specification: 5.7m (W) x 10m (H)

Price: RMB 16,000 / pcs



C02 Advertisement on connection to halls

Specification: 20m (W) x 10m (H)

Price: RMB 52,000 / pcs



C03 Advertisement on flag stand in front of hall entrances

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

Price: RMB 27,000 / tower

Note: The submission deadline of application and material production files is 4 July 2022.

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



C04 Billboard at corridors connecting halls

Specification: 14.5m (W) x 4.5m (H)

Price: RMB 18,000 / pcs



C05 Flag post along Rome Road

Specification: 1.2m (W) x 3.5m (H)

Price: RMB 50,000 / 20 pcs

Note: **The submission deadline of application and material production files is 4 July 2022.**
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.

For more details, please contact:

Messe Frankfurt (Shenzhen) Co Ltd
Contact: Ms Sasha Zhu / Mr Kevin Tang
Tel: +86 755 8299 4989 ext. 606 / +852 2230 9289
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of April 2022.

Quantity	Items / Information			Unit Price (RMB)
(A) Sponsorship marketing options (Application deadline: 4 July 2022)				
	A01	Fringe programme		30,000
	A02	Distributors gala dinner		30,000
	A03	Show bag		30,000
	A04	Show souvenir		On request
	A05	Onsite distribution service	(a) 10,000 pcs	60,000
			(b) 5,000 pcs	35,000
(B) Publication (Application deadline: 4 July 2022)				
	B01	Fair catalogue	(a) Inside front cover	10,000
			(b) First page	10,000
			(c) Second page	10,000
			(d) Inside back cover	9,000
			(e) Opposite content page	7,000
			(f) Back page of section divider	7,000
			(g) Run-of-page	6,000
			(h) Logo or trademark beside catalogue entry (black and white)	500
(C) Onsite Advertising (Application deadline: 4 July 2022)				
	C01	Advertisement above hall entrances	(a) L (horizontal)	48,000
			(b) S (vertical)	16,000
	C02	Advertisement on connection to halls		52,000
	C03	Advertisement on flag stand in front of hall entrances		27,000
	C04	Billboard at corridors connecting halls		18,000
	C05	Flag post along Rome Road (20 pcs)		50,000
Total:				

Please return to:

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu / Mr Kevin Tang

Tel: +86 755 8299 4989 ext. 606 / +852 2230 9289

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Technical Specifications

1. Please refer to the 'Sponsorship Marketing Opportunities' brochure for the dimension of the advertising artworks.
2. The bleeding size for publications is 3mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. For file in AI format, text must be outlined.
4. The application and advertising artwork must be sent to sponsorship@hongkong.messefrankfurt.com on or before the submission deadline.

Terms and Conditions

1. The reservation of sponsorship and advertising will be prioritised for clients who have confirmed orders of the corresponding items / service in the show's prior edition. All other available items / service will be arranged on a 'first-come-first-served' basis upon the receipt of a completed application form from the client. The placement and / or dimension of ordered items are subject to actual circumstances onsite, the Organiser reserves the right to make any deviations where necessary.
2. Clients are responsible for providing the Organiser with all the necessary artwork(s) on or before the specified deadline(s). All artwork(s) are subject to approval by the Organiser. In the event that any ordered item(s) cannot be realised in a timely manner due to late and / or unsatisfactory artwork(s) submission, any additional costs or responsibilities of the failure to deliver will be borne by clients; the advertising fee will not be refunded. The Organiser is not responsible for any error, loss, damage or omission claims arising from any ordered sponsorship and advertising.
3. The use of any ordered sponsorship and advertising for the promotion of trade shows and events which are considered to be in any competition or conflict to the one by the Organiser is strictly prohibited. All artwork(s) are subject to approval by the Organiser. The Organiser reserves the right to decline any sponsorship or advertising applications.
4. Cancellations will not be accepted after the invoice of items / service order has been issued by the Organiser. In such cases the client will be held liable to pay for the full amount of all sponsorship and advertising ordered.
5. An additional surcharge equivalent to 50% of the production cost will be payable by the client if the application is requested after the deadline. The Organiser reserves the right to decline any such requests.
6. Any request of alteration / relocation of ordered item(s) / service(s) after production / installation is deemed as repeat production. As such a cost equivalent to 150% of the original production cost will be payable by the client. The Organiser reserves the right to decline any such requests.
7. Regarding any applicable items/ souvenirs/ products supplied by the client for onsite distribution services, the client shall bear full responsibility and expenses for the transportation to the exhibition venue. The client shall make their own storage and warehousing arrangements, then coordinate any delivery and onsite distribution arrangements with the Organiser prior to show commencement. Furthermore, all clients are bound by the rules and regulations of the Organiser as specified in the official participation guidelines for all exhibitors.
8. All applications to the Fair are subject to the General Terms and Conditions (available via <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). By signing and submitting this application form, the client agrees to be bound by the General Terms and Conditions.
9. The English version of the Terms and Conditions as set out here shall prevail.
10. The application form must be accompanied by full payment to Messe Frankfurt (Shanghai) Co Ltd. All bank charges are borne by the client. The account details are:

A/C Holder: Messe Frankfurt (Shanghai) Co Ltd
Bank: Bank of China, Shanghai Branch
USD A/C No.: 448159241206
RMB A/C No.: 437759235044
Address: Nanjing Road (West) Third Sub-branch
Swift code: BKCHCNBJ300
Organiser: Messe Frankfurt (Shanghai) Co Ltd
Contact: Messe Frankfurt (Shenzhen) Co Ltd
Ms Sasha Zhu / Mr Kevin Tang
Tel: +86 755 8299 4989 ext. 606 / +852 2230 9289
Email: sponsorship@hongkong.messefrankfurt.com

We agree to the terms and conditions and sign below :

Company name:	Booth number:
_____	_____
Contact person:	Telephone:
_____	_____
Email:	Date:
_____	_____

Signature with company stamp: _____