

CAPAS

CHENGDU

18 – 20.5.2023

Chengdu Century City
New International Exhibition &
Convention Center, China

**Sponsorship
marketing
opportunities**

**Grasping opportunities
from the latest
industry trends in
Southwest China**

Chengdu international trade fair for automotive parts
and aftermarket services

www.capas-chengdu.com



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 options

CAPAS
CHENGDU

18 – 20.5.2023

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*

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

Quota and Price: On request
(Please contact organisers for more details)

Application deadline: 14 April 2023



A02 Distributor 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
Price: RMB 30,000

Application deadline: 14 April 2023



A

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CAPAS
CHENGDU

18 – 20.5.2023

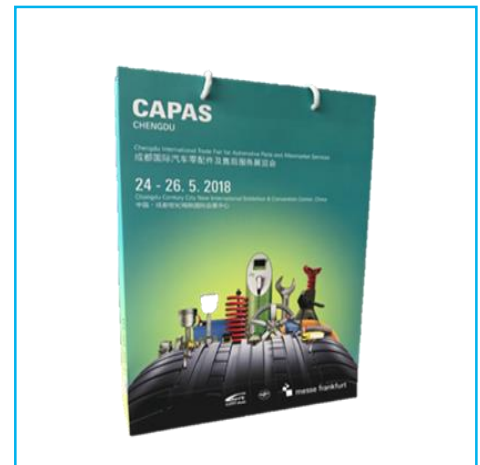
A03 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls/ information counters. 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
Price: RMB 30,000 / 2,000 pcs

Application deadline: 14 April 2023



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
(Please contact organisers for more details)

Application deadline: 14 April 2023



A

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CAPAS
CHENGDU

18 – 20.5.2023

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 (max. 3 sponsors)
Price: (a) RMB 60,000 / 10,000 pcs
(b) RMB 35,000 / 5,000 pcs

Application deadline: 14 April 2023



B

Onsite advertising

18 – 20.5.2023

Location	No.	Item	Price
Purple line	B01(a)	Advertisement above hall entrances – L (horizontal)	RMB 48,000
	B01(b)	Advertisement above hall entrances – S (vertical)	RMB 16,000
Orange line	B02	Advertisement on connection to halls	RMB 52,000
Pink square	B03	Advertisement on flag stand in front of hall entrances	RMB 27,000 / 3-sided / tower
Blue line	B04	Billboard at corridors connecting halls	RMB 18,000
Green line	B05	Flag post along Rome Road	RMB 50,000 / 20 pcs

Note: **The submission deadline of application and material production files is 21 April 2023.**
 Prices include release and production.
 The above pictures are for reference only. The real object should be considered as final.
 Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising

CAPAS
CHENGDU

18 – 20.5.2023



B01(a) Advertisement above hall entrances – L (horizontal)

Specification: 10mH x 18.3mW
Price: RMB 48,000 / pc



B01(b) Advertisement above hall entrances – S (vertical)

Specification: 10mH x 5.7mW
Price: RMB 16,000 / pc



B02 Advertisement on connection to halls

Specification: 10mH x 20mW
Price: RMB 52,000 / pc



B03 Advertisement on flag stand in front of hall entrances

Specification: 4mH x 6mW x 3-sided
Price: RMB 27,000 / 3-sided / tower

Note: **The submission deadline of application and material production files is 21 April 2023.**

Prices include release and production.

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B

Onsite advertising

CAPAS
CHENGDU

18 – 20.5.2023



B04 Billboard at corridors connecting halls

Specification: 4.5mH x 14.5mW
Price: RMB 18,000 / pc



B05 Flag post along Rome Road

Specification: 3.5mH X 1.2mW
Price: RMB 50,000 / 20 pcs

Note: **The submission deadline of application and material production files is 21 April 2023.**
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

C

Publication advertising

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18 – 20.5.2023

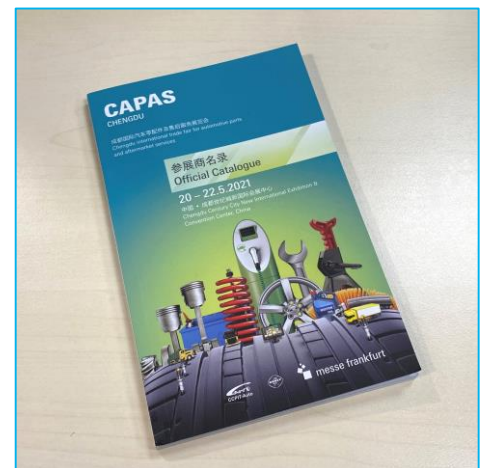
C01 Fair catalogue

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: 210mmH x 130mmW
Bleeding size: +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: 14 April 2023

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**For more details,
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