

CAPAS

CHENGDU

Chengdu international trade fair for automotive parts
and aftermarket services

21 – 23.5.2020

Chengdu Century City New International Exhibition & Convention Center, China

A gateway into Southwest China's evolving
automotive market and supply chain

**Sponsorship Marketing
Opportunities**




CCPIT-Auto



messe frankfurt

Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

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 onsite billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for seminars, conferences and interactive activities etc.

In addition to the sponsorship marketing 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 Visitor lanyard

Visitor lanyards will be distributed at the registration counters to all visitors for wearing the visitor badges during the show.

- Sponsor's logo (single unit, 1-colour) will appear together with show logo on one side of the lanyards
- The design must be approved by the organisers in advance
- Price includes production fee

Price: RMB 25,000 (Exclusive)

Application deadline: 10 April 2020



A02 Fringe programme

A series of innovative and practical-based fringe activities will be held during show period, aiming to offer information exchange and learning opportunities for industry players.

(a) Package A

- Sponsor will be thanked by the Master of Ceremony and / or the organisers in the welcoming remark
- Sponsor's promotion video (3 minutes) will be played during the session
- Sponsor's flyers will be placed in the programme area
- Sponsor's name and / or logo (single unit) will be displayed on onsite signage and materials

(b) Package B

- Sponsor's flyers will be placed in the programme area
- Sponsor's name and / or logo (single unit) will be displayed on onsite signage

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

Price: (a) Package A – RMB 30,000 (Joint)

(b) Package B – RMB 12,000 (Joint)

Application deadline: 17 April 2020



A03 Authorised seller dinner

The dinner allows sponsors to connect with the major dealers and communicate in depth, which is the best platform for establishing a business relationship network

- Sponsor will be thanked by the Master of Ceremony and / or the organisers in the welcoming remark
- Sponsor's promotion video (3 minutes) will be played during the dinner
- Sponsor's flyers will be placed at the reception desk
- Sponsor's name and / or logo (single unit) will be displayed on onsite backdrop

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

Price: RMB 30,000 (Exclusive)

Application deadline: 17 April 2020



(A) Sponsorship Marketing Options

A04 Show bag

Show bags will be distributed to visitors at the registration counters, which will help increase your company's exposure even outside the fairground.

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

Price: RMB 30,000 (Exclusive)

Application deadline: 17 April 2020



A05 Show souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo and distributed to the visitors. 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

Price: On request

Application deadline: 17 April 2020



A06 Onsite distribution service

Distribution of sponsor's material or souvenir to visitors.

- Material and / or souvenir provided by sponsor
- Material for distribution must be approved by the organisers in advance
- A backdrop with sponsor's advertisement will be placed at the distribution location
- Exact location will be decided by the organisers
- Price includes backdrop and staff

Quantity: Joint sponsor (max. 3 sponsors)

- Price:
- (a) RMB 60,000 / 10,000 pcs
 - (b) RMB 52,000 / 8,000 pcs
 - (c) RMB 35,000 / 5,000 pcs
 - (d) RMB 23,000 / 3,000 pcs

Application deadline: 24 April 2020



(B) Publications

B01 Fair catalogue

Official fair catalogue will be distributed to all visitors during show period. It is an efficient channel for exhibitors to promote brands and products to the target groups.

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: 24 April 2020

(C) Onsite Advertising



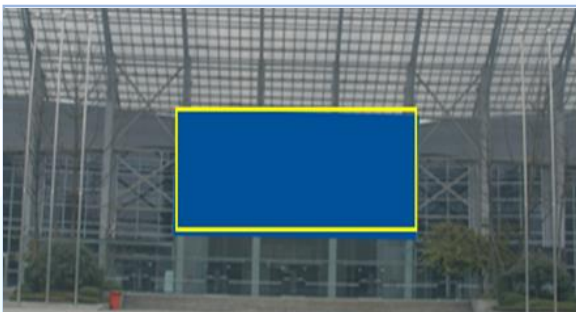
C01(a) Advertisement above hall entrances – L (horizontal)

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 4 sides / tower
Price: RMB 27,000 / tower



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 production files is 24 April 2020.

Prices include release and production.

All items are subject to availability, please check with the organisers for the available location.

The above pictures are provided by Chengdu Century City New International Exhibition & Convention Center and for reference only. The real object should be considered as final.

Contact Us

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