

CAPAS

CHENGDU

Chengdu international trade fair for automotive parts
and aftermarket services

20 – 22.5.2021

Chengdu Century City New International Exhibition & Convention Center, China

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

**Sponsorship Marketing
Opportunities**



Auto
CCPIT-Auto



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 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: 12 April 2021

A02 Authorised seller 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.

- Sponsor will be thanked by the Master of Ceremony and/ or the organisers in the welcoming remark
- The sponsor's promotional video (3 minutes) will be played during the dinner*
- 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: 12 April 2021

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

Application deadline: 12 April 2021

(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: 12 April 2021

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: 12 April 2021

(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

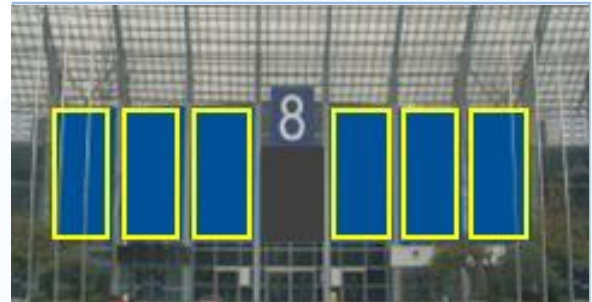
Application deadline: 12 April 2021

(C) Onsite Advertising



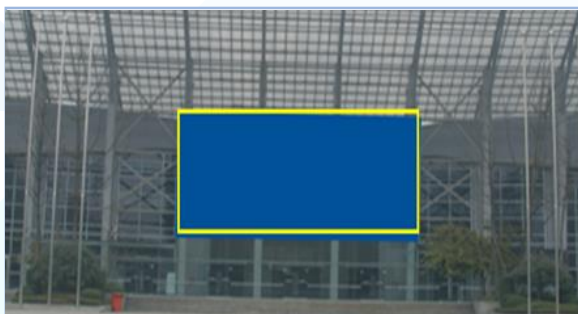
C01(a) Advertisement above hall entrances – L (horizontal)

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



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 12 April 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.

Sponsorship Marketing Opportunities

For more details, please contact:

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