

**intertextile**  
SHANGHAI home textiles

16 – 18.8.2023

National Exhibition and Convention  
Center (Shanghai), China  
中国 • 国家会展中心 (上海)

China International Trade Fair for Home Textiles  
and Accessories – Autumn Edition  
中国国际家用纺织品及辅料(秋冬)博览会

# Sponsorship marketing opportunities

[www.intertextilehome.com](http://www.intertextilehome.com)

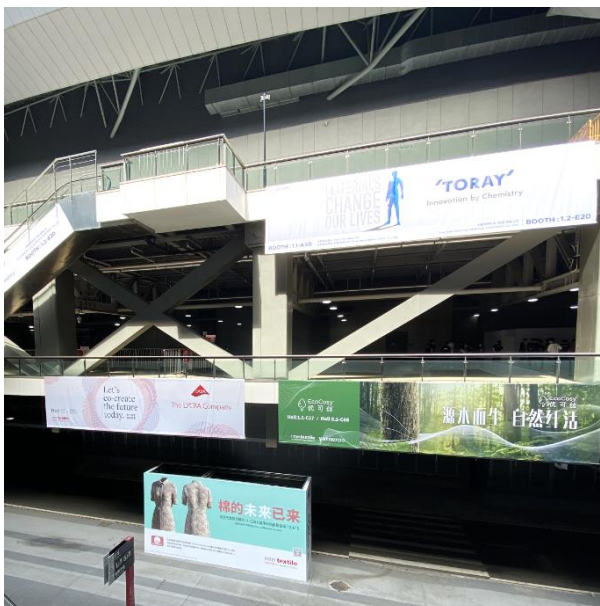
## Sponsorship marketing opportunities

### 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 functional areas and fringe programmes, 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

intertextile  
SHANGHAI home textiles

16 – 18.8.2023

### A01 Functional area

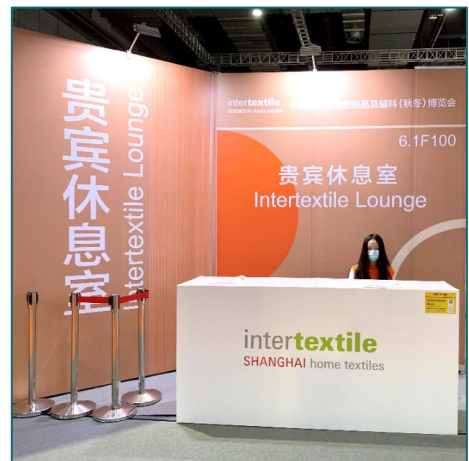
Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure will be placed in the area<sup>#</sup>
- Sponsor will be entitled to access passes for accessing their sponsored area (if applicable)
- The location of the sponsor's advertisement will be allocated by the organisers

<sup>#</sup>Promotional materials provided by sponsor must be approved by the organisers in advance

Quantity & Price: On request  
\* Please contact organisers for more details

Application deadline: 7 July 2023



### A02 Fringe programme

A series of innovative & practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players.

- Sponsors have the chance to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo to be displayed on relevant onsite signage and materials
- Sponsor's brochure will be placed in the area<sup>#</sup>

<sup>#</sup>Promotional materials provided by sponsor must be approved by the organisers in advance

Quantity & Price: On request  
\* Please contact organisers for more details

Application deadline: 7 July 2023





# A

## Sponsorship options

### A03 Floor plan sponsorship

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 hall gangways
- The exact location of floor stickers will be decided by the organisers

Quantity: Joint sponsor (max. 6 sponsors)  
Price: USD 1,250 / sponsor

Application deadline: 7 July 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.

- Sponsored advertisements or logos will be printed on the souvenirs together with show logo.
- Sponsors should submit materials and information according to the souvenir specifications
- 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 & Price: On request  
\* Please contact organisers for more details

Application deadline: 7 July 2023



# A

## Sponsorship options

intertextile  
SHANGHAI home textiles

16 – 18.8.2023

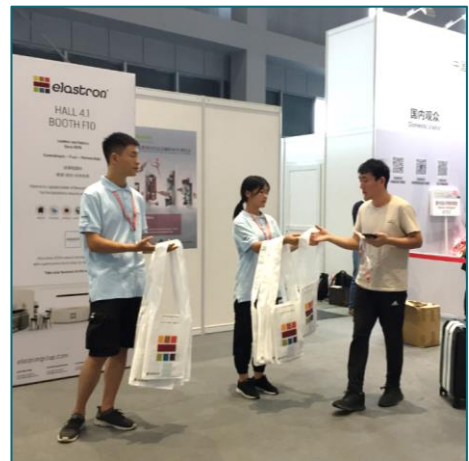
### A05 Onsite distribution service

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 & Price: On request  
\* Please contact organisers for more details

Application deadline: 7 July 2023



# B

## Onsite advertising

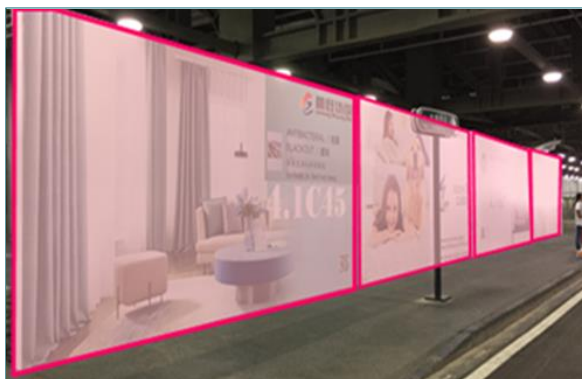
inter**textile**  
SHANGHAI home textiles

16 – 18.8.2023



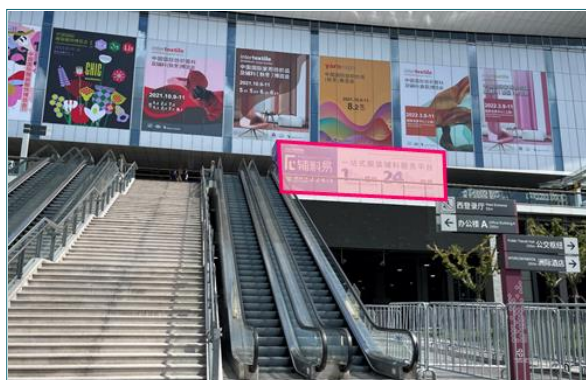
### B01 Billboard – Main entrances

Specification: 3mH x 12mW /  
4mH x 10mW  
Price: USD 5,200



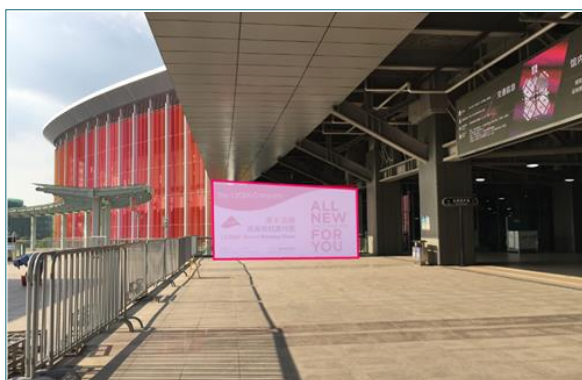
### B02B Billboard – Metro station exit (Exit no. 4 / 5)

Specification: 3mH x 6mW  
Price: USD 3,300



### B32 Billboard – West Square (4-sided) (mezzanine floor)

Specification: 4mH x 12mW x 2-sided (front & back)  
4mH x 2mW x 2-sided (lateral)  
Price: USD 22,000 / 4-sided / pc



### B33A Billboard – West Square Registration hall entrance (mezzanine floor)

Specification: 4mH x 8mW  
Price: USD 5,000

Note: **The submission deadline of application and material production files is 7 July 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

intertextile  
SHANGHAI home textiles

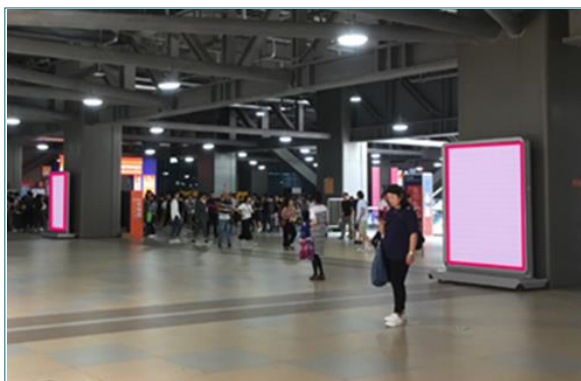
16 – 18.8.2023



### B41 Glass wall advertisement – West registration hall (mezzanine floor)

Specification: 3mH x 8mW

Price: USD 3,550



### B34C Lightbox – West registration hall (mezzanine floor)

Specification: 2.2mH x 1.7mW

Price: USD 800



### B35A Billboard – West Square Exhibition footpath (mezzanine floor)

Specification: 2.4mH x 3mW / 3mH x 4mW

Price: USD 1,800



### B35B Billboard – West esplanade Exhibition footpath skylight (mezzanine floor)

Specification: 3mH x 8mW x 2-sided

Price: USD 6,500 / 2-sided / pc

Note: The submission deadline of application and material production files is 7 July 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

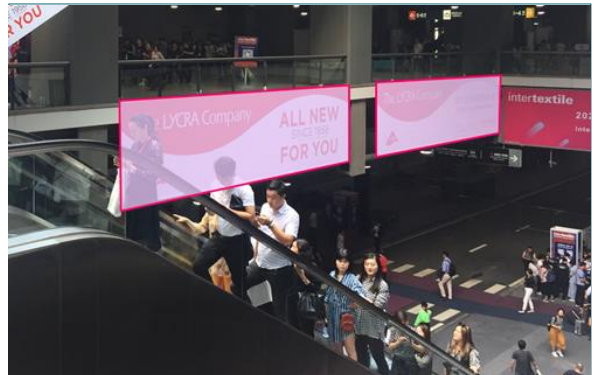
intertextile  
SHANGHAI home textiles

16 – 18.8.2023



### B35C Billboard – South esplanade Exhibition footpath skylight (mezzanine floor)

Specification: 4mH x 8mW  
Price: USD 4,600



### B38C Hanging banner – West esplanade Exhibition footpath skylight

Specification: 2.8mH x 11mW  
Price: USD 5,000



### B29 Escalator advertisement – West esplanade

Specification: 1.5mH x 14 – 15mW  
Price: USD 3,500



### B59B Lightbox – Column (1st floor)

Specification: 2.26 – 2.37mH x 1.52 – 2.34mW  
Price: USD 3,200 / 4-sided / pillar

Note: The submission deadline of application and material production files is 7 July 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

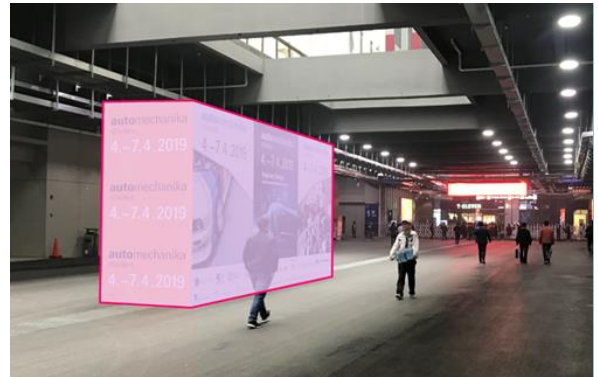
intertextile  
SHANGHAI home textiles

16 – 18.8.2023



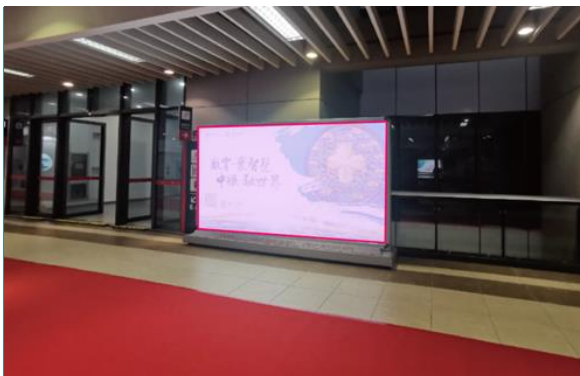
### B27 Lightbox – Along driveway (1st floor)

Specification: 2.2mH x 4mW / 2.34mH x 3.91mW  
Price: USD 1,600



### B28 Advertisement panel – Along driveway (1st floor) (4-sided)

Specification: 4mH x 8mW x 2-sided (front & back)  
Price: 4mH x 2mW x 2-sided (lateral)  
USD 11,800



### B36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)

Specification: 2.2mH x 4mW  
Price: USD 1,300



### B48A Billboard - Skylight (2nd floor)

Specification: 3mH x 6mW  
Price: USD 2,800

Note: The submission deadline of application and material production files is 7 July 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

intertextile  
SHANGHAI home textiles

16 – 18.8.2023



### B50 Wall advertisement - Hall external (2nd floor)

Specification: 10.8mH x 14mW  
Price: USD 22,000



### B25 Lightbox - Hall partition (1st floor)

Specification: 5mH x 12mW  
Price: USD 8,600

C

## Publication advertising

intertextile  
SHANGHAI home textiles

16 – 18.8.2023

### C01 Visitor guide – ROP

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: 210mmH x 140mmW  
Bleeding size: +3mm bleeding on each side

Price: USD 1,000 / page

Application deadline: 7 July 2023





**Sponsorship  
marketing  
opportunities**

**intertextile**  
SHANGHAI home textiles

16 – 18.8.2023

**For more details,  
please contact:**

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu  
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Kevin Tang  
Tel: +852 2230 9289

Email:  
[sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)