

# intertextile

SHANGHAI home textiles

## 中国国际家用纺织品及辅料(秋冬)博览会

China International Trade Fair for Home Textiles and Accessories – Autumn Edition

秋冬展 Autumn Edition

2019.8.28 – 31

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

[www.intertextile-home.com.cn](http://www.intertextile-home.com.cn)

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

Sponsorship Marketing  
Opportunities



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 on-site billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for workshops, conferences and interactive activities etc. In addition to the sponsorship and advertising items listed, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!





## (P) Sponsorship Marketing Package

### P01 Package option 1

Include following items:

1. B01 (a) Visitor guide – Run-of-page
2. One of the below onsite advertisements:
  - C03 (b) Glass wall advertisement - Main entrances on 0m/F
  - C08 Rectangular lightbox (New)

Price: USD 4,500 / RMB 31,500

Application deadline: 12 July 2019



### P02 Package option 2

Include following items:

1. B01 (a) Visitor guide – Run-of-page
2. C04 Lightbox along drive way against wall on 0m/F

Price: USD 2,000 / RMB 14,000

Application deadline: 12 July 2019



## (A) Sponsorship Marketing Options

### A01 Functional area sponsor

During the exhibition, the organizer will set up various functional areas such as VIP lounges, lecture areas, charging areas, etc.,. Your company can sponsor relevant areas according to the target customers.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- The sponsor's brochures / flyers to be distributed in the areas
- Each sponsor will entitle four exclusive access passes
- The organisers reserve the right to assign the sponsored advertisements to the appointed location

Quota: Multiple  
Price: On request  
Application deadline: 12 July 2019



### A02 Fringe programme

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

- Joint-organise fringe programme with the organisers
- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk

Quota: Multiple  
Price: On request  
Application deadline: 12 July 2019



### A04 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as showbags, notebooks or other industry-related items. Sponsors are welcome to specify the type and quantity of the souvenirs.

- The design must be approved by the organisers
- Sponsors should submit materials and information according to the souvenir specifications
- The price includes production fee

Quota: Multiple  
Price: On request  
Application deadline: 12 July 2019



### A05 Show bag

Free show bags will be distributed at the registration counters to visitors.

- Sponsor's logo (single unit, 4-colour) and / or advertisement will appear on one side of the show bag
- The show logo and / or advertisement will be on the other side of the show bag
- The design must be approved by the organisers
- The price includes the production fee

Quota: Multiple  
Price: On request  
Application deadline: 12 July 2019



## (A) Sponsorship Marketing Options

### A07 Souvenir delivery service

Distribution of sponsor's material or souvenir.

- Materials and souvenir provided by sponsor, quantity as 5,000 pcs max
- Materials for distribution must be approved by the organisers
- Exact location will be decided by Organisers
- Sponsorship fee includes backdrop and staff

Quota: Multiple  
Price: On request

Application deadline: 12 July 2019



### A08 Visitor registration form filling counter

The sponsor's logo will be printed on all counters of registration halls

- Sponsor's logo (single unit) will appear on the counter together with the show logo
- Sponsorship includes production fee

Quota: Multiple, max 3 sponsors  
Price: On request

Application deadline: 12 July 2019



## (B) Publication

### B01 Visitor guide

It will be distributed to every visitor onsite free of charge! Information in the visitor guide includes floorplans, exhibitor list, seminar schedule and more. Visitors can look for the show's information and location of their targeted booths quickly. A golden advertising opportunity to exhibitors!



Application deadline: 12 July 2019

Item	Price
(a) Run-of-page (full page, 4-colour)	USD 1,500 / RMB 10,500
(b) Inside front cover (full page, 4-colour)	USD 4,300 / RMB 30,100
(c) Inside back cover (full page, 4-colour)	USD 4,300 / RMB 30,100
(d) Back cover (full page, 4-colour)	USD 5,300 / RMB 37,100
(e) Logo in the exhibitor list (single unit, 4-colour)	USD 1,000 / RMB 7,000
(f) Logo on the floorplan (single unit, 4-colour, max 5nos per hall)	USD 1,500 / RMB 10,500



(C) Onsite advertising



**C01 Billboard - Metro station exit no. 4 / 5**

Specification: 3m (H) x 6m (W)  
Price: USD 2,900 / RMB 20,300



**C02 Escalator advertisement - West Skylight**

Specification: 1.5m (H) x 15m (W)  
Price: USD 3,000 / RMB 21,000



**C03 Glass wall advertisement - Main entrances on 0m/F**

Specification: (a) 3.6m (H) x 3.4m (W) (1 Unit)  
(b) 3.6m (H) x 3.4m (W) (1 Pair)  
Price: (a) USD 2,000 / RMB 14,000  
(b) USD 3,800 / RMB 26,000



**C04 Lightbox along drive way against wall on 0m/F**

Specification: 2.2m (H) x 4m (W)  
Price: USD 1,200 / RMB 8,400



**C05 Advertisement panel along drive way on 0m/F (4-side)**

Specification: Front, back - 4m (H) x 8m (W)  
Price: Lateral side - 4m (H) x 2m (W)  
USD 12,000 / RMB 84,000

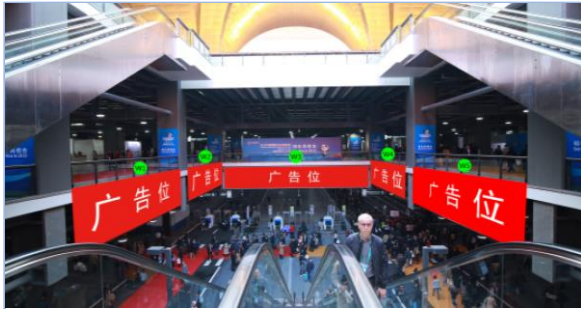


**C06 Billboard - North Square**

Specification: 4m (H) x 8m (W)  
Price: USD 4,100 / RMB 28,700

Note: The submission deadline of application and production file is 12 July 2019. Booth number must be included and clearly visible on the onsite advertisement.  
Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.  
Inventories are subject to availability. Please check with the organisers.

### (C) Onsite advertising



**C07 Hanging banner - Skylight at East / West esplanade (New)**

Specification: (a) 2.8m (H) x 16m (W)  
(b) 2.8m (H) x 11m (W)

Price: (a) USD 7,200 / RMB 50,400  
(b) USD 4,800 / RMB 33,600



**C08 Rectangular lightbox (New)**

Specification: 2.34m (H) x 0.91m (W) (4 side)  
Price: USD 3,000 / RMB 21,000



**C09 Lightbox on hall partition (New)**

Specification: 5m (H) x 12m (W)  
Price: USD 11,300 / RMB 79,100

For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai

Tel: +86 755 8299 4989 ext. 535 / 537 / 536

Fax: +86 755 8299 2015

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

Note: The submission deadline of application and production file is 12 July 2019. Booth number must be included and clearly visible on the onsite advertisement.

Prices include release and production fee. The above pictures are provided by NECC and for reference only.

The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers.