

intertextile

SHANGHAI home textiles

15 – 17.8.2022

National Exhibition and Convention
Center (Shanghai), China

China International Trade Fair for Home Textiles
and Accessories

The gateway to Asia's home living

www.intertextilehome.com

**Sponsorship
Marketing
Opportunities**

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 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 / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Quantity: Joint sponsor

Price: On request

Application deadline: 4 July 2022



A02 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

Price: On request

Application deadline: 4 July 2022



A03 Floor plan sponsorship

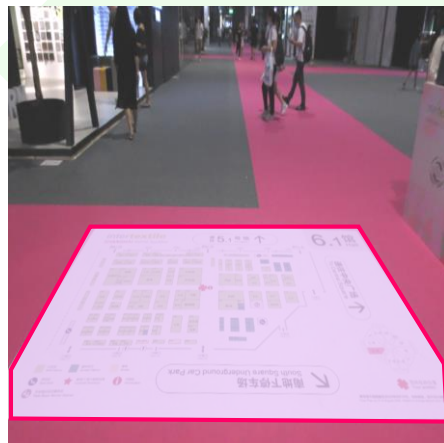
Sponsor's logo will appear on the floor plans located at the gangways inside the exhibition hall to highlight their booth location to visitors.

- 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 gangways inside each hall

Quantity: Joint sponsor (max. 6 sponsors)

Price: USD 1,250 / sponsor

Application deadline: 4 July 2022



(A) Sponsorship Marketing Options

A04 Hand sanitiser

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser together with the show logo and / or advertisement
- 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: (a) USD 18,000 / 10,000 bottles
(b) USD 10,000 / 5,000 bottles

Application deadline: 4 July 2022



A05 Wet tissue paper

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper together with the show logo and / or advertisement
- 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: (a) USD 18,000 / 20,000 packs
(b) USD 10,000 / 10,000 packs

Application deadline: 4 July 2022



A06 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: 4 July 2022



(A) Sponsorship Marketing Options

A07 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

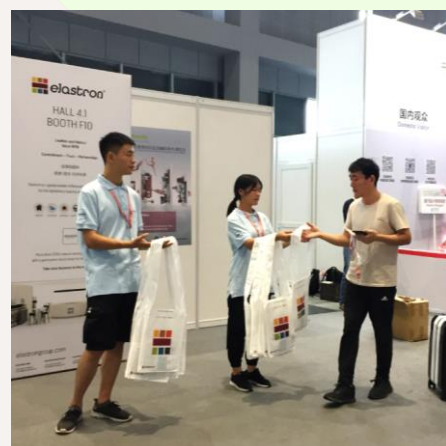
Quantity:

Joint sponsor

Price:

On request

Application deadline: 4 July 2022



(B) Publication

B01 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

Price: USD 1,000 / page

Application deadline: 4 July 2022

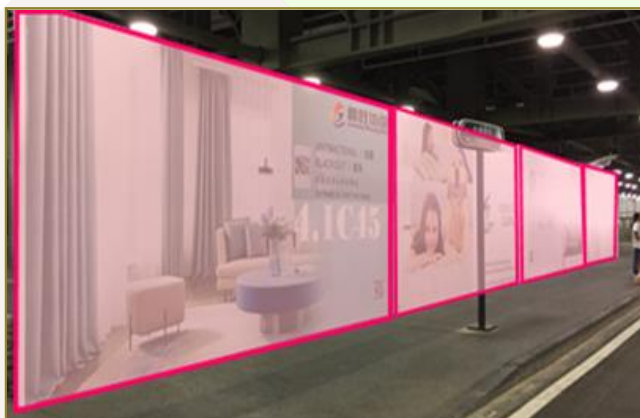


(C) Onsite Advertising



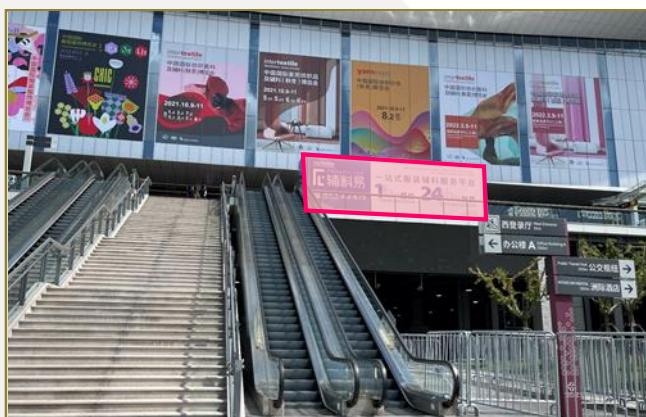
C01 Billboard – Main entrances

Specification: 3m (H) x 12m (W)
Price: USD 5,200 / pcs



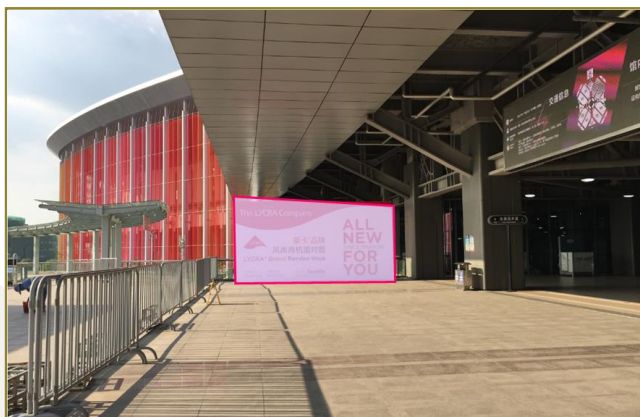
C02B Billboard – Metro station exit no. 4 / 5

Specification: 3m (H) x 6m (W)
Price: USD 3,300 / pcs



C32 Billboard – West Square (mezzanine floor) (2-side)

Specification: Front & back: 4m (H) x 12m (W) x 2-side
Sides: 4m (H) x 2m (W) x 2-side
Price: USD 22,000 / 4-side / pcs



C33A Billboard – Registration hall entrance (mezzanine floor)

Specification: West Square: 4m (H) x 8m (W)
Price: USD 5,000 / pcs

Note: The submission deadline of application and material production files is 4 July 2022.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

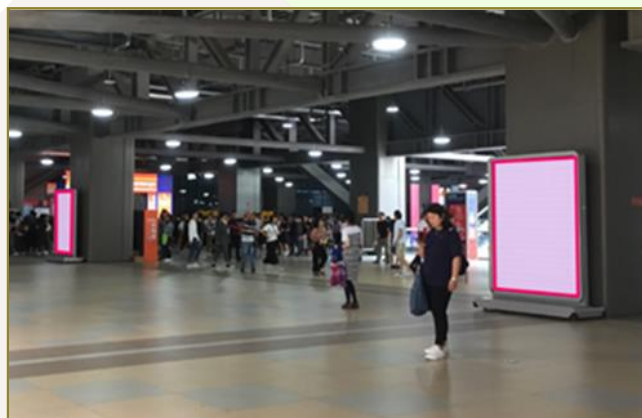
Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C41 Glass wall advertisement – West registration hall (mezzanine floor)

Specification: 3m (H) x 8m (W)
Price: USD 3,550 / pcs



C34C Lightbox – West registration hall (mezzanine floor)

Specification: 2.2m (H) x 1.7m (W)
Price: USD 800 / pcs



C35A Billboard – Exhibition footpath (mezzanine floor)

Specification: West Square:
2.4m (H) x 3m (W) / 3m (H) x 4m (W)
Price: USD 1,800 / pcs



C35B/C Billboard – Exhibition footpath skylight (mezzanine floor)

Specification: (a) West esplanade: 3m (H) x 8m (W) x 2-side
(c) South esplanade: 4m (H) x 8m (W)
Price: (a) USD 6,500 / 2-side / pcs
(c) USD 4,600 / pcs

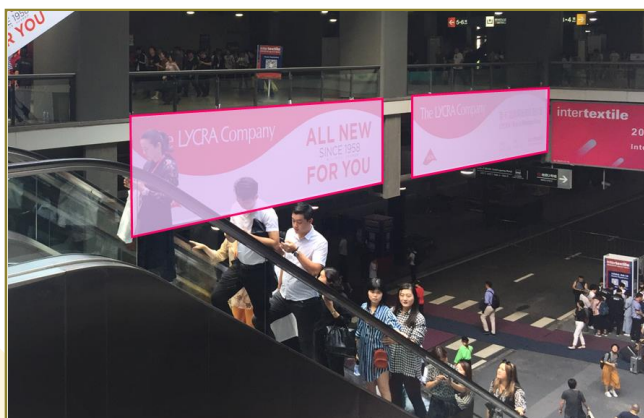
Note: The submission deadline of application and material production files is 4 July 2022.

Prices include release and production.

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(C) Onsite Advertising



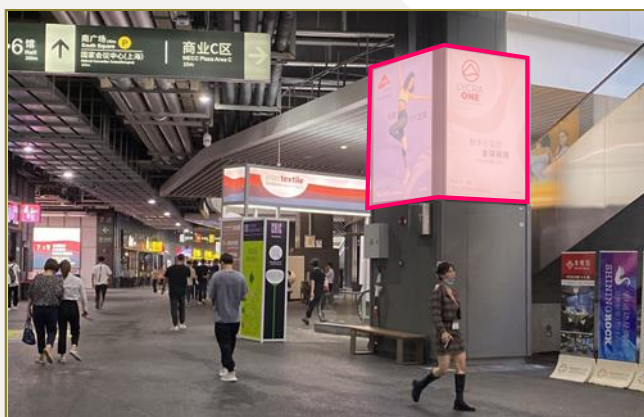
C38C Hanging banner – Exhibition footpath skylight

Specification: West esplanade: 2.8m (H) x 11m (W)
Price: USD 5,000 / pcs



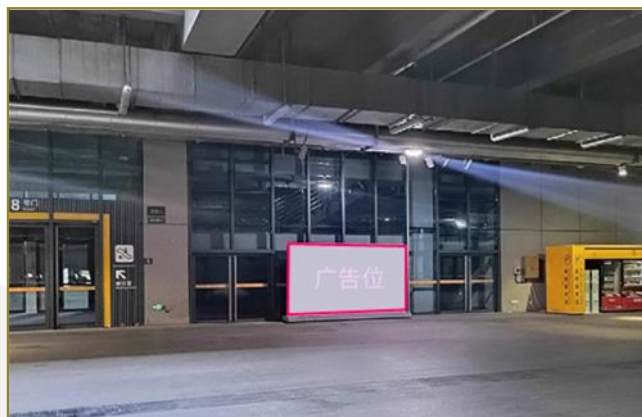
C29 Escalator advertisement

Specification: West esplanade: 1.5m (H) x 14-15m (W)
Price: USD 3,500 / pcs



C59B Lightbox – Column (1st floor)

Specification: 2.26-2.37m (H) x 1.52-2.34m (W) x 4-side
(Each side is slightly different in dimension)
Price: USD 3,200 / 4-side / pillar



C27 Lightbox – Along driveway (1st floor)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs

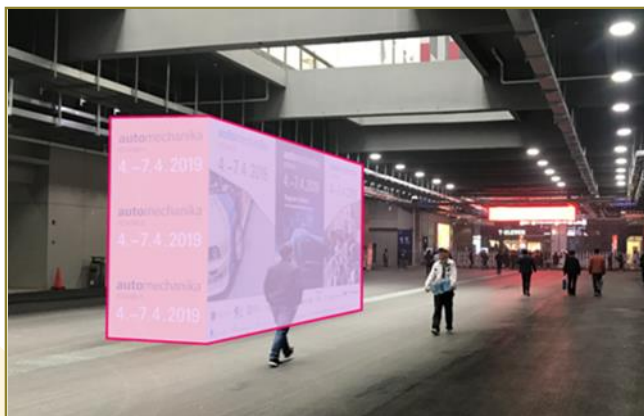
Note: The submission deadline of application and material production files is 4 July 2022.

Prices include release and production.

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(C) Onsite Advertising



**C28 Advertisement panel
– Along driveway (1st floor) (4-side)**

Specification: Front & back: 4m (H) x 8m (W) x 2-side
Sides: 4m (H) x 2m (W) x 2-side
Price: USD 11,800 / 4-side / pcs



**C36 Lightbox – Along exhibition footpath
meeting room floor (mezzanine floor)**

Specification: 2.2m (H) x 4m (W)
Price: USD 1,300 / pcs



C48A Billboard – Skylight (2nd floor)

Specification: 3m (H) x 6m (W)
Price: USD 2,800 / pcs



**C50 Wall advertisement
– Hall external (2nd floor)**

Specification: 10.8m (H) x 14m (W)
Price: USD 22,000 / pcs

Note: The submission deadline of application and material production files is 4 July 2022.

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.

(C) Onsite Advertising



C25 Lightbox – Hall partition (1st floor)

Specification: 5m (H) x 12m (W)
Price: USD 8,600 / pcs

Note: **The submission deadline of application and material production files is 4 July 2022.**
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.

For more details, please contact:

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