

# 时尚家居展

interiorlifestyle  
CHINA

## Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and service
- Position yourself as an industry leader
- Relationship development through new networking opportunities

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Better Life Starts Here

13-15.9.2018

上海展览中心

Shanghai Exhibition Centre  
Shanghai, China



messe frankfurt

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### (P) Package options

#### P01 Package option 1 (new)

Application deadline: 2 July 2018

Include following items:

- One of the below sponsorship options:
  - Visitor admission badge\*
  - Visitor lanyard\*
  - ILC Buyer's Club
  - VIP lounge (Facilities and Services)
- Souvenir delivery service
- One of the below publications:
  - Visitor guide Inside front cover ad (4-colour)
  - Visitor guide First page ad (4-colour)
  - Visitor guide Inside back cover ad (4-colour)
  - Visitor guide opposite inside back cover ad (4-colour)

**Price: RMB 80,000 (Exclusive)**

\*Subject to availability



#### P02 Package option 2 (new)

Application deadline: 2 July 2018

Include following items:

- One of the below sponsorship options:
  - Fringe programme
  - Show bag
  - Resting Area
  - Visitor registration form filling counter
  - Press Centre
- Souvenir delivery service
- One of the below publications:
  - Visitor guide Inside front cover ad (4-colour)
  - Visitor guide First page ad (4-colour)
  - Visitor guide Inside back cover ad (4-colour)
  - Visitor guide opposite inside back cover ad (4-colour)

**Price: RMB 50,000**



#### P03 Package option 3 (new)

Application deadline: 2 July 2018

Include following items:

- Souvenir delivery service
- One of the below publications:
  - Visitor guide 1/4 Run-of-paper ad (4-colour) - vertical
  - Visitor guide 1/4 Run-of-paper ad (4-colour) - horizontal

**Price: RMB 15,000**



### (A) Sponsorship options

#### A01 Visitor Admission Badge

Application deadline: 2 July 2018

Visitor badge is the official access pass to enter the exhibition halls for every visitor, it is a direct promotional way to reach every visitor.

- Sponsor's logo (single unit) and / or advertisement will be displayed on top of back side of the badges
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2\*

Price: RMB 80,000 / sponsor

\*Subject to availability

#### A02 Visitor lanyard

Application deadline: 2 July 2018

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

- Logos of 2 sponsors (1-colour) will appear together with show logo on one side of the lanyards
- Sponsorship includes the production fee
- The design must be approved by the organisers in advance

Quota: 2\*

Price: RMB 80,000 / sponsor / 15,000 pcs

\*Subject to availability

#### A03 Official pen

Application deadline: 2 July 2018

Official pens will be used in all visitor registration counters and official fringe activities and events.

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

Price: RMB 50,000 / 5,000 pcs (Exclusive)

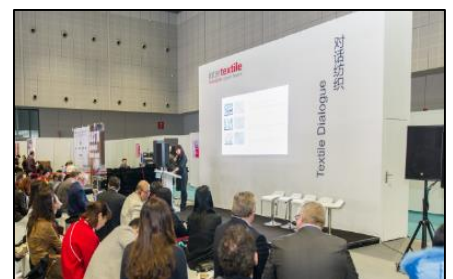
#### A04 Fringe programme (new)

Application deadline: 2 July 2018

A series of innovative and practical-based programmes will be held onsite during the show period, which aims to offer information exchange and learning opportunity for industry players.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the programme
- Production: Logo file should be provided by sponsor. Organisers will be responsible for backdrop design and production

Price: On request





### (A) Sponsorship options

#### A05 Show bag

Application deadline: 2 July 2018

Free show bags will be distributed to selected visitors.

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

Price: RMB 60,000 / 2,000 pcs (Exclusive)



#### A07 Visitor souvenirs

Application deadline: 2 July 2018

Souvenirs will be distributed to visitors at the registration counters.

- Sponsor's logo (single unit) will be printed on souvenir and will be distributed to pre-registered visitors onsite
- The design must be approved by the organisers in advance. Dimension to be advised
- Price includes production fee

Price: A07a RMB 40,000 / 1,000 pcs (Bluetooth speaker, exclusive)  
 A07b-i RMB 25,000 / 1,000 pcs (Key ring cable, exclusive)  
 A07b-ii RMB 65,000 / 3,000 pcs (Key ring cable, exclusive)  
 A07c RMB 25,000 / 5,000 pcs (Binder Clips Grip Triangular, exclusive)



#### A09 Resting area

Application deadline: 2 July 2018

This is a resting area for all the buyer and exhibitors attending the fair.

- Sponsor's name and / or logo (single unit) to be displayed on-site at the resting area
- Sponsor's brochure and products to be displayed at the resting area
- The organisers reserves the right for final confirmation

Price: A09a RMB 50,000 (Exclusive)  
 A09b RMB 15,000 (Joint, 4 sponsors)



#### A11 Bottled water

Application deadline: 2 July 2018

Bottled water will be distributed to visitors and attendees of official fringe activities.

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

Price: RMB 30,000 / 10,000 bottles (Exclusive)



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### (A) Sponsorship options

#### A12 Form filling counter (new)

Application deadline: 2 July 2018

The sponsors's logo will be printed on the counter

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

**Price: A12a Big registration tent 30,000 (Exclusive)**  
**A12b Small registration tent 15,000 (Exclusive)**



#### A13 Souvenir / Promotional materials distribution service (new)

Application deadline: 2 July 2018

Organisers will arrange staff to distribute the souvenirs / promotional materials at a designated location.

- Souvenir / promotional materials will be provided by sponsor
- Location will be arranged by Organisers

Quantity: 5,000 pcs / location

**Price: RMB 20,000 / location**



#### A14 ILC Buyer's club

Application deadline: 2 July 2018

This is a resting area at the fairground for premium ILC buyers (department store, big distributor and retailer) where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo (single unit) to be displayed on-site at the ILC Buyer's club
- Sponsor's brochure to be placed at the ILC Buyer's club
- Exclusive sponsor can integrate their company image and products into the club design
- Each sponsor will entitle 10 free lounge tickets
- The organisers reserves the right for final confirmation

**Price: A14a RMB 100,000 (Exclusive)**  
**A14b RMB 30,000 (Non-exclusive)**



### (A) Sponsorship options

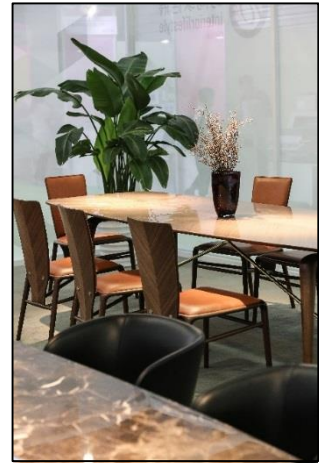
#### A16 VIP lounge (Facilities and services)

Application deadline: 2 July 2018

This is a resting area at the fairground for specially invited VIPs where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo (single unit) will displayed in the area and on relevant onsite signage
- Exclusive sponsor can integrate their company image and products into the VIP lounge design
- Sponsor's brochures to be placed at the lounge
- Catering, utensils and facilities can be separately sponsored
- Each sponsor will entitle 10 free lounge tickets
- The organisers reserves the right for final confirmation

Price: A01a RMB 100,000 (Exclusive)  
A01b RMB 30,000 (Non-exclusive)



#### A17 Press centre

Application deadline: 2 July 2018

This is a work and resting area for media attending the fair. Complimentary drinks, light snacks and internet access are available at the venue.

- Sponsor's name and / or logo (single unit) to be displayed on-site at the press centre
- Sponsor's brochure to be placed at the press centre
- The organisers reserves the right for final confirmation

Price: RMB 50,000 (Exclusive)



#### A18 Welcome dinner

Application deadline: 2 July 2018

This is a networking event to meet and build relationships with VIP buyers, partnership organisations, as well as key exhibiting industry players.

- Sponsor to be thanked by the Master of Ceremony on stage
- Sponsor's name and / or logo (single unit) will be shown on the stage screen during the award presentation
- Award category includes:
  - Design excellence
  - Supreme functionality
  - Young talent of the year
  - Retail award
  - Grand award

Price: A18a RMB 100,000 (Exclusive)  
A18b RMB 20,000 (Joint, 5 sponsors)



### (B) Advertising options (Printed materials)

#### B02 Buyer invitation flyer (Pre-Show)

Sponsor's advertisement will be printed on buyer invitation flyer, which will be sent to professional visitors before show.

Format: One full panel Ad on flyer  
Flyer size: 210mm (H) x 100mm (W)

Quota: 2  
Price: **RMB 30,000 / sponsor**  
Application deadline: **2 July 2018**



#### B04 Visitor guide

Visitor guide will be distributed for free to visitors at registration counters, it is the most handy tool for onsite reference of visitors.

Publication size: 280mm (H) x 210mm (W)  
Format: Full page, 4-colour  
Application deadline: **2 July 2018**



No.	Item	Specification	Quota	Price (RMB)
B04(a)	Inside front cover	280mm (H) x 210mm(W)	1	60,000
B04(b)	First page	280mm (H) x 210mm(W)	1	40,000
B04(c)	Inside back cover	280mm (H) x 210mm(W)	1	60,000
B04(d)	Opposite inside back cover	280mm (H) x 210mm(W)	1	40,000
B04(e)	Inside colour	280mm (H) x 210mm(W)	No limits	30,000
B04(f)	Run-of-paper vertical	280mm (H) x 60mm (W)	No limits	10,000
B04(g)	Run-of-paper horizontal	68mm (H) x 198mm (W)	No limits	10,000



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### (C) Onsite advertising options

#### Central hall

##### C01 Billboard

Location: Central hall entrance  
Specification: 4.3m (H) x 8m (W)  
Price: RMB 70,000 / pc

##### C02 Billboard

Location: Central hall entrance pillar  
Specification: 4m (H) x 6m (W)  
Price: RMB 60,000 / pc

##### C03 Billboard

Location: Central hall entrance top  
Specification: 4m (H) x 6m (W)  
Price: RMB 80,000 / pc

##### C04 Billboard

Location: Central hall tower  
Specification: 4m (H) x 5.5m (W)  
Price: RMB 108,000 / pc

##### C05 Banner

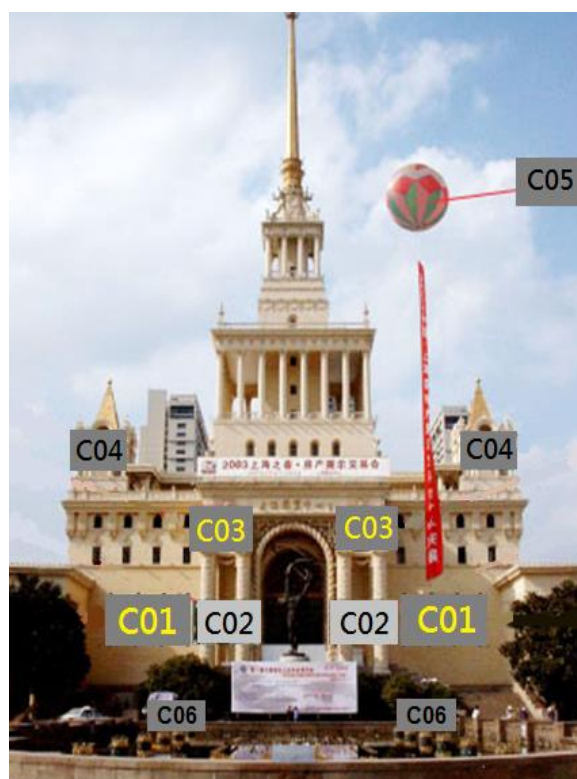
Location: Balloon banner  
Specification: 12m (H) x 1m (W)  
Price: RMB 40,000 / pc

##### C06 Metal frame billboard

Location: Outside central hall  
Specification: 4m (H) x 6m (W)  
Price: RMB 26,000 / pcs

##### C07 Colour flags

Location: Fountain square  
Specification: 1.2m (H) x 1m (W)  
Price: RMB 26,000 / set (50 flags)



#### Notes:

1. Application submission deadline is 2 July 2018. Advertisers need to supply the appropriate production file by 2 July 2018.
2. Prices include release and production.
3. Please check with the organisers for the available location. The above pictures are provided by SEC and for reference only. The real object should be considered as final.
4. Date of publication: 13-15 Sept 2018 (During the show period). The organisers reserves the right, at their sole discretion, to make the final decision<sup>7</sup> in the event of any dispute.



## (C) Onsite advertising options



### C10 Colour flags

Location: Along Yan'An Road  
Specification: 2m (H) x 1m (W)  
Price: RMB 28,000



### C11 Metal frame billboard

Location: Along Yan'An Road  
Specification: 4m (H) x 6m (W)  
Price: RMB 45,000 / pc



### C12 Billboard

Location: East & west hall entrance (Front)  
Specification: 6m (H) x 4m (W)  
Price: RMB 54,000 / pc



### C13 Billboard

Location: East & west hall entrance (Back)  
Specification: 6m (H) x 4m (W)  
Price: RMB 46,000 / pc



### C14 Billboard

Location: Friendship hall façade pillar  
Specification: 7m (H) x 10.2m (W)  
Price: RMB 345,000 / pc



### C15 Banner

Location: Friendship hall façade pillar  
Specification: 15m (H) x 2.5m (W)  
Price: RMB 8,600 / pc

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## (C) Onsite advertising options



### C16 Banner

Location: Friendship hall façade pillar  
Specification: 15m (H) x 1.5m (W)  
Price: RMB 8,800 / pc



### C18 Backdrop of standard booth

Location: West, east platform  
Specification: 2.5m (H) x 4m (W)  
Price: RMB 88,000 / pc

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