

时尚家居生活展

interiorlifestyle

CHINA

深圳特展 Shenzhen Edition

13-15.9.2023

深圳国际会展中心

Shenzhen World Exhibition &  
Convention Center

Sponsorship  
marketing  
opportunities

[www.il-china.com](http://www.il-china.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 publications, sponsorship opportunities at 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 options

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### A01 Fringe programme

A series of networking events and innovative programmes will be held during the show, offering information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organiser
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's promotional materials will be placed in the programme area#

#Promotional materials provided by sponsor must be approved by the organisers in advance

Quantity & Price: On request

\* Please contact the organiser for more details

Application deadline: 4 August 2023



### A02 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 the 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
- The location of the sponsor's advertisement will be allocated by the organiser
- Please contact organiser for more details.

Quantity: Joint sponsor

Price: On request

Application deadline: 4 August 2023





# A

## Sponsorship options

### 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 organiser in advance
- The exact location of distribution will be decided by the organiser
- Price includes production fee

Quantity: Exclusive sponsor  
Price: RMB 80,000

Application deadline: 4 August 2023



### A04 Show bag insertion

Show bag insertion and / or souvenirs will be placed inside the show bags and distributed to visitors free of charge at the registration halls.

- Sponsors must submit company or product flyers (limited to one A4 page) to the organiser at the fairground two days before the show opening
- The materials must be approved by the organiser in advance
- The exact location of distribution will be decided by the organiser

Quantity: Joint sponsor  
Price: RMB 30,000

Application deadline: 4 August 2023

# A

## Sponsorship options

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### A05 Hand sanitiser station

The sponsor's logo will be printed onto the hand sanitiser stations placed around the fairground.

- Sponsor's logo (single unit) will appear on the hand sanitiser stations together with the show logo and / or advertisement
- The exact location of the stations will be decided by the organiser
- Price includes production fee

Price: (a) RMB 50,000 / all stations (Exclusive sponsor)  
(b) RMB 5,000 / 1 station (Joint sponsor)

Application deadline: 4 August 2023



### A06 Bottled water

Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events.

- Sponsor's logo and / or advertisement will appear on the bottled water together with the show logo and / or advertisement
- The design must be approved by the organiser in advance
- The exact location of distribution will be decided by the organiser
- Price includes production fee

Quantity: Joint sponsor  
Price: RMB 32,000

Application deadline: 4 August 2023



# A

## Sponsorship options

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### A07 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events.

- Sponsor's logo (single unit) will appear on the souvenirs together with the show logo.
- The design must be approved by the organiser in advance
- The exact location of distribution will be decided by the organiser
- Price includes production fee

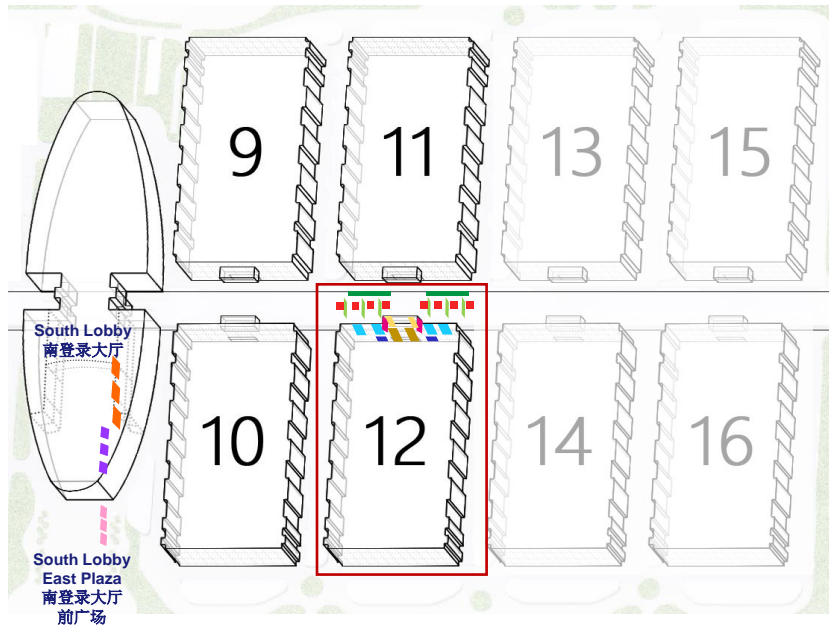
Quantity: Joint sponsor  
Price: On request












Application deadline: 4 August 2023



# B

## Onsite advertising



Location No.	Item	Price
 B01	Billboard – South Registration Lobby East Plaza	RMB 55,000 / pc
 B02(a)	Hanging banner – South Registration Lobby: Front, 2-side	RMB 65,000 / pc
 B02(b)	Hanging banner – South Registration Lobby: Back, 1-side	RMB 40,000 / pc
 B03	Glass sticker on escalator – Central corridor (Level 2): Outside halls	RMB 38,000 / pc
 B04(a)	Banner – Hall entrance (external): Central Corridor (upper)	RMB 88,000 / pc
 B04(b)	Banner – Hall entrance (external): Central Corridor (lower)	RMB 42,000 / pc
 B05(a)	Glass sticker – Hall entrance (external): Entrance on Level 2 (lateral)	RMB 55,000 / pc
 B05(b)	Glass sticker – Hall entrance (external): Entrance on Level 2 (front)	RMB 20,000 / pc
 B05(c)	Glass sticker – Hall entrance (external): Entrance on Level 1 (front)	RMB 18,000 / pc
 B06	Hanging banner – Central corridor (Level 1)	(a) RMB 60,000 / 3 pcs (b) RMB 22,000 / pc
 B07	Pillar wrap – Central corridor (Level 1)	(a) RMB 68,000 / 3 pillars (b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 4 August 2023.

Prices include release and production.

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

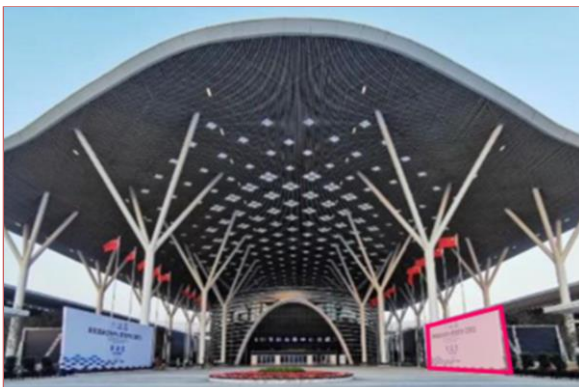
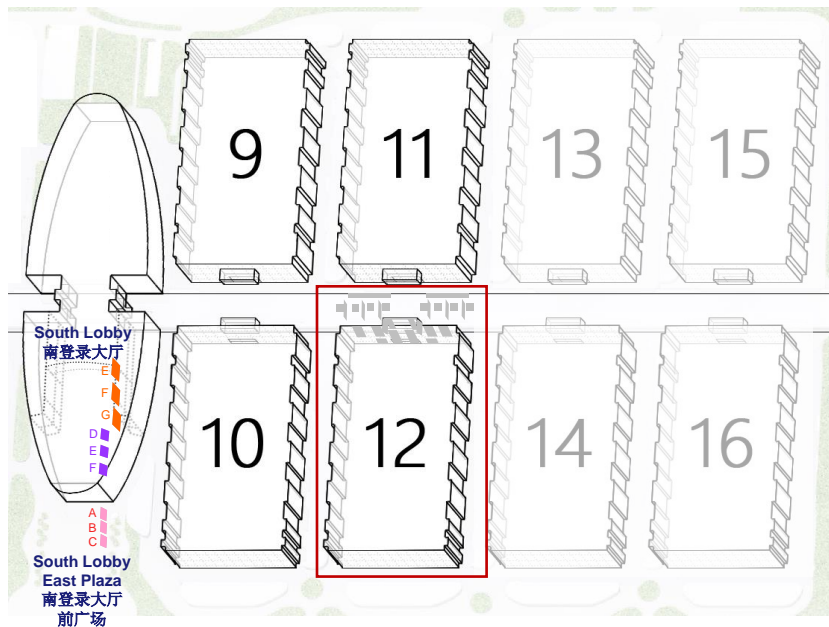
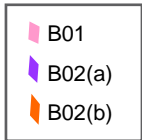
Onsite advertisements are subject to availability. Please check with the organiser for the available location.

# B

## Onsite advertising

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### B01 Billboard – South Registration Lobby East Plaza

Specification: Front: 4m(H) x 8m(W)  
Lateral: 4m(H) x 1.5m(W) x 2-sided  
Price: RMB 55,000 / pc



### B02 Hanging banner – South Registration Lobby

Specification: (a) Front, 2-sided: 8m(H) x 4m(W)  
(b) Back, 1-sided: 6m(H) x 5m(W)  
Price: (a) RMB 65,000 / pc  
(b) RMB 40,000 / pc

Note: The submission deadline of application and material production files is 4 August 2023.

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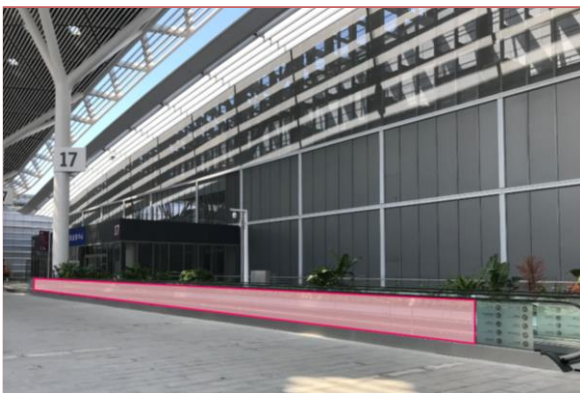
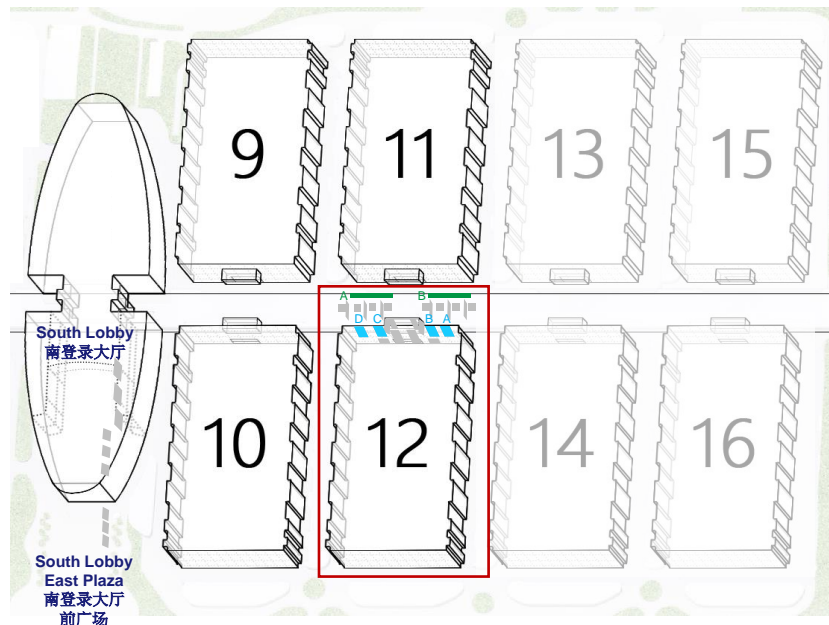
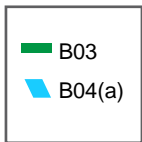


# B

## Onsite advertising

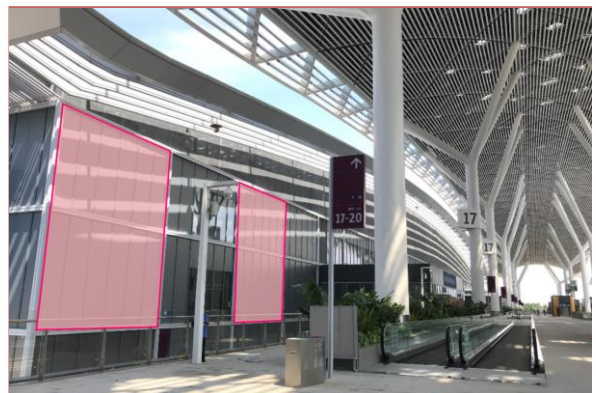
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### **B03 Glass sticker on escalator – Central corridor (Level 2): Outside halls**

Specification: 0.72m(H) x 36m(W)  
Price: RMB 38,000 / pc



### **B04(a) Banner – Hall entrance (external): Central Corridor (upper)**

Specification: 10m(H) x 9m(W)  
Price: RMB 88,000 / pc

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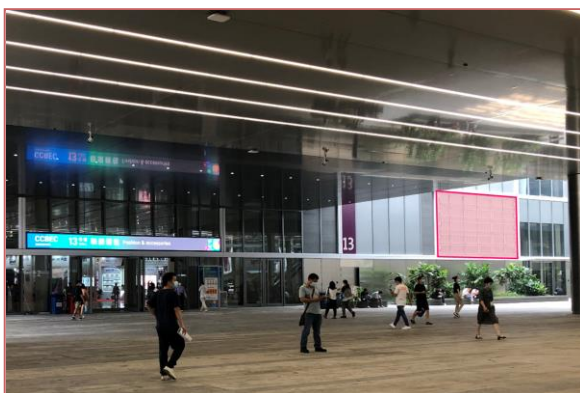
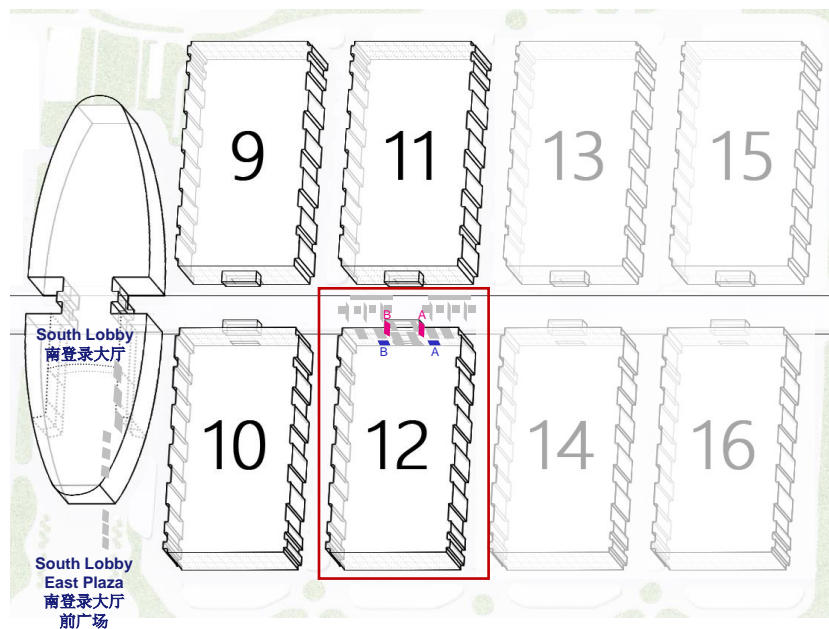
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### **B04(b) Banner** – Hall entrance (external): Central Corridor (lower)

Specification: 5m(H) x 9m(W)  
Price: RMB 42,000 / pc



### **B05(a) Glass sticker** – Hall entrance (external): Entrance on Level 2 (lateral)

Specification: 4m(H) x 12m(W)  
Price: RMB 55,000 / pc

Note: The submission deadline of application and material production files is 4 August 2023.

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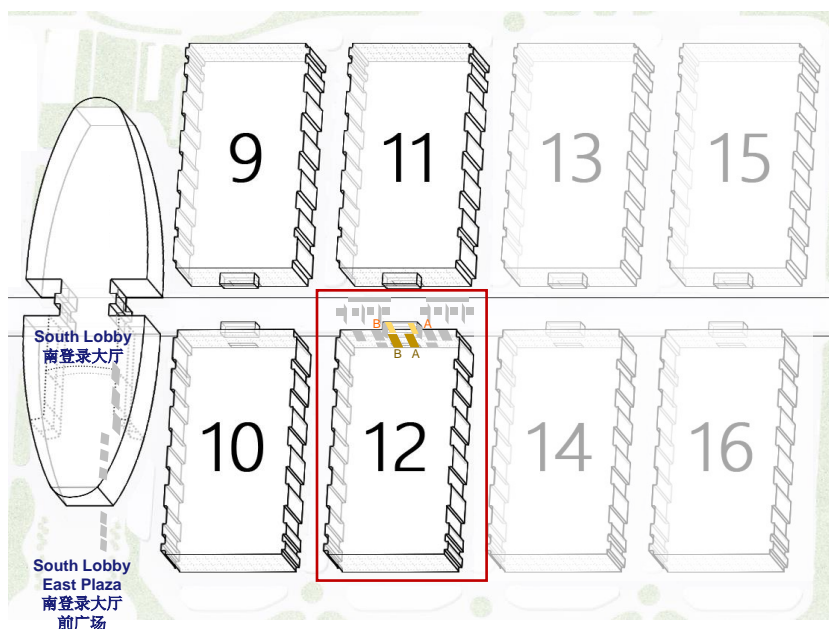
Onsite advertisements are subject to availability. Please check with the organiser for the available location.

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### B05(b) Glass sticker – Hall entrance (external): Entrance on Level 2 (front)

Specification: 4m(H) x 1.5m(W) x 2 pcs  
Price: RMB 20,000 / 2 pcs



### B05(c) Glass sticker – Hall entrance (external): Entrance on Level 1 (front)

Specification: 3m(H) x 1.5m(W) x 2 pcs  
Price: RMB 18,000 / 2 pcs

Note: The submission deadline of application and material production files is 4 August 2023.

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Onsite advertisements are subject to availability. Please check with the organiser for the available location.

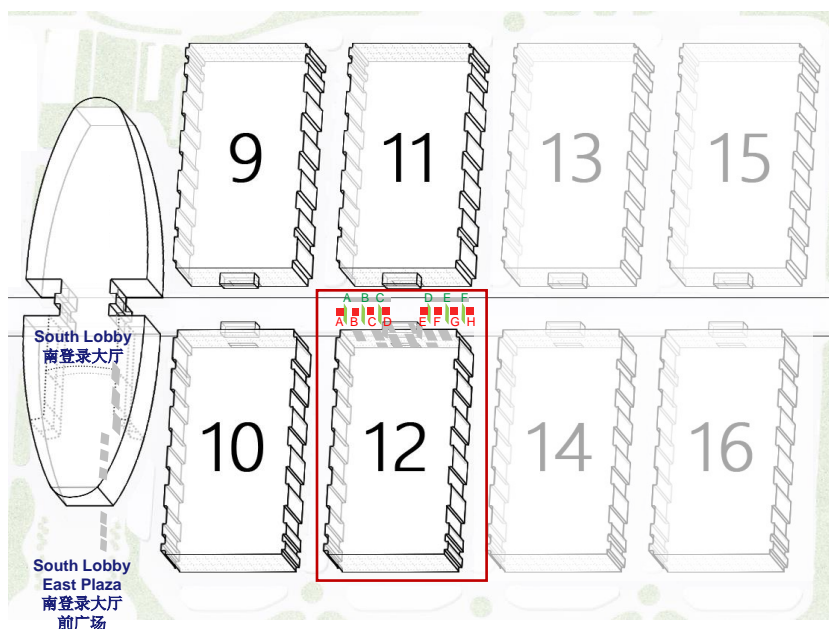
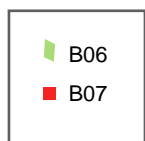


# B

## Onsite advertising

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### B06 Hanging banner – Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x 2-sided  
Price: (a) RMB 60,000 / 3 pcs  
(b) RMB 22,000 / pc



### B07 Pillar wrap – Central corridor (Level 1)

Specification: 4m(H) x 2m(W) x 4-sided  
Price: (a) RMB 68,000 / 3 pillars  
(b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 4 August 2023.

Prices include release and production.

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# C

## Publication advertising

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### C01 Visitor guide

The visitor guide will be distributed free of charge to visitors at registration counters, it is an excellent tool providing visitors with important information about the fair.

- The design must be approved by the organiser in advance
- Prices include production fee

Publication trim size: 210mm(H) x 148mm(W)  
+3mm bleeding on each side

Item	Price
(a) Inside front cover	RMB 25,000
(b) Inside back cover	RMB 25,000
(c) First page	RMB 25,000
(d) Opposite inside back cover	RMB 25,000
(e) Run-of-page	RMB 15,000

Application deadline: 4 August 2023



**Sponsorship  
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**For more details,  
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