

interiorlifestyle

CHINA

10 – 12 October 2024

Shanghai Exhibition Centre

Sponsorship
marketing
opportunities



Sponsorship marketing opportunities

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10 – 12.10.2024

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 Visitor admission bracelet **NEW**

Visitor admission bracelets will be distributed at registration counters to all visitors during the show.

- The sponsor's logo (single unit) will appear together with show logo (1-color) on one side of the bracelet
- The design must be approved by the organiser in advance
- Price includes production fee

Quantity: Joint sponsor
Price: RMB 50,000

Application deadline: 16 August 2024



A02 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 (color printing) 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
Price: RMB 80,000

Application deadline: 16 August 2024



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A03 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: 16 August 2024

A04 Welcome dinner/ Cocktail reception

The welcome dinner allow sponsors to connect and communicate in depth with major dealers and is the best platform to establish a personal business relationship.

- Sponsor will be thanked by the Master of Ceremony and / or the organiser in the welcoming remark
- Sponsor's promotional video (3 minutes) will be played during the dinner[^]
- Sponsor's flyer will be placed at the reception desk[^]
- Sponsor's name and / or logo (single unit) will be displayed on the backdrop

[^] Promotional materials to be provided by sponsor and must be approved by the organiser in advance

Quantity: Joint sponsor
Price: On request

Application deadline: 16 August 2024



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A05 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 flyer will be placed in the programme area

Quantity: Joint sponsor
Price: On request

Application deadline: 16 August 2024



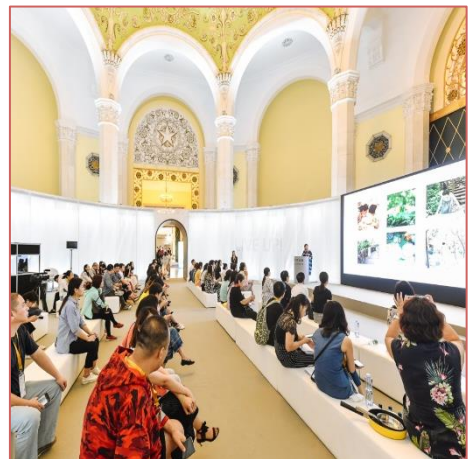
A06 Functional area

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: 16 August 2024



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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 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 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: 16 August 2024



A08 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 organiser in advance
- The exact location of distribution will be decided by the organiser
- Sponsorship fee includes staff and one backdrop

Quantity: Joint sponsor
Price: RMB 40,000

Application deadline: 16 August 2024



B

Onsite advertising

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B01 Central Hall Entrance Billboard

Specification: 4.3mH x 8mW
Price: RMB 70,000 / pc



B02 Central Hall Entrance Pillar Billboard

Specification: 4mH x 6mW
Price: RMB 60,000 / pc



B03 Central Hall Entrance Top Billboard

Specification: 4mH x 6mW
Price: RMB 108,000 / pc



B04 Central Hall Tower Billboard

Specification: 4mH x 5.5mW
Price: RMB 90,000 / pc

Note: The submission deadline of application and material production files is 2 September 2024.

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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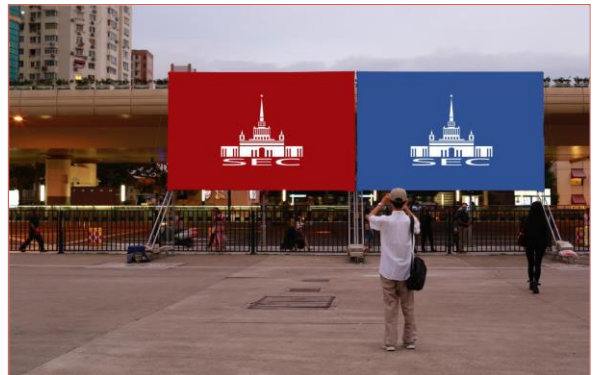
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B05 Metal Frame Billboard outside Central Hall

Specification: 4mH x 6mW
Price: RMB 26,000 / pc



B06 Metal Frame Billboard along Yan'An Road

Specification: 4mH x 6mW
Price: RMB 45,000 / pc



B07 Vertical Billboard along Platform - East & West

Specification: 3.5mH x 5mW
Price: RMB 88,000 / pc

Note: The submission deadline of application and material production files is 2 September 2024.

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.

C

Publication advertising

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C01 Buyer invitation flyer (Pre-show)

Sponsor's name will be printed on the buyer invitation flyer, which will be sent to approximately 200,000 professional visitors before show.

- Format: Sponsor's logo (single unit, black & white) printed on one side of the postcard

Publication trim size: 210mm(H) x 100mm(W)
+3mm bleeding on each side

Quantity: Joint sponsor (max. 2 sponsors)
Price: RMB 30,000

Application deadline: 1 August 2024



C02 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

| Item | Price |
|---|------------|
| (a) Inside front cover | RMB 60,000 |
| (b) Inside back cover | RMB 60,000 |
| (c) First page | RMB 40,000 |
| (d) Opposite inside back cover | RMB 40,000 |
| (e) Run-of-page | RMB 30,000 |
| (f) Run-of-page (1/4 page, vertical) | RMB 10,000 |
| (g) Run-of-page (1/4 page, horizontal) | RMB 10,000 |



Application deadline: 16 August 2024

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**For more details,
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