

interiorlifestyle  
CHINA

12 – 14 September 2025  
Shanghai Exhibition Centre

Sponsorship  
marketing  
opportunities



## Sponsorship marketing opportunities

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12 – 14.9.2025

### 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

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

- Sponsor's logo (single unit) will appear together with show logo (1-Color Process Printing) 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: 18 July 2025



### 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 (4-Color Process 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: 18 July 2025



# A

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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: 18 July 2025

### A04 Welcome dinner/ Cocktail reception

The welcome dinner allows 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<sup>^</sup>
- Sponsor's flyer will be placed at the reception desk<sup>^</sup>
- Sponsor's name and / or logo (single unit) will be displayed on the backdrop

<sup>^</sup> Promotional materials to be provided by sponsor and must be approved by the organiser in advance

Quantity: Joint sponsor  
Price: On request

Application deadline: 18 July 2025



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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: 18 July 2025



### 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: 18 July 2025



# A

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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: 18 July 2025



### 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: 18 July 2025



# B

## Onsite advertising

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### B01 Central Hall Entrance Pillar Billboard

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



### B02 Central Hall Entrance Top Billboard

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



### B03 Central Hall Tower Billboard

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



### B04 Metal Frame Billboard outside Central Hall

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

Note: The submission deadline of application and material production files is 11 August 2025.

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.

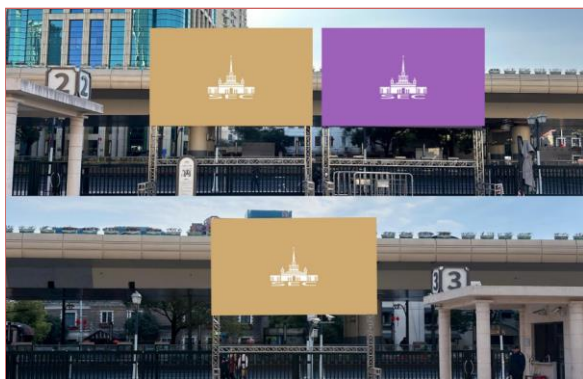
B

Onsite  
advertising

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**B05 Metal Frame Billboard along  
Yan'An Road**

Specification: 4mH x 6mW

Price: RMB 45,000 / pc

Note: The submission deadline of application and material production files is 11 August 2025.

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

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

Quantity: Joint sponsor  
Price: RMB 30,000

Application deadline: 1 July 2025



### C02 Visitor guide

The visitor guide will be distributed to visitors free of charge 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: 18 July 2025



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**For more details,  
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