

intertextile

SHANGHAI home textiles

Spring Edition 春夏展

28 – 30.3.2023

National Exhibition and Convention
Center (Shanghai), China

中国 • 国家会展中心 (上海)

China International Trade Fair for Home Textiles
and Accessories – Spring Edition

中国国际家用纺织品及辅料(春夏)博览会

Sponsorship marketing opportunities

www.intertextilehome.com

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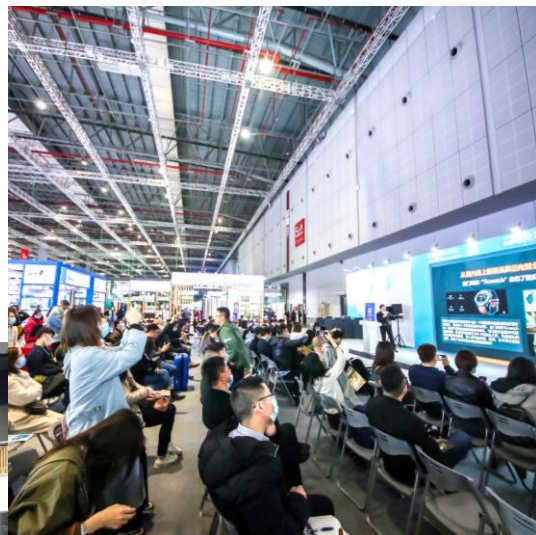
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Customised sponsorship promotion plan

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

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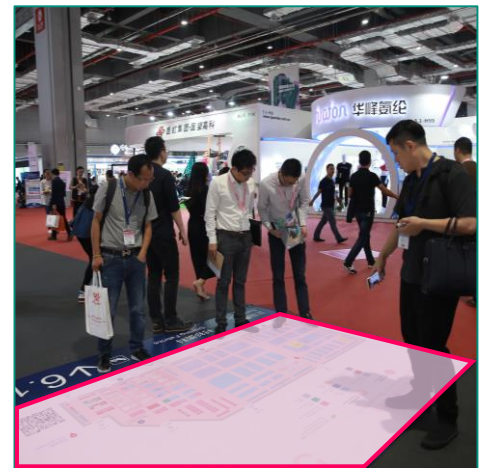
A01 Floor plan sponsorship

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 / each floor plan)
Price: USD 1,250 / sponsor

Application deadline: 10 February 2023



A02 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: 10 February 2023



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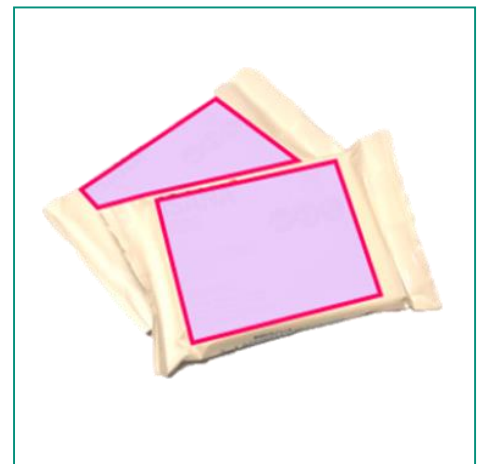
A03 Wet tissue paper

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: 10 February 2023



A04 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: 10 February 2023



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A05 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: 10 February 2023



B

Onsite advertising

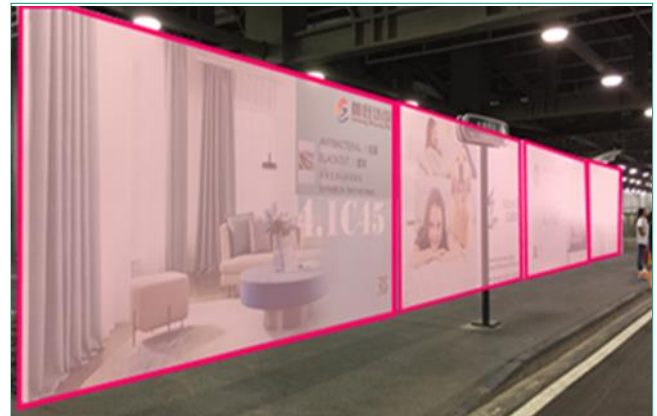
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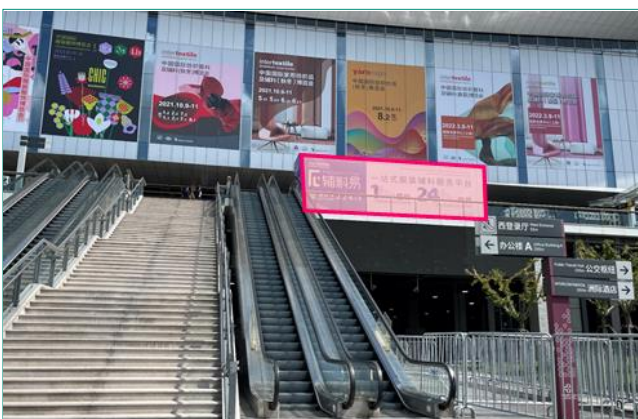
B01 Billboard – Main entrances

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



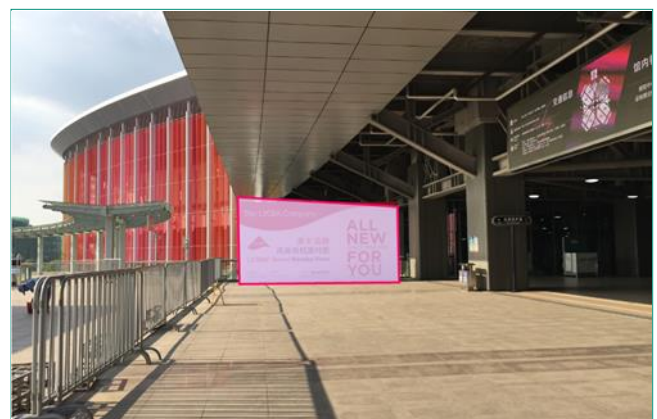
B02B Billboard – Metro station exit no. 4 / 5

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



B32 Billboard – West Square (mezzanine floor) (2-side)

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



B33A Billboard – West registration hall entrance (mezzanine floor)

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

Note: The submission deadline of application and material production files is 10 February 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 organisers for the available location.

B

Onsite advertising

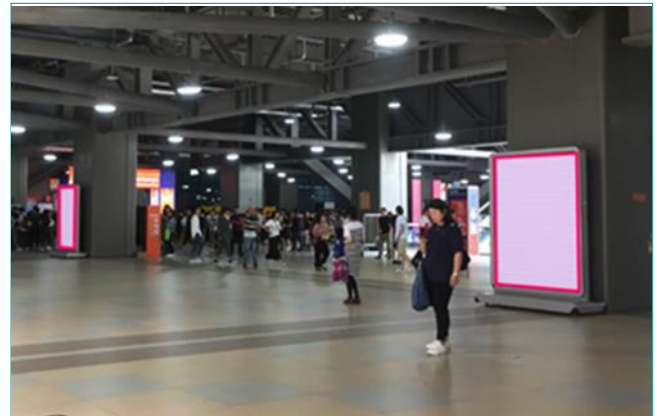
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B41 Glass wall advertisement – West registration hall (mezzanine floor)

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



B34C Lightbox – West registration hall (mezzanine floor)

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



B35A Billboard – West Square exhibition footpath (mezzanine floor)

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



B35B/C Billboard – West esplanade exhibition footpath skylight (mezzanine floor)

Specification: 3m(H) x 8m(W) x 2-side
Price: USD 6,500 / 2-side / pc

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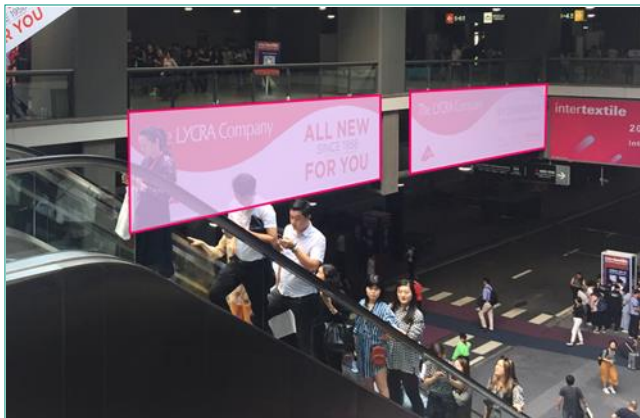
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B38C Hanging banner – West esplanade exhibition footpath skylight

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



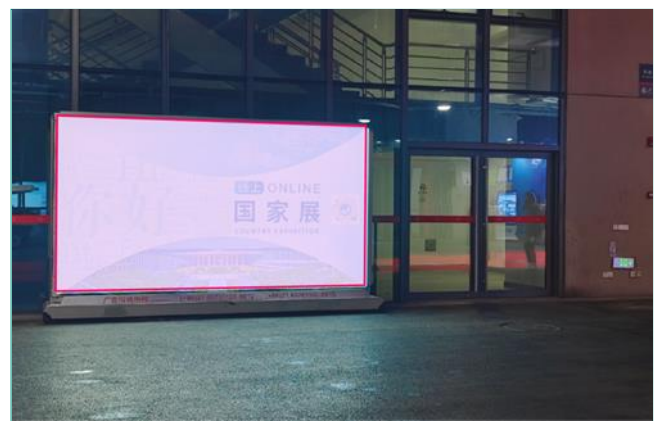
B29 Escalator advertisement – West esplanade exhibition footpath skylight

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



B59B 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



B27 Lightbox – Along driveway (1st floor)

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

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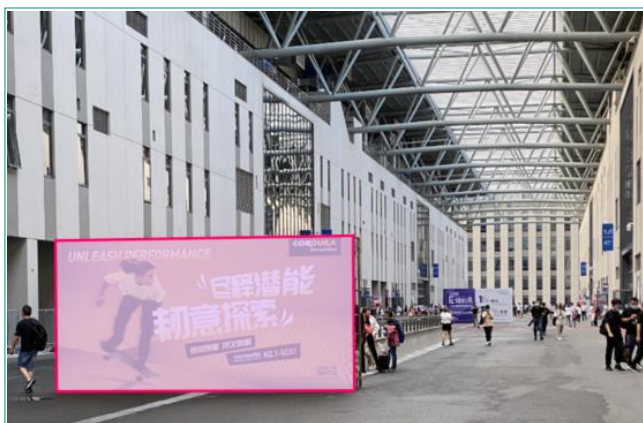
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

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B48A Billboard – Skylight (2nd floor)

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



**B50 Wall advertisement
– Hall external (2nd floor)**

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

Note: The submission deadline of application and material production files is 10 February 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 organisers for the available location.

C

Publication advertising

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C01 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

Publication trim size: 205mm (H) x 115mm (W)

Bleeding size: 211mm (H) x 121mm (W)
+3mm bleeding on each side

Price: USD 1,000 / page

Application deadline: 10 February 2023



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**For more details,
please contact:**

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