

WOW

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SHANGHAI home textiles

6 – 8.3.2024

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

part of
TEXPERTISE
the textile business network

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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 functional areas and fringe programmes, 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 Rest area

The rest area will be arranged for attendees during the show.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure will be placed in the rest area[#]
- Sponsor will be entitled to access passes for accessing their sponsored rest area (if applicable)
- The location of the sponsor's advertisement will be allocated by the organisers

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

Quantity & Price: On request
* Please contact organisers for more details

Application deadline: 22 January 2024



A02 Fringe programme

A series of innovative & practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players.

- Sponsors have the chance to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo to be displayed on relevant onsite signage and materials
- Sponsor's brochure will be placed in the area[#]

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

Quantity & Price: On request
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Application deadline: 22 January 2024



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A03 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 hall gangways
- The exact location of floor stickers will be decided by the organisers

Quantity: Joint sponsor (max. 6 sponsors)
Price: USD 1,250 / sponsor

Application deadline: 22 January 2024



A04 Show souvenir

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

- Sponsored advertisements or logos will be printed on the souvenirs together with show logo.
- Sponsors should submit materials and information according to the souvenir specifications
- 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 & Price: On request
* Please contact organisers for more details

Application deadline: 22 January 2024



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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 & Price: On request
* Please contact organisers for more details

Application deadline: 22 January 2024



B

Onsite advertising

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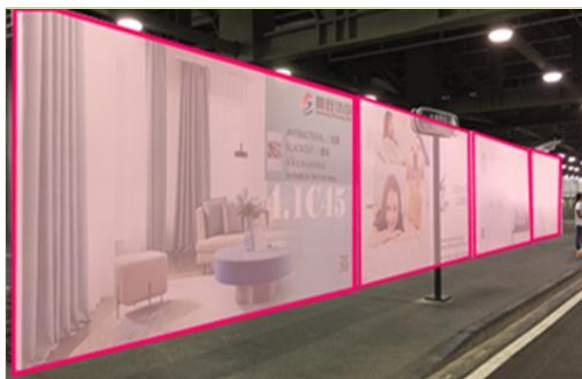
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B01 Billboard – Main entrances

Specification: 3mH x 12mW / 4mH x 10mW

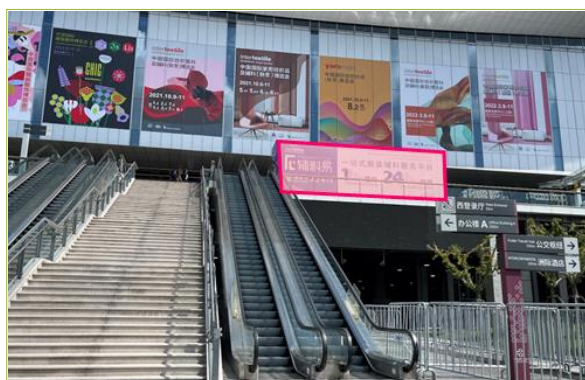
Price: USD 5,200 / pc



B02B Billboard – Metro station exit (Exit no. 4 / 5)

Specification: 3mH x 6mW

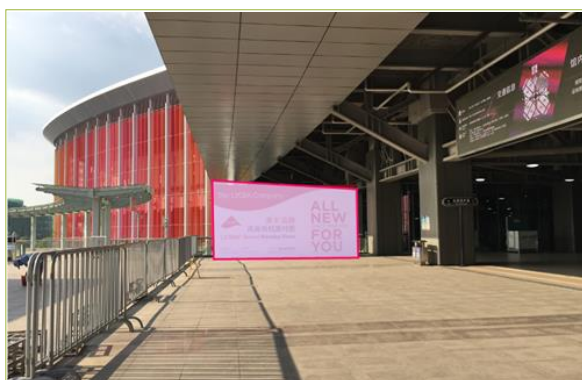
Price: USD 3,300 / pc



B32 Billboard – West Square (4-sided) (mezzanine floor)

Specification: 4mH x 12mW x 2-sided (front & back)
4mH x 2mW x 2-sided (lateral)

Price: USD 22,000 / 4-sided / pc



B33A Billboard – West Square Registration hall entrance (mezzanine floor)

Specification: 4mH x 8mW

Price: USD 5,000 / pc

Note: The submission deadline of application and material production files is 22 January 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 organisers for the available location.

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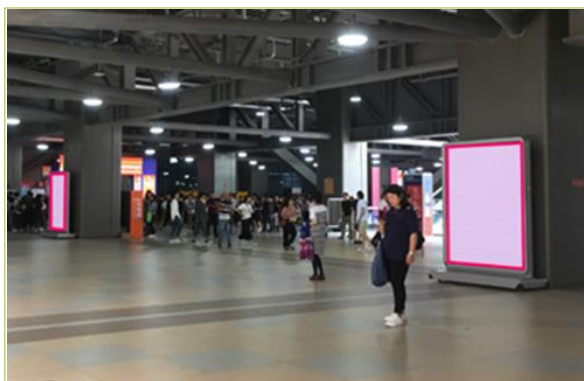
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B41 Glass wall advertisement – West registration hall (mezzanine floor)

Specification: 3mH x 8mW

Price: USD 3,550 / pc



B34C Lightbox – West registration hall (mezzanine floor)

Specification: 2.2mH x 1.7mW

Price: USD 800 / pc



B35A Billboard – West Square Exhibition footpath (mezzanine floor)

Specification: 2.4mH x 3mW / 3mH x 4mW

Price: USD 1,800 / pc



B35B Billboard – West esplanade Exhibition footpath skylight (mezzanine floor)

Specification: 3mH x 8mW x 2-sided

Price: USD 6,500 / 2-sided / pc

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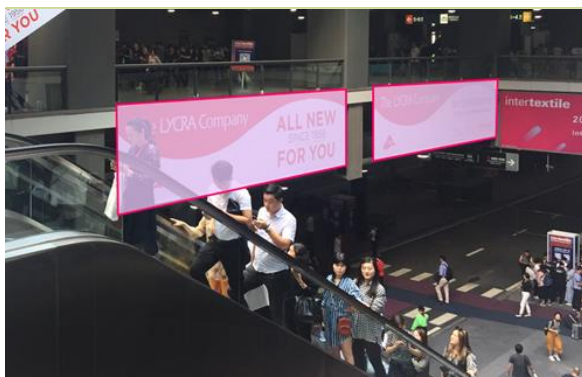
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B35C Billboard – South esplanade Exhibition footpath skylight (mezzanine floor)

Specification: 4mH x 8mW

Price: USD 4,600 / pc



B38C Hanging banner – West esplanade Exhibition footpath skylight

Specification: 2.8mH x 11mW

Price: USD 5,000 / pc



B29 Escalator advertisement – West esplanade

Specification: 1.5mH x 14 – 15mW

Price: USD 3,500 / pc



B59B Lightbox – Column (1st floor)

Specification: 2.26 – 2.37mH x 1.52 – 2.34mW

Price: USD 3,200 / 4-sided / pillar

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B

Onsite advertising

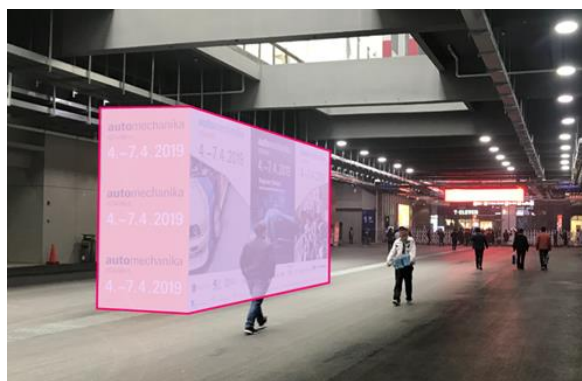
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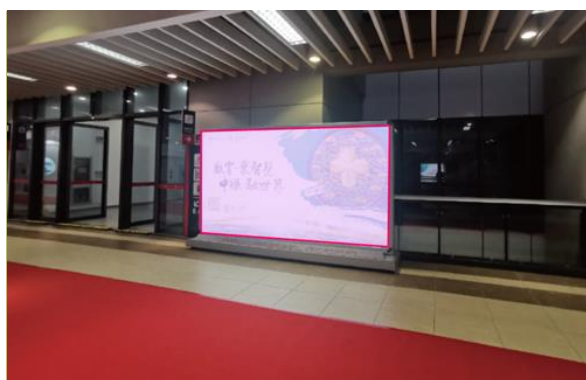
B27 Lightbox – Along driveway (1st floor)

Specification: 2.2mH x 4mW / 2.34mH x 3.91mW
Price: USD 1,600 / pc



B28 Advertisement panel – Along driveway (1st floor) (4-sided)

Specification: 4mH x 8mW x 2-sided (front & back)
Price: 4mH x 2mW x 2-sided (lateral)
USD 11,800 / pc



B36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)

Specification: 2.2mH x 4mW
Price: USD 1,300 / pc



B48A Billboard - Skylight (2nd floor)

Specification: 3mH x 6mW
Price: USD 2,800 / pc

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B50 Wall advertisement - Hall external (2nd floor)

Specification: 10.8mH x 14mW

Price: USD 22,000 / pc

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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: 210mmH x 140mmW
Bleeding size: +3mm bleeding on each side

Price: USD 1,000 / page

Application deadline: 22 January 2024



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**For more details,
please contact:**

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Kevin Tang
Tel: +852 2230 9289

Email:
sponsorship@hongkong.messefrankfurt.com