

**ISH**  
CHINA



**6 – 8 May 2019**

Beijing, China

New China International Exhibition Center

The background of the entire page is a dynamic composition of colorful ink splashes in shades of blue, purple, green, yellow, and red. These splashes are overlaid with a series of white wireframe cubes of varying sizes and orientations, creating a sense of depth and architectural structure.

**Exploring diverse HVAC  
and energy solutions:  
Clean, Comfortable,  
Innovative**

**Sponsorship and  
advertising opportunities**



中展众合



**messe frankfurt**

## (A) Sponsorship options

### Customized sponsorship promotion plan

Connect all resources of the exhibition for your marketing strategy! By carrying out a series of activities and having billboard display and other related promotion, display your brand and become the focus of the exhibition!

We can customize an eye-catching promotion plan that align with exhibitor's marketing goal. Static promotion such as on-site billboards, printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship on workshops, conferences, interactive areas etc. All can instantly enhance brand penetration. In addition to the sponsorship and advertising program listed below, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!





## (A) Sponsorship options

### A01 Attendee badge

Exclusive sponsorship for badges worn by attendees.

- Sponsor's logo (single unit) or advertisement will appear on one side of the badge
- The show organisers must approve the design in advance
- Sponsorship includes the production fee for 5,000 attendee badges

Quota: Joint sponsor, max 10nos  
Price: RMB 15,000 / 5,000 pcs

Application deadline: 1 March 2019



### A02 Show bag

Show bags will be distributed to visitors at the registration counters

- Sponsor's logo (single unit) and / or advertisement will appear on one side of the show bags
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quota: Joint sponsor, max 2nos  
Price: RMB 30,000 / 5,000 pcs

Application deadline: 1 March 2019



### A03 Bottled water

Bottled water will be distributed to visitors and attendees of official fringe activities.

- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quota: Exclusive  
Price: RMB 40,000 / 10,000 pcs

Application deadline: 1 March 2019



### A04 Souvenir delivery service

Distribution of sponsor's material or souvenir.

- Materials and souvenir provided by sponsor, quantity as 5,000 pcs max
- Materials for distribution must be approved by the organisers
- Exact location will be decided by Organisers
- Sponsorship fee includes one backdrop and staff

Quota: Joint sponsor  
Price: RMB 25,000

Application deadline: 29 March 2019



## (A) Sponsorship options

### A05 Meeting room rental

To promote and introduce your products effectively to maximize your brand exposure in ISH China & CIHE 2019, don't miss the chance of hosting a product presentation session alongside the exhibition.

The rental covers:

- Meeting Room for 70-100 audience;
- AV equipments, furniture and backdrop;
- Pre-show and onsite promotion

Quota: Joint sponsor  
Price: RMB 10,000

**Application deadline: 29 March 2019**



## (B) Advertising options (Publication materials)

### B01 Official fair catalogue

Official fair catalogue will be available for sale during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

Publication trim size: 130mm (W) x 210mm (H)  
Bleeding size: 136mm (W) x 216mm (H)



	Item	Price
(a)	Run-of-page (Full page, 4-colour)	RMB 10,000
(b)	Logo or trademark beside catalogue entry (Black & White)	RMB 2,000

Application deadline: 1 March 2019

### B02 Visitor ticket

Your tailor-made ticket advertisement will be delivered to professional visitors through below channels:

- Industry Magazines Insertion
- Large Building Materials Malls
- Industry Activities

Quota: Joint sponsor, max 5nos  
Price: RMB 10,000 / 5,000 pcs

Application deadline: 1 March 2019



## (C) Onsite advertising options

### C01 Directional floor plan (company logo)

Company logo and booth number will be shown and highlighted in the below 3 spots:

- Onsite floorplan
- Visitor guide
- Official fair catalogue

Quota: Joint sponsor

Price: RMB 20,000

Application deadline: 1 March 2019



### C02 Venue advertisement

Large-scale, high-end and direct onsite promotional chances with venue.

Price: Upon request

Application deadline: 29 March 2019



For more details, please contact:

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