

**ISH**  
CHINA



China International Trade Fair for Heating, Ventilation,  
Air-Conditioning, Sanitation & Home Comfort System  
中国国际供热通风空调、卫浴及舒适家居系统展览会

**5–7 August 2020**

New China International Exhibition Center  
Beijing, China

The background of the central text area is an abstract graphic. It features a large, swirling cloud of colors including blue, purple, green, yellow, and red. This cloud is overlaid with a grid of thin, light gray lines that form a series of overlapping cubes or rectangular prisms, creating a 3D architectural effect.

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

**Sponsorship Marketing  
Opportunities**



**messe frankfurt**

## Sponsorship Marketing Opportunities

### Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement display, increasing the exposure of your brands and products, and make your brand become a focus at the fair!

Customise an eye-catching promotion plan that aligns with your marketing goal. Static displays such as advertisements in official publications and onsite advertisings, dynamic participation as title sponsor of official events and functional areas, onsite souvenirs distribution. All can 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 for a discussion on tailor-made sponsorship marketing plans to create more business opportunities for your company!





## (A) Sponsorship Marketing Options

### A01 Visitor admission badge

Visitor admission badge is the official access pass to the fair. It reaches directly to each buyer at the show.

- The sponsor's logo (single unit) and/ or advertisement will appear on the back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

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

Application deadline: 3 July 2020



### A02 Show bag

Show bags will be distributed at the registration counters to help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and/ or advertisements will appear on one side of the show bag, the show logo and/ or advertisements will appear on another side of the show bag
- 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 2 sponsors  
Price: RMB 35,000 / 5,000 pcs

Application deadline: 3 July 2020



### A03 Bottled water

Bottled water will be distributed to visitors and attendees during 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: Joint sponsor, max 2 sponsors  
Price: RMB 26,000 / 5,000 bottles

Application deadline: 3 July 2020



### A04 Onsite distribution service

Distribution of sponsor's material or souvenir at specific locations.

- Materials or souvenir provided by sponsor
- Materials for distribution must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Sponsorship fee includes one backdrop and staff

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

Application deadline: 3 July 2020



## (A) Sponsorship Marketing Options

### A05 Meeting room rental

Promote your products effectively by hosting a product presentation alongside the fair.

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 / 1.5 hours

**Application deadline: 3 July 2020**



## (B) Publication

### B01 Official fair catalogue

Official fair catalogue will be available for sale during show period. 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)	ROP (Full page, 4-colour)	RMB 10,000
(b)	Logo or trademark beside catalogue entry (Black & White)	RMB 2,000

Application deadline: 3 July 2020

### 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 5 sponsors  
Price: RMB 10,000 / 5,000 pcs

Application deadline: 3 July 2020



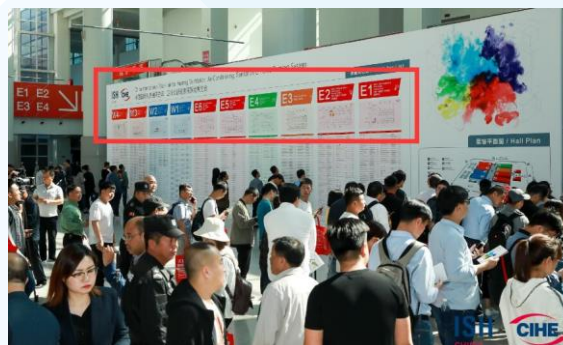
## (C) Onsite Advertising

### C01 Floor plan sponsorship

Sponsor's company logo and booth number will be shown and highlighted in these materials:

- Onsite floorplan
- Visitor guide
- Official fair catalogue

Quota: Joint sponsor  
Price: RMB 20,000  
Application deadline: 3 July 2020



### C02 Venue advertisement

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

Price: Upon request  
Application deadline: 3 July 2020



For more details, please contact:

Messe Frankfurt (Shenzhen) Co Ltd  
Contact: Mr Lance Liu / Ms Doris Li  
Tel: +86 755 8299 4989 ext. 537 / 535  
Fax: +86 755 8299 2015  
Email: [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)