

**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

**12 – 14 May 2021**

New China International Exhibition Center  
Beijing, China



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

**Sponsorship Marketing  
Opportunities**



**messe frankfurt**

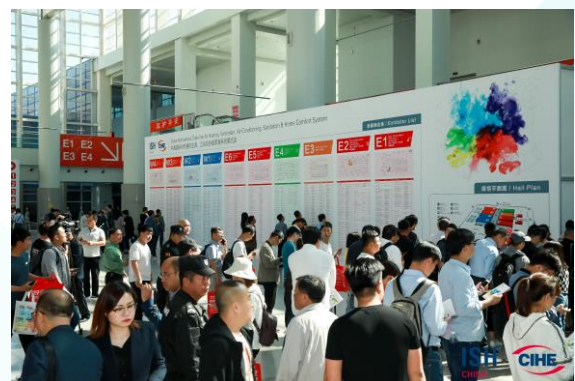
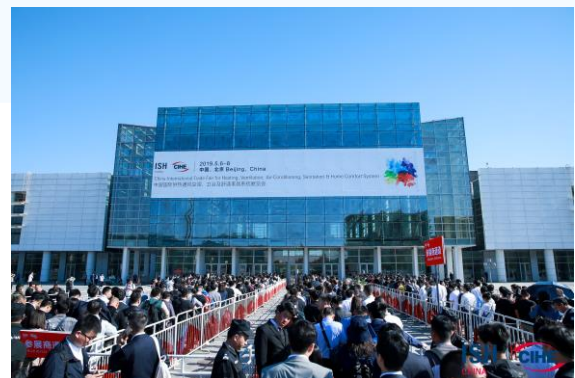
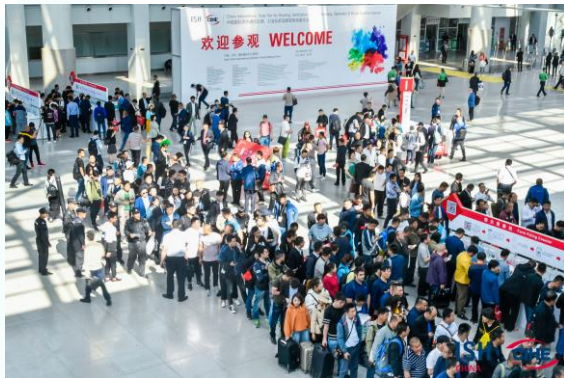
## Sponsorship Marketing Opportunities

### 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) Sponsorship Marketing Options

### A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's logo (single unit) and / or advertisement will appear at 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: 5 March 2021



### 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 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 organisers in advance
- The exact location of distribution 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: 5 March 2021



### A03 Bottled water

Bottled water will be distributed to visitors and attendees during concurrent events / fringe programmes.

- 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

Quota: Joint sponsor, max 2 sponsors  
Price: RMB 26,000 / 5,000 bottles

Application deadline: 5 March 2021



### A04 Onsite distribution service

Sponsor's information or souvenir will be distributed to visitors at specific locations.

- Materials or 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

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

Application deadline: 5 March 2021



**(B) Publication**

**B01 Official catalogue**

The official catalogue will be available for sales during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their 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: 5 March 2021

**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: 5 March 2021



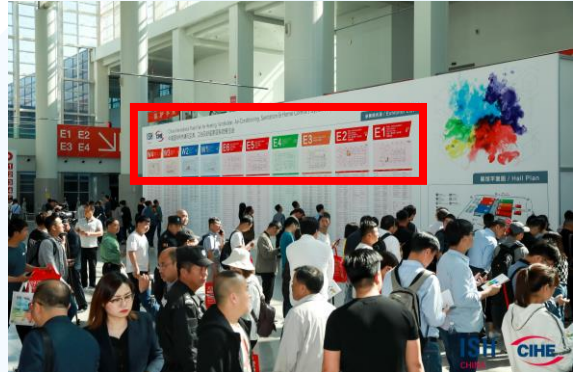
## (C) Onsite Advertising

### C01 Floor plan

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: 5 March 2021



### C02 Venue advertisement

Effective onsite placements of branded advertisements around the fairground will help extend brand coverage beyond booth area, increasing your visibility at the fair and attract buyers to your booth.

Price: Upon request  
Application deadline: 5 March 2021



Note: Prices include release and production fee.  
The above pictures are for reference only, the real object should be considered as final.  
Inventories are subject to availability. Please check with the organisers for the available location.

For more details, please contact:

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