

**ISH**  
CHINA



11 – 13 May 2024  
China International Exhibition  
Center (Shunyi Hall) Beijing, China

# Sponsorship marketing opportunities

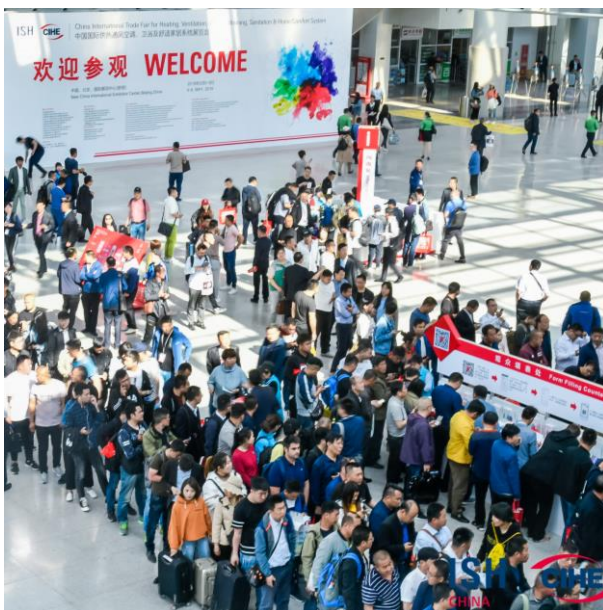
# Sponsorship marketing opportunities

## 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, 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 options

### A01 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 advertisements will appear on the front and back sides of show bag with the show information on the lateral sides
- 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: 1 April 2024



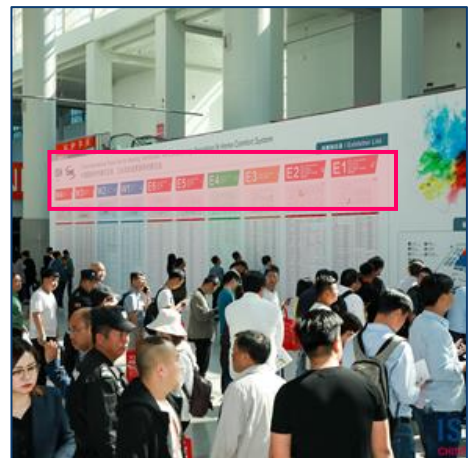
### A02 Floor plan sponsorship

Sponsor's company logo and booth number will be shown and highlighted in below onsite items:

- Onsite floorplan (at entrances of each registration hall and exhibition hall)
- Official fair catalogue
- Visitor guide

Quota: Joint sponsor  
Price: RMB 20,000

Application deadline: 1 April 2024



# A

## Sponsorship options

### A03 Bottled water

Bottled water will be distributed to visitors and attendees during official fringe activities and gift redemption counters.

- Sponsor's logo and / or advertisement will appear on the water bottle 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

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

Application deadline: 1 April 2024



### A04 Visitor interaction area - distribution service

Distribution of sponsor's material or souvenir at visitor interaction area.

- 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 for distribution

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

Application deadline: 1 April 2024



# B

## Onsite advertising

### B01-B25 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.

Quota: On request  
Price: Please contact the organisers for details

**Note:**

The submission deadline of application and material production files is 1 April 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.



# C

## Publication advertising

11 – 13.5.2024

### C01 Official catalogue (e-version)

Official catalogue (e-version) will be available for visitors to download free of charge, as reference during the show period and after show. It is an efficient channel for exhibitors to promote brands and products to the target groups.

- The design must be approved by the organisers in advance
- Price includes production fee

Trim size: 210mmH x 130mmW

Item	Price
(a) Full page (run-of-page)	RMB 10,000
(b) Logo or trademark beside catalogue entry (black & white)	RMB 2,000



**Application deadline: 1 April 2024**

### C02 Visitor ticket

Advertising in visitor ticket can promote brands and products to their target groups and also invite buyers to visit the booth prior to show open. The tickets 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: 29 February 2024**



## Sponsorship marketing opportunities



11 – 13.5.2024

### **For more details, please contact:**

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