

ISH
CHINA



20 – 22 February 2025
China International Exhibition
Center (Shunyi Hall) Beijing, China

Sponsorship marketing opportunities

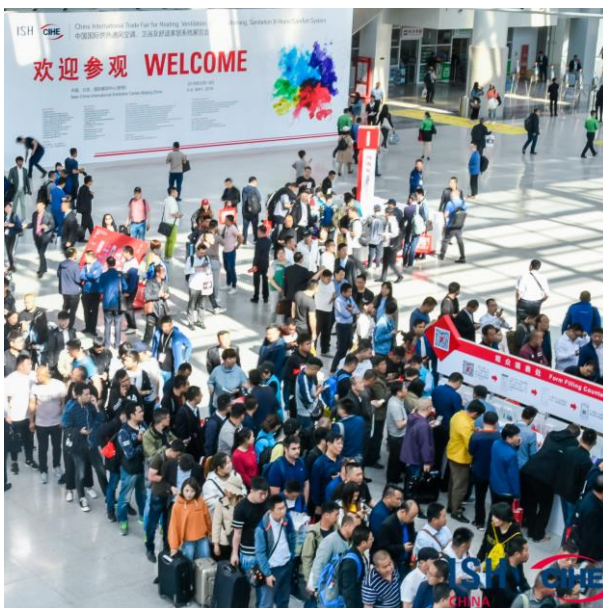
Sponsorship marketing opportunities

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

Quantity: Joint sponsor, max 2 sponsors
Price: RMB 35,000 / 5,000 pcs

Application deadline: 10 January 2025



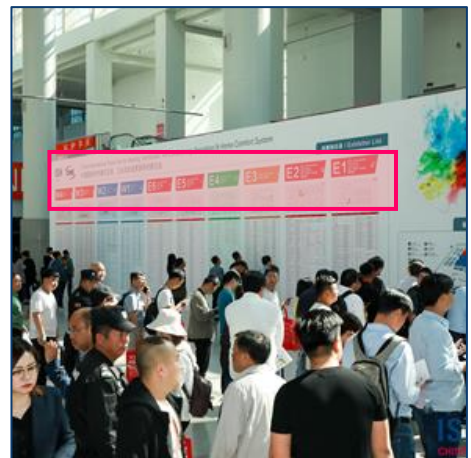
A02 Floor plan sponsorship

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

- Official fair catalogue
- Visitor guide
- Onsite floorplan (at entrances of each registration hall and the exhibition hall where sponsor's booth located)
- The exact location of onsite floorplan will be decided by the organisers

Quantity: Joint sponsor
Price: RMB 20,000

Application deadline: 10 January 2025



A

Sponsorship options

A03 Gift redemption area - Distribution service

Sponsor's material or souvenir will be distributed to visitors and attendees at the gift redemption counter.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- Distribution of 500 pcs /set (max. 3 sets)
- The exact distribution location will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor, max 3 sponsors
Price: RMB 30,000 / 500 pcs

Application deadline: 10 January 2025



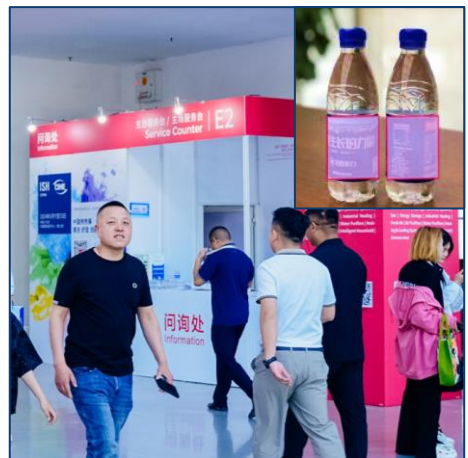
A04 Bottled water

Bottled water will be distributed to visitors and attendees at the information counters near hall entrances.

- Sponsor's logo and / or advertisement will appear on the water bottle together with the show logo and / or advertisement
- The design is provided by sponsor and must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Price: (a) Exclusive: RMB 135,000 / 30,000 bottles
(b) Joint sponsor: RMB 50,000 / 10,000 bottles (max. 3 joint sponsors)

Application deadline: 10 January 2025



B

Onsite advertising

B01-25 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.

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

Note:

The submission deadline of application and material production files is 10 January 2025.

Prices include release and production. The picture is 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

C01 Official catalogue (e-version)

Official catalogue will be available for visitors to access from the official app 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) Run-of-page	RMB 10,000
(b) Logo or trademark beside catalogue entry (colour)	RMB 2,000

Application deadline: 10 January 2025



C02 Visitor guide **NEW**

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

Trim size: 200mmH x 147mmW

Item	Price
(a) Back cover	RMB 30,000
(b) Run-of-page	RMB 25,000

Application deadline: 10 January 2025

C

Publication advertising

20 – 22.2.2025

C03 Concurrent event leaflet **NEW**

The concurrent events leaflet will be distributed to visitors free of charge at registration counters, it is an handy tool for visitors getting information of all concurrent events.

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

Trim size: 280mmH x 170mmW

Item	Price
(a) Inside back cover	RMB 30,000
(b) Run-of-page	RMB 20,000

Application deadline: 10 January 2025

C04 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
- The design must be approved by the organisers in advance
 - Price includes production fee

Advertisement size: 37mmH x 98mmW
Quantity: Joint sponsor, max 5 sponsors
Price: RMB 10,000 / 5,000 pcs

Application deadline: 2 December 2024



**Sponsorship
marketing
opportunities**



20 – 22.2.2025

**For more details,
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