



Sponsorship marketing opportunities

ISH
CHINA



31 March – 2 April 2026

China International Exhibition
Center (Shunyi Hall) Beijing, China

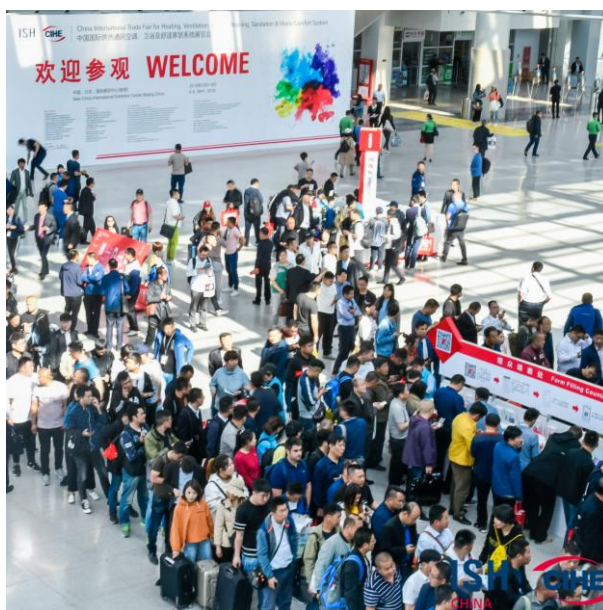
Sponsorship marketing opportunities

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



31.3 – 2.4.2026

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: 16 January 2026



A02 Sponsor's company logo

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: 6 February 2026



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: 16 January 2026



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: 6 February 2026



B

Onsite advertising

31.3 – 2.4.2026



B01 South registration hall banner

Specification: 5mH x 6mW x double-sided
Price: RMB 48,000 / pc



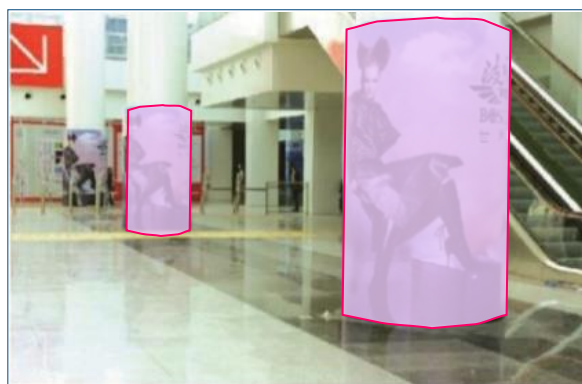
B02 South registration hall side banner (East / West)

Specification: (a) 5mH x 5mW
(b) 5mH x 6mW
Price: RMB 30,000 / pc



B04 South registration hall main lobby banner

Specification: 2.5mH x 18mW
Price: RMB 30,000 / pc



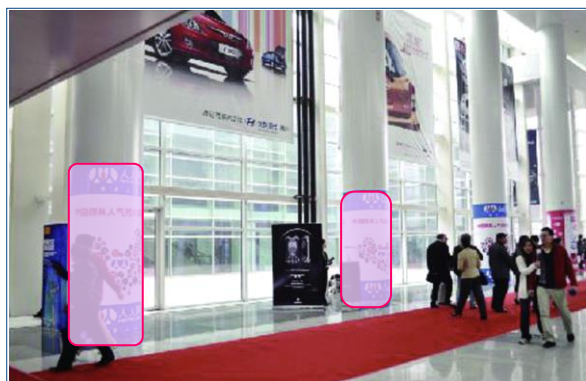
B05 South registration hall pillar advertisement

Specification: 3mH x 5.4mW
Price: RMB 15,000 / pillar

Note: The submission deadline of application and material production files is 6 February 2026.
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.

B

Onsite advertising



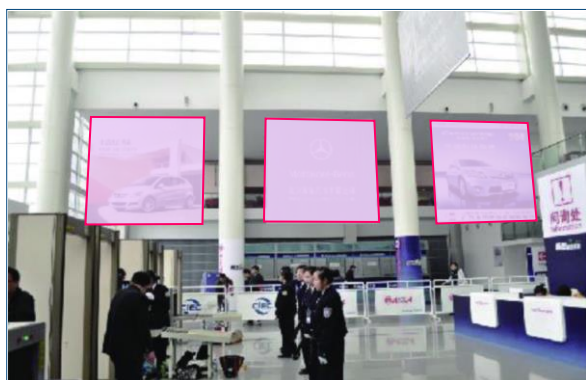
B06 South registration hall pillar advertisement (Hallway)

Specification: 3mH x 4.15mW
Price: RMB 8,000 / pillar



B07 North registration hall banner

Specification: 5mH x 6mW x double-sided
Price: RMB 20,000 / pc



B08 North registration hall side banner (East / West)

Specification: 5mH x 5mW
Price: RMB 20,000 / pc



B09 North registration hall 2nd floor banner

Specification: 2.5mH x 22mW
Price: RMB 30,000 / pc

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B

Onsite advertising

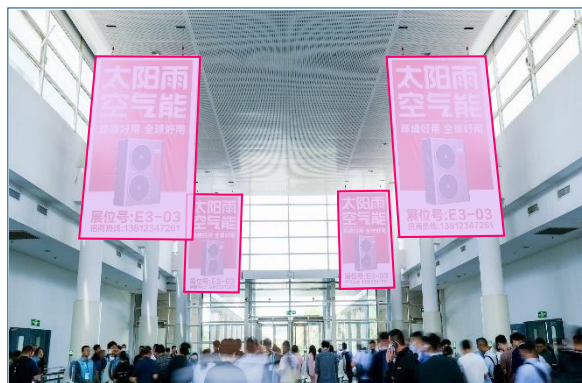


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B10 North registration hall pillar advertisement

Specification: 3mH x 3.5mW
Price: RMB 5,000 / pillar



B11 East & West registration hall banner

Specification: 5mH x 3mW x double-sided
Price: RMB 12,000 / pc



B12 East & West registration hall side banner

Specification: 12mH x 5mW
Price: RMB 35,000 / 2 pcs



B13 East & West registration wall banner

Specification: 6mH x 12mW
Price: RMB 30,000 / pc

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B

Onsite advertising



31.3 – 2.4.2026



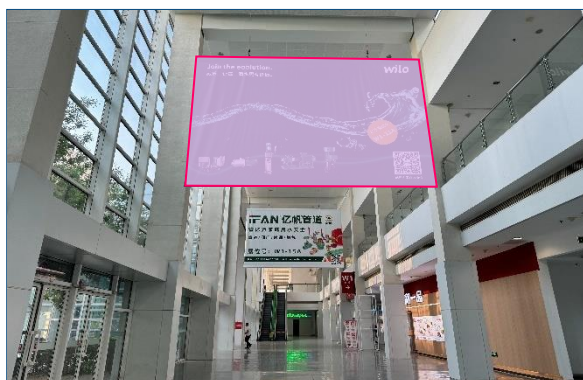
B14(a) East & West registration hall pillar advertisement

Specification: 3mH x 2.7mW
Price: RMB 5,000 / pillar



B14(b) East & West registration hall square pillar advertisement

Specification: 3mH x 0.86mW x 1.1mL
Price: RMB 5,000 / pillar



B15 Corridor banner

Specification: 4mH x 6mW x double-sided
Price: RMB 24,000 / pc



B16 Corridor square pillar banner

Specification & Price: (a) Inside corridor:
3.5mH x 0.76mW x 0.96mL
RMB 5,000 / pillar
(b) Left/ Right of hall entrance (NEW):
2.7mH x 1.1mW x 1.1mL
RMB 8,000 / pillar

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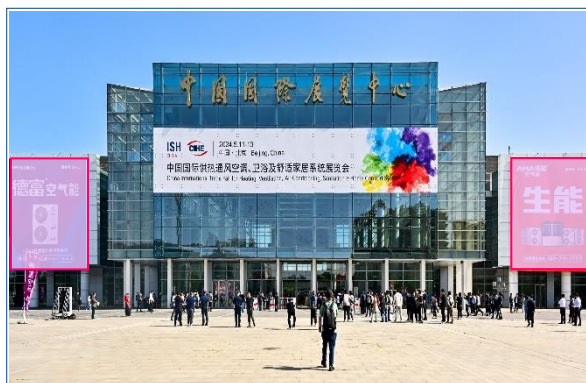
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B

Onsite advertising



31.3 – 2.4.2026



B17 South registration hall banner

Specification: 13mH x 12mW
Price: RMB 120,000 / pc



B18 South registration hall outside pillar advertisement

Specification: (a) 4.5mH x 0.4mW x 0.9mL
(b) 4.5mH x 0.25mW x 0.8mL
Price: RMB 10,000 / pillar



B19 South registration hall South wall banner

Specification (a) 6mH x 28mW: RMB 68,000 / pc
& Price: (b) 6mH x 20mW: RMB 48,000 / pc



B20 North registration hall outside wall banner

Specification (a) 6mH x 20mW: RMB 40,000 / pc
& Price: (b) 6mH x 28mW: RMB 60,000 / pc

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B

Onsite advertising

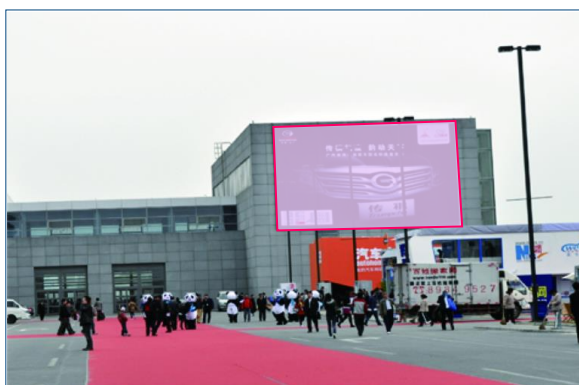


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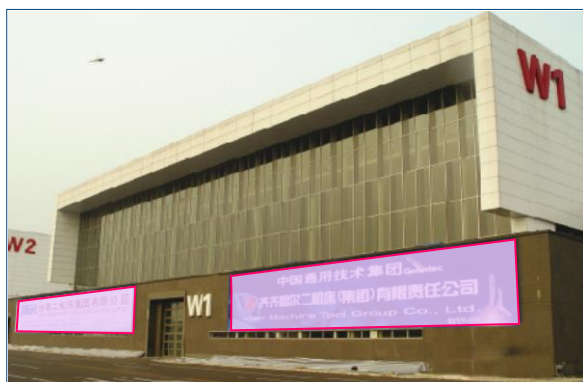
B21 North registration hall outside pillar advertisement

Specification: 3.5mH x 0.29mW x 0.8mL
Price: RMB 10,000 / pillar



B22 East & West registration hall outside wall banner

Specification: 10mH x 16mW
Price: RMB 50,000 / pc



B23 East & West hall outside wall banner

Specification: 5mH x 22 – 44mW
Price: RMB 30,000 – 57,000 / pc



B25 Road banner advertisement outside South / East registration hall

Specification: 3.5mH x 1.2mW x double-sided
Price: RMB 10,000 / 20 pcs / set

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Onsite advertisements are subject to availability. Please check with the organisers for the available location.

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 (black & white)	RMB 2,000

Application deadline: 6 February 2026

**C02 Visitor guide**

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 20,000

Application deadline: 6 February 2026



C03 Concurrent event leaflet

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

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For more details, please contact:

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