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techtextil
CHINA

China International Trade Fair for Technical Textiles and Nonwovens
中國國際產業用紡織品及非織造布展覽會

Beyond innovation.

創享未來

Sponsorship Marketing
Opportunities

22 – 24 June 2021

Shanghai New International Expo Centre

Official website



CNITA



messe frankfurt

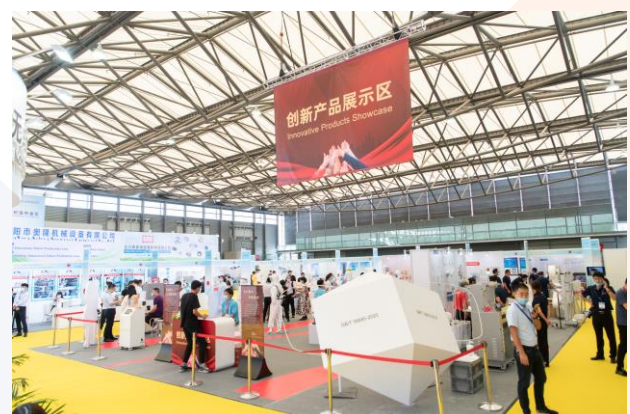
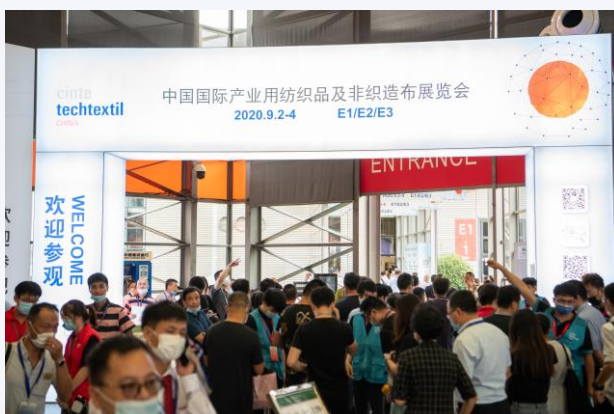
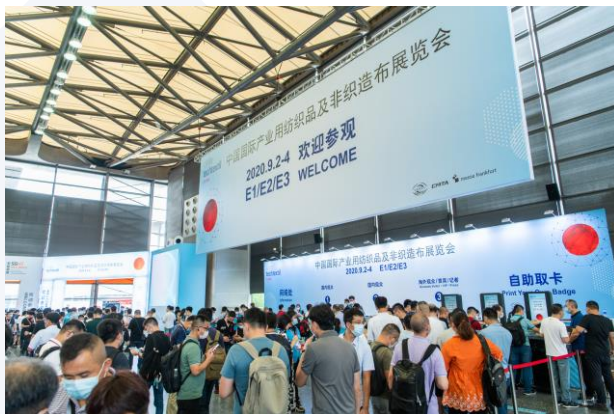
Sponsorship Marketing Opportunities

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 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

Quantity: Exclusive sponsor
Price: USD 10,000

Application deadline: 7 May 2021



A02 Bottled water

Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- 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

Quantity: Joint sponsor
Price: (a) USD 7,000 / 5,000 bottles
(b) USD 3,000 / 2,000 bottles

Application deadline: 7 May 2021



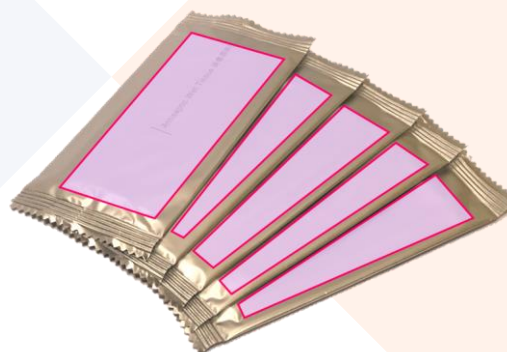
A03 Wet tissue paper

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper 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

Quantity: Joint sponsor
Price: (a) USD 9,000 / 10,000 pcs
(b) USD 5,000 / 5,000 pcs

Application deadline: 7 May 2021



(A) Sponsorship Marketing Options

A04 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- 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
Price: On request

Application deadline: 7 May 2021



(B) Publication

B01 Notebook

Notebooks with show information will be distributed to visitors free of charge. It is a golden advertising opportunity for exhibitors!

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

Publication trim size: 210mm (H) x 148mm (W)
Bleeding size: 216mm (H) x 154mm (W)
+3mm bleeding on each side

Item	Price
(a) ROP	USD 2,000
(b) Inside front cover	USD 4,000
(c) Inside back cover	USD 4,000
(d) Back cover	USD 6,000

Application deadline: 7 May 2021



(C) Onsite Advertising



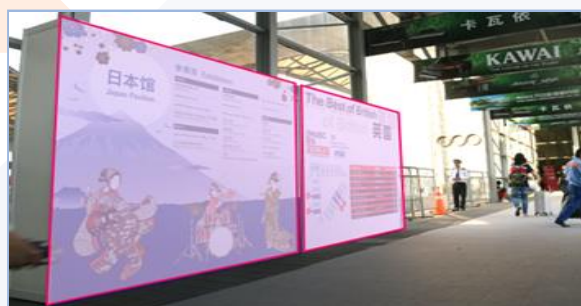
C01 Outdoor billboard – South Square

Specification: 5m (H) x 8m (W)
Price: USD 4,000 / pcs



C02 Hanging banner – Corridor

Specification: 0.7m (H) x 3.5 – 5m (W) x 2-side
(please check the dimension with the organisers)
Price: USD 1,000 / 2-side / pcs



C03 Advertisement board – Corridor

Specification: 2.5m (H) x 3m (W)
Price: USD 2,000 / pcs



C05 Glass sticker – Hall external (New)

Specification: 2.5m (H) x 3.7 – 5m (W)
(please check the dimension with the organisers)
Price: USD 4,000 / pcs



C06 Advertisement board – Outside halls

Specification: 2.5m (H) x 3m (W) x 2-side
Price: USD 2,500 / 2-side / pcs



C07 Advertising tower – Outside halls

Specification: 2.5m (H) x 1m (W) x 4-side
Price: USD 1,800 / 4-side / pillar

Note: The submission deadline of application and material production files is 7 May 2021.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Advertising items are subject to availability. Please check with the organisers for the available location.

Sponsorship Marketing Opportunities

For more details, please contact:

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