

music

CHINA

28 – 31.10.2026

Shanghai New International Expo
Centre, China

Sponsorship marketing opportunities

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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

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A01 Visitor admission badge

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

- Sponsor's logo (single unit) and / or advertisement will appear on one side of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Price: (a) Exclusive: RMB 120,000
(b) Joint: RMB 25,000 (max. 3 sponsors)

Application deadline: 14 September 2026



A02 Visitor lanyard

Visitor lanyards will be distributed free of charge at registration counters to all visitors for the visitor badges during the show.

- Sponsor's logo will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Price: (a) Exclusive: RMB 120,000
(b) Joint: RMB 30,000 (max. 3 sponsors)

Application deadline: 14 September 2026



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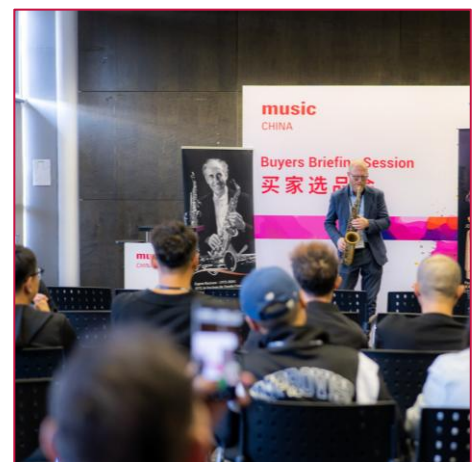
A03 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's flyer will be placed in the programme area

Price: On request

Application deadline: 14 September 2026



A04 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsors will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Price: On request

Application deadline: 14 September 2026



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A05 Visitor registration signage

Sponsor's logo will be printed onto the visitor registration signage in the registration halls.

- Sponsor's logo (single unit) will appear on the signage together with the show information
- The presentation of the sponsor's information on the signage will be decided by the organisers
- The location of the signage will be arranged by the organisers
- Price includes production fee

Price: (a) Exclusive: RMB 100,000
(b) Joint: RMB 25,000 (max. 3 sponsors)

Application deadline: 14 September 2026



A06 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 (4-colour) 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

Price: (a) Exclusive: RMB 150,000
(b) Joint: RMB 50,000 (max. 3 sponsors)

Application deadline: 14 September 2026



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A07 Show T-shirt

T-shirts with sponsor's presence will be worn by support staff throughout the show period.

- Sponsor's logo (single unit) and / or product advertisement will be printed on T-shirts together with the show logo
- The design must be approved by the organisers in advance
- Exact working location of the support staff in sponsor's T-shirts will be decided by the organisers
- Price includes production fee

Quota: Joint
Price: RMB 6,000 / 100 pcs

Application deadline: 14 September 2026



A08 Show souvenir

Souvenirs will be distributed to visitors and attendees free of charge 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

Quota: Joint
Price: On request

Application deadline: 14 September 2026



B

Onsite advertising

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Location	No.	Item	Price
	B01	Outdoor billboard	RMB 12,000 – 22,000
	B02	Outdoor flag post	RMB 24,000 / 6 poles
	B03	Pillar advertisement at taxi station	RMB 54,000 – 195,000
	B04	Hanging Banner – South Registration Hall (above entrance arch)	RMB 80,000 – 175,000
	B05	Inter-hall shuttle bus station	RMB 30,000 / station
	B06	Inter-hall shuttle bus advertisement	RMB 19,000 / bus
	B07	Outdoor billboard – Plaza area (double-sided)	RMB 20,000
	B08	Advertisement board – Corridor	RMB 13,000
	B09	Hanging banner – Corridor	RMB 3,600
Hall gangway	B10	Floor sticker	RMB 22,000 / 4 pcs
	B11	Onsite distribution station	RMB 50,000 – 80,000

Note: The submission deadline of application and material production files is 14 September 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

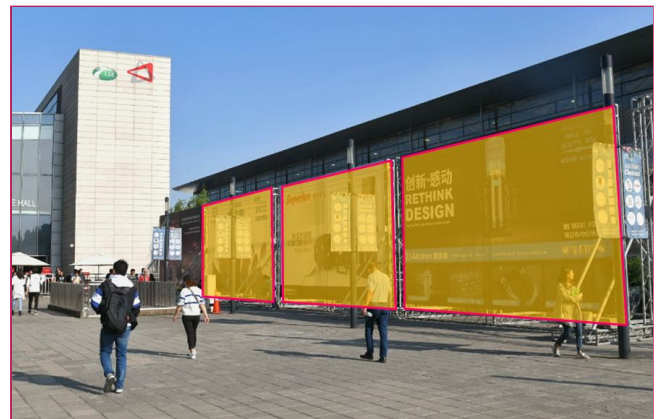
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B01(a) Outdoor billboard – 1# South entrance

Specification (a1) 5mH x 8mW
& Price: RMB 22,000 / pc
(a2) 5mH x 4mW
RMB 12,000 / pc



B01(b) Outdoor billboard – 2# North entrance

Specification (b1) 5mH x 8mW
& Price: RMB 22,000 / pc
(b2) 5mH x 4mW
RMB 12,000 / pc



B02 Outdoor flag post

Specification: 1mH x 0.5mW x double-sided
Price: RMB 24,000 / double-sided / 6 poles



B03 Pillar advertisement at taxi station

Specification: 2.4mH x 1.6mW x 4-sided
Price: (a) Exclusive:
RMB 195,000 / 4-sided / 6 pillars
(b) RMB 54,000 / 4-sided / pillar

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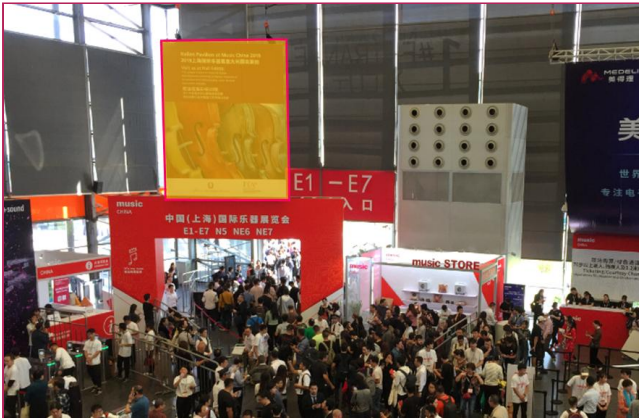
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B04 Hanging Banner – South Registration Hall (above entrance arch)

Specification: (a) 5mH x 16mW: RMB 175,000 / pc
Price: (b) 5mH x 8mW: RMB 100,000 / pc
(c) 5mH x 4mW: RMB 80,000 / pc



B05 Inter-hall shuttle bus station

Specification: 1mH x 2mW x 4 pcs
Price: RMB 30,000 / 4 pcs / station



B06 Inter-hall shuttle bus advertisement

Specification: 0.7mH x 2.4mW x 2-sided
Price: RMB 19,000 / 2-sided / bus



B07 Outdoor billboard – Plaza area (double-sided)

Specification: 5mH x 4mW x double-sided
Price: RMB 20,000 / double-sided / pc

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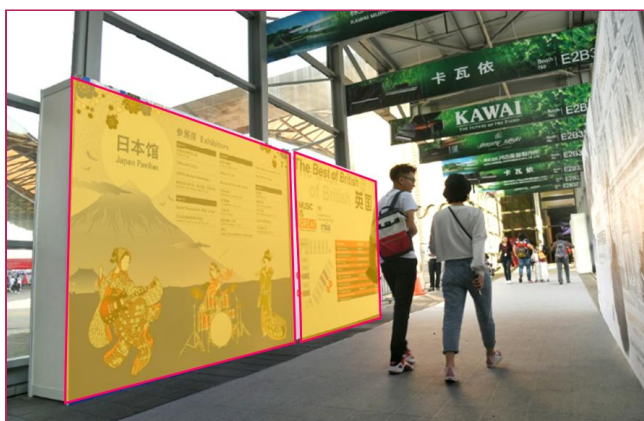
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

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B08 Advertisement board – Corridor

Specification: 2.5mH x 3mW
Price: RMB 13,000 / pc



B09 Hanging banner – Corridor

Specification: 0.7mH x 3.5 – 5mW x double-sided
Price: RMB 3,600 / double-sided / pc



B10 Floor sticker

Specification: 1m x 1m
Price: RMB 22,000 / 4 pcs
(entrance x 1 pc, main gangway x 1 pc, gangway x 2 pcs)

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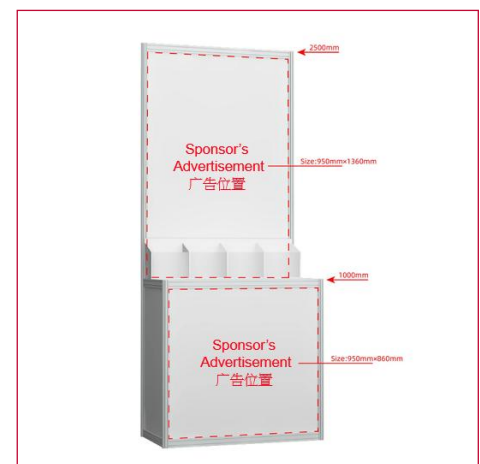
B11 Onsite distribution station

Sponsor's information or souvenir will be placed at the station at assigned location, for distributing to visitors free of charge.

- Materials for distribution and design of the advertisement on the station must be approved by the organisers in advance
- The exact location of distribution station will be decided by the organisers
- Sponsorship fee includes production of the distribution counter and staff for material distribution

Price:

- (a) Corridors between Registration Hall and exhibitor hall
RMB 80,000 / station
- (b) Corridors between exhibition halls
RMB 50,000 / station



Note: The submission deadline of application and material production files is 14 September 2026.

Prices include release and production.

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

C

Publication advertising

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C01 Visitor guide – Run-of-page

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

Publication trim size: 210mmH x 140mmW
Bleeding size: 216mmH x 146mmW
+3mm bleeding on each side

Price: RMB 6,000 / page

Application deadline: 14 September 2026



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**For more details,
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