

music CHINA

10 – 13 October 2019

Shanghai New International Expo Centre, China
www.musikmesse-china.com

Sponsorship and
advertising opportunities



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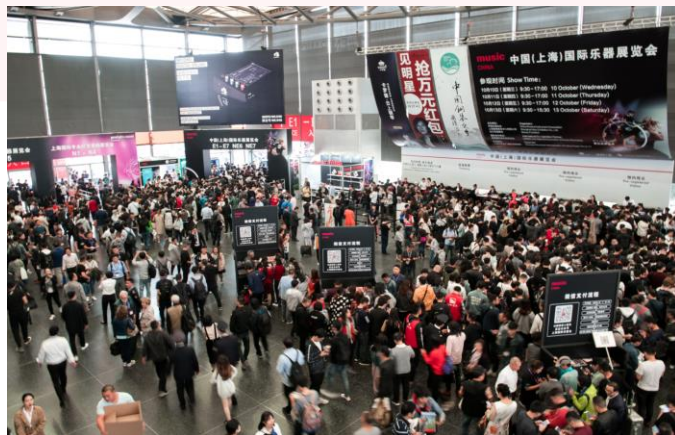
10 – 13.10.2019

Sponsorship Options

Customised sponsorship promotion plan

Connect all resources of the exhibition for your marketing strategy! By carrying out a series of activities, having billboard display and other related promotion, increase your brand exposure and become the focus of the exhibition!

We can customise promotion plan that aligns with marketing goal and instantly enhance your market penetration. Static promotion on on-site billboards and printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship for workshops, conferences and interactive activities etc. In addition to the sponsorship and advertising items listed, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(P) Package options

P01 Economy package

1. Official fair catalogue 1 full page advertisement (R.O.P., Full page, 4-colour)
2. Featured exhibitor on e-newsletter and online channels

Price: RMB 5,000

Application deadline: 12 August 2019

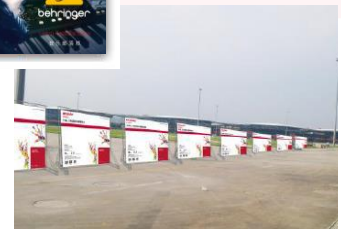


P02 Premium package

1. Visitor promotion leaflet advertisement
2. Official fair catalogue 1 full page advertisement (R.O.P., Full page, 4-colour)
3. Outside square billboard advertisement (4m (W) x 5m (H) x 2-side)
4. Featured exhibitor on e-newsletter and online channels

Price: RMB 15,000

Application deadline: 12 August 2019



(A) Sponsorship options

A01 Visitor admission badges

Visitor badge is the official access pass to enter the exhibition halls for all visitors. It is the most effective promotional channel to reach potential client.

- Sponsor's logo (single unit) and / or advertisement will be displayed on top of one side of the badge
- The design is required be approved by the organisers
- Price includes production fee

Price: RMB 120,000 (Exclusive sponsor)
RMB 25,000 (Joint sponsor, max 3 no.)

Application deadline: 12 August 2019



A02 Visitor lanyards

Visitor lanyards will be distributed at registration counters to all visitors for wearing the visitor badges.

- Sponsor's logo (single unit, 1-colour) will be printed together with show logo on one side of the lanyards
- The design is required be approved by the organisers
- Price includes production fee

Price: RMB 120,000 (Exclusive sponsor)
RMB 30,000 (Joint sponsor, max 3 no.)

Application deadline: 12 August 2019



A05 Show bag

Show bags will be distributed to visitors at the registration halls, which will be used by visitors even outside the show to increase exposure to public.

- Sponsor's logo (single unit) and / or advertisement will print on one side of the show bags
- The design is required be approved by the organisers
- Price includes production fee

Price: RMB 120,000 (Exclusive sponsor)
RMB 50,000 (Joint sponsor, max 3 no.)

Application deadline: 12 August 2019



A06 Resting Area / wifi Area

Buyer's resting area / wifi area where your sales materials will catch the eyes of the visitors.

- Sponsor's name and / or logo (single unit) to be displayed on onsite signage
- Sponsor's flyers to be distributed in the area
- The specific advertisement place in this area to be determined by organiser.

Price: RMB 50,000 (Exclusive sponsor)
RMB 5,000 (Joint sponsor)

Application deadline: 12 August 2019



music

CHINA

10 – 13.10.2019

(A) Sponsorship options

A07 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as the popular showbags, notebooks or any other industry-related items. Sponsors are welcome to specify the type and quantity of souvenirs.

- The design is required be approved by the organisers
- Sponsors should submit materials and information according to the souvenir specifications
- Price includes production fee

Price: Upon request
Application deadline: 12 August 2019



A18 Welcome dinner

This is a networking event to meet and build relationships with VIP buyers, partnership organisations, as well as key exhibiting industry players.

- Sponsor's name and / or logo (single unit) to be displayed on invitation materials and relevant onsite signage
- Sponsor's flyers to be distributed at the event reception desk
- Sponsor's digital videos to be shown on stage screen for a fixed period of time
- Sponsor to be thanked by the Master of Ceremony on stage

Price: RMB 50,000 (Exclusive sponsor)
Application deadline: 12 August 2019



A19 Form filling counter

The sponsors's logo will be printed on the counter showing the prominent value of the sponsor.

- Sponsor's logo (single unit) will appear on the counter together with the show logo
- Sponsorship includes the production fee

Price: RMB 100,000 (Exclusive sponsor)
RMB 20,000 (Joint sponsor)

Application deadline: 12 August 2019



(A) Sponsorship options

A24 T-shirt

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

- Sponsor's logo (single unit) and/or product advertisement, together with the show's logo will be printed on T-shirts
- The design is required be approved by the organisers

Price: RMB 5,000 / 100 pcs (Joint sponsor)

Application deadline: 12 August 2019

(B) Advertising options (Printed materials)

B01 Official fair catalogue

Official fair catalogue will be available for sale during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

Publication trim size: 210 mm (W) x 285 mm (H)



	Items	Price (RMB)
(a)	Logo or trademark (Black & white)	1,000
(b)	Front / back cover gate fold (4-colour)	25,000
(c)	Back cover (4-colour)	30,000
(d)	Inside front cover (4-colour)	15,000
(e)	Inside back cover (4-colour)	12,000
(f)	First page ad (4-colour)	15,000
(g)	Double page spread (4-colour)	12,000
(h)	Run-of-paper ad (4-colour)	5,000
(i)	CD back cover (4-colour)	25,000
(j)	Bookmark (4-colour)	15,000

Application deadline: 12 August 2019

B02 Buyer invitation - Postcard

Sponsor's name will be printed on buyer invitation postcard, which will be sent to approximately 200,000 professional visitors before show.

Price: RMB 3,000 (Exclusive sponsor)

Application deadline: 12 August 2019

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10 – 13.10.2019

(B) Advertising options (Printed materials)

B03 Show preview

Show preview (available in Chinese only) which features selected exhibitors products and profiles, will be sent to more than 80,000 target international buyers before show.



	Items	Price (RMB)
(a)	Logo or trademark (Black & white)	1,000
(b)	Run-of-paper ad (4-colour)	5,000

Application deadline: 12 August 2019

B04 Visitor guide

Visitor guide will be distributed for free to visitors at registration counters and info counters. It is the most handy tool for onsite reference of visitors.

Publication trim size: 142 mm (W) x 210 mm (H)



	Item	Price (RMB)
(a)	Run-of-paper ad (4-colour)	5,000
(b)	Logo or trademark (Black & white) (New)	1,000

Application deadline: 12 August 2019

B05 Visitor promotion leaflet

Advertising space on the back of the exhibition ticket, distributed to professional visitors.

Price: RMB 10,000 (Exclusive sponsor)

Application deadline: 12 August 2019



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CHINA

10 — 13.10.2019

(C) Onsite advertising options



C01 Large outdoor billboard

Specification: 5 m (H) x 8 m (W)

Price: a) RMB 20,000 – first location
b) RMB 15,000 / Unit – Non first location



C02 Movable advertising outdoor board (Small)

Specification: 5 m (H) x 4 m (W)

Price: RMB 10,000 / Unit



C03 Corridor advertising on the ground

Specification: 2.5 m (H) x 3 m (W)

Price: RMB 12,000 / Unit



C04 Corridor advertising on the ceiling

Specification: Entrance Hall 1 to E1 Hall, Entrance Hall 3 to E7 Hall:
0.7 m (H) x 3.5 m (W);

Others: 0.7 m (H) x 5 m (W)

Price: RMB 2,500 / Unit



C05 Ad-board

Specification: 5 m (H) x 4 m (W) x 2-side

Price: RMB 15,000 / Unit



C06 Floor graphics

Specification: 1 m (H) x 1 m (W)

Price: RMB 7,000 / Unit

Note: The submission deadline of application and materials production file is 12 August 2019.

Prices include release and production. Please check with the organisers for the available location.

Inventories are subject to availability.

The above pictures re provided by SNIEC and for reference only. The real object should be considered as final.

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CHINA

10 — 13.10.2019

(C) Onsite advertising options



C07 Inter-hall shuttle bus advertisement

Specification: 0.7 m (H) x 2.4 m (W)
Price: RMB 17,500 / Unit



C08 Inter-hall shuttle bus station (2-side)

Specification: 1 m (H) x 2 m (W) x 2-side
Price: RMB 27,500 / Unit



C09 Entrance square pillar advertisement

Specification: 2.4 m (H) x 1.6 m (W)
Price: a) RMB 150,000 (exclusive, 6 pillars)
b) RMB 50,000 (4-side, 1 pillar)
c) RMB 30,000 (2-side, 1 pillar)



C10 Hanging banner inside visitor registering hall (One side)

Specification / a) 5 m (H) x 4 m (W) / RMB 60,000 / Unit
Price: b) 5 m (H) x 8 m (W) / RMB 80,000 / Unit
c) 5 m (H) x 16 m (W) / RMB 150,000 / Unit



C11 Hanging banner above visitor registering counter (One side) (New)

Specification / a) 8 m (H) x 2.2 m (W) / RMB 30,000 / Unit
Price: b) 5 m (H) x 4 m (W) / RMB 40,000 / Unit



C12 Exhibition guide system ad

Specification: 3 seconds of exhibitor advertisements
Price: RMB 10,000

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(C) Onsite advertising options



C13 Flags (New)

Specification: 1 m (H) x 0.5 m (W) x 2-side
Price: RMB 3,600 / Unit (minimum 6 units)

For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

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