

music

CHINA

28 – 31.10.2020

Shanghai New International Expo Centre, China

www.musikmesse-china.com

**Sponsorship Marketing
Opportunities**



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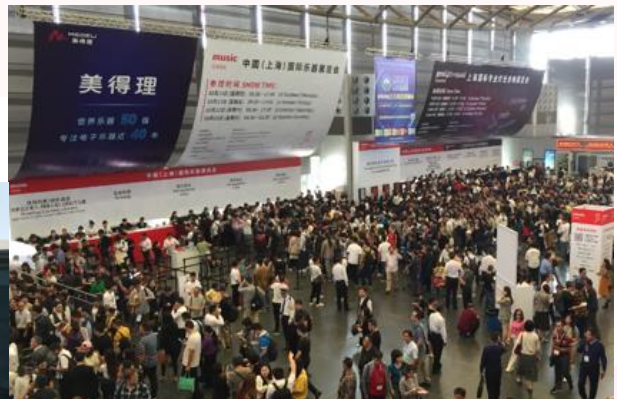
Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement display, increasing the exposure of your brands and products, and make your brand become a focus at the fair!

Customise an eye-catching promotion plan that align with your marketing goal. Static display such as advertisements in official publications and onsite advertisings, dynamic participation as title sponsor of official events and functional areas, onsite souvenirs distribution. All can 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 for a discussion on tailor-made sponsorship marketing strategies to create more business opportunities for your company!



(A) Sponsorship Marketing Options

A01 Visitor admission badge

The official access pass to enter the exhibition halls. It is the most effective promotional channel that can reach each buyer directly.

- The 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: RMB 120,000 (Exclusive)
RMB 25,000 (Joint, max. 3 sponsors)

Application deadline: 7 August 2020



A02 Visitor lanyard

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

- The sponsor's logo (single unit, 1-colour) will be printed 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: RMB 120,000 (Exclusive)
RMB 30,000 (Joint, max. 3 sponsors)

Application deadline: 7 August 2020



A03 Fringe programme

A series of networking event, and innovative programmes will be held during the show, with aims to offer information exchange and learning opportunity for industry players and visitors.

- Sponsors have the chance to co-organise the fringe programme with the organisers
- Sponsor's name and/or logo to be displayed on relevant onsite signage and materials
- Sponsor's flyers will be placed on the reception desk

Price: On request

Application deadline: 7 August 2020



A04 Functional area

Special functional areas will be arranged for VIP and visitors during the show, including VIP buyer lounge, charging spot and resting area, etc.

- Sponsor's name and/or logo (single unit) to be displayed on onsite signage
- Sponsor's flyers will be placed in the area
- Access pass of the areas will be offered to sponsors

Price: On request

Application deadline: 7 August 2020



(A) Sponsorship Marketing Options

A05 Form filling counter

The sponsors's logo will be printed on the form filling counters at the visitor registration hall.

- 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)
RMB 20,000 (Joint)

Application deadline: 7 August 2020



A06 Show bag

Show bags will be distributed at the registration halls, which will help increase your company's exposure inside and even outside the fairground.

- Sponsor's logo (single unit) and/or advertisement will appear on one side of the show bag, show logo and / or image will appear on another side
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Price: RMB 120,000 (Exclusive)
RMB 50,000 (Joint, max. 3 sponsors)

Application deadline: 7 August 2020



A07 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 must be approved by the organisers in advance
- Exact working location of supporting staff in sponsor's T-shirts will be decided by the organisers
- Price includes production fee

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

Application deadline: 7 August 2020

A08 Souvenirs

Sponsored advertisements or logos will be printed on the souvenirs together with show logo and distributed to the visitors for free. There are wide range of souvenirs, sponsors are welcome to specify the type and quantity of the souvenirs.

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

Price: On request

Application deadline: 7 August 2020



(B) Publications

B01 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)

Application deadline: 7 August 2020

B02 Visitor promotion leaflet

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

Publication trim size:
90mmH x 210 mmW



Price: RMB 10,000 (Exclusive)

Application deadline: 7 August 2020

B03 Show preview (Chinese version only)

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

Item	Price (RMB)
(a) Run-of-page	5,000
(b) Logo or trademark (black & white)	1,000

Application deadline: 7 August 2020



(B) Publications

B04 Show catalogue

Official fair catalogue will be available for sale during show period. It contains details of exhibitors for visitors' reference even after the show, it is an efficient channel for exhibitors to promote brands and products to their target groups.

Publication trim size:
285mmH x 210 mmW

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

Application deadline: 7 August 2020



B05 Visitor guide

Visitor guide containing show information will be distributed for free to visitors. It is the most handy tool for onsite reference of visitors.

Publication trim size:
210 mmH x 142 mmW

Item	Price (RMB)
(a) Run-of-page	5,000
(b) Logo or trademark (black & white)	1,000

Application deadline: 7 August 2020



(C) Onsite Advertising



C01(a) Outdoor billboard - South entrance

Specification: 5mH x 8mW

Price: (a1) First location – RMB 20,000 / unit
(a2) Non-first location – RMB 16,000 / unit



C01(b) Outdoor billboard - North entrance

Specification: 5mH x 8mW

Price: (b1) First location – RMB 20,000 / unit
(b2) Non-first location – RMB 16,000 / unit



C02 Outdoor flag post

Specification: 1mH x 0.5mW x 2-side

Price: RMB 22,000 / 2-side / 6 units



C03 Pillar advertisement at taxi station

Specification: 2.4mH x 1.6mW

Price: (a) RMB 180,000 / 4-side / 6 pillars (exclusive)
(b) RMB 50,000 / 4-side / pillar



C04 Hanging Banner - South Registration Hall (above registration counter)

Specification: (a) 5mH x 4mW / RMB 40,000 / pcs

Price: (b1) 8mH x 6.6mW / RMB 80,000 / pcs
(b2) 8mH x 2.2mW / RMB 30,000 / pcs



C05 Hanging Banner - South Registration Hall (above entrance arch)

Specification: (a) 5mH x 16mW / RMB 150,000 / pcs

Price: (b) 5mH x 8mW / RMB 80,000 / pcs
(c) 5mH x 4mW / RMB 60,000 / pcs

Note: The submission deadline of application and materials production file is 7 August 2020.

Prices include release and production.

Advertising location and quantities are subject to availability.

Please check with the organisers for available locations.

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

(C) Onsite Advertising



C06 Inter-hall shuttle bus station

Specification: 1mH x 2mW x 4 pcs
Price: RMB 27,500 / 4 pcs / station



C07 Inter-hall shuttle bus advertisement

Specification: 0.7mH x 2.4mW x 2-side
Price: RMB 17,500 / 2-side / bus



C08 Outdoor billboard - Plaza area (2-side)

Specification: 5mH x 4mW x 2-side
Price: RMB 18,500 / 2-side / unit



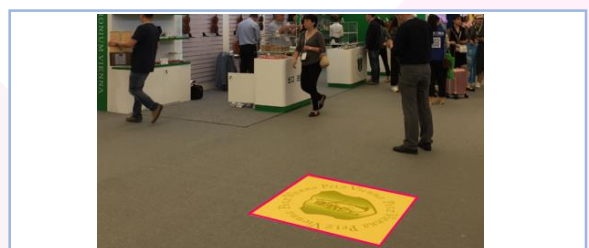
C09 Advertisement board - Corridor

Specification: 2.5mH x 3mW
Price: RMB 12,000 / unit



C10 Hanging banner - Corridor

Specification: 0.7mH x 5mW x 2-side
Price: RMB 3,300 / 2-side / pcs



C11 Floor sticker

Specification / Price: 1m x 1m
(a) Package – RMB 18,000/ 4 pcs
(Entrance x 1 pcs, Main gangway x 1 pcs, Gangway x 2 pcs)
(b) Entrance – RMB 8,000 / pcs
(c) Main gangway – RMB 5,500 / pcs
(d) Gangway – RMB 3,800 / pcs

Note: The submission deadline of application and materials production file is 7 August 2020.

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Sponsorship Marketing Opportunities

For more details, please contact:

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