

**ISH**  
SHANGHAI



Shanghai International Trade Fair for Heating, Ventilation,  
Air-Conditioning & Home Comfort System

**31 August – 2 September 2021**

Shanghai New International Expo Centre  
Shanghai, China

**Green and comfortable  
Customised solutions  
for modern living**

**Sponsorship Marketing  
Opportunities**



**messe frankfurt**

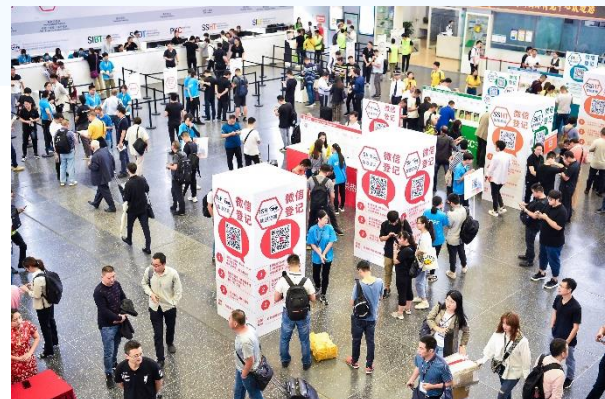
## Sponsorship Marketing Opportunities

### 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 Visitor admission badge

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

- 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



Quantity: Joint sponsor, max 3 sponsors  
Price: RMB 10,000 / 5,000 pcs

Application deadline: 16 July 2021

### A02 Show bag

Show bags will be distributed to the visitors 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: Joint sponsor, max 3 sponsors  
Price: RMB 30,000 / 5,000 pcs

Application deadline: 16 July 2021

### A03 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: Exclusive sponsor  
Price: RMB 20,000 / 5,000 bottles

Application deadline: 16 July 2021

## (A) Sponsorship Marketing Options

### A04 Wet tissue paper (New)

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

- Sponsor's logo and / or advertisement will appear on the wet tissue paper packs 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: RMB 25,000 / 5,000 packs

Application deadline: 16 July 2021

## (B) Publications

### B01 Official fair catalogue

The fair catalogue will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

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

| Item                           | Price (RMB) |
|--------------------------------|-------------|
| (a) Logo or trademark          | 2,000       |
| (b) Run-of-paper ad (4-colour) | 5,000       |



Application deadline: 16 July 2021

### B02 Visitor ticket

Your tailor-made ticket advertisement will be delivered to professional visitors through below channels:

- Industry magazines insertion
- Large building materials malls
- Industry activities

Quantity: Joint sponsor, max 4 sponsors  
Price: RMB 10,000 / 5,000 pcs

Application deadline: 16 July 2021



## (C) Onsite Advertising



### C01 Outdoor billboard

Specification: (a) Large – 5m (H) x 8m (W)  
Price: (b) Small – 5m (H) x 4m (W)  
(a) RMB 18,000 / pcs  
(b) RMB 10,000 / pcs



### C02 Pillar advertisement at taxi Station (New)

Specification: 2.4m (H) x 1.6m (W) x 4-side  
Price: RMB 32,000 / 4-side / pillar



### C03 Advertisement board – Corridor

Specification: 2.5m (H) x 3m (W)  
Price: RMB 6,000 / pcs



### C04 Hanging banner – Corridor

Specification: 0.7m (H) x 5m (W)  
Price: RMB 3,500 / pcs

Note: The submission deadline of application and material production files is 16 July 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.

For more details, please contact:

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