Explore endless possibilities

9 – 11 September 2021
Shenzhen World Exhibition & Convention Center
Shenzhen, China
www.formnext-pm.com

Sponsorship Marketing Opportunities
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 publications, title sponsorship opportunities at concurrent events and functional areas, as well as 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 the top of both sides of the badge
• The design must be approved by the organisers in advance
• Price includes production fee

Quantity: Joint sponsor  
Price: RMB 30,000  
Application deadline: 30 June 2021

A02 Visitor lanyard
Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

• The sponsor's logo (single unit) will appear together with show logo (1-colour) on one side of the lanyard.  
• The design must be approved by the organisers in advance  
• Price includes production fee

Quantity: Joint sponsor  
Price: RMB 30,000  
Application deadline: 30 June 2021

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  
• The sponsor's flyer will be placed in the programme area

Quantity: Joint sponsor  
Price: On request  
Application deadline: 30 July 2021
(A) Sponsorship Marketing Options

**A04 Welcome dinner**
The dinner allows sponsors to connect with major industry players in-depth. It is the best platform to establish new business relationships and networks.

- The sponsor will be thanked by the Master of Ceremony and / or the organiser’s in the welcoming remark
- The sponsor’s promotional video (3-minutes) will be played during the dinner
- Sponsor’s flyer will be placed at the reception desk
- The sponsor’s name and / or logo (single unit) will be displayed on the backdrop
- Promotional materials provided by the sponsor must be approved by the organisers in advance

| Quantity: | Joint sponsor |
| Price:     | On request    |

**Application deadline: 30 July 2021**

**A05 Lucky draw area**
The lucky draw area will be set up during the show, aiming to increase interaction with visitors.

- The sponsor’s name and / or logo (single unit) will appear on the backdrop
- Sponsor’s flyer to be placed in the lucky draw area
- Sponsors have the opportunity to co-organise concurrent events with the organisers

| Quantity: | Joint sponsor |
| Price:     | On request    |

**Application deadline: 30 July 2021**

**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 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 |
| Price:     | RMB 50,000 / 5,000 pcs |

**Application deadline: 30 July 2021**
(A) Sponsorship Marketing Options

A07 Bottled water
Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during fringe programme.
- Sponsor’s logos and / or advertisements 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: RMB 30,000 / 5,000 bottles
Application deadline: 30 July 2021

A08 Wet tissue paper
Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during fringe programmes.
- Sponsors’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 35,000 / 5,000 pcs
Application deadline: 30 July 2021

A09 Show souvenir
Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during fringe programmes.
- 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: 30 July 2021
**B01 Fair catalogue**
The fair catalogue will be available 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

Publication trim size: 210mm (H) x 130mm (W)
Bleeding size: 216mm (H) x 136mm (W)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Inside front cover</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>(b) Inside back cover</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>(c) First page</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td>(d) Opposite inside back cover</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td>(e) Run-of-page</td>
<td>RMB 5,000</td>
</tr>
</tbody>
</table>

Application deadline: 30 July 2021

**B02 Visitor guide**
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

Publication trim size: Full page – 188mm (H) x 130mm (W)
Half page – 94mm (H) x 130mm (W)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>(a) Back cover</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>(b) Run-of-page (full page)</td>
<td>RMB 10,000</td>
</tr>
<tr>
<td>(c) Run-of-page (half page, horizontal)</td>
<td>RMB 5,000</td>
</tr>
<tr>
<td>(d) Run-of-page (logo and company information on page bottom) (New)</td>
<td>RMB 2,000</td>
</tr>
</tbody>
</table>

Application deadline: 30 July 2021

**B03 Visitor invitation**
The visitor invitation will be sent to targeted visitors through various channels prior to the show. An advertisement on the invitation will maximise your brand exposure in reaching your target visitors before the show.
- Sponsor’s advertisement will be placed at a designated location on the invitation
- Price includes production fee
- The design must be approved by the organisers in advance

Publication trim size: Full page – 210mm (H) x 99mm (W)
Half page – 105mm (H) x 99mm (W)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>(a) Run-of-page (full page)</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>(b) Run-of-page (half page, horizontal)</td>
<td>RMB 10,000</td>
</tr>
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Application deadline: 30 June 2021
(C) Onsite Advertising

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>C01 Billboard - South Lobby East Plaza</td>
<td>RMB 38,000</td>
</tr>
<tr>
<td>C02 Hanging banner - South Lobby</td>
<td>RMB 50,000</td>
</tr>
<tr>
<td>C03 Banner - South Lobby</td>
<td>RMB 35,000</td>
</tr>
<tr>
<td>C04 Banner - Hall entrance (external)</td>
<td>RMB 70,000</td>
</tr>
<tr>
<td>C05 Lightbox - Hall entrance (external)</td>
<td>RMB 70,000</td>
</tr>
<tr>
<td>C06 Glass Sticker - Hall entrance (external)</td>
<td>RMB 45,000</td>
</tr>
<tr>
<td>C07 Hanging banner - Central corridor (level 1)</td>
<td>RMB 20,000</td>
</tr>
<tr>
<td>C08 Pillar wrap - Central corridor (level 1)</td>
<td>RMB 25,000</td>
</tr>
</tbody>
</table>

Note: The submission deadline of application and production file materials is 30 July 2021.
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

**C01 Billboard - South Lobby East Plaza**
Specification: 4m (H) x 8m (W)
Price: RMB 38,000 / pc

**C02 Hanging banner - South Lobby**
Specification: 8m (H) x 4m (W) x 2 sides
Price: RMB 50,000 / 2 sides / pc

**C03 Banner - South Lobby**
Specification: 6m (H) x 5m (W)
Price: RMB 35,000 / pc

**C04 Banner - Hall entrance (external)**
Specification: 10m (H) x 9m (W)
Price: RMB 70,000 / pc

**Note:** The submission deadline of application and production file materials is 30 July 2021. 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.
C05 Lightbox  
- Hall entrance (external)
Specification: 5m (H) x 9m (W)
Price: RMB 70,000 / pc

C06 Glass Sticker  
- Hall entrance (external)
Specification: 4m (H) x 12m (W)
Price: RMB 45,000 / pc

C07 Hanging banner  
- Central corridor (level 1)
Specification: 1.5m (H) x 6m (W) x 2 sides
Price: RMB 20,000 / 2 sides / pc

C08 Pillar wrap  
- Central corridor (level 1)
Specification: 4m (H) x 2m (W) x 4 sides
Price: RMB 25,000 / 4 sides / pc

Note: The submission deadline of application and production file materials is 30 July 2021. 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.
Sponsorship Marketing Opportunities

For more details, please contact:

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