

prolight+sound
GUANGZHOU

22 – 25.5.2023

Area A, China Import & Export
Fair Complex
中国进出口商品交易会展馆A区

广州国际专业灯光、 音响展览会

Beyond lighting and sound
视听无界 智造未来

www.prolightsound-guangzhou.com

**Sponsorship
marketing
opportunities**

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 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls/ information counters. 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

Price (a) RMB 90,000 / 20,000 pcs (Exclusive)
(b) RMB 50,000 / 10,000 pcs (Joint)

Application deadline: 31 March 2023



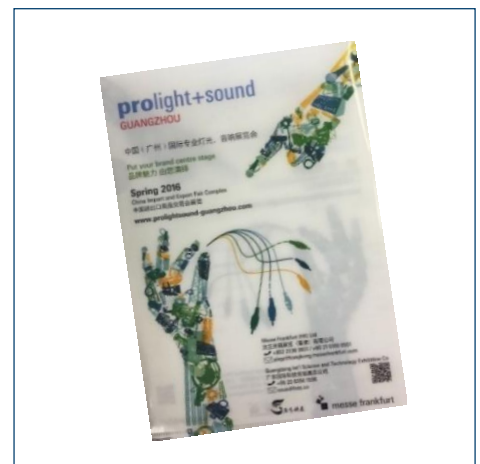
A02 Plastic folder

Plastic folders will be distributed to visitors free of charge at the registration halls/ information counters.

- Sponsor's logo and/ or advertisement will appear on the plastic folder together with the show logo and/ or advertisement
- Sponsor's promotional material will be placed in the folder (1 page)
- 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) RMB 36,000 / 5,000 pcs (Exclusive)
(b) RMB 28,000 / 3,000 pcs (Joint)

Application deadline: 31 March 2023



A

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A03 Wet tissue paper

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 package of wet tissue paper 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
Price: RMB 35,000 / 5,000 packs

Application deadline: 31 March 2023



A04 Hand sanitiser

Hand sanitiser 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 hand sanitiser 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
Price: RMB 55,000 / 5,000 bottles

Application deadline: 31 March 2023



A

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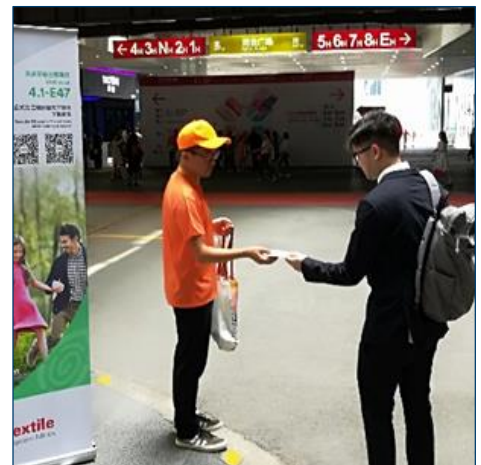
A05 Onsite distribution services

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor
- Materials for distribution and backdrop design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes staff and one backdrop

Quantity: Joint (max. 2 sponsors)
Price: (a) RMB 80,000/ 10,000 pcs
(b) RMB 45,000/ 5,000 pcs

Application deadline: 31 March 2023



B

Onsite advertising

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B01 Outdoor flag post

Specification: 2.5mH x 0.6mW x 4-sided / flagpole
Price: (a) RMB 65,000 / 30 flagpoles
(b) RMB 45,000 / 20 flagpoles
(c) RMB 25,000 / 10 flagpoles



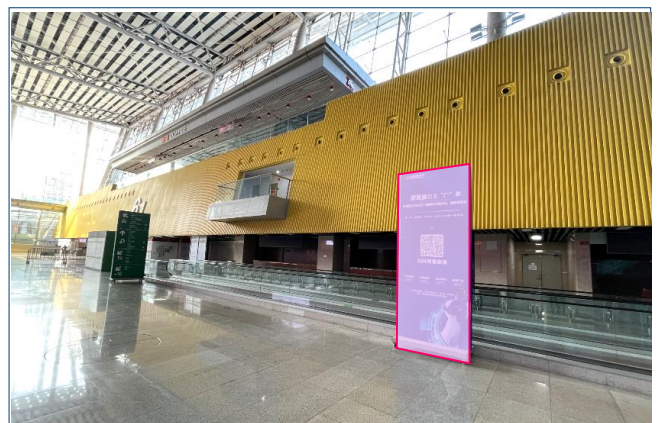
B02 Outdoor advertisement balloons

Specification: 1.5m diameter
Price: RMB 15,000 / 4 pcs / set



B03 Hanging banner (vertical) - Pearl River Promenade

Specification: 6mH x 4mW x 2-sided
Price: RMB 22,000 / pc



B04 Advertisement board (2-sided) **NEW** - Pearl River Promenade

Specification: 2.5mH x 1mW x 0.5mD x 2-sided
Price: RMB 8,000 / pc

Note: The submission deadline of application and material production files is 14 April 2023.

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

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**B05 Lightbox (horizontal)
- Pearl River Promenade 1/F**

Specification: 1.6mH x 17.36mW
Price: RMB 35,000 / pc



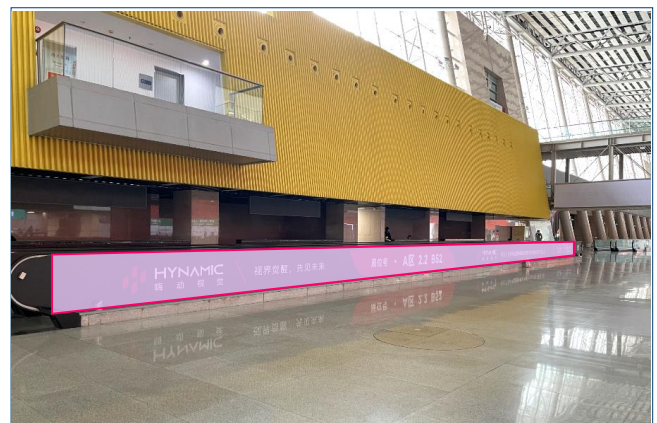
**B06 Banner (horizontal)
- Pearl River Promenade 2/F**

Specification: 1.7mH x 19-22mW
Price: RMB 25,000 / pc



**B07 Escalator advertisement
- Pearl River Promenade**

Specification: 1.3mH x 13mW
Price: RMB 20,000 / pc



**B08 Escalator advertisement - Pearl
River Promenade moving walkways**

Specification: 0.8mH x 28.7mW
Price: RMB 20,000 / pc

Note: The submission deadline of application and material production files is 14 April 2023.

Prices include release and production.

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B

Onsite advertising

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B09(a) Balcony advertisement - Pearl River Promenade 1/F mezzanine floor

Specification: 0.9mH x 7.6mW
Price: RMB 15,000 / pc

B09(b) Balcony advertisement - Pearl River Promenade 2/F

Specification: Front: 0.95mH x 30.1mW, lateral sides: 0.95mH x 5.7mW x 2 pcs
Price: RMB 45,000 / set

B09(c) Balcony advertisement - Pearl River Promenade 2/F mezzanine floor

Specification: Front: 0.95mH x 22.2mW, lateral sides: 0.95mH x 2.1mW x 2 pcs
Price: RMB 25,000 / set

Note: The submission deadline of application and material production files is 14 April 2023.

Prices include release and production.

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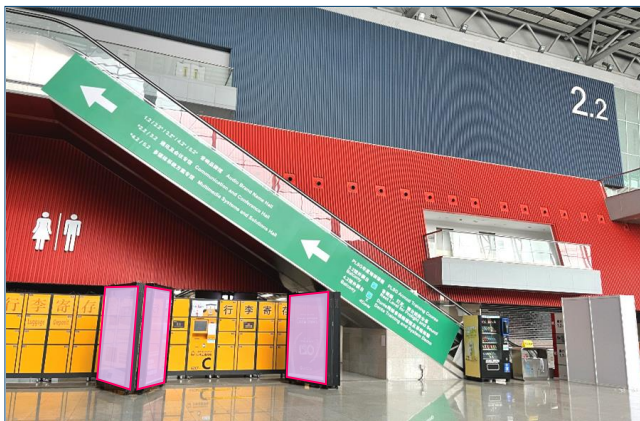
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising

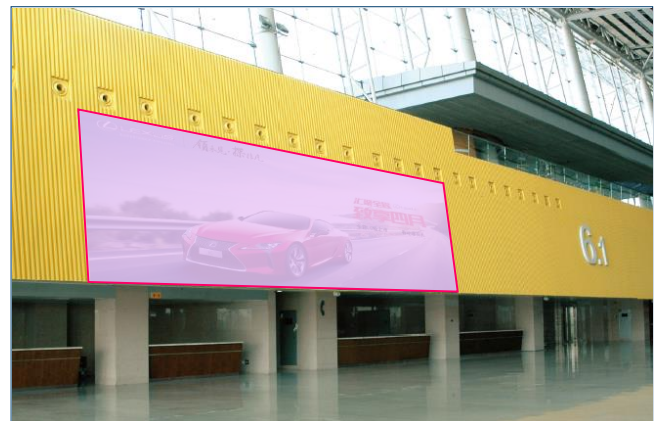
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B10 Lightbox (2-sided) - Pearl River Promenade

Specification: 1.94mH x 1.26mW x 2-sided
Price: RMB 20,000 / pc



B11 Wall advertisement NEW - Outside exhibition halls 6.1, 8.1

Specification: 4.2mH x 15mW
Price: RMB 45,000 / pc



B12(a) Glass advertisement - Top of hall entrance, halls on 2/F

Specification: 7.25mH x 12.55mW
Price: RMB 48,000 / pc



B12(b) Glass advertisement - Side walls of hall entrance, halls on 2/F

Specification: 7.5mH x 15mW
Price: RMB 45,000 / pc

Note: The submission deadline of application and material production files is 14 April 2023.

Prices include release and production.

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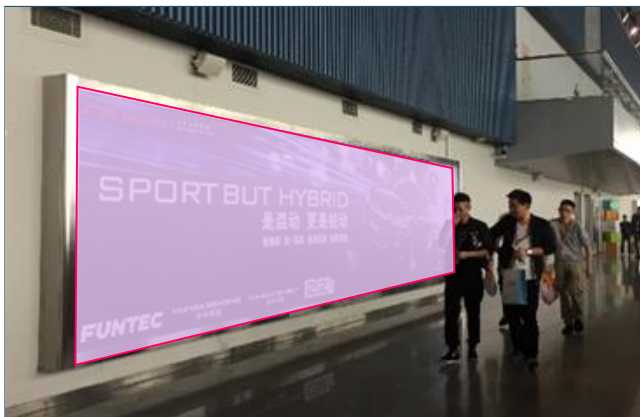
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

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B13 Lightbox - Hall external, halls on 2/F

Specification: 2mH x 6mW
Price: RMB 28,000 / pc



B14 Advertisement board - Hall external, halls on 2/F

Specification: 2.5mH x 5mW
Price: RMB 18,000 / pc



B15 Floor sticker

Specification: 1.2mH x 1.2mW
Price: RMB 28,000 / 10 pcs / set
*(Location: Entrance x 1pc,
Main gangway x 4 pcs, Gangway x 5 pcs)

* Actual locations to be confirmed by the organisers

Note: **The submission deadline of application and material production files is 14 April 2023.**

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.

C

Publication advertising

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C01 Exhibitor promotion leaflet

The exhibitor promotion leaflet will be sent to targeted visitors along with the visitor invitations through various channels prior to the show. An advertisement on the promotion leaflet is a valuable opportunity to reach your target visitors before the show.

- Exhibitor's advertisement will appear on both sides of the leaflet
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Joint
Price: RMB 30,000 / 15,000 pcs

Application deadline: 20 March 2023



C02 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
- Price includes production fee

Publication trim size: 210mmH x 140mmW
Cover advertisement size: 52.5mmH x 140mmW
Bleeding size: +3mm bleeding on each side

Item	Price
(a) Back cover SOLD	RMB 17,000
(b) Inside front cover	RMB 14,000
(c) First page (right)	RMB 14,000
(d) Inside back cover	RMB 12,000
(e) Last page (left)	RMB 9,000
(f) Run-of-page (ROP)	RMB 8,000
(g) Cover (1/4 page, bottom, horizontal)	RMB 17,000

Application deadline: 14 April 2023



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**For more details,
please contact:**

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Kevin Tang
Tel: +852 2230 9289

Email:
sponsorship@hongkong.messefrankfurt.com