

**Guangzhou International  
Professional Light and Sound  
Exhibition**

**广州国际专业灯光、音响展览会**

[www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com)

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GUANGZHOU

**27 – 30.5.2025**

Areas A, B & D, China Import & Export  
Fair complex

中国进出口商品交易会展馆A、B及D区

**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, sponsorship of concurrent events, 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 options

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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 (single colour) 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) Exclusive: RMB 100,000 / 20,000 pcs  
(b) Joint: RMB 60,000 / 10,000 pcs  
(c) Joint: RMB 40,000 / 5,000 pcs

Application deadline: 10 March 2025



### A02 Bottled water **NEW**

The bottled water will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events.

- Sponsor's logos and / or advertisements will appear on the bottled water together with the show logo and/ or advertisements
- 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 / 10,000 bottles

Application deadline: 10 March 2025



# A

## Sponsorship options

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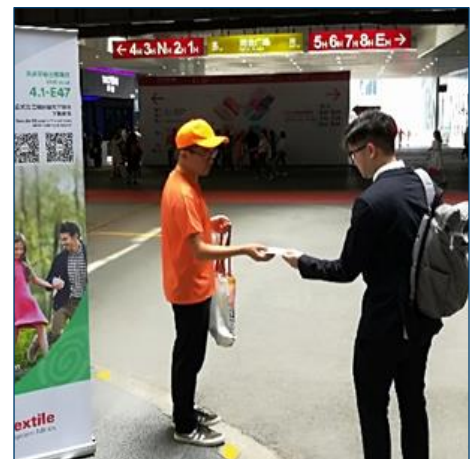
### A03 Onsite distribution services

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  
Price: (a) RMB 80,000 / 10,000 pcs  
(b) RMB 45,000 / 5,000 pcs

Application deadline: 22 April 2025



### A04 Inter-hall shuttle bus advertisement **NEW**

Inter-hall shuttle buses will be arranged by the Organisers to serve visitors travelling between different halls.

- Sponsor's advertisement will be printed at the top area of the shuttle bus
- The design must be approved by the organisers in advance
- The exact route of shuttle buses will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor  
Price: RMB 18,000 / shuttle bus

Application deadline: 22 April 2025



# A

## Sponsorship options

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### A05 Shuttle bus station advertisement **NEW**

Inter-hall shuttle buses will be arranged by the Organisers to serve visitors travelling between different halls.

- Sponsor's advertisement with the show information will be printed at the shuttle bus station
- The design must be approved by the organisers in advance
- The exact route and location of the stations of shuttle buses will be decided by the organisers
- Price includes production fee

Quantity: Joint  
Price: (a) RMB 50,000 / 3 stations  
(b) RMB 18,000 / station

Application deadline: 22 April 2025



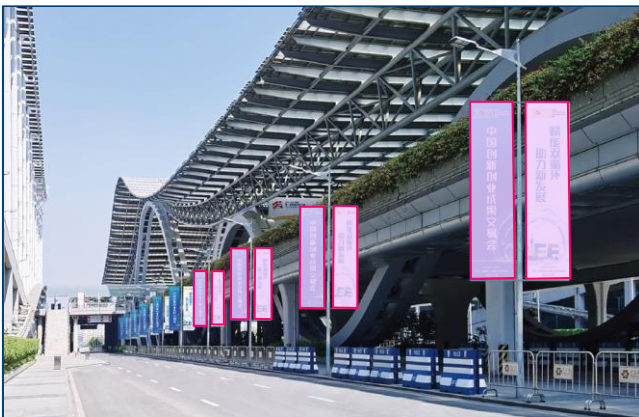


# B

## Onsite advertising

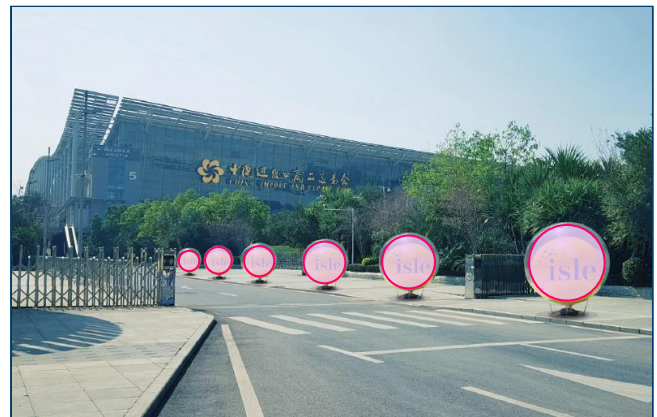
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### B01 Outdoor flag post

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 36,000 / 10 pcs / set



### B03 Outdoor billboard - Zhanchang Zhong Road (Gate 1)

Specification: 3mH x 6mW  
Price: RMB 23,000



### B04 Outdoor billboard - Zhanchang Zhong Road

Specification: 4mH x 8mW  
Price: RMB 23,000

Note: The submission deadline of application and material production files is 22 April 2025.  
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

## Onsite advertising

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**B05 Fence banner  
- Central podium (North & South)**

Specification: 2.13mH x 15-20mW  
Price: RMB 28,000



**B06 Outdoor billboard - footbridge**

Specification: 3mH x 6mW  
Price: RMB 26,000



**B07 Pillar wrap - Central podium  
near the hall entrances**

Specification: 3mH x 1.5mW x 4-sided / pillar  
Price: RMB 32,000



**B08 Pillar wrap - Central podium**

Specification: 3mH x 1mW x 4-sided / pillar  
Price: RMB 20,000

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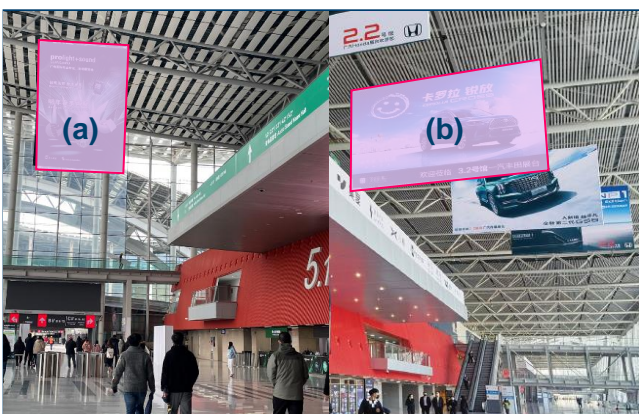
### B09 Staircase advertising - Pearl River Promenade West entrance

Specification: 0.95mH x (2.72+2+2.68+1.04)mW  
Price: RMB 26,000 / 2 pcs / set



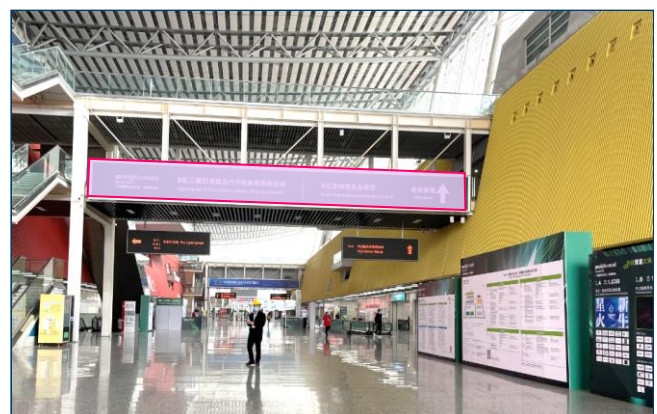
### B10 Glass sticker - Pearl River Promenade West entrance

Specification: (a) Left: 0.95mH x 4.23mW  
(b) Right: 0.95mH x 4.3mW  
Price: RMB 25,000



### B11 Hanging banner - Pearl River Promenade

Specification: (a) Areas A/ B: 6mH x 4mW x 2-sided  
(b) Area D: 5mH x 8mW x 2-sided  
Price: (a) RMB 25,000  
(b) RMB 48,000



### B12 Lightbox (horizontal) - Pearl River Promenade 1/F

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

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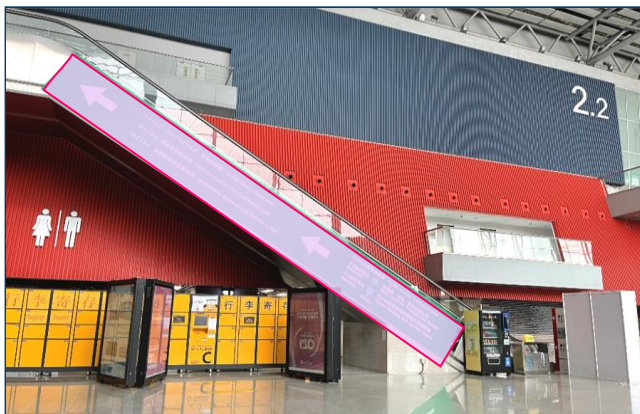
### B13(a) Banner - Pearl River Promenade 2/F bridge

Specification: (a1) Areas A/ B: 1.7mH x 16-26mW  
(a2) Area D: 4.8mH x 16.8mW  
Price: (a1) RMB 26,000  
(a2) RMB 60,000



### B13(b) Banner - Pearl River Promenade 2/F bridge (East / West side)

Specification: Area D: 2.4mH x 11-17mW  
Price: RMB 50,000



### B14 Escalator advertisement - Pearl River Promenade

Specification: Area A: 1.3mH x 10-13mW  
Area B: 1.4mH x 19mW  
Area D: 1.3mH x 14.3mW  
Price: RMB 20,000



### B15 Escalator advertisement - Pearl River Promenade moving walkways

Specification: Area A: 0.8mH x 28.7mW  
Area B: 0.63mH x 27.6mW  
Area D: 0.8mH x 29.6mW  
Price: RMB 20,000

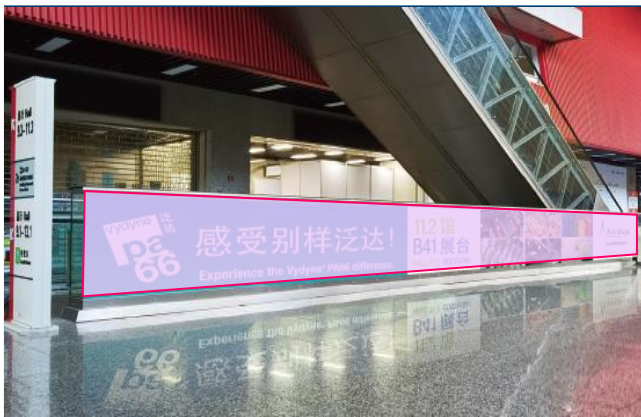
Note: The submission deadline of application and material production files is 22 April 2025.  
Prices include release and production.  
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## Onsite advertising

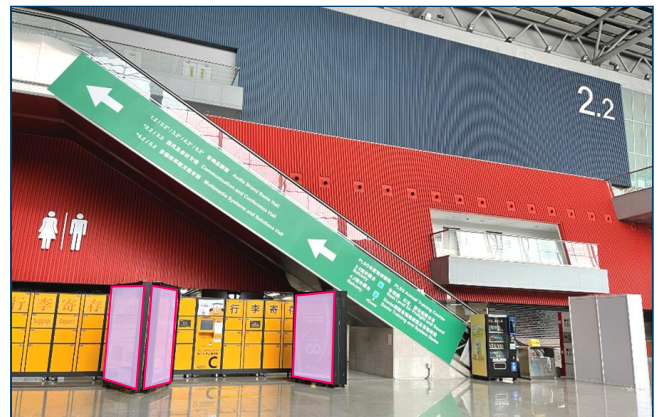
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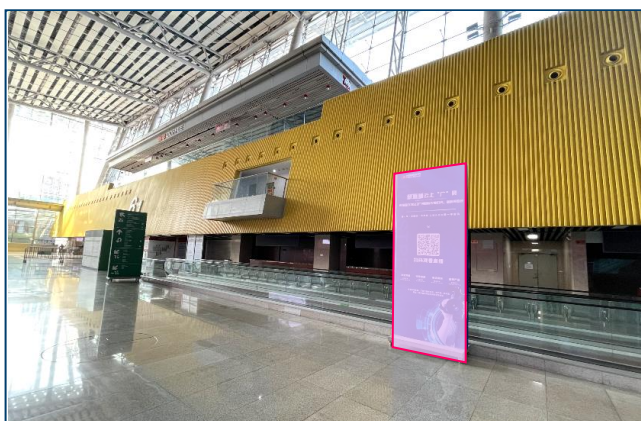
**B16 Glass sticker - near escalator at Pearl River Promenade**

Specification: 0.95mH x 14.9mW  
Price: RMB 16,000



**B17 Lightbox (2-sided)  
- Pearl River Promenade**

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



**B18 Advertisement board (2-sided)  
- Pearl River Promenade**

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

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# B

## Onsite advertising

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### **B19(a) Balcony advertisement - Pearl River Promenade 1/F mezzanine floor**

Specification: Area A: 0.9mH x 4.56-7.6mW  
Area B: 0.9mH x 3.77-8.62mW  
Area D: 1.2mH x 10.23-14.83mW

Price: RMB 15,000

### **B19(b) Balcony advertisement - Pearl River Promenade 2/F**

Specification: Areas A/ B: Front: 0.95mH x 30.1mW, lateral sides: 0.95mH x 5.7mW x 2 pcs  
Area D: Front: 1.2mH x 30.7mW, lateral sides: 1.2mH x 6mW x 2 pcs

Price: RMB 45,000

### **B19(c) Balcony advertisement - Pearl River Promenade 2/F mezzanine floor**

Specification: Area A: Front: 0.95mH x 22.2mW, lateral sides: 0.95mH x 2.1mW x 2 pcs  
Area B: Front: 0.95mH x 23.9mW, lateral sides: 0.95mH x 2.1mW x 2 pcs

Price: RMB 18,000

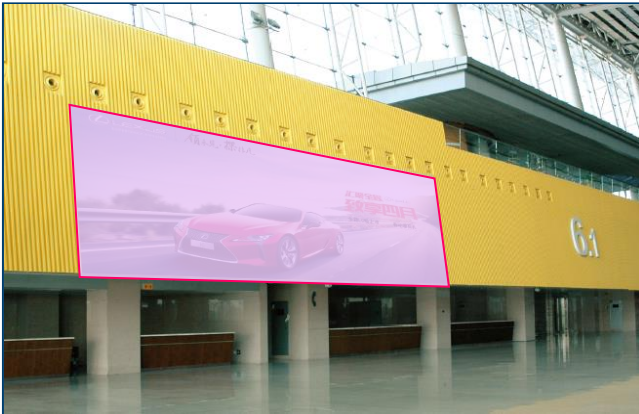
Note: The submission deadline of application and material production files is 22 April 2025.  
Prices include release and production.  
The above pictures are for reference only. The real object should be considered as final.  
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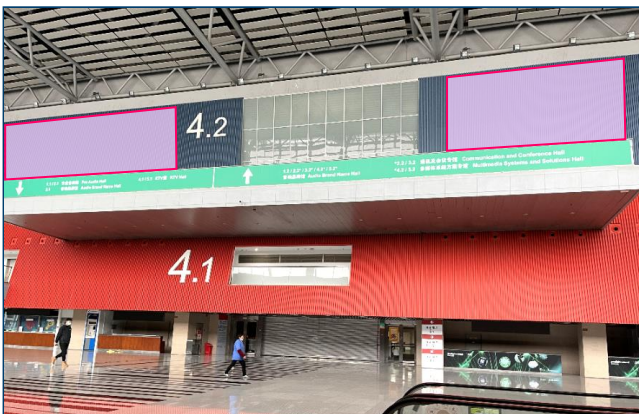
### B20 Wall advertisement - Outside exhibition halls

Specification: (a) Halls 6.1/ 8.1: 4.2mH x 15mW  
Price: (b) Halls 12.2/ 13.2: 6mH x 15mW  
RMB 48,000



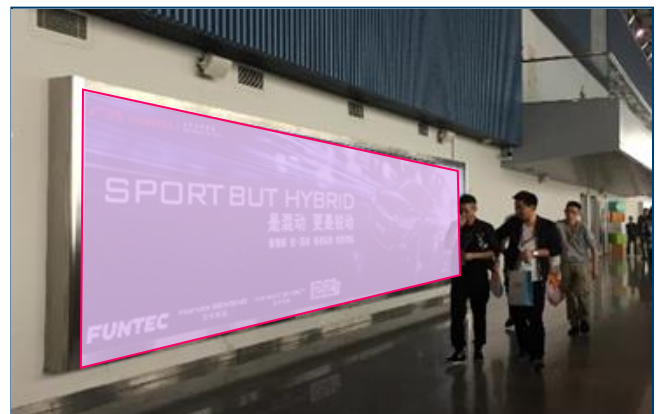
### B21(a) Glass advertisement - Top of hall entrance, halls on 2/F

Specification: Area A: 7.25mH x 12.55mW  
Area B: 7.15mH x 14mW  
Area D: 5.9mH x 13.7mW  
Price: RMB 48,000



### B21(b) Glass advertisement - Side walls of hall entrance, halls on 2/F

Specification: Area A: 7.5mH x 15mW  
Area B: 8mH x 15mW  
Area D: 3.8mH x 20mW  
Price: RMB 45,000



### B22 Lightbox - Hall external, halls on 2/F

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

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### **B23 Advertisement board** - Hall external, halls on 2/F

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



### **B24 Floor sticker**

Specification: 1.2mH x 1.2mW  
Price: RMB 18,000 / 5 pcs / set  
\*(Location: Entrance x 1pc,  
Main gangway x 2 pcs, Gangway x 2 pcs)  
\* Exact locations to be confirmed by the organisers

Note: **The submission deadline of application and material production files is 22 April 2025.**  
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# C

## Publication advertising

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### C01 Visitor guide

The visitor guide will be distributed to visitors free of charge at the registration counters, hall entrances and functional areas, 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  
Bleeding size: +3mm bleeding on each side

Item	Price
(a) Cover (1/4 page, bottom, horizontal) 52.5mmH x 140mmW +3mm bleeding on each side	RMB 17,000 <b>SOLD</b>
(b) Back cover	RMB 17,000
(c) Inside front cover	RMB 14,000
(d) First page (right)	RMB 14,000
(e) Inside back cover	RMB 12,000
(f) Last page (left)	RMB 9,000
(g) Run-of-page	RMB 8,000

Application deadline: 22 April 2025





## Sponsorship marketing opportunities

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27 – 30.5.2025

**For more details,  
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