

prolight+sound
GUANGZHOU

28 – 31.5.2026

China Import & Export Fair Complex

Guangzhou International Professional
Light and Sound Exhibition

**Sponsorship
marketing
opportunities**

www.prolightsound-guangzhou.com



messe frankfurt



Sponsorship marketing opportunities

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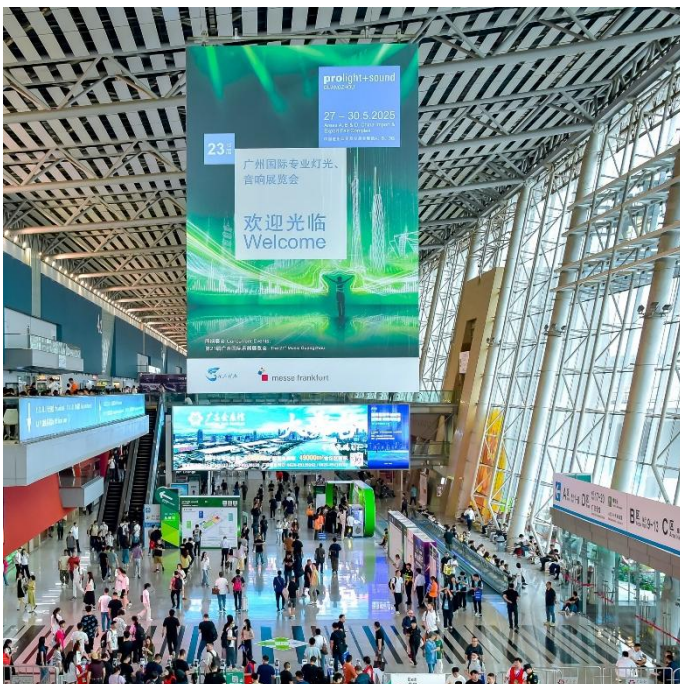
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Customised sponsorship promotion plan

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: 9 March 2026



A02 Bottled water

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: 9 March 2026



A

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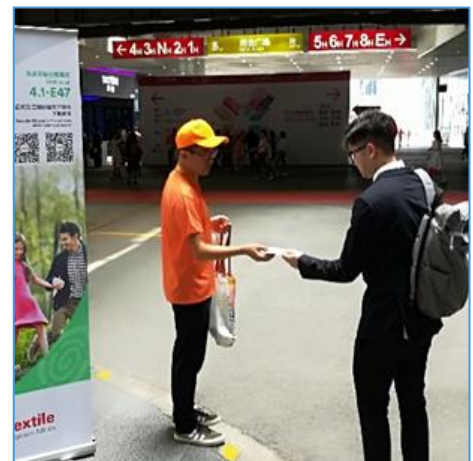
A03 Onsite distribution services

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: 20 April 2026



A04 Inter-hall shuttle bus advertisement

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: 20 April 2026



A

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A05 Shuttle bus station advertisement

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: 20 April 2026



B

Onsite advertising

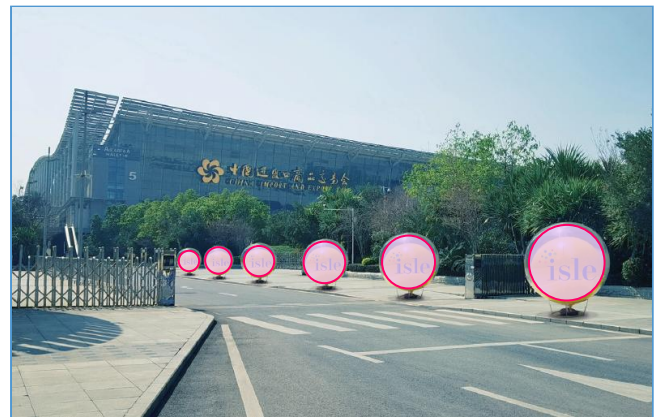
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B01 Outdoor flag post

Specification: 2.5mH x 0.6mW, 4 sides per poles
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 20 April 2026.
Prices include release and production.
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Onsite advertisements are subject to availability. Please check with the organisers for the available location.

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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 Lightbox - Central podium
near the hall entrances**

Specification: 2.74mH x 0.98mW, 4 sides per pillar
Price: RMB 32,000



B08 Pillar wrap - Central podium

Specification: 3mH x 1mW, 4 sides per pillar
Price: RMB 20,000

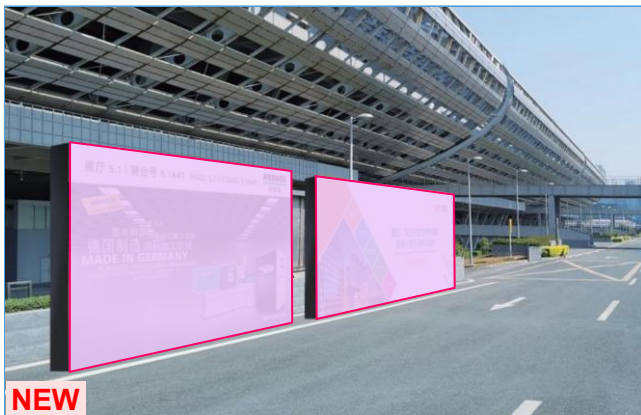
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**B09 Outdoor billboard
- Zhanchang Nan Road**

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



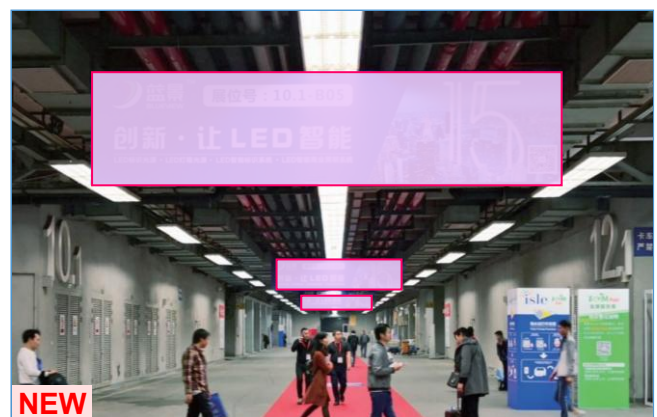
**B10 Staircase advertising - Pearl River
Promenade West entrance**

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



**B11 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



B12 Hanging banner - central driveway

Specification: 1.2mH x 5mW, double-sided
Price: RMB 13,000

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B

Onsite advertising

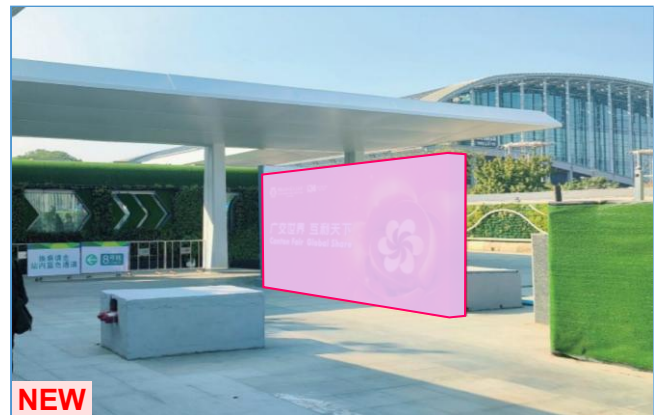
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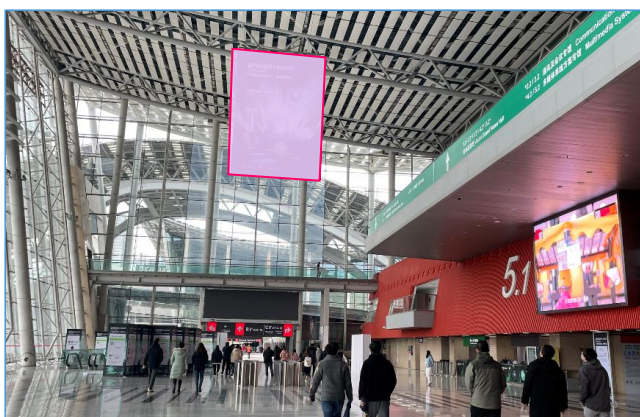
B13 Outdoor billboard - East podium

Specification: (a) North: 3mH x 6mW
(b) West: 3mH x 6mW
(c) South: 2.5mH x 5mW
Price: RMB 28,000



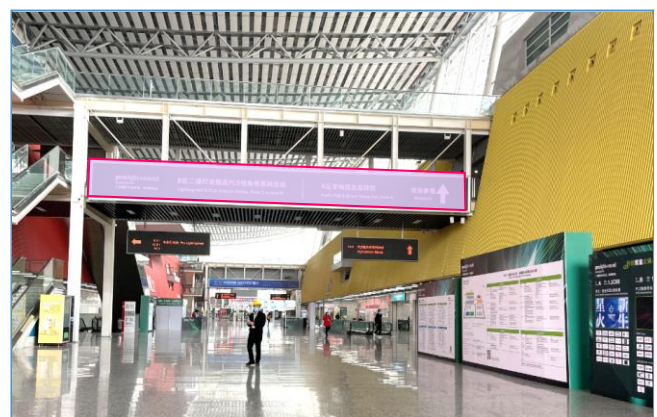
B14 Outdoor billboard - Pazhou Metro station exit

Specification: 3mH x 6mW
Price: RMB 30,000



B15 Hanging banner (vertical) - Pearl River Promenade

Specification: Areas A/ B: 6mH x 4mW, double-sided
Price: RMB 25,000



B16 Lightbox - Pearl River Promenade bridge

Specification: Areas A/ B: 1.6mH x 17.36mW
Price: RMB 35,000

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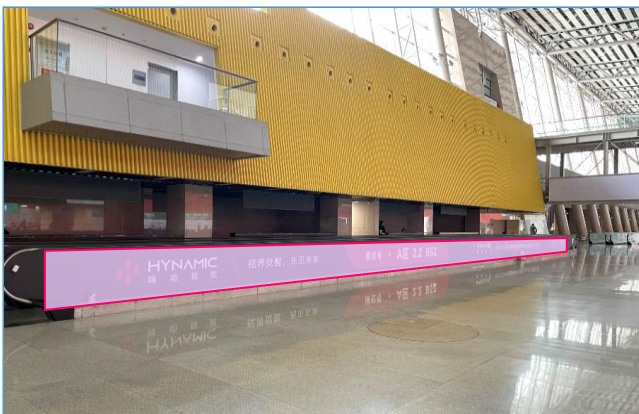
B17 Banner - Pearl River Promenade bridge

Specification: Area A: 1.7mH x 16~23.5mW
Area B: 1.7mH x 18~26mW
Price: RMB 26,000



B18 Escalator advertisement - Pearl River Promenade

Specification: Area A: 1.3mH x 10~12mW
Area B: 1.4mH x 19mW
Price: RMB 20,000



B19 Escalator advertisement – Pearl River Promenade moving walkways

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



B20 Glass sticker - near the escalator at Pearl River Promenade

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

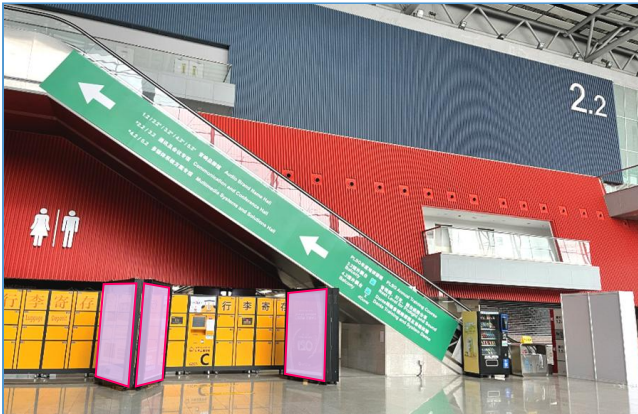
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B

Onsite advertising

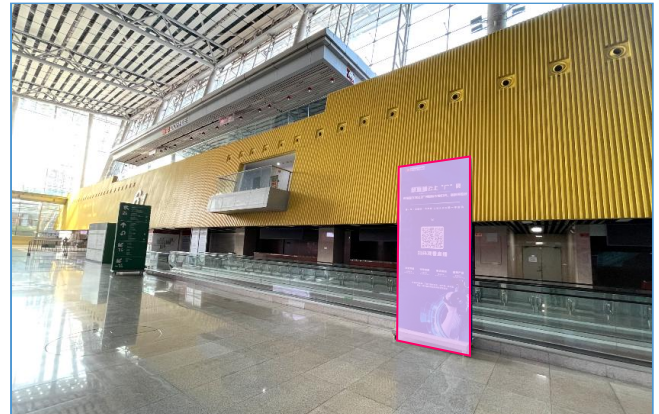
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B21 Lightbox (2-sided) - Pearl River Promenade

Specification: 1.94mH x 1.26mW, 2 sides per lightbox
Price: RMB 20,000 / lightbox



B22 Advertisement board (double-sided) - Pearl River Promenade

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

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B23(a) Balcony advertisement - Pearl River Promenade 1/F mezzanine floor

Specification: Area A: 0.9mH x 4.56~7.6mW
Area B: 0.95mH x 3.77~8.62mW
Price: RMB 15,000

B23(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
Price: RMB 45,000

B23(c) Balcony advertisement - Pearl River Promenade 2/F mezzanine floor

Specification: Area A: Front: 0.95mH x 22.57mW, 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

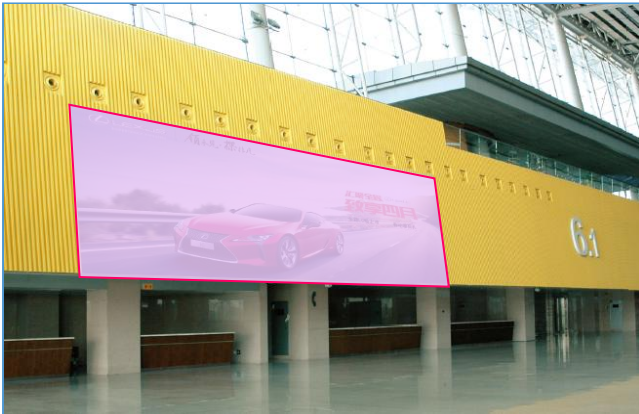
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B24 Wall advertisement - Outside exhibition halls

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



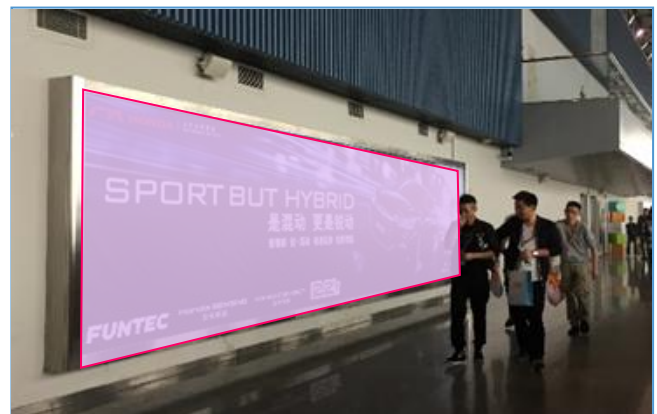
B25(a) Glass advertisement - Top of hall entrance, halls on 2/F

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



B25(b) Glass advertisement - Side walls of hall entrance, halls on 2/F

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



B26 Lightbox - Hall external, halls on 2/F

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

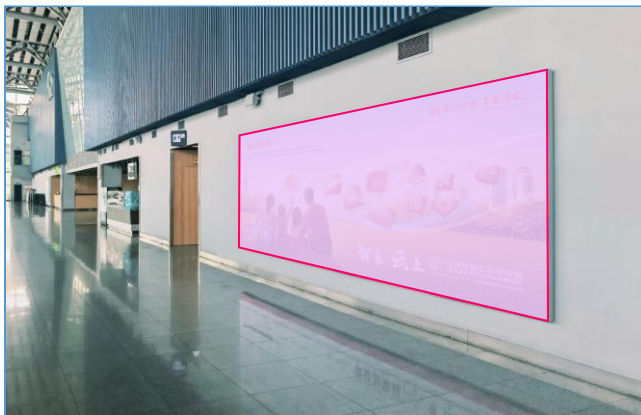
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B

Onsite advertising

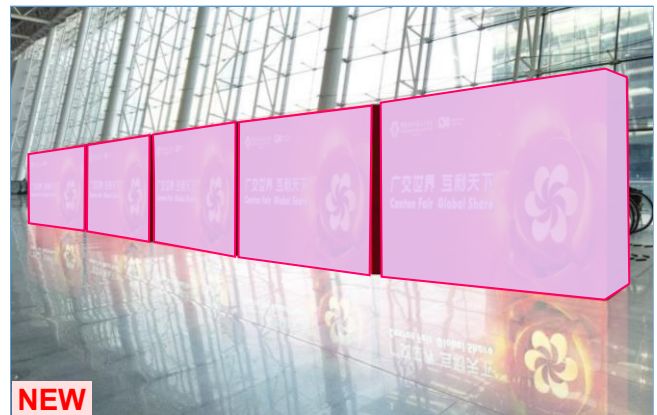
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B27 Advertisement board - Hall external, halls on 2/F

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



NEW

B28 Billboard - along Pearl River Promenade moving walkways

Specification: 3mH x 6mW
Price: RMB 28,000



NEW

B29 Billboard - at hall entrance, halls on 2/F & 3/F

Specification: (a) Halls 1-5 (2/F): 3mH x 6mW
(b) Halls 9-11 (3/F): 3mH x 6mW
Price: RMB 28,000



NEW

B30 Billboard - between halls on 2/F & 3/F

Specification: (a) Halls 1-5 (2/F): 2.5mH x 5mW
(b) Halls 9-11 (3/F): 2.5mH x 5mW
Price: RMB 20,000

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B31 Floor sticker

Specification: 1.2m x 1.2m

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

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C

Publication advertising

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C01 Visitor guide

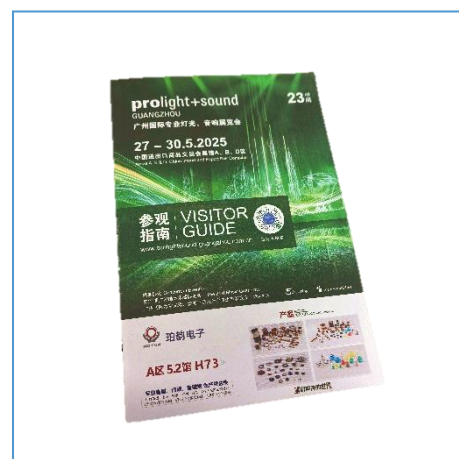
The visitor guide will be distributed to visitors free of charge at the registration counters, hall entrances and functional areas, it is an excellent tool for visitors scanning through exhibitor information.

- 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 SOLD
(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: 20 April 2026



Sponsorship marketing opportunities

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**For more details,
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