

prolight+sound

GUANGZHOU

广州国际专业灯光、音响展览会

21 – 24.8.2020

Area A, China Import and Export Fair Complex

中国进出口商品交易会展馆A区

**Sponsorship Marketing
Opportunities**

Commercial
商用

Solutions
解决方案

Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement display, increasing the exposure of your brands and products, and make your brand become a focus at the fair!

Customise an eye-catching promotion plan that aligns with your marketing goal. Static displays such as advertisements in official publications and onsite advertisings, dynamic participation as title sponsor of official events and functional areas, onsite souvenirs distribution. All can 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 for a discussion on tailor-made sponsorship marketing plans to create more business opportunities for your company!



(P) Package Options

P01 Special Package 1

1. C3-03 Hanging banner - West Podium
2. B02(f) Visitor guide - ROP (1 page)
3. Visitor guide - Listed as sponsor



Price: RMB 55,000 / 30pcs hanging banner (Exclusive)
RMB 25,000 / 10pcs hanging banner (Joint)

Application deadline: 17 July 2020

P02 Special Package 2

1. A06 Charging area / Internet area
2. B02(f) Visitor guide - ROP (1 page)
3. Visitor guide - Listed as sponsor



Price: RMB 38,000 (Exclusive)

Application deadline: 17 July 2020

P03 Special Package 3 (New)

1. C1-06 Advertisement board (1 unit)
2. C1-07 Floor sticker (2 units)
3. B02(f) Visitor guide - ROP (1 page)
4. Visitor guide - Listed as sponsor



Price: RMB 25,000

Application deadline: 17 July 2020

(A) Sponsorship Marketing Options

A01 Visitor admission badge

Visitor admission badge is the official access pass to enter the exhibition hall. It can reach every visitors directly.

- The sponsor's logo (single unit) and / or advertisement will appear on the back of the badge
- The design is provided by sponsor and must be approved by the organisers in advance
- Price includes production fee

Badge size: 80mm(H) x 100mm(W)

Price: RMB 70,000 / 75,000 units (Exclusive)
RMB 30,000 / 20,000 units (Joint, max. 3 sponsors)

Application deadline: 3 July 2020



A03 Show bag

Show bags will be distributed at the registration halls, which will help increase your company's onsite exposure even outside the fairground.

- Sponsor's logo (single unit), booth number and / or advertisement will appear on one side of the show bag
- The design is provided by sponsor and must be approved by the organisers in advance
- Price includes production fee

Price: RMB 85,000 / 20,000 units (Exclusive)
RMB 50,000 / 10,000 units (Joint)
RMB 30,000 / 5,000 units (Joint)

Application deadline: 17 July 2020



A04 Plastic folder

Plastic folder will be distributed at the reception counter.

- Sponsor's logo (single unit), company name, booth number and / or advertisement will be printed on plastic folder
- Sponsor's promotional materials will be placed in the folder
- Price includes production fee

Plastic folder size: 22cm(H) x 31cm(W)

Price: RMB 35,000 / 5,000 units (Exclusive)
RMB 25,000 / 3,000 units (Joint)
RMB 12,000 / 1,000 units (Joint)

Application deadline: 17 July 2020



(A) Sponsorship Marketing Options

A05 Onsite distribution services

Distribution of sponsor's material or souvenirs to visitors.

- Materials and / or souvenir provided by sponsor
- A backdrop with sponsor's advertisement will be placed at the distribution location
- Materials and advertisement design must be approved by the organisers in advance
- Exact location will be decided by organisers
- Price includes backdrop and staff

Price: RMB 80,000 / 10,000 units
RMB 45,000 / 5,000 units

Application deadline: 17 July 2020



A06 Charging area / Internet area

Sponsor's logo/ company image will be displayed on the charging area / internet area.

- Sponsor's logo (single unit, single colour), company name, and booth number will be displayed on the Charging area / Internet area along with show message
- Sponsor's page set as home page
- The design must be approved by the organisers in advance
- Price includes production fee

Price: RMB 25,000

Application deadline: 17 July 2020



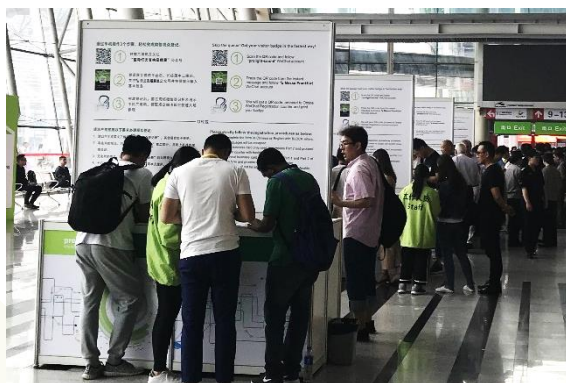
A07 Form filling counter

Sponsor's logo will be displayed on the form filling counter.

- Sponsor's logo (single unit, single colour) will be displayed on the form filling counter, along with show message
- Price includes production fee

Price: RMB 45,000 / 5 units (Zone A, Exclusive)

Application deadline: 17 July 2020



(B) Publications

B02 Visitor guide

Visitor guide will be distributed to all visitors at registration counters and information counters. It is the most handy tool for onsite reference of visitors.

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

Publication trim size : 132mm (W) x 188mm (H)



	Item	Price
(a)	Inside front cover	RMB 14,000
(b)	First page (right)	RMB 14,000
(c)	Inside Back cover	RMB 12,000
(d)	Back cover	RMB 17,000
(e)	Last page (left)	RMB 9,000
(f)	Run-of-page (ROP)	RMB 8,000

Application deadline: 17 July 2020

(C) Onsite Advertising

(C1 & C2) Zone A



**C1-01 Hanging banner (vertical)
- Pearl River Promenade**

Specification: 4m (W) x 6m (H), 2-side
Price: RMB 20,000 / unit



**C1-02 Lightbox (horizontal)
- Pearl River Promenade**

Specification: 17.36m (W) x 1.6m (H)
Price: RMB 35,000 / unit



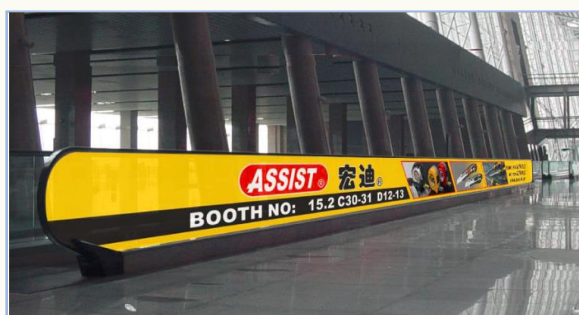
**C1-03 Banner (horizontal)
- Pearl River Promenade 2/F**

Specification: 22m (W) x 1.7m (H) / 18m (W) x 1.7m (H)
Price: RMB 25,000 / unit



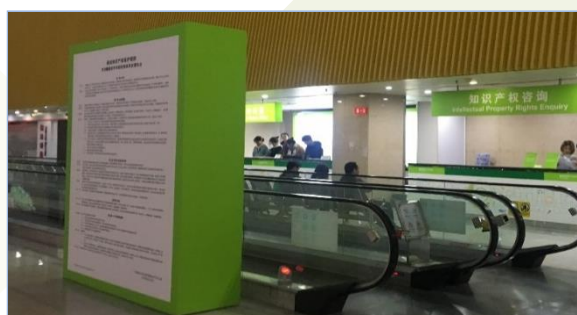
**C1-04 Escalator advertisement
- Pearl River Promenade**

Specification: 10.6m (W) x 1.3m (H)
Price: RMB 20,000 / unit



**C1-05 Escalator Advertisement
- Pearl River Promenade
moving walkways**

Specification: 28.7m (W) x 0.8m (H)
Price: RMB 20,000 / unit



C1-06 Advertisement board (4-side)

Specification: 2 (W) x 2.5m (H)
Price: RMB 15,000 / unit

Note: The submission deadline of application and production file materials is 17 July 2020.

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 provided by CIEFC and for reference only. The real object should be considered as final.

(C) Onsite Advertising

(C1 & C2) Zone A



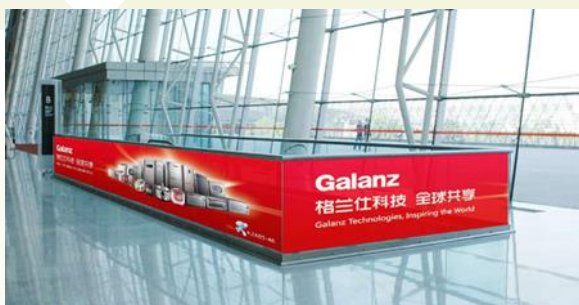
C1-07 Floor sticker - 1.2m(W) x 1.2m(H)

Price: (a) RMB 12,000 / 5 units (Entrance x 1 unit, Main gangway x 1 unit, Gangway x 3 units)
(b) RMB 5,500 / unit (Entrance)
(c) RMB 3,500 / unit (Main gangway)
(d) RMB 2,000 / unit (Gangway)



C2-01 Lightbox - Pearl River Promenade

Specification: 1.26m (W) x 1.94m (H)
Price: RMB 20,000 / unit



C2-02 Glass advertisement - Pearl River Promenade (Premier access)

Specification: (12m + 4.2m) (W) x 0.95m (H)
Price: RMB 16,000 / unit



C2-03 Glass advertisement - Pearl River Promenade 2/F (Hall 6.1 / Hall 8.1)

Specification: 30m (W) x 0.95m (H)
Price: RMB 25,000 / unit



C2-04 Glass advertisement - Pearl River Promenade 2/F(balcony), outside halls

Specification: 30.1m (W) x 0.95m (H)
Side: 5.7m (W) x 0.95m (H) x 2pcs
Price: RMB 45,000 / unit



C2-05 Glass advertisement - Pearl River Promenade mezzanine floor (balcony)

Specification: 7.6m (W) x 0.95m (H)
Price: RMB 15,000 / unit

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Prices include release and production.

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(C) Onsite Advertising

(C1 & C2) Zone A



C2-06 Glass advertisement - Pearl River Promenade 2/F (balcony)

Specification: 22m (W) x 0.95m (H)
Side: 2.1m (W) x 0.95m (H) x 2pcs
Price: RMB 25,000 / unit



C2-07 Glass advertisement - Entrance (halls on 2/F)

Specification: 12.8m (W) x 7.2m (H)
Price: RMB 40,000 / unit



C2-08 Glass advertisement - Side wall of entrance (halls on 2/F)

Specification: 15m (W) x 7.5m (H)
Price: RMB 38,000 / unit



C2-09 Lightbox - External wall(halls on 2/F)

Specification: 9m (W) x 2m (H)
Price: RMB 30,000 / unit



C2-10 Advertisement board - External wall (halls on 2/F)

Specification: 5m (W) x 2.5m (H)
Price: RMB 18,000 / unit

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(C) Onsite Advertising

(C3) Outdoor Area



**C3-01 Pillar advertisement
- West entrance**

Specification: 1m (W) x 3m (H)
Price: RMB 40,000 / 2 pillars



**C3-02 Advertisement board
- West podium**

Specification: 6m (W) x 3m (H)
Price: RMB 22,000 / unit



**C3-03 Hanging banner
- West podium**

Specification: 1.5m (W) x 0.8m (H)
Price: (a) RMB 52,000 / 30 units (Exclusive)
(b) RMB 38,000 / 20 units (Joint)
(c) RMB 20,000 / 10 units (Joint)



**C3-04 Advertisement board
- West podium along
covered walkway**

Specification: 4.6m (W) x 2.9m (H)
Price: RMB 22,000 / unit



C3-05 Triangular advertising tower

Specification: 4.24m (W) x 8.24m (H)
Price: (a) RMB 55,000 / 3 sides / tower
(b) RMB 20,000 / side



C3-06 Flag post - outside venue

Specification: 0.6m (W) x 2.5m (H)
Price: (a) RMB 65,000 / 30 units
(b) RMB 45,000 / 20 units
(c) RMB 25,000 / 10 units

Note: The submission deadline of application and production file materials is 17 July 2020.

Prices include release and production.

Advertising location and quantities are subject to availability. Please check with the organisers for available locations.

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(C) Onsite Advertising

(C3) Outdoor Area



C3-07 Advertisement board - Zhanchang Zhong Road

Specification: 6m (W) x 3m (H)
Price: RMB 22,000 / unit

Note: **The submission deadline of application and production file materials is 17 July 2020.**

Prices include release and production.

Advertising location and quantities are subject to availability. Please check with the organisers for available locations.

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For more details, please contact:

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