

20th

prolight+sound
GUANGZHOU

25 – 28 February 2022

Areas A & B, China Import & Export
Fair Complex

**Beyond lighting
and sound**

www.prolightsound-guangzhou.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'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) Sponsorship Marketing Options

A01 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

Price: (a) RMB 85,000 / 20,000 pcs (Exclusive sponsor)
 (b) RMB 50,000 / 10,000 pcs (Joint sponsor)
 (c) RMB 30,000 / 5,000 pcs (Joint sponsor)

Application deadline: 20 November 2021



A02 Plastic folder

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

- 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
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Price: (a) RMB 35,000 / 5,000 pcs (Exclusive sponsor)
 (b) RMB 25,000 / 3,000 pcs (Joint sponsor)
 (c) RMB 12,000 / 1,000 pcs (Joint sponsor)

Application deadline: 20 December 2021



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 must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

Quantity: Joint sponsor

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

Application deadline: 20 December 2021



(A) Sponsorship Marketing Options

A04 Wet tissue paper

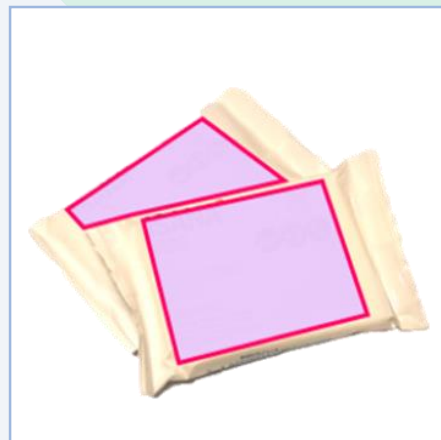
Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- 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 sponsor

Price: RMB 32,000 / 5,000 packs

Application deadline: 20 December 2021



A05 Hand sanitiser

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- 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 sponsor

Price: RMB 48,000 / 5,000 bottles

Application deadline: 20 December 2021



(B) Publications

B01 Visitor invitation mailing envelop (local visitors) (New)

The visitor invitation mailing envelop will be the first thing all potential visitors will see upon receiving their invites prior to the show. An advertisement on the envelop will ensure exposure of your company and brand before the show.

- Sponsor's advertisement will be placed at a designated location on the front of the envelop
- Price includes production fee
- The design must be approved by the organisers in advance

Quantity: Exclusive sponsor

Price: RMB 45,000 / 15,000 pcs

Application deadline: 5 November 2021



B02 Exhibitor promotion leaflet (New)

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

Price: RMB 30,000 / 15,000 pcs

Application deadline: 20 November 2021



B03 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.

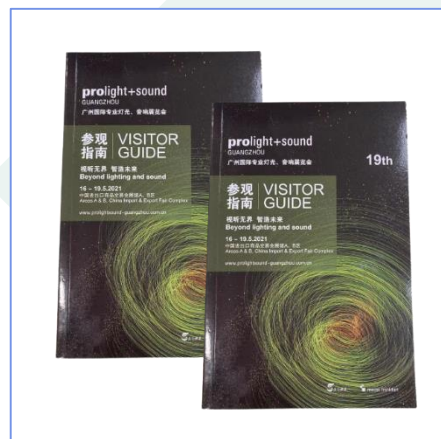
- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 140mm (W) x 210mm (H)

Bleeding size: 146mm (W) x 216mm (H)
+3mm bleeding on each side

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: 5 December 2021



(C) Onsite Advertising

(C1) Zone A & Zone B



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

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



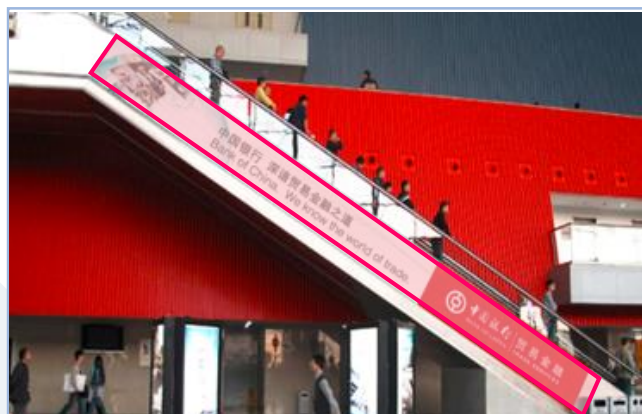
C1-02 Lightbox (horizontal)
– Pearl River Promenade

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



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

Specification: Zone A: 19-22m (W) x 1.7m (H)
Zone B: 18m (W) x 1.7m (H)
Price: RMB 25,000 / pcs



C1-04 Escalator Advertisement
– Pearl River Promenade

Specification: Zone A: 13m (W) x 1.3m (H)
Zone B: 18m (W) x 1.4m (H)
Price: RMB 20,000 / pcs

Note: The submission deadline of application and material production files is 20 December 2021.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Advertising items are subject to availability. Please check with the organisers for the available location.

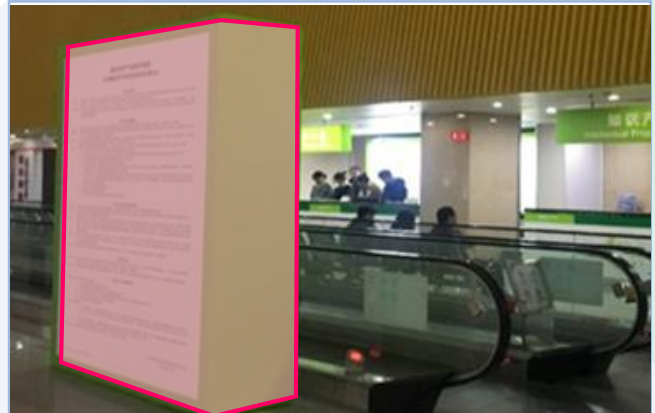
(C) Onsite Advertising

(C1) Zone A & Zone B



C1-05 Escalator Advertisement – Pearl River Promenade moving walkways

Specification: Zone A: 28.7m (W) x 0.8m (H)
Zone B: 27.6m (W) x 0.63m (H)
Price: RMB 20,000 / pcs



C1-06 Advertisement board (4-side)

Specification: 2m (W) x 2.5m (H) x 0.5m (D) x 4-sided
Price: RMB 15,000 / pcs (min. 2 pcs per order)



C1-07 Floor sticker

Specification: 1.2m (W) x 1.2m (H)
Price: RMB 28,000 / 10 pcs (Location*: Entrance x 1pcs,
Main gangway x 4 pcs, Gangway x 5 pcs)

*Actual arrangement to be confirmed by the organisers

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Prices include release and production.

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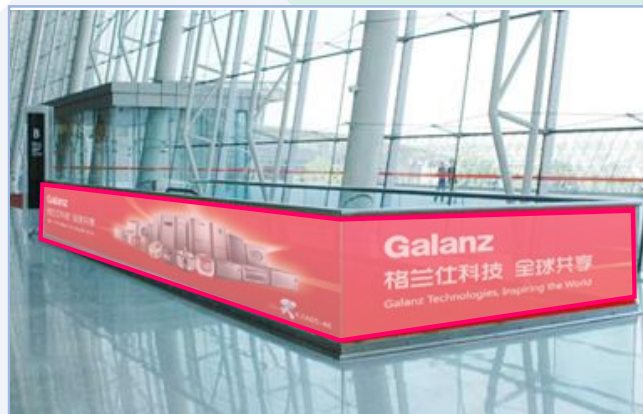
(C) Onsite Advertising

(C2) Zone A



C2-01 Lightbox – Pearl River Promenade

Specification: 1.26m (W) x 1.94m (H) x 2-sided
Price: RMB 20,000 / pcs



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

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



C2-03 Glass advertisement – Pearl River Promenade 2/F (Hall 6 / Hall 8)

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



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

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

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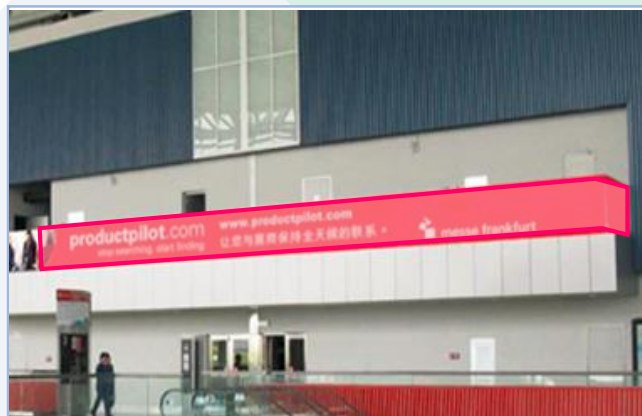
(C) Onsite Advertising

(C2) Zone A



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

Specification: 7.6m (W) x 0.9m (H)
Price: RMB 15,000 / pcs



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

Specification: Front: 22.2m (W) x 0.95m (H)
Side: 2.1m (W) x 0.95m (H) x 2 sides
Price: RMB 25,000 / pcs



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

Specification: 12.55m (W) x 7.25m (H)
Price: RMB 40,000 / pcs



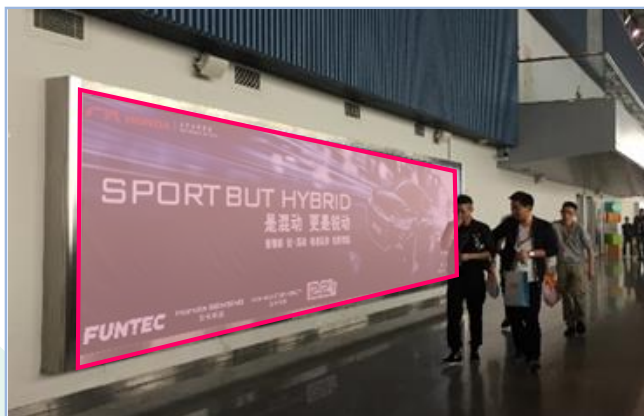
C2-08 Glass advertisement – Side wall of entrance (halls on 2/F)

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

Note: The submission deadline of application and material production files is 20 December 2021.
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(C) Onsite Advertising

(C2) Zone A



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

Specification: 6m (W) x 2m (H)
Price: RMB 30,000 / pcs



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

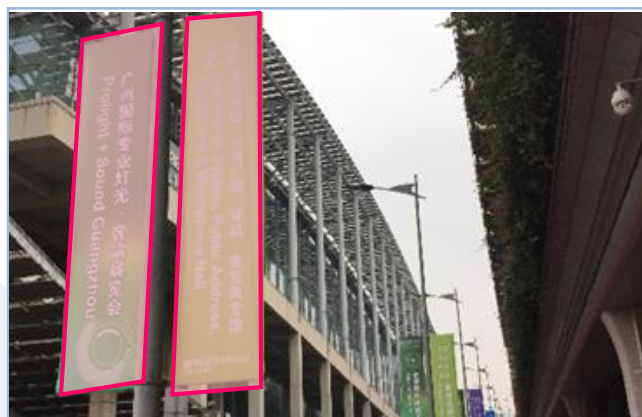
Specification: 5m (W) x 2.5m (H)
Price: RMB 18,000 / pcs

(C3) Outdoor



C3-01 Pillar advertisement
– West entrance

Specification: 1.5m (W) x 3m (H) x 4-sided
Price: RMB 40,000 / pillar



C3-02 Flag post – Outside venue

Specification: 0.6m (W) x 2.5m (H) x 4 sides / flagpole
Price:
(a) RMB 65,000 / 30 flagpoles
(b) RMB 45,000 / 20 flagpoles
(c) RMB 25,000 / 10 flagpoles

Note: The submission deadline of application and material production files is 20 December 2021.

Prices include release and production.

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Advertising items are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising

(C3) Outdoor



**C3-03 Advertisement board
– Zhanchang Zhong Road**

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



**C3-04 Advertisement balloons
– Outside venue (New)**

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

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For more details, please contact:

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