

formnext
SOUTH CHINA



29 – 31 August 2023
Shenzhen World Exhibition and
Convention Center, China

Shenzhen International Additive
Manufacturing, Powder Metallurgy
and Advanced Ceramics Exhibition

**Explore endless
possibilities**

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**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 publications, title sponsorship opportunities at concurrent events and functional areas, as well as 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

A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

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

Quantity: Joint sponsor
Price: RMB 30,000

Application deadline: 7 July 2023



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo (single unit, 1-colour) will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Joint sponsor
Price: RMB 30,000

Application deadline: 7 July 2023



A

Sponsorship options

A03 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- The sponsor's flyer will be placed in the programme area (materials must be approved by the organisers in advance)

Quantity: Joint sponsor
Price: On request
* Please contact organisers for more details

Application deadline: 7 July 2023



A04 Lucky draw area

The lucky draw area will be set up during the show, aiming to increase interaction with visitors.

- Sponsors have the opportunity to co-organise concurrent events with the organisers
- The sponsor's name and / or logo (single unit) will appear on the backdrop
- Sponsor's flyer to be placed in the lucky draw area (materials must be approved by the organisers in advance)

Quantity: Joint sponsor
Price: On request
* Please contact organisers for more details

Application deadline: 7 July 2023



A

Sponsorship options

A05 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

Quantity: Joint sponsor
Price: RMB 50,000 / 5,000 pcs

Application deadline: 7 July 2023



A06 Bottled water

Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during fringe programmes.

- Sponsor's logo and / or advertisement will appear on the water bottle 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 bottles

Application deadline: 7 July 2023



A

Sponsorship options

A07 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 wet tissue paper packs 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 35,000 / 5,000 pcs

Application deadline: 7 July 2023



A08 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during fringe programmes.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- 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

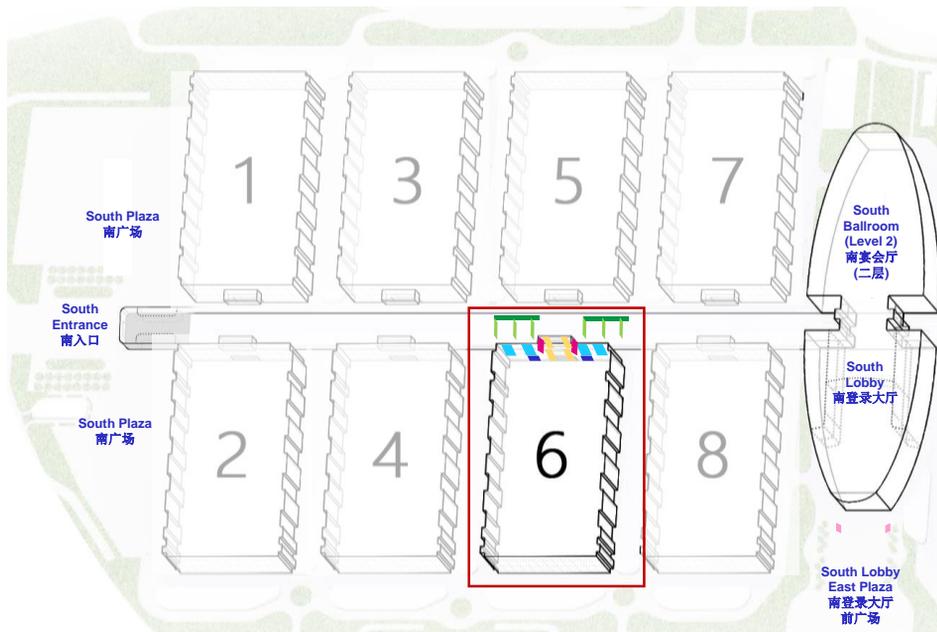
Quantity: Joint sponsor
Price: On request

Application deadline: 7 July 2023



B

Onsite advertising



Location	No.	Item	Price
	C01	Billboard – South Lobby East Plaza	RMB 52,000
	C02	Glass sticker on escalator – Central corridor (Level 2)	RMB 35,000
	C03(a)	Banner – Hall entrance (external): Central Corridor (upper)	RMB 70,000
	C03(b)	Banner – Hall entrance (external): Central Corridor (lower)	RMB 42,000
	C04(a)	Glass sticker – Hall entrance (external): Entrance on Level 2 (lateral)	RMB 45,000
	C04(b)	Glass sticker – Hall entrance (external): Entrance on Level 2 (front)	RMB 18,000 / 2 pcs / set
	C04(c)	Glass sticker – Hall entrance (external): Entrance on Level 1 (front)	RMB 16,000 / 2 pcs / set
	C05(a)	Hanging banner – Central corridor (Level 1)	RMB 56,000 / 3 pcs
	C05(b)	Hanging banner – Central corridor (Level 1)	RMB 20,000 / 1 pc

Note: **The submission deadline of application and material production files is 24 July 2023.**

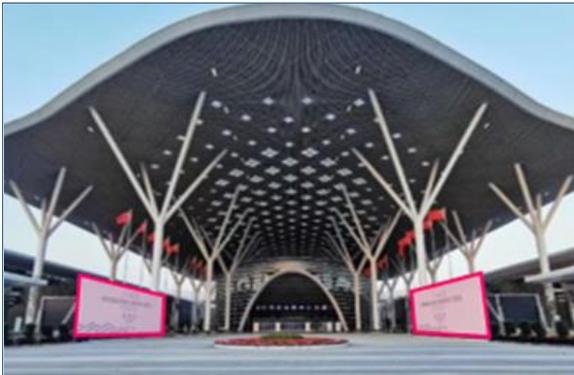
Prices include release and production.

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

Onsite advertising



B01 Billboard – South Lobby East Plaza

Specification: 4m(H) x 8m(W)
Lateral: 4m(H) x 1.5m(W) x 2 sides
Price: RMB 52,000 / 3 sides / pc



New B02 Glass sticker on escalator – Central corridor (Level 2)

Specification: 0.72m(H) x 36m(W)
Price: RMB 35,000



B03(a) Banner – Hall entrance (external): Central Corridor (upper)

Specification: 10m(H) x 9m(W)
Price: RMB 70,000



B03(b) Banner – Hall entrance (external): Central Corridor (lower)

Specification: 5m(H) x 9m(W)
Price: RMB 42,000

Note: The submission deadline of application and material production files is 24 July 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

Onsite advertising

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B04(a) Glass sticker
– Hall entrance (external):
Entrance on Level 2 (lateral)

Specification: 4m(H) x 12m(W)
Price: RMB 45,000



New B04(b) Glass sticker
– Hall entrance (external):
Entrance on Level 2 (front)

Specification: 4m(H) x 1.5m(W) x 2 pcs
Price: RMB 18,000 / 2 pcs / set



New B04(c) Glass sticker
– Hall entrance (external):
Entrance on Level 1 (front)

Specification: 3m(H) x 1.5m(W) x 2 pcs
Price: RMB 16,000 / 2 pcs / set



B05 Hanging banner
– Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x 2 sides
Price: (a) RMB 56,000 / 3 pcs
(b) RMB 20,000 / 1 pc

Note: The submission deadline of application and material production files is 24 July 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

C01 Fair catalogue

The official catalogue will be available during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

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

Publication trim size: 210mm(H) x 130mm(W)
+3mm bleeding on each side

Item	Price
(a) Inside front cover	RMB 20,000
(b) Inside back cover	RMB 20,000
(c) First page	RMB 10,000
(d) Opposite inside back cover	RMB 10,000
(e) Run-of-page	RMB 5,000

Application deadline: 7 July 2023



C02 Visitor guide

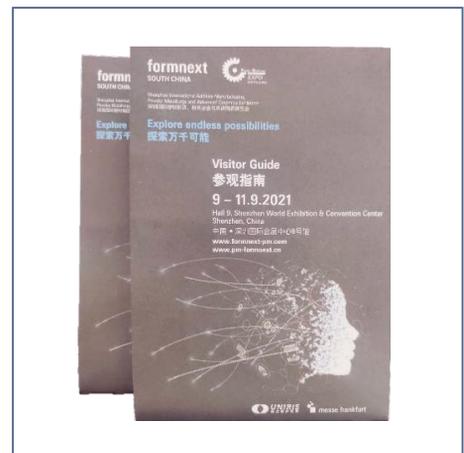
The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

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

Advertisement size: Full page – 188mm(H) x 130mm(W)
Half page – 94mm(H) x 130mm(W)
+3mm bleeding on each side

Item	Price
(a) Back cover	RMB 20,000
(b) Run-of-page (full page)	RMB 10,000
(c) Run-of-page (half page, horizontal)	RMB 5,000
(d) Run-of-page (page bottom, company logo and information)	RMB 2,000

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For more details,
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