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ASIA SHENZHEN

26 – 28.8.2025

Shenzhen World Exhibition and
Convention Center, Shenzhen, China



**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

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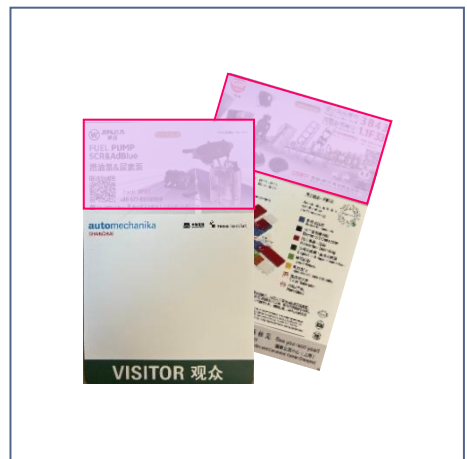
A01 Visitor admission badge

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

- 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 45,000

Application deadline: 18 July 2025



A02 Visitor lanyard

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

- 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 45,000

Application deadline: 18 July 2025



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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
- 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: 18 July 2025



A04 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: 18 July 2025



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A05 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: 18 July 2025



A06 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: 18 July 2025



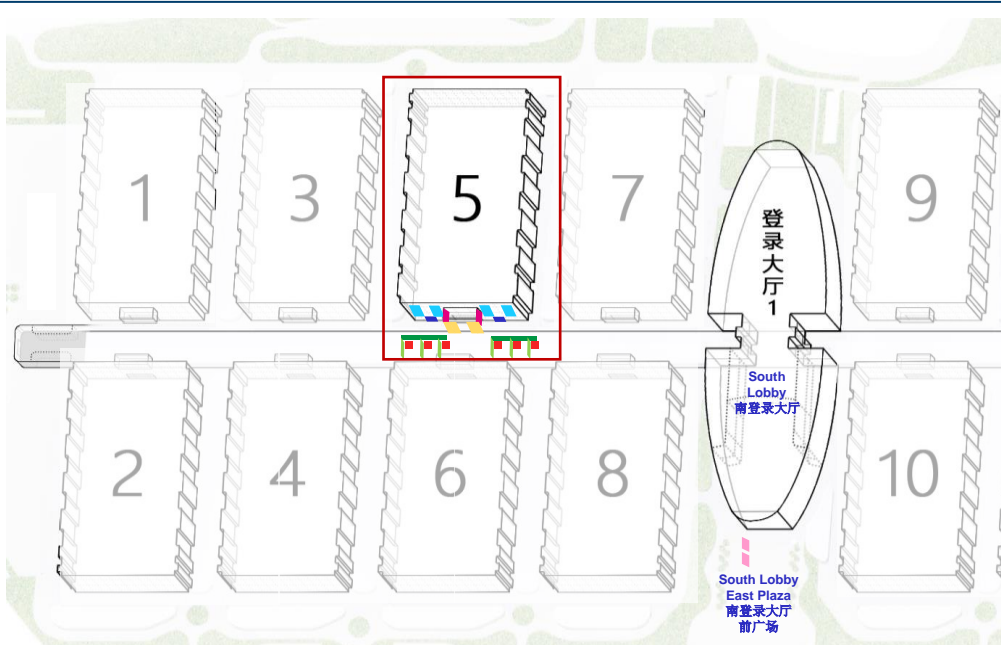
B











Onsite advertising

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No.	Item	Price
 B01	Billboard – South Lobby East Plaza	RMB 52,000
 B02	Glass sticker on escalator – Central corridor (Level 2)	RMB 35,000
 B03(a)	Banner – Hall entrance (external): Central corridor (upper)	RMB 70,000
 B03(b)	Banner – Hall entrance (external): Central corridor (lower)	RMB 42,000
 B04(a)	Glass sticker – Hall entrance (external): Entrance on Level 2 (lateral)	RMB 45,000
 B04(b)	Glass sticker – Hall entrance (external): Entrance on Level 2 (front)	RMB 18,000 / 2 pcs / set
 B04(c)	Glass sticker – Hall entrance (external): Entrance on Level 1 (front)	RMB 16,000 / 2 pcs / set
 B05	Hanging banner – Central corridor (Level 1)	RMB 56,000 / 3 pcs
 B06(a)	Pillar wrap – Central corridor (Level 1)	RMB 68,000 / 3 pillars
 B06(b)	Pillar wrap – Central corridor (Level 1)	RMB 25,000 / 1 pillar

Note: **The submission deadline of application and material production files is 18 July 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.

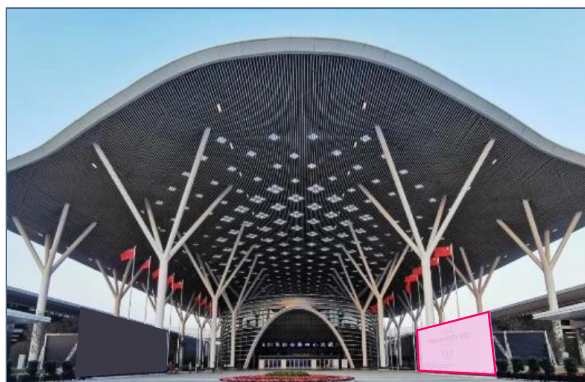
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B01 Billboard – South Lobby East Plaza

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



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 18 July 2025.

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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



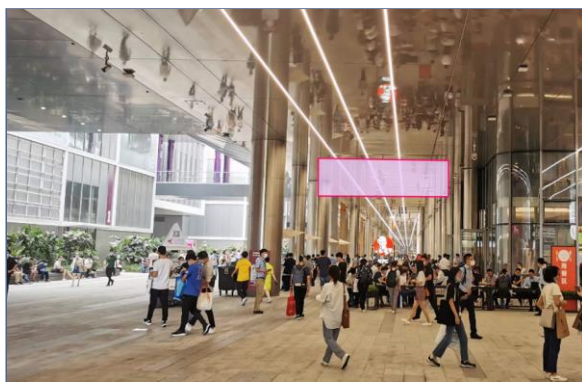
B04(b) Glass sticker – Hall entrance (external): Entrance on Level 2 (front)

Specification: 3m(H) x 1.5m(W) x 2 pcs
Price: RMB 18,000 / 2 pcs / set



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 double-sided
Price: RMB 56,000 / 3 pcs

Note: The submission deadline of application and material production files is 18 July 2025.

Prices include release and production.

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B06 Pillar wrap – Central corridor (Level 1)

Specification: 4m(H) x 2m(W) x 4-sided

Price: (a) RMB 68,000 / 3 pillars
(b) RMB 25,000 / 1 pillar

Note: **The submission deadline of application and material production files is 18 July 2025.**

Prices include release and production.

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C01 Fair catalogue

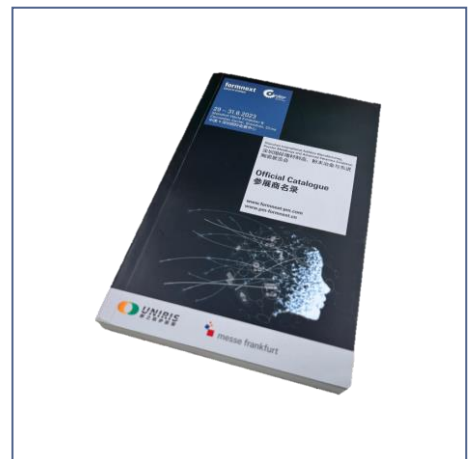
The fair catalogue will be available during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

- 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: 18 July 2025



C02 Visitor guide

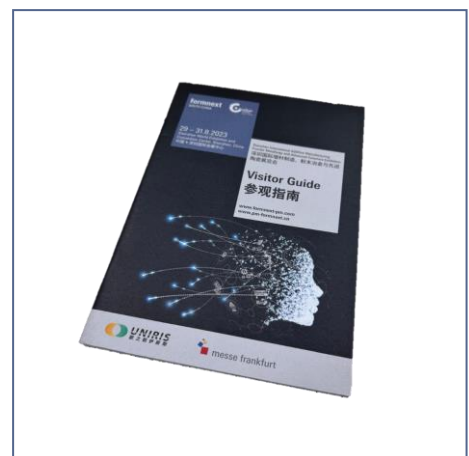
The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

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

Publication trim size: 210mm(H) x 145mm(W)
+3mm bleeding on each side

Item	Price
(a) Back cover	RMB 25,000
(b) Run-of-page (full page)	RMB 10,000

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**For more details,
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