



Messe München

Connecting Global Competence

Automotive DAY 汽车技术日

高峰论坛暨展览会



赞助手册
Marketing Service

2020年3月17日 | March 17, 2020

|同期举办|

 **electronica China**

慕尼黑上海电子展

01 套餐赞助 Package sponsorship

赞助商权益	战略合作伙伴 CNY500,000	钻石赞助 CNY350,000	铂金赞助 CNY200,000	金牌赞助 CNY120,000	银牌赞助 CNY50,000
标准展示台 一个 Desktop exhibit, one table per sponsor	√	√	√	√	√
会前宣传广告、相关印刷品、现场背景板等位置显示赞助商logo Sponsors' logos will be visible on promotion advertisements, related printing materials, backdrops, etc.	√	√	√	√	√
赞助商高层媒体专访和报道 Special live media interview	√	√	√	√	
现场会议程序册彩色广告 One full-page advertisement on conference agendas	封底 Outside back cover	封二 Inside front cover	内页跨页 Double page spread	内页跨页 Double page spread	内页 Inside page
主办方官方微信公众号的文章推送 Organizer's official WeChat press release publish	独家头条3次 副条至少5次 3 times exclusive headline; 5 times non-headline	独家头条2次 副条至少2次 Twice exclusive headline; Twice non-headline	独家头条1次 头条1次 副条1次 Once exclusive headline; Once headline; Once non-headline	头条1次 副条2次 Once headline; Twice non-headline	头条1次 副条1次 Once headline; Once non-headline
赞助商的免费入场券（不含演讲人） Sponsors' free coupon (excluding the speaker)	10人 persons	6人 persons	5人 persons	4人 persons	3人 persons
赞助商客户的免费入场券 Clients' free delegate tickets	50人 persons	40人 persons	30人 persons	20人 persons	10人 persons
汽车技术日赞助商高层报告一场（约25分钟） One speech delivered by sponsors' executives at Automotive Day (appr. 25 mins)	√	√	√	√	
展会同期汽车主题创新论坛报告一场（约25分钟） One speech of automotive theme forums during electronica China (appr. 25 mins)	√	√	√		
赞助商的宣传视频播放（茶歇和午餐时间，长度不超过1分钟） Sponsors' advertising video will be played during tea break and lunch time (1 min at most)	√	√	√		
买家见面会 Match making	3场 match making	2场 match making	1场 match making		
安排赞助商高层与整车厂演讲嘉宾共进午餐（不超过2人） Lunch together with OEMs' speakers (max. 2 persons)	√	√			
定制化问卷调研服务 Audience survey (five questions at most)	√	√			
展会现场展示机会 Exhibit opportunities at electronica China	54sqm光地 54sqm raw space	36sqm光地 36sqm raw space	创新演示区展示柜1个 One desktop exhibit	创新演示区展示柜1个 One desktop exhibit	
定制化观众组织方案，邀请潜在客户到场参观 Customized audience organization program to invite potential customers to visit	100人 persons	50人 persons			
做为分论坛战略合作伙伴，享受分论坛冠名权（独家） As a sub-forum strategic partner, enjoy sub-forum naming rights (exclusive)	√				

02 单项赞助 Single sponsorship

2.1 赞助商高层报告 Presentation sponsor



赞助商高层演讲报告一场，向在场逾600名专业听众做精彩报告。
One speech delivered by sponsor's executives at Automotive Day report to over 600 audiences.

注意Note:

- 报告时间为25分钟，包括问答时间
25mins for one presentation including Q&A
- 先到先得
First-come, first-served

价格Price: CNY 50,000

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.2 标准展示台 Desktop exhibit



会议场馆外标准展位台一个
Desktop exhibit out of conference hall.

注意Note:

- 先到先得
First-come, first-served

价格Price: CNY 40,000

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.3 听众吊带赞助（独家） Lanyard sponsor (Exclusive)



胸卡及吊带会分发给每一位与会人员
Lanyards are given to all the audiences when they collect their badges.

注意Note:

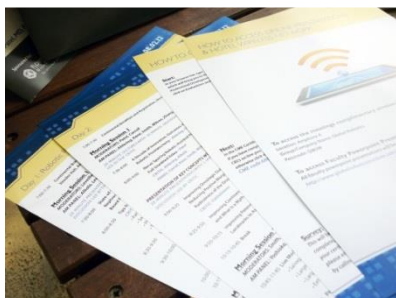
- 吊带上需交替出现展会司标与展商司标
Sponsor logo and exhibition logo appear on the lanyards crosswise.
- 先到先得
First-come, first-served

价格Price: CNY 20,000

截止日期: 2020年1月11日

Booking deadline: January 11, 2020

2.4 资料夹带 Material distribution



公司宣传册及产品资料将放置于听众包袋中，与会者人手一份
Company brochures or promotion materials will be distributed when audiences pick up their badges.

注意Note:

- 赞助公司需提前提供需要发放的宣传资料
Sponsor must supply materials in advance of the event.
- 不含制作
Production excluded.

价格Price: CNY 10,000

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.5 听众资料袋赞助（独家） Tote bag sponsor (Exclusive)



选择在包袋上发布公司广告，与会听众每人领取一个，现场无处不在的形象曝光，效果毋庸置疑！

A movable advertisement showing company name, logo to maximize your brand exposure.

注意Note:

- 展会司标出现在包袋的右下方
Exhibition logo will be shown on the bottom right corner of the bag.
- 公司司标出现在包袋的正中央位置
Sponsor logo will be shown in the middle of the bag.
- 包含制作及设计
Production and design included

价格Price: CNY 20,000

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.6 瓶装水赞助（独家） Bottled water sponsor (Exclusive)



会场瓶装水赞助，会在瓶身出现赞助商logo或广告，与会听众人手一瓶
Sponsor's logo or image will be shown on bottled water which are given to each audiences.

注意Note:

- 需要提前提供赞助商logo及广告画面
Sponsor's logo and image are needed in advance.
- 先到先得
First-come, first-served

价格Price: CNY 20,000

截至日期: 2020年1月31日

Booking deadline: January 31, 2020

2.7 礼品定制 Gift customization



礼品定制，含制作，发放给与会听众及嘉宾

Gift customization with production and distribute to audiences and guests.

注意Note:

- 主办方会提前和赞助商确认礼品种类
Gift will be confirmed first by the organizer.
- 礼品由主办方分发
Gift will be distributed by the organizer.

价格Price: CNY 50,000起

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.8 礼品赞助 Gift sponsor



礼品总能引起观众的兴趣，公司提供礼品作为赞助，主办方将发放给所有与会人员，精美且用心的礼品会使公司的品牌和形象被深深印入观众脑海

Giveaway is always a good way to attract target customers.

Organizer will distribute those gifts to each audience.

注意Note:

- 礼品需提前与主办方确认，并由主办方分发
Gift will be confirmed first and distributed by the organizer.

价格Price: CNY 10,000 (不含制作production excluded)

截止日期: 2020年1月31日

Booking deadline: January 31, 2020

2.9 问卷调研 Survey questionnaire



针对展商单独制作的问卷，问题不超过5题

No more than 5 questions should be asked for the questionnaire independently produced by the exhibitors.

注意Note:

- 需要提前提供问卷文稿
Questionnaire needed in advance
- 由主办方印刷及发放
Produce and distribute by organizer

价格Price: CNY 10,000

截至日期: 2020年1月31日

Booking deadline: January 31, 2020

2.10 宣传视频播放 Video sponsoring



会议现场宣传视频或广告播放（茶歇和午餐时间，长度不超过1分钟）
Sponsor's advertising video will be played during tea break and lunch time (1min at most).

注意Note:

- 先到先得
First-come, first-served

价格Price: CNY 30,000

截至日期: 2020年1月31日

Booking deadline: January 31, 2020

2.11 椅背广告（独家） Chair advertising sponsoring (Exclusive)



会议厅椅背广告赞助
Advertisement at seat back

注意Note:

- 先到先得
First-come, first-served

价格Price: CNY 50,000

截至日期: 2020年1月31日

Booking deadline: January 31, 2020

2.12 程序册广告 Handbook advertising



版位 Position	净尺寸（宽x高） Size (width x height)	价格 Price
内页 Inside page	185mm * 260mm	CNY 20,000
封二 Inside front cover	185mm * 260mm	CNY 30,000
封三 Inside back cover	185mm * 260mm	CNY 25,000
封底 Outside back cover	185mm * 260mm	CNY 35,000

截至日期: 2020年1月31日

Booking deadline: January 31, 2020

2.13 鸡尾酒会赞助 Cocktail party sponsor



冠名赞助鸡尾酒会，邀请VIP客户一起享受展商之夜。

Exclusive naming sponsor of the cocktail party. Invite your VIP guests to enjoy a wonderful night.

- 现场布置包括悬挂赞助公司司标、名称，现场提供专业服务生
Benefits include sponsor signage or banners featuring company name and logo at banquet hall, dedicated waitress.
- 鸡尾酒会推广会出现在会前所有宣传资料中，包括线上宣传及现场印刷品（赞助公司需提前两个月确认）
Cocktail party information on pre-conference promotion marketing material and printed material if signed a minimum of two months prior to the event.
- 主办方帮忙邀请与会嘉宾及媒体
Assist to invite attendees and social media.

价格Price: CNY 50,000

截止日期：2020年1月13日

Booking deadline: January 13, 2020

2.14 晚宴赞助 Dinner sponsor



冠名赞助晚宴，邀请VIP客户一起享受展商之夜。

Exclusive naming sponsor of the dinner party. Invite your VIP guests to enjoy a wonderful night.

- 现场布置包括悬挂赞助公司司标、名称，现场提供专业服务生
Benefits include sponsor signage or banners featuring company name and logo at banquet hall, dedicated waitress.
- 主办方帮忙邀请与会嘉宾及媒体
Assist to invite attendees and social media.
- 含赞助商晚宴演讲一场
Sponsor speech.
- 由赞助商参与确认晚宴名单
Dinner list confirmed by sponsor

价格Price: CNY 100,000起

截止日期：2020年1月13日

Booking deadline: January 13, 2020

2.15 午宴赞助 Lunch sponsor



独立的用餐区，与目标听众深入洽谈交流，保证30位听众。

Separate dining area, chances to communicate with target audience deeply, guarantee 30 audiences.

- 由赞助商参与确认午宴名单
Dinner list confirmed by sponsor

价格Price: CNY 20,000/30 audiences

截止日期：2020年1月13日

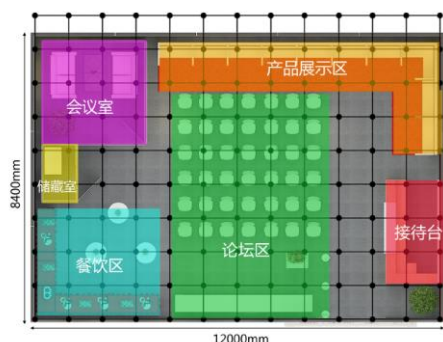
Booking deadline: January 13, 2020

2.16 会议室特殊展示 Special display in conference room



- 单独定制展馆一楼会议室内展示空间
Customized conference room display.
- 展示空间包括：专属贵宾休息室、洽谈、demo展示区、用餐区、技术论坛（新品发布区）、客户接待区。
Including VIP room, reception, demo display area, dining area, forum area and so on.
- 展示空间可根据需求定制
Display space can be customized according to demand.
- 数量有限，先到先得
First-come, first-served

价格Price: CNY 120,000 / 起 / 一天one day



规格 Specifications	说明 Notes
会议室面积 sqm	105 sqm
主体结构搭建 Construction of main structure	√
设施可选 Optional facilities	
接待台 Reception	√
论坛区 Forum area	√
LED屏幕 LED screen	√
音响系统及麦克风 Audio system and microphone	√
产品展示区 Demo area	√
洽谈区 Discussion area	√
餐饮区 Dining area	√
储藏室 Storage	√

截至日期：2020年2月22日

Booking deadline: February 22, 2020

e星球·创新应用科技园

Planet e · Innovation Application Hi-Tech Park

(3月20-22日, electronica China展会现场 | March 20-22 | during electronica China)

e星球·创新应用科技园是慕尼黑上海电子展期间推出的汽车电子领先企业专属活动区, 赞助商可以以单个展示台形式展出汽车电子应用展品作为技术发布平台。展期持续三天, 慕尼黑上海电子展为所有赞助商提供更大更优质的平台与更多行业观众进行线下交流。

Planet e · Innovation Application Hi-Tech Park is an unique opportunity for automotive electronics TOP players during electronica China 2020. Each sponsor can choose one desk for demo display. electronica China provide a bigger and better platform for offline communication with more industry audiences.

参与方案 Benefits		套餐A Package A CNY 30,000	套餐B Package B CNY 60,000	套餐C Package C CNY 100,000
展示柜一个 (含液晶电视、射灯、logo、海报、资料架) One display desk(TV, spotlight, logo, poster and shelving rack)		尺寸 Size 2m*2.5m	尺寸 Size 2m*2.5m	尺寸 Size 2m*2.5m
洽谈桌, 洽谈椅 A set of table and chairs		√	√	√
标准搭建 Standard installation		√	√	√
市场推广计划 Standard installation	展会网站公司名称及logo展示 Company name and logo published on exhibition website	√	√	√
	微信文章推送 WeChat publish		一次 once	三次 three times
	展会新闻稿发布内含公司名称或信息 Company name or logo in press release	至少一次 at least once	不少于三次 no less than three times	不少于五次 no less than five times
	《观众指南》平面图及列表logo印刷 Logo on floor plan and exhibitor list in Visitor Guide	√	√	√
	《观众指南》广告 Advertisement in Visitor Guide		内页半版 half page	内页整版 whole page
	展会现场媒体或主办方采访 Interview onsite by media or organizer			√
汽车行业观众到达您的展位 Guarantee visitors to be invited to your booth		50	100	150
展会同期汽车电子/电动车论坛演讲 One speech of automotive theme forums during electronica China (appr. 25 mins)			1	2
观众礼品 Giveaways for clients			100	150
扫描枪 Lead retrieval			√	√
独立会议室 Exclusive meeting room				√

赞助申请表 Order Form

公司名（中英文名）Company name (Chinese & English)

公司宣传名（中英文名）Company name for promotion usage (Chinese & English)

电话Tel

传真Fax

手机（重要）Mobile (important)

联系人 先生/女士 Contact person: Mr./ Ms. 职位Title

邮箱（重要）Email (important)

套餐赞助 Package Sponsorship

战略合作伙伴 Strategic Partners

☐ CNY 500,000

钻石赞助 Diamond Sponsorship

☐ CNY 350,000

铂金赞助 Platinum Sponsorship

☐ CNY 200,000

金牌赞助 Gold Sponsorship

☐ CNY 120,000

银牌赞助 Silver Sponsorship

☐ CNY 50,000

单项赞助 Single Sponsorship

赞助商高层报告 Presentation sponsor

☐ CNY 50,000

标准展示台 Desktop exhibit

☐ CNY 40,000

听众吊带赞助 Lanyard sponsor

☐ CNY 20,000

资料夹带 Material distribution

☐ CNY 10,000

听众资料袋赞助 Tote bag sponsor

☐ CNY 20,000

瓶装水赞助 Bottled water sponsor

☐ CNY 20,000

礼品定制 Gift customization

☐ CNY 50,000

礼品赞助 Gift sponsor

☐ CNY 10,000

问卷调研 Survey questionnaire

☐ CNY 10,000

宣传视频播放 Video sponsoring

☐ CNY 30,000

椅背广告 Chair advertising sponsoring

☐ CNY 50,000

程序册广告 Handbook advertising

☐ 内页广告 Inside page/CNY 20,000

☐ 封二 Inside front cover/CNY 30,000

☐ 封三 Inside back cover/CNY 25,000

☐ 封底 Outside back cover/CNY 35,000

鸡尾酒会赞助 Cocktail party sponsor

☐ CNY 50,000

晚宴赞助 Dinner sponsor

☐ CNY 100,000

午宴赞助 Lunch sponsor

☐ CNY 20,000/30人 audiences

会议室特殊展示 Special display in conference room

☐ CNY 120,000

e星球 创新应用科技园 Planet e Innovation Application Hi-Tech Park

套餐A Package A

☐ CNY 30,000

套餐B Package B

☐ CNY 60,000

套餐C Package C

☐ CNY 100,000

总额 Total: CNY

备注 Remark

日期 Date

公司盖章&签字 Company stamp & legally binding signature

*请仔细阅读每个赞助项目的实际说明。
Please be aware of each item description carefully.