

OUR COMPETENCE, YOUR INNOVATION.

bauma CHINA, Shanghai, SNIEC
November 26-29, 2024



Marketing
& Sponsorship
Opportunity

International Trade Fair for Construction Machinery,
Building Material Machines, Mining Machines and
Construction Vehicles.

www.bauma-china.com

bauma CHINA

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Bauma CHINA 2024



You may wonder how to maximize your show effect on the largest construction machinery show in Asia!

- How to distinguish your company from the masses and get the attention of 180,000⁺ visitors?
- How to stand out from 3,000⁺ exhibitors?
- How to attract your target customers swarming into your booth?

Boost your business with our services!

bauma CHINA 2024 offers good ideas for your exhibition promotion strategy from the online promotion to onsite advertising.

Pre-show	<ul style="list-style-type: none">1. Integrated Package2. Online Package3. Pre-registration Package4. Online Ad.
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1. Integrated Package

1. Integrated Package

1.1 Integrated Package 1

Pre-show During the Show

★★★
Recommendation

- **5**×Corridor hanging banner
- **1**×Entrance square billboard
- **1**×Joint e-poster on official WeChat
- **2**×Promotion message on official WeChat
- **1** Month promotion information in pre-registration confirmation SMS
- **1**×Logo on fairgrounds Map

* Ad. Image and text are provided by the sponsor
The issue date will be subject to organizer's marketing plan but shall be discussed by both parties
("Pre-registration Confirmation SMS" in this package can be selected in Aug./Sept./Oct.)

Booking deadline: 2024.09.09

Price: RMB 188,000

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNI EC

7. Ad. around the SNI EC

1.2 Integrated Package 2

Pre-show During the Show

★★
Recommendation

- **1**×Entrance square billboard
- **1**×Corridor billboard
- **2**×Promotion message on official WeChat
- **1**×Logo on fairgrounds Map

* Ad. Image and text are provided by the sponsor
The issue date will be subject to organizer's marketing plan but shall be discussed by both parties
("Corridor Billboard" in this package doesn't include the location of entrance to halls.)

Booking deadline: 2024.09.09

Price: RMB 108,000

2. Online Package

Pre-show During the Show

★★★
Recommendation

Sponsorship	2.1 Online Package 1	2.2 Online Package 2	2.3 Online Package 3
1 month banner	Stage banner on the homepage of show website	Banner on the visitor pre-registration pages	Side Banner on all pages of show website
1×Promotion message on official WeChat	✓	✓	
1 Month promotion information in pre-registration confirmation SMS	✓		
1×Joint e-poster on official WeChat	✓		
1×Banner in official WeChat headline message		✓	✓
Banners in eNewsletter Blast	1	2	1
Price	RMB 90,000	RMB 52,000	RMB 25,000

* Ad. Image and text are provided by the sponsor

The issue date will be subject to organizer's marketing plan but shall be discussed by both parties

("Banner On Pre-registration Page" and "Side Banner On All Web Pages" in this package can be selected in Aug./Sept./Oct.)

("Pre-registration Confirmation SMS" in this package can be selected in Aug./Sept./Oct.)

Booking deadline: 2024.09.09

3. Pre-registration Package

★★★
Recommendation

Pre-show During the Show

- o 1 Month banner on visitor pre-registration pages
- o 1 Month banner on registration confirmation letter
- o 1 Month banner on WeChat registration pages
- o 1 Month banner on WeChat e-badge

* Banners are provided by the sponsor

Booking deadline:
2 weeks before launching

Price: RMB 80,000, 1 month in Sept. / Oct.
RMB 150,000, 1 month in Nov.

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

4. Online Ad.

4.1 WeChat Promotion

Pre-show During the Show
After the show

★★★★
Recommendation

- With **180,000⁺** core followers, bauma CHINA WeChat is an unmissable platform for you to share latest products/services and other information of your company
- Article could top **45,000⁺** readers at a time
- **Form 1:** Headline banner
- Size A: Top banner: 1080×560 pixel
- Size B: Bottom banner: 1080×300 pixel
- Banner format: JPG/PNG/GIF
- **Form 2:** Non-headline WeChat Message
- Message content or provided WeChat message link
- **Form 3:** A package of banner and article Ad.
- Quantity: 1 issue



- * Ads. are provided by the sponsor
- The issue date will be subject to organizer's marketing plan but shall be discussed by both parties

Booking deadline:
2 weeks before sending

Price: RMB 12,000, Headline banner
RMB 18,000, Non-headline WeChat Message
RMB 28,000, A package of banner and article Ad.

4.2 Wechat Recommended Exhibitors

Pre-show During the Show
After the show

★★★★
Recommendation

- Long exposure time, accurate and effective promotion on official platform
- Format: Within 100 charaters (incl. punctuation) and Logo/pictures
- Quantity: 1 month

- * Image and contents are provided by the sponsor



Booking deadline: 2 weeks before sending

Price: RMB 15,000

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIC

7. Ad. around the SNIIC

4. Online Ad.



4.3 Joint e-Poster on WeChat

Pre-show

★★★★
Recommendation

- **Headline** WeChat promotion on the day
 - **180,000⁺** core followers
 - Popular promotion of WeChat
 - Form: JPG/PNG
 - Size: 1080×1620 pixel
 - Quantity: 1 issue
- * Image is provided by the sponsor and the final Ad. will be designed by the organizer
The issue date will be subject to organizer's marketing plan but shall be discussed by both parties



Booking deadline: 2 weeks before sending

Price: RMB 38,000

4.4 Banner on Pre-Registration Page

Pre-show

★★★★
Recommendation

- The must-read page for trade visitors has an average browsing time of **3 minutes per person**
- Great exposure to all the pre-register visitors with maximum page view over **110,000** per month
- Banner can directly link to your company website
- Form: JPG/PNG
- Size: 700×100 pixel, 150 pdi
- Quantity: 1 month in Sept. / Oct.
1 month in Nov.

* Image file is provided by the sponsor

Booking deadline:
2 weeks before launchingPrice: RMB 25,000, 1 month in Sept. / Oct.
RMB 40,000, 1 month in Nov.

4. Online Ad.

4.5 Banner on Registration Confirmation Letter

Pre-show During the Show

★★★
Recommendation

- o Feature your banner on the prominent page of registration confirmation letter which will be printed by all pre-registrants and brought to the show
- o Significantly drive the traffic to your booth
- o Form: JPG/PNG
- o Size: 700×100 pixel, 150 pdi
- o Quantity: 1 month in Sept. / Oct.
1 month in Nov.

* Image file is provided by the sponsor



Booking deadline:
2 weeks before launching

Price: RMB 25,000, 1 month in Sept. / Oct.
RMB 40,000, 1 month in Nov.



4.6 Ad. on WeChat Registration Page

Pre-show During the Show

★★★
Recommendation

- o **60%** visitors register via WeChat platform
- o Effective and targeted advertisement on pre-registration page with long visit time
- o Form: JPG/PNG
- o Size: 750×180 pixel, 300 pdi
- o Quantity: 1 month in Sept. / Oct.
1 month in Nov.

* Image file is provided by the sponsor



Booking deadline:
2 weeks before launching

Price: RMB 38,000, 1 month in Sept. / Oct.
RMB 58,000, 1 month in Nov.

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

4. Online Ad.



4.7 Ad. on WeChat E-badge

Pre-show

During the Show



Recommendation

- o **60%** visitors register via WeChat platform and get E-badges which will be shown on site for check-in
- o Form: JPG/PNG
- o Size: 750×180 pixel, 300 pdi
- o Quantity: 1 month in Sept. / Oct.
1 month in Nov.

* Image file is provided by the sponsor



Booking deadline:
2 weeks before launching

Price: RMB 38,000, 1 month in Sept. / Oct.
RMB 68,000, 1 month in Nov.

4.8 Banner on Official Show Website

Pre-show

During the Show



Recommendation

- o Banner on official website with good visits during the whole show period
- o Pageview can top over **230,000** times/month at the peak time
- o Banner can directly link to your company website
- o **Form 1:** Stage Banner on homepage
- o Size : 980×360 pixel、660×250 pixel、320×200 pixel、150 pdi
- o **Form 2:** Side Banner on all web pages
- o Size : 120×600 pixel, 150 pdi
- o Quantity: 1 month in Sept. / Oct.
1 month in Nov.

* Image file is provided by the sponsor



Booking deadline:
2 weeks before launching

Price: RMB 15,000, 1 month in Sept. / Oct.
RMB 25,000, 1 month in Nov.

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

5. On-site Promotion

5.1 Ad. On the Show Map

During the Show

★★★★
Recommendation

- Ad. on the onsite Show Map, the most useful printing material, will be delivered to about **180,000⁺** trade visitors
 - **Form 1:** Three pages colour Ad.
 - **Form 2:** One page colour Ad.
 - Format: stackable, as appropriate to the actual size of overview plan
 - Quantity: 180,000 copies
 - **Form 3:** Logo on the fairgrounds map
 - Format: A 300dpi image file or PSD/AI file
 - Quantity: 180,000 copies
- * Ad. design or Logo is provided by the sponsor
Overview Plans are made by the organizer



Booking deadline:
2024.10.10

Price: RMB 100,000, Three pages colour Ad.
RMB 40,000, One page colour Ad.
RMB 15,000, Logo on the fairgrounds map

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

Excl. 5.2 Visitor Lanyard

During the Show

★★★★
Recommendation

- The exclusive sponsorship of visitor lanyard is an excellent opportunity to boost your brand engagement over the whole exhibition period
 - Quantity: 120,000 pieces
- * Ad. design is provided by the exhibitor and must be approved by the organizer
Visitor Lanyards are made by the organizer



Booking deadline: 2024.09.09

Price: RMB 500,000

5. On-site Promotion

Excl. 5.3 Show Badge

During the Show

★★★★
Recommendation

- The exclusive sponsorship of show badge will show your company name, logo and booth number to all the visitors
- Great for company branding and drive traffic to your booth

- Size: 100(W)mm x 35(H)mm (+3mm bleed)
- Quantity: 120,000 pieces

* Ad. design is provided by the exhibitor and must be approved by the organizer
Show Badges are made by the organizer



Booking deadline: 2024.09.09

Price: RMB 350,000

Excl. 5.4 Show Bag

During the Show

★★★★
Recommendation

- The walking advertisement with your logo and booth information is a very cost-effective way for company exposure

- Quantity: 100,000 pieces

* Ad. design and production are provided by the sponsor and must be approved by the organizer
bauma CHINA logo must be printed on Show Bags



Booking deadline: 2024.08.09

Price: RMB 150,000 and show bag

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIC

7. Ad. around the SNIIC

5. On-site Promotion

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

Excl.

5.5 Official Waterproof Windbreaker

During the Show

★★★★
Recommendation

- Your logo will be printed on the official waterproof windbreaker which is the designated uniform of onsite staff
- Quantity: 200 pieces
- * Clothings purchases and logo print are afforded by the sponsor and must be approved by the organizer
bauma CHINA logo must be printed on clothings



Booking deadline: 2024.08.09

Price: RMB 100,000

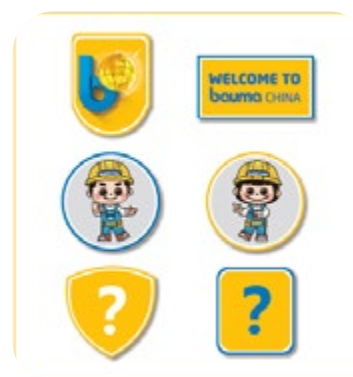
NEW

5.6 Blind Box Pins

During the Show

★★★★
Recommendation

- One of the pins will be customized with your company Logo or abbreviation, combining your company information
- Blind box pins will be repeatedly promoted in all kinds of channels which is a very cost-effective way for company exposure
- Format: stackable, as appropriate to the actual size of badge
- Quantity: 1000 pieces/set
- * Ad. design and production are provided by the organizer
Logo is provided by the sponsor



Booking deadline: 2024.08.09

Price: RMB 28,000

5. On-site Promotion

Excl. 5.7 Gift for Pre-registrants

During the Show

★★★
Recommendation

- The gifts will be presented to all the pre-registrants
Exceptional marketing opportunity
- Quantity: 80,000 pieces
- * Customized gifts purchases and design are provided by the sponsor and must be approved by the organizer
bauma CHINA logo must be printed on gifts.



Booking deadline: 2024.09.09

Price: RMB 100,000 and gifts

5.8 Official Catalogue Ad.

During the Show

★★★
Recommendation

- Show Catalogue in both English and Chinese is a high-value business material that will be long-time kept by substantial key buyers
- An excellent promotion method that you shouldn't miss



Price: Contact organizer

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIIEC

7. Ad. around the SNIIEC

6. Ad. in the SNIEC

6.1 Movable Signpost

- Company's key vision and booth number on the signpost that will be placed at eye-catching location outdoors
 - Location: clearly visible position at the square out of the hall
 - Size: 5m×4mH / 1 side
4m×5mH / 3 sides
 - Quantity: 1 side/set
3 sides/set
- * Ad. design is provided by the sponsor and must be approved by the organizer
Moveable signposts are made by the organizer

During the Show

★★★★★
Recommendation



Booking deadline: 2024.09.09

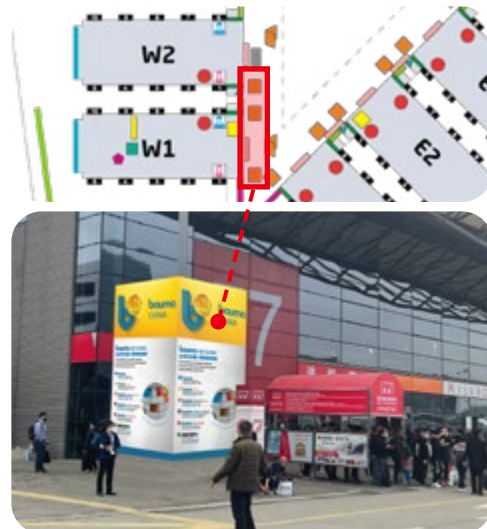
Price: RMB 40,000, 1 side
RMB 100,000, 3 sides

NEW 6.2 Four sides Signpost

- Unmissable AD located between outdoor square and halls, attracts trade visitors from all sides
 - Location: clearly visible position at the square out of the hall (except Hall W4/E6)
 - Size: 3m×4mH
 - Quantity: 4 sides/set
- * Ad. design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer

During the Show

★★★★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 120,000, 4 sides/set

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.3 Corridor Hanging Banner

During the Show

★★
Recommendation

- Suspended advertisements lead visitors to your booth
- Catch visitors' attentions by intensive double-sided advertisements
- **Location1:** #1 South Entrance to Hall E1
#3 East Entrance to Hall E7
- Size: 3.5m×0.7mH
- Quantity: 10 pieces/set
- **Location2:** Hall N1 to N5 (except N2 to N3)
- Size: 5m×0.7mH
- Quantity: 7 pieces/set
- **Location3:** Hall W1 to W5 / Hall E1 to E7
- Size: 5m×0.7mH
- Quantity: 10 pieces/set (9 pieces/set between W4-5)
- * Ad. design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer



Booking deadline: 2024.09.09

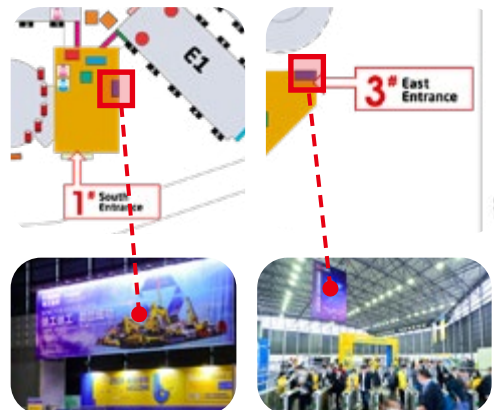
Price: RMB 100,000/set

6.4 Entrance Hall Hanging Banner

During the Show

★★★
Recommendation

- The most striking Ad. in the entrance hall and no visitor will miss it
- **Location 1:** #1 South Entrance Hall
- Size: 4m×5mH
- Quantity: 1 piece
4 pcs/set
- **Location 2:** #3 East Entrance Hall
- Size: 3m×5mH
- Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer



Booking deadline:
2024.09.09

Price: RMB 35,000, 1# South Entrance Hall/1 piece
RMB 138,000, 1# South Entrance Hall/4 pcs/set
RMB 30,000, 3# East Entrance Hall/1 piece

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.5 Corridor Banner in #1 South Entrance Hall

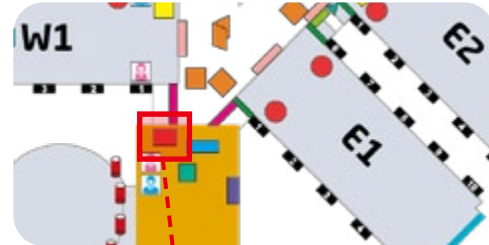
During the Show

★★★★
Recommendation

- The Ad. on the golden position of the south entrance hall and only 2 pieces of Ad. are available

- Location: #1 South Entrance Hall
- Size: 4m×5mH
- Quantity: 1 piece
2 pcs/set

- * Ad. design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer



Booking deadline: 2024.09.09

Price: RMB 60,000/1 piece
RMB 100,000/2 pcs/set

6.6 Movable Ad. Board in #2 North Entrance Hall

During the Show

★★★★
Recommendation

- The North Entrance Hall is nearby the metro and your Ad. will have an excellent exposure

- Location: #2 North Entrance Hall
- Size: 4m×3mH
- Quantity: 1 piece

- * Ad. design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer



Booking deadline: 2024.09.09

Price: RMB 40,000

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.7 LED Screen Ad. in Entrance Halls

During the Show

★★★
Recommendation

- The only official multimedia display to play your advertising video and bauma CHINA video on a loop
- Location: As appropriate
- Quantity: 1 piece
- * Video is provided by the sponsor and must be approved by the organizer
LED screen is provided by the organizer



Booking deadline: 2024.09.09

Price: RMB 150,000



6.8 Ad. on Glass Wall outside the entrance hall

During the Show

★★★
Recommendation

- Ad located in the golden triangle, connecting the outdoor area and the entrance hall
- **Location 1:** Hall E1 to #1 South Entrance Hall (near Hall E1)
- Size: 11.36m × 3.36mH
- **Location 2:** Hall E1 to #1 South Entrance Hall (near #1 South Entrance)
- Size: 8.8m × 3.36mH
- **Location 3:** Hall W1 to #1 South Entrance Hall
- Size: 32.9m × 3.3mH
- **Location 4:** Hall N1 to #2 North Entrance Hall (near Hall N1)
- Size: 8.36m × 3.51mH
- **Location 5:** Hall W5 to #2 North Entrance Hall (near #2 North Entrance)
- Size: 10.95m × 3.61mH
- **Location 6:** Hall E7 to #3 East Entrance Hall
- Size: 34.27m × 3.6mH
- Quantity: 1 piece



* Ad design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer

Booking deadline: 2024.09.09

Price: RMB 80,000, Location1 / Location 5
RMB 60,000, Location2 / Location 4
RMB 180,000, Location 3
RMB 158,000, Location 6

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

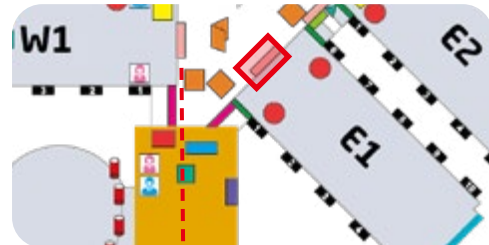
NEW 6.9 Ad. on Glass Wall outside the hall

During the Show

★★★
Recommendation

- The very striking Ad to attract the attention of visitors passed by the Outdoor Area
- **Location 1:** Hall W4 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)
- Size: 28.4m × 5mH
- **Location 2:** Hall W1 to W4 / Hall E1 to E7 / Hall N1 to N5
- Size: 45m × 7.2mH
- Quantity: 1 piece

* Ad design is provided by the sponsor and must be approved by the organizer
Banners are made by the organizer



Booking deadline:
2024.09.09

Price: RMB 200,000, Hall W4 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)
RMB 500,000, Hall W1 to W4 / Hall E1 to E7 / Hall N1 to N5

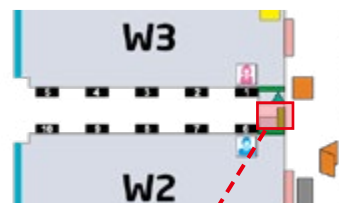
6.10 Corridor Billboard

During the Show

★★
Recommendation

- Ad. on corridor billboard that will be placed at eye-catching location to attract visitors' attentions and lead them to your booth
- **Location 1:** From Entrance to Halls
- **Location 2:** Hall W1 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)
- Size: 6m × 3mH
- Quantity: 1 piece

* Ad. design is provided by the sponsor and must be approved by the organizer
Billboards are made by the organizer



Booking deadline:
2024.09.09

Price: RMB 30,000, From Entrance to Halls
RMB 25,000, Hall W1 to W5/Hall E1 to E7/ Hall N1 to N5 (except N2 to N3)

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.11 Corridor Post

- The eye-catching corridor post can be placed in several positions to attract the visitors
 - Location: Hall W1 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)
 - Size: 1m×2.5mH
 - Quantity: 1 piece (MOQ: 4 pcs)
- * Ad. design is provided by the sponsor and must be approved by the organizer
Posts are made by the organizer

During the Show

★
Recommendation



Booking deadline: 2024.09.09

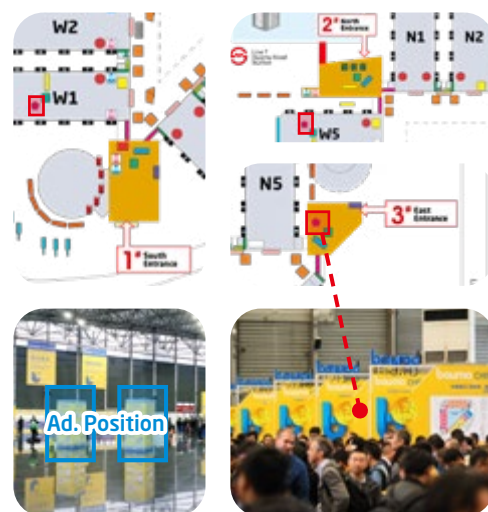
Price: RMB 5,000, 1 piece (MOQ: 4 pcs)

6.12 Visitor Guide Board

- Company logo on visitor form filling counter
 - Leave a great impression on all visitors
- **Location 1:** Hall W1
 - **Location 2:** Hall W5
 - **Location 3:** #3 East Entrance
- * Ad. design is provided by the sponsor and must be approved by the organizer;
Ads. are printed by the organizer

During the Show

★★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 150,000, Hall W1
RMB 100,000, Hall W5
RMB 100,000, 3# East Entrance

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.13 Floor Marks

- Welcome message and booth location on floor marks
 - Attract visitors' attentions and lead them to your booth
 - Location: Indoor max quantity: 8
Outdoor Floor Marks will be moved to corridor of halls
 - Size: 1m×2m
 - Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★
Recommendation



Booking deadline: 2024.09.09

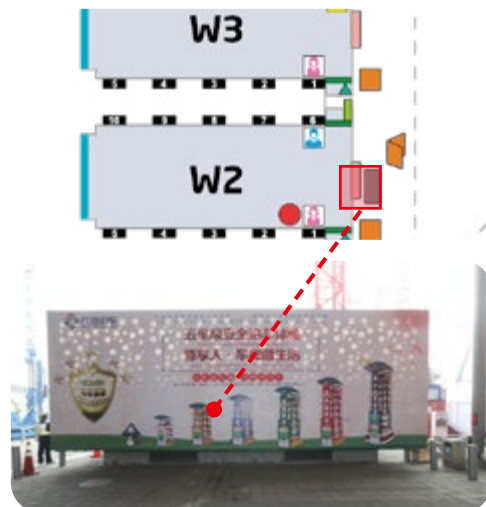
Price: RMB 8,000

6.14 Substation Fence Ad.

- Your company brand will be exposed to the flow of visitors
 - Location : Hall W2 or W4
 - Size: 10.4m×3.8mH
 - Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 40,000

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

6.15 Wi-Fi Area

- Ad on background at WIFI area is noticeable since visitors will stay long there

- Location: Wi-Fi Areas
- Quantity: 1 piece

* Specific location as appropriate.
Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 50,000

6.16 Toilets Ad.

- Toilet is a good advertising place because in the limited space, the Ad. is very vivid and eye-catching

- **Location 1:** #1 South Entrance / #2 North Entrance Hall
- **Location 2:** Hall W1-W5
- Size: 0.4m×0.6mH
- Quantity: 1 room

* Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★
Recommendation



Booking deadline:
2024.09.09

Price: RMB 50,000, #1 South Entrance/#2 North Entrance Hall
RMB 38,000, Hall W1-W5

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

6. Ad. in the SNIEC

NEW 6.17 Ad. On hall map guide

During the Show

★★★★★
Recommendation

- Add your QR code or Logo to the official booth guide, so that your customers can see your booth location at a glance
- Hall map guides are set in main aisles area with high traffic flow
- Location: Eye-catching location of each exhibition hall
- Quantity: 2 pieces/set

* QR code or Logo is provided by the sponsor and must be approved by the organizer
Ads are printed by the organizer



Booking deadline: 2024.09.09

Price: RMB RMB 10,000

NEW 6.18 Iron Horse Ad. in the Entrance

During the Show

★★★★★
Recommendation

- The double-sided Ad. is in an excellent location. Visitors will not miss it no matter whether they enter or leave the exhibition hall
- Location : Hall W1 / Hall W5 / #2 North Entrance/ Loading Area between #2 North Entrance and W5
- Quantity: 5 pieces / 10 sides / set
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline: 2024.09.09

Price: RMB 100,000

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

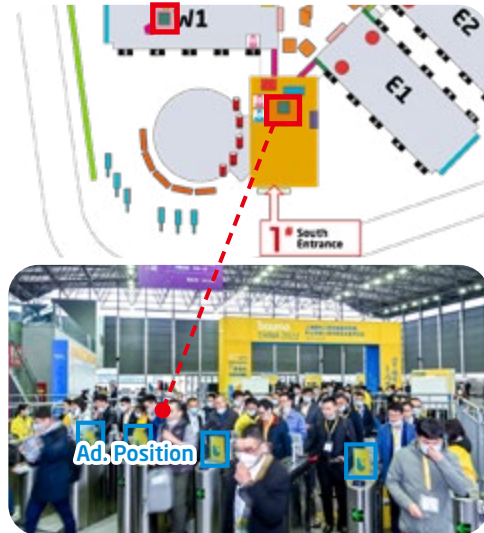
6. Ad. in the SNIEC

6.19 Ad. on Entrance Turnstile

During the Show

★★★
Recommendation

- Every visitor must pass through the entrance gate
- An eye-catching advertisement that nobody can miss
- Location : Hall W1 / Hall W5 / #1 South Entrance / #2 North Entrance/ #3 East Entrance Hall
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline: 2024.09.09

Price: Contact organizer

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

7. Ad. around the SNIEC

Excl. 7.1 Outside Corridor Ad. at the North Square

- The most attractive Ad. at the North Square and it is located between North Entrance Hall and Kerry Hotel
- Location: North Square
- Size: 18.84m×13mH
- Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 500,000

7.2 Entrance Square Billboard

- Ad. on outdoor billboard next to entrance hall
- An eye-catching advertisement that nobody can miss
- **Location 1:** South Square
- **Location 2:** North Square
- **Location 3:** East Square
- Size: 8m×5mH
- Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 60,000, South Square
RMB 60,000, North Square
RMB 35,000, East Square

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

7. Ad. around the SNIEC

7.3 Outdoor Ad. Post Flag

During the Show

★★
Recommendation

- The eye-catching post flag is 8 meters high and can hang 4 pieces of Ad in main aisles area with high traffic flow
- 6 post flags are available
- Location: South Square
- Size: 0.9m×2.5mH
- Quantity: 4 sides/piece

* Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline: 2024.09.09

Price: RMB 10,000



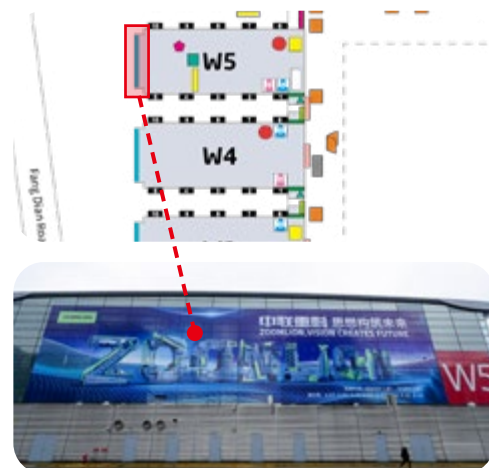
7.4 Ad. on Glass facade of exhibition halls

During the Show

★★
Recommendation

- The extremely large and striking Ad.
- **Location 1:** Out of Hall W5
- Size: 52.5m×13.2mH
- **Location 2:** Out of Hall W1-W4/Hall E1-E7/Hall N1-N5
- Size: 52.5m×7.2mH
- Quantity: 1 piece

* Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline:
2024.09.09

Price: RMB 500,000, Out of Hall W5
RMB 350,000, Out of Hall W1-W4/Hall E1-E7/
Hall N1-N5

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

7. Ad. around the SNIEC

NEW

7.5 Ad. on VIP Parking lot

During the Show

★★
Recommendation

- Ad in the only VIP parking lot in SNIEC
- Location: South Square
- Size: 12m×7.2mH
36m×7.2mH
- Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline: 2024.09.09

Price: RMB 100,000, 12m×7.2mH
RMB 250,000, 36m×7.2mH

7.6 Ad. in Entrance Guidance

During the Show

★★
Recommendation

- The eye-catching place at the visitor main entrance
- Location: South Square
- Size: 25m×2mH
- Quantity: 1 piece
- * Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer



Booking deadline: 2024.09.09

Price: RMB 100,000

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

7. Ad. around the SNIEC

7.7 AD in front of the gate in #1 South Entrance

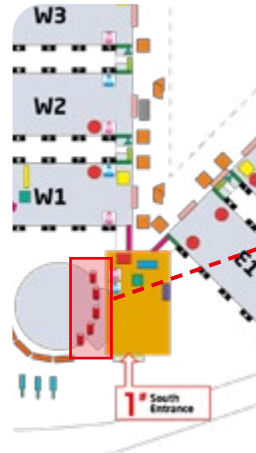
- The large and attractive Ad will significantly attracts trade visitors from all sides to enhance your brand exposure

- Location: South Square
- Size: 2m×2.5mH
- Quantity: 1 piece/4 sides
6 pcs/4 sides

* Ad. design is provided by the sponsor and must be approved by the organizer
Ads. are printed by the organizer

During the Show

★★
Recommendation



Booking deadline: 2024.09.09

Price: RMB 35,000, 1 piece/4 sides
RMB 180,000, 6 pcs/4 sides

1. Integrated Package

2. Online Package

3. Pre-registration Package

4. Online Ad.

5. On-site Promotion

6. Ad. in the SNIEC

7. Ad. around the SNIEC

8. Price List

1. Integrated Package

Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
1.1 Integrated Package 1	★★★	—	—	—	RMB 188,000
1.2 Integrated Package 2	★★	—	—	—	RMB 108,000

2. Online Package

Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
2.1 Online Package 1	★★★	—	—	—	RMB 90,000
2.2 Online Package 2	★★	—	—	—	RMB 52,000
2.3 Online Package 3	★★	—	—	—	RMB 25,000



3. Pre-registration Package

Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
3. Pre-registration Package	★★★	—	—	1 month in Sept. / Oct.	RMB 80,000
				1 month in Nov	RMB 150,000

4. Online Ad.



Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
4.1 WeChat Promotion	★★★	Headline banner	A: Top banner: 1080×560 pixel B: Bottom banner: 1080×300 pixel	1 issue	RMB 12,000
		Non-headline WeChat Message	Message content or provided WeChat message link	1 issue	RMB 18,000
		A package of banner and article Ad.		1 issue	RMB 28,000
4.2 Wechat Recommended Exhibitors	★★★		Within 100 charaters (incl. punctuation) and Logo/pictures	1 month	RMB 15,000
4.3 Joint e-Poster on WeChat	★★★	JPG/PNG	1080×1620 pixel	—	RMB 38,000
4.4 Banner on Pre-Registration Page	★★★	JPG/PNG	700×100 pixel, 150 pdi	1 month in Sept. / Oct.	RMB 25,000
				1 month in Nov	RMB 40,000

8. Price List

4. Online Ad.


Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
4.5 Banner on Registration Confirmation Letter	★★★	JPG/PNG	700×100 pixel, 150 pdi	1 month in Sept. / Oct.	RMB 25,000
				1 month in Nov	RMB 40,000
4.6 Ad. on WeChat Registration Page	★★★	JPG/PNG	750*180 pixel, 300 pdi	1 month in Sept. / Oct.	RMB 38,000
				1 month in Nov	RMB 58,000
4.7 Ad. on WeChat E-badge	★★★	JPG/PNG	750*180 pixel, 300 pdi	1 month in Sept. / Oct.	RMB 38,000
				1 month in Nov	RMB 68,000
4.8 Banner on Official Show Website	★★★	Stage Banner on homepage	980x360 pixel, 150 pdi	1 month in Sept. / Oct.	RMB 15,000
			660x250 pixel, 150 pdi	1 month in Nov	RMB 25,000
			320x200 pixel, 150 pdi		
		Side Banner On All Web Pages	120x600 pixel, 150 pdi	1 month in Sept. / Oct.	RMB 15,000
				1 month in Nov	RMB 25,000

5. On-site Promotion

Sponsorship	Recommend	Form	Size (W×H)	Quantity	Price
5.1 Ad. On the Show Map	★★★	Three pages colour Ad.	stackable, as appropriate to the actual size of overview plan	180,000 copies	RMB 100,000
		One page colour Ad.	stackable, as appropriate to the actual size of overview plan	180,000 copies	RMB 40,000
		Logo on the fairgrounds map	A 300pdi image file or PSD/AI file	180,000 copies	RMB 15,000
Excl. 5.2 Visitor Lanyard	★★★	—	—	120,000 pieces	RMB 500,000
Excl. 5.3 Show Badge	★★★	—	100(W)mm x 35(H)mm (+3mm bleed)	120,000 pieces	RMB 350,000
Excl. 5.4 Show Bag	★★★	—	—	100,000 pieces	RMB 150,000 and show bags
Excl. 5.5 Official Waterproof Windbreaker	★★★	—	—	200 pieces	RMB 100,000
NEW 5.6 Blind Box Pins	★★★	—	stackable, as appropriate to the actual size of badge	1000 pieces/set	RMB 28,000
5.7 Gift for Pre-registrants	★★★	—	—	80,000 pieces	RMB 100,000 and gifts
5.8 Official Catalogue Ad.	★★★	—	—	—	Contact organizer


8. Price List

6. Ad. in the SNIEC

Sponsorship	Recommend	Location	Size (W×H)	Quantity	Price
6.1 Movable Signpost	★★★	clearly visible position at the square out of the hall	5m×4mH	1 side/set	RMB 40,000
			4m×5mH	3 sides/set	RMB 100,000
NEW 6.2 Four sides Signpost	★★★	clearly visible position at the square out of the hall (except Hall W4/E6)	3m×4mH	4 sides/set	RMB 120,000
6.3 Corridor Hanging Banner	★★	#1 South Entrance to Hall E1 #3 East Entrance to Hall E7	3.5m×0.7mH	10 pieces/set	RMB 100,000
		Hall N1 to N5 (except N2 to N3)	5m×0.7mH	7 pieces/set	RMB 100,000
		Hall W1 to W5 / Hall E1 to E7	5m×0.7mH	10 pieces/set (9 pieces/set between W4-5)	RMB 100,000
6.4 Entrance Hall Hanging Banner	★★★	#1 South Entrance Hall	4m×5mH	1 piece	RMB 35,000
				4 pcs/set	RMB 138,000
		#3 East Entrance Hall	3m×5mH	1 piece	RMB 30,000
6.5 Corridor Banner in #1 South Entrance Hall	★★★	#1 South Entrance Hall	4m×5mH	1 piece	RMB 60,000
				2 pcs/set	RMB 100,000
6.6 Movable Ad. Board in #2 North Entrance Hall	★★★	#2 North Entrance Hall	4m×3mH	1 piece	RMB 40,000
6.7 LED Screen Ad. in Entrance Halls	★★★	As appropriate	—	1 piece	RMB 150,000
 6.8 Ad. on Glass Curtain Wall Facing Outdoor Area	★★★	Hall E1 to #1 South Entrance Hall (near Hall E1)	11.36m×3.36mH	1 piece	RMB 80,000
		Hall E1 to #1 South Entrance Hall (near #1 South Entrance)	8.8m×3.36mH	1 piece	RMB 60,000
		Hall W1 to #1 South Entrance Hall	32.9m×3.3mH	1 piece	RMB 180,000
		Hall N1 to #2 North Entrance Hall (near Hall N1)	8.36m×3.51mH	1 piece	RMB 60,000
		Hall W5 to #2 North Entrance Hall (near #2 North Entrance)	10.95m×3.61mH	1 piece	RMB 80,000
		Hall E7 to #3 East Entrance Hall	34.27m×3.6mH	1 piece	RMB 158,000
NEW 6.9 Ad. on Glass Wall outside the hall	★★★	Hall W4 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)	28.4m×5mH	1 piece	RMB 200,000
		Hall W1 to W4 / Hall E1 to E7 / Hall N1 to N5	45m×7.2mH	1 piece	RMB 500,000
6.10 Corridor Billboard	★★	From Entrance to Halls	6m×3mH	1 piece	RMB 30,000
		Hall W1 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)	6m×3mH	1 piece	RMB 25,000
6.11 Corridor Post	★	Hall W1 to W5 / Hall E1 to E7 / Hall N1 to N5 (except N2 to N3)	1m×2.5mH	1 piece (MOQ: 4 pcs)	RMB 5,000
6.12 Visitor Guide Board	★★★	Hall W1	—	—	RMB 150,000
		Hall W5 / #3 East Entrance	—	—	RMB 100,000
6.13 Floor Marks	★	Indoor max quantity: 8. Outdoor Floor Marks will be moved to corridor of halls	1m×2m	1 piece	RMB 8,000
6.14 Substation Fence Ad.	★★	Hall W2 or W4	10.4m×3.8mH	1 piece	RMB 40,000
6.15 Wi-Fi Area	★★	Wi-Fi Areas	—	1 piece	RMB 50,000
6.16 Toilets Ad.	★★	#1 South Entrance / #2 North Entrance Hall	0.4m×0.6mH	1 room	RMB 50,000
		Hall W1-W5	0.4m×0.6mH	1 room	RMB 38,000
NEW 6.17 Ad. On hall map guide	★★★	Eye-catching location of each exhibition hall	—	2 pieces/set	RMB 10,000
NEW 6.18 Iron Horse Ad. in the Entrance	★★★	Hall W1 / Hall W5 / #2 North Entrance/ Loading Area between #2 North Entrance and W5	—	5 piece/10 pcs/set	RMB 100,000
NEW 6.19 Ad. on Entrance Turnstile	★★★	Hall W1 / Hall W5 / #1 South Entrance / #2 North Entrance/ #3 East Entrance Hall	—	—	Contact organizer

8. Price List

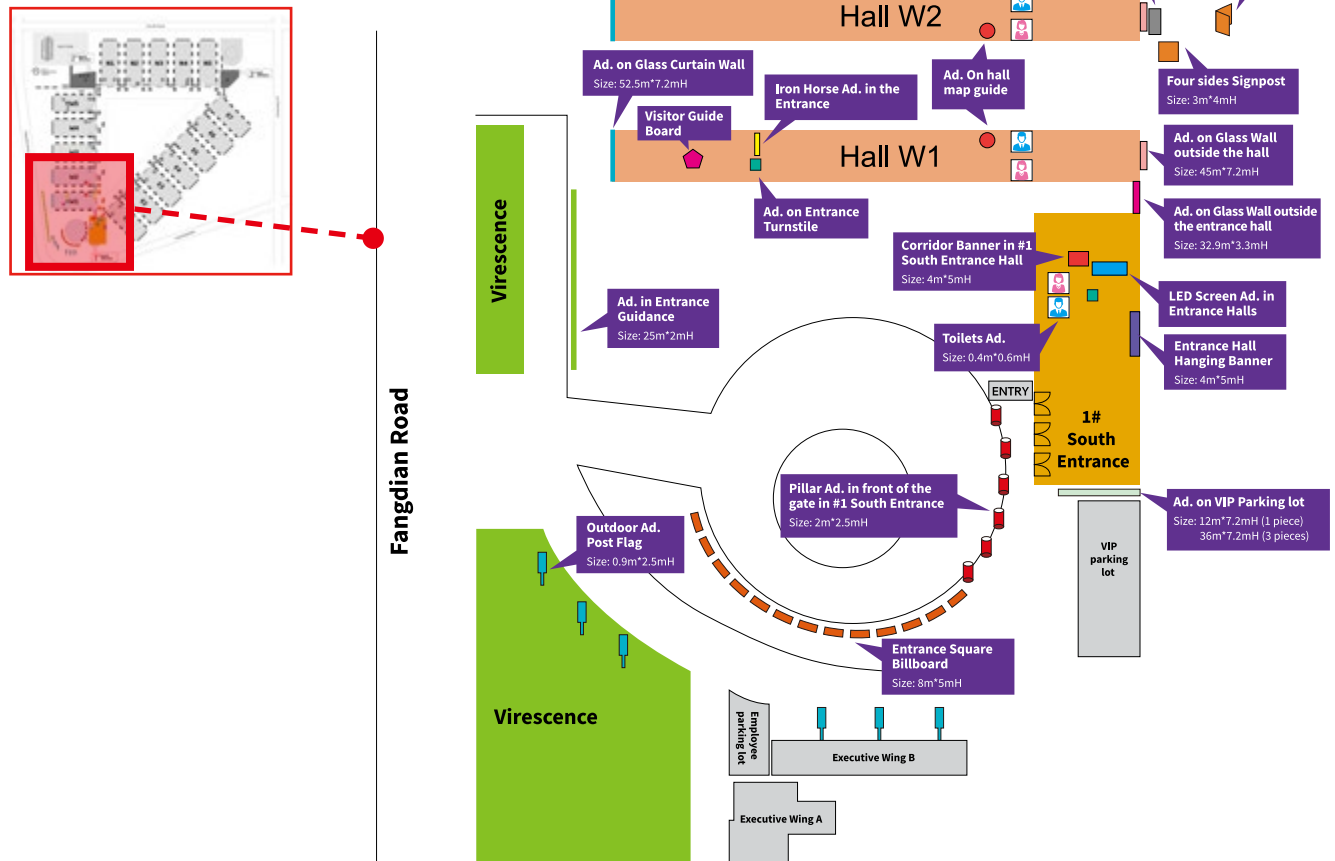
7. Ad. around the SNIEC

Sponsorship	Recommend	Location	Size (W×H)	Quantity	Price
Excl.					
7.1 Outside Corridor Ad. at the North Square	★★★	North Square	18.84m×13mH	1 piece	RMB 500,000
7.2 Entrance Square Billboard	★★★	South Square	8m×5mH	1 piece	RMB 60,000
		North Square	8m×5mH	1 piece	RMB 60,000
		East Square	8m×5mH	1 piece	RMB 35,000
7.3 Outdoor Ad. Post Flag	★★	South Square	0.9m×2.5mH	4 sides/piece	RMB 10,000
 7.4 Ad. on Glass facade of exhibition halls	★★	Out of Hall W5	52.5m×13.2mH	1 piece	RMB 500,000
		Out of Hall W1-W4/Hall E1-E7/Hall N1-N5	52.5m×7.2mH	1 piece	RMB 350,000
NEW	★★	South Square	12m×7.2mH	1 piece	RMB 100,000
			36m×7.2mH	1 piece	RMB 250,000
7.6 Ad. in Entrance Guidance	★★	South Square	25m×2mH	1 piece	RMB 100,000
7.7 AD in front of the gate in #1 South Entrance	★★	South Square	2m×2.5mH	1 piece/4 sides	RMB 35,000
				6 pcs/4 sides	RMB 180,000

9. Location Map of On-site Ad.

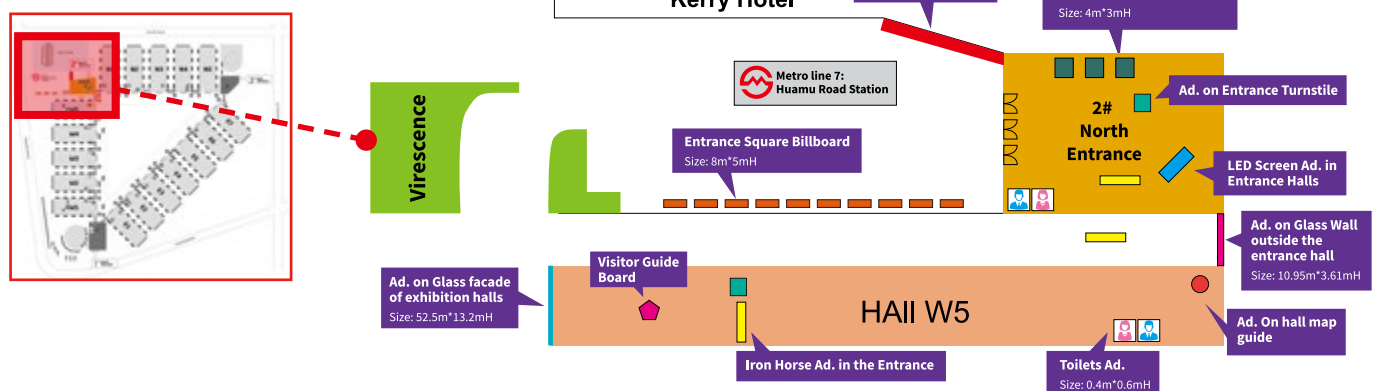
1#

South Entrance



2#

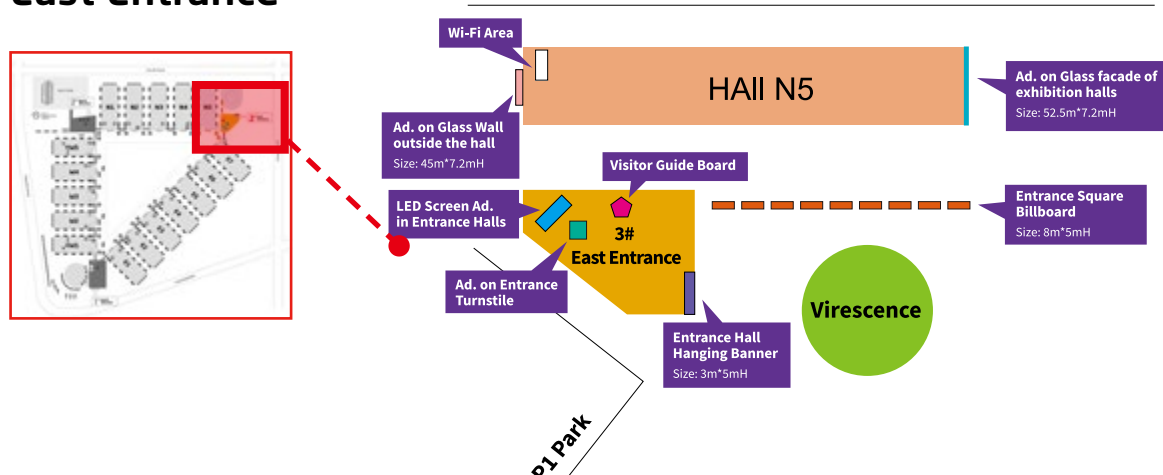
North Entrance



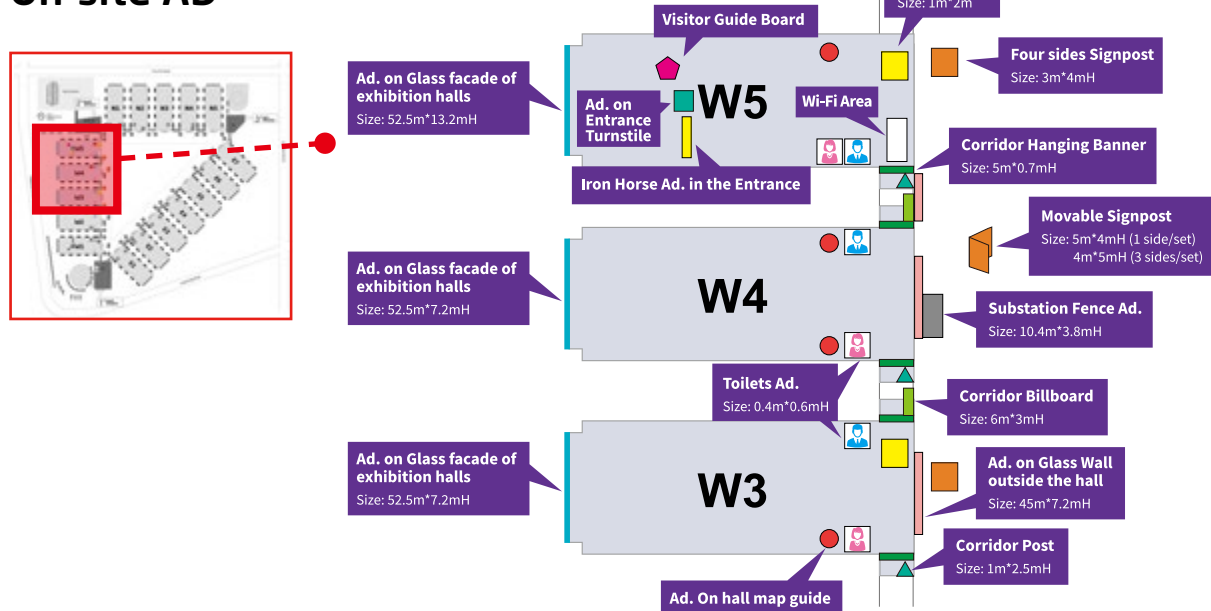
9. Location Map of On-site Ad.

3[#]

East Entrance



On-site AD



9. Location Map of On-site Ad.



Contact us

Messe München GmbH

Ms. Natalie Schröckmayr

Tel.: (+49) 89-949-20252

E-mail: natalie.schroeckmayr@messe-muenchen.de

Messe Muenchen Shanghai Co., Ltd.

Ms. Elly Chen

Tel.: (+86 21) 2020 5536

E-mail: elly.chen@mm-sh.com