



# texcare

ASIA

11 – 13.8.2022

Shanghai New International Expo  
Centre, Shanghai, China  
中国 • 上海新国际博览中心

International trade fair for textile laundry,  
leather care, cleaning technology and  
equipment

## 中国洗涤展

Where clean  
innovations  
come together  
亚洲领先的行业盛会

**Sponsorship  
Marketing  
Opportunities**

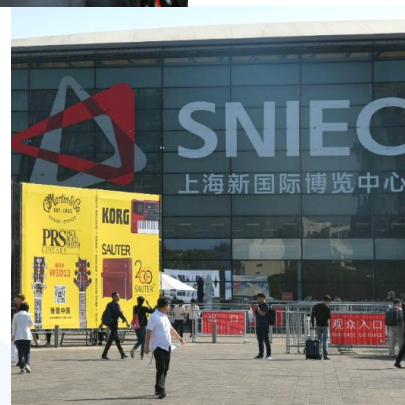
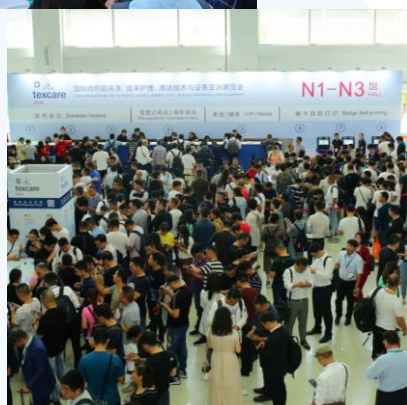
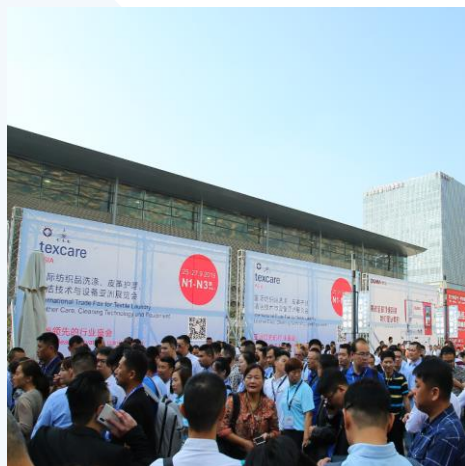
## Sponsorship Marketing Opportunities

### 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

Quota: Joint sponsor, max. 3 sponsors

Price: RMB 30,000 / 5,000 pcs

Application deadline: 19 July 2022



## (B) Publication

### B01 Official catalogue

The official catalogue will be available free of charge 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

Catalogue trim size: 210mmH x 130mmW

Bookmark trim size: 150mmH x 60mmW

Item	Price (RMB)
(a) Inside front cover	18,000
(b) Inside back cover	15,000
(c) First page ad	12,000
(d) Run-of-page	10,000
(e) Logo or trademark	1,500
(f) Bookmark	20,000

Application deadline: 19 July 2022

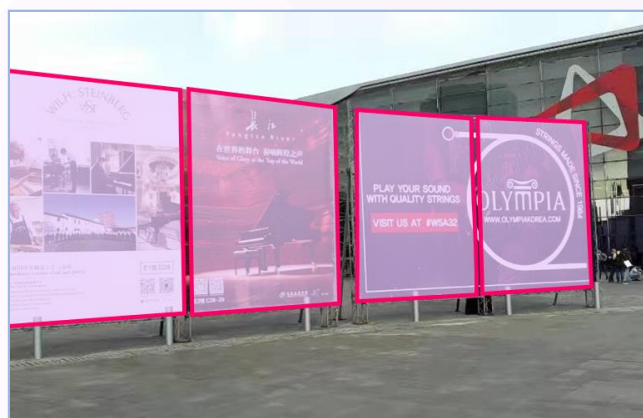


## (C) Onsite Advertising



**C01(a) Outdoor billboard**  
– 1# South Square: L (8mW)

Specification: 5mH x 8mW  
Price: RMB 18,000 / pcs



**C01(b) Outdoor billboard**  
– 1# South Square: S (4mW)

Specification: 5mH x 4mW  
Price: RMB 11,000 / pcs



**C02 Advertisement board – Corridor**

Specification: (a) L – 2.5mH x 7mW  
(b) S – 2.5mH x 3mW  
Price: (a) RMB 15,000 / pcs  
(b) RMB 7,000 / pcs



**C03 Hanging banner – Corridor**

Specification: 0.7mH x 3.5 – 5mW x 2-side  
Price: RMB 6,000 / 2-side / pcs

**Note:** The submission deadline of application and material production files is 19 July 2022.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

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

## (C) Onsite Advertising



### C04 Inter-hall shuttle bus station

Specification: 1mH x 2mW x 4 pcs  
Price: RMB 25,000 / 4 pcs



### C05 Outdoor billboard – Plaza area (2-side)

Specification: 5mH x 4mW x 2-side  
Price: RMB 16,000 / 2-side / pcs



### C06 Advertising tower – Outside halls

Specification: 2.5mH x 1mW x 4-side  
Price: RMB 12,000 / 4-side / tower

For more details, please contact:

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