



texcare

ASIA

25 – 27.9.2023

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
汇聚洗涤行业创新力量

Sponsorship
marketing
opportunities

Sponsorship marketing opportunities



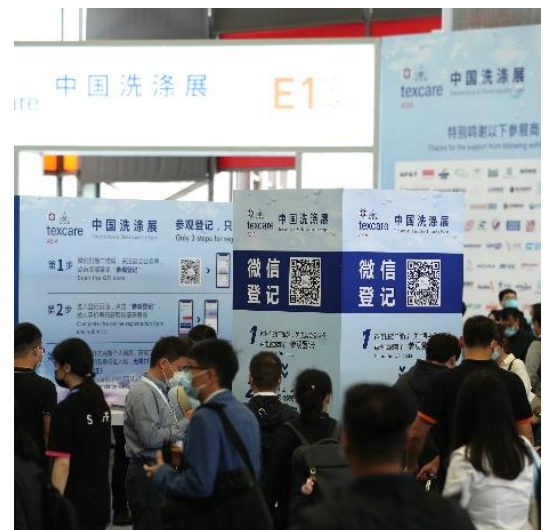
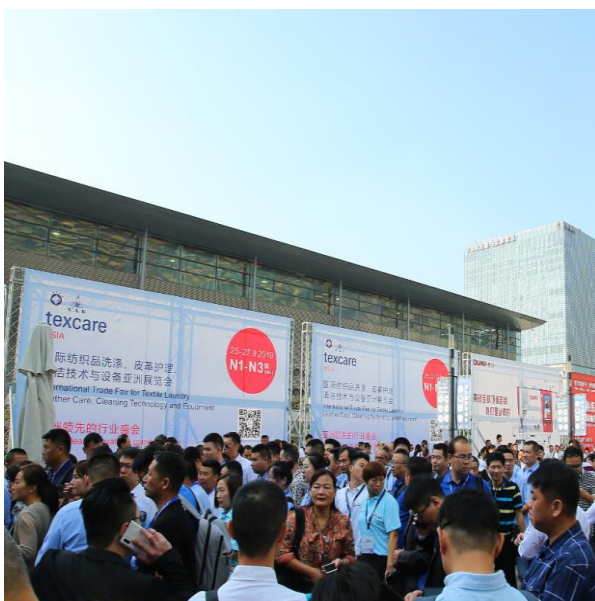
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Customised sponsorship promotion plan

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 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



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A01 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls/ information counters. 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 (max. 3 sponsors)
Price: RMB 30,000 / 5,000 pcs

Application deadline: 31 July 2023



B

Onsite advertising

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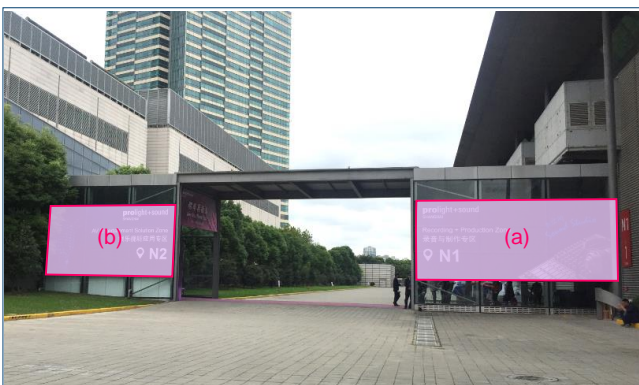
**B01(a) Outdoor billboard
– North Square (8mW)**

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



**B01(b) Outdoor billboard
– North Square (4mW)**

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



**B02 Glass sticker
– 2# North Registration Hall to Hall N1**

Specification: (a) Right side: 3.6mH x 8.5mW
Price: RMB 43,000 / pc
(b) Left side: 3.6mH x 7.5mW
RMB 36,000 / pc



B03 Advertisement board – Corridor

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

Note: The submission deadline of application and material production files is 31 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 Hanging banner – Corridor (Halls N1-N2)

Specification: 0.7mH x 5mW x 2-sided
Price: RMB 6,000 / 2-side / pc



B05 Inter-hall shuttle bus station (outside Hall N1)

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



B06 Outdoor billboard – Plaza area (2-sided)

Specification: 5mH x 4mW x 2-sided
Price: RMB 16,000 / 2-sided / pc



B07 Advertising tower – Outside halls

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

Note: The submission deadline of application and material production files is 31 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



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C01 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 beside company name	1,500
(f) Bookmark	20,000

Application deadline: 31 July 2023



Sponsorship marketing opportunities



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**For more details,
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