



# texcare

## ASIA

2 – 4.8.2024

Shanghai New International Expo  
Centre, 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



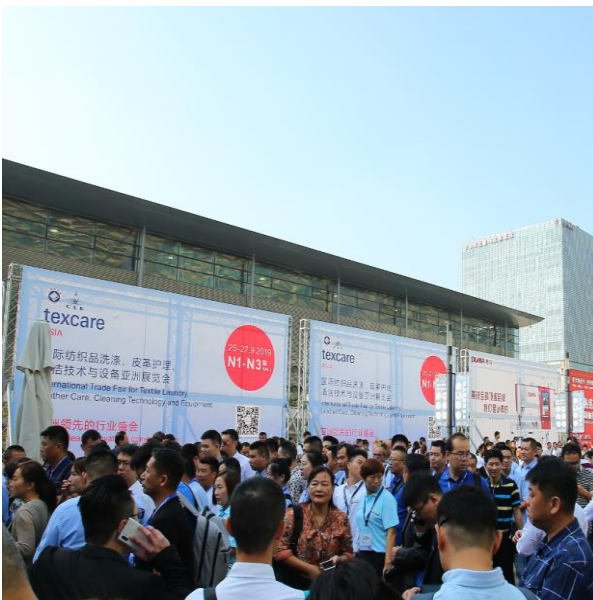
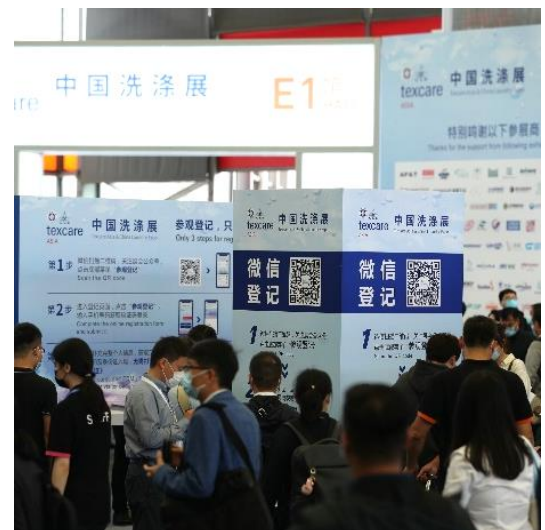
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## Customised sponsorship promotion plan

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 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: 21 June 2024



# B

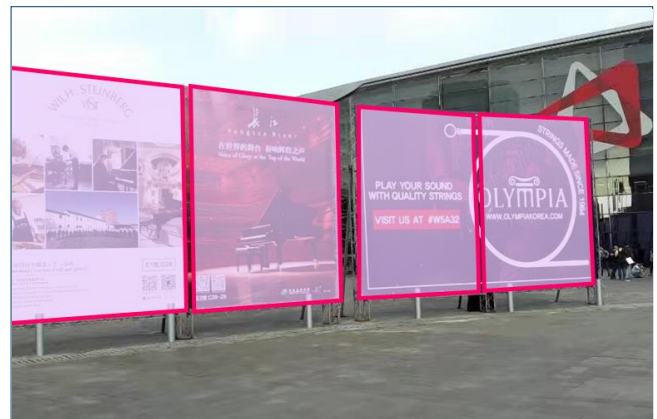
## Onsite advertising

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**B01(a) Outdoor billboard  
– 1# South Square (8mW)**

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



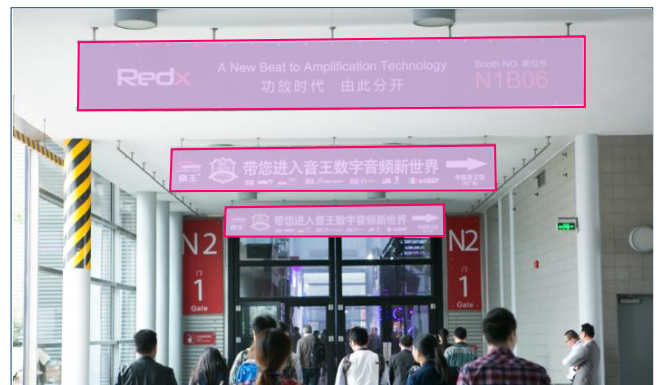
**B01(b) Outdoor billboard  
– 1# South Square (4mW)**

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



**B02 Advertisement board – Corridor**

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



**B03 Hanging banner – Corridor**

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

Note: **The submission deadline of application and material production files is 21 June 2024.**

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 Outdoor billboard – Plaza area (2-sided)**

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



### **B05 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 21 June 2024.**  
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 (e-version)

The fair 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

Item	Price
(a) Inside front cover	RMB 15,000
(b) Inside back cover	RMB 12,000
(c) First page ad	RMB 10,000
(d) Run-of-page	RMB 8,000
(e) Logo or trademark beside company name	RMB 1,200

Application deadline: 21 June 2024



# Sponsorship marketing opportunities



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## For more details, please contact:

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