



texcare

ASIA

12 – 14.11.2025

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

**Sponsorship
marketing
opportunities**

Sponsorship marketing opportunities



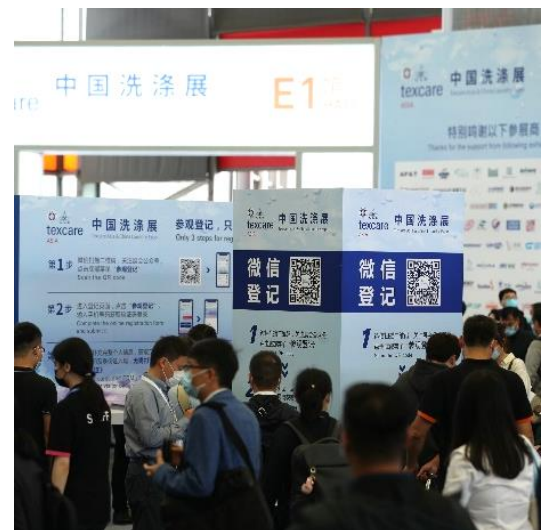
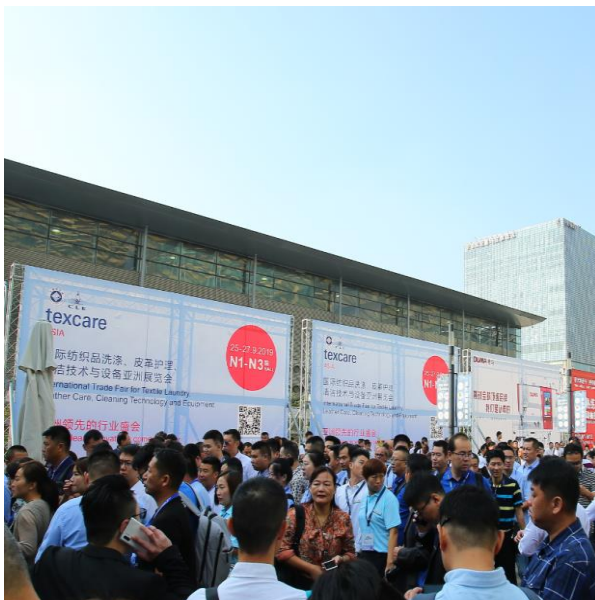
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Customised sponsorship promotion plan

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, sponsorship of show souvenir distribution onsite 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

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 (4-color) 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: 15 September 2025



A02 Show souvenir - Visitor questionnaire **New**

The souvenir will be distributed to visitors and attendees who have finished the visitor questionnaire at the service counter(s).

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- 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 & Price: On request
* Please contact organisers for more details

Application deadline: 15 September 2025



B

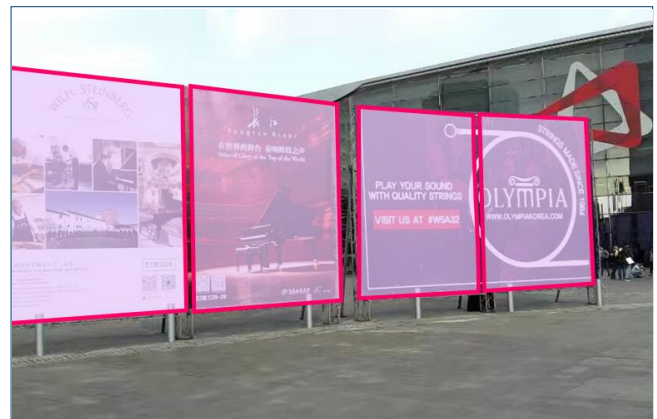
Onsite advertising

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

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



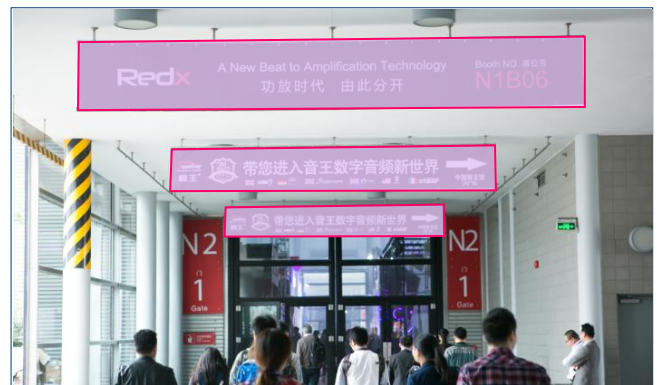
**B01(b) Outdoor billboard
– 1# South Square (4mW)**

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



B02 Advertisement board – Corridor

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



B03 Hanging banner – Corridor

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

Note: **The submission deadline of application and material production files is 15 October 2025.**

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 (double-sided)

Specification: 5mH x 4mW, double-sided
Price: RMB 16,000 / 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 15 October 2025.**
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 (RMB)
(a) Inside front cover	15,000
(b) Inside back cover	12,000
(c) First page ad	10,000
(d) Run-of-page	8,000
(e) Logo or trademark beside company name	1,200



Application deadline: 26 September 2025

C02 Visitor guide – Run-of-page **New**

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 250mmH x 140mmW
+3mm bleeding on each side

Price: RMB 20,000

Application deadline: 26 September 2025



Sponsorship marketing opportunities



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For more details, please contact:

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