



# texcare

ASIA

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

27 – 29 September 2021

Shanghai New International Expo Centre, Shanghai, China

**Sponsorship Marketing  
Opportunities**



messe frankfurt



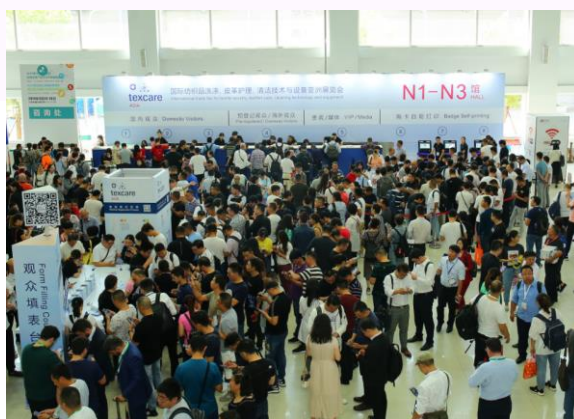
## Sponsorship Marketing Opportunities

### 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 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's logo (single unit) and / or advertisement will appear on one side of the badge
- The design must be approved by the organisers in advance
- Price includes production fee



Price: (a) RMB 80,000 (Exclusive)  
(b) RMB 30,000 (Joint, max. 3 sponsors)

Application deadline: 19 July 2021

### A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee



Price: (a) RMB 80,000 (Exclusive)  
(b) RMB 30,000 (Joint, max. 3 sponsors)

Application deadline: 19 July 2021

### A03 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



Price: RMB 30,000 (Joint, max. 3 sponsors)

Application deadline: 19 July 2021

## (B) Publications

### 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 2021





### (C) Onsite Advertising



**C01(a) Outdoor billboard – L (8mW)**

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



**C01(b) Outdoor billboard – S (4mW)**

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



**C02 Glass sticker (New)  
– North Registration Hall to Hall N1**

Specification: (a) Right side: 2.365mH x 8.45mW  
 (b) Left side: 2.365mH x 5.02mW  
 Price: (a) RMB 30,000 / pcs; (b) RMB 20,000 / pcs



**C03 Corridor ad on the ground (New)**

Price: (a) L – 2.5mH x 12mW: RMB 22,000 / pcs  
 (b) M – 2.5mH x 8mW: RMB 16,000 / pcs  
 (c) S – 2.5mH x 3mW: RMB 7,000 / pcs



**C04 Hanging banner – Corridor (New)  
(Halls N1-N2)**

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



**C05 Inter-hall shuttle bus station**

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

Note: The submission deadline of application and material production files is 19 July 2021.

Prices include release and production.

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

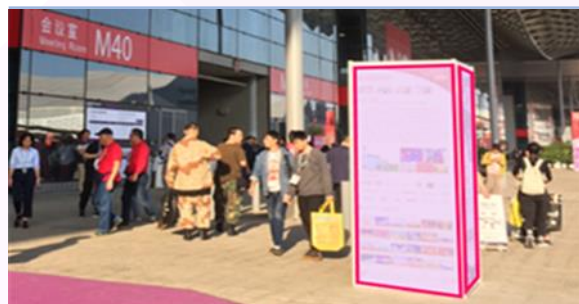
Advertising items are subject to availability. Please check with the organisers for the available location.

## (C) Onsite Advertising



**C06 Outdoor billboard  
– Plaza area (2-side)**

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



**C07 Advertising tower**

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

Note: **The submission deadline of application and material production files is 19 July 2021.**

Prices include release and production.

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

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

For more details, please contact:

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