

music

CHINA

International Exhibition for
Musical Instruments and Services

11 – 14 October 2023

Shanghai New International
Expo Centre, China

**Sponsorship
marketing
opportunities**



messe frankfurt



CMIA

INTEX

Sponsorship marketing opportunities

music CHINA

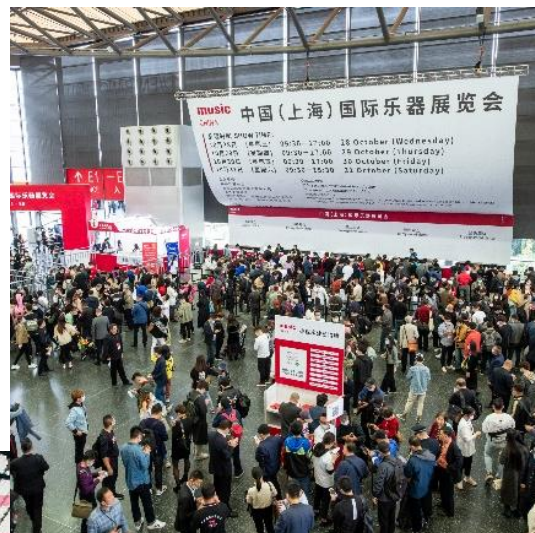
11 – 14.10.2023

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 options

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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) Exclusive: RMB 120,000
(b) Joint: RMB 25,000 (max. 3 sponsors)

Application deadline: 12 August 2023



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) Exclusive: RMB 120,000
(b) Joint: RMB 30,000 (max. 3 sponsors)

SOLD

Application deadline: 12 August 2023



A

Sponsorship options

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A03 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's flyer will be placed in the programme area

Price: On request

Application deadline: 12 August 2023



A04 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Price: On request

Application deadline: 12 August 2023



A

Sponsorship options

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A05 Form filling counter

The sponsor's logo will be printed onto the form-filling counters in the visitor registration halls.

- Sponsor's logo (single unit) will appear on the counter together with the show information
- The location of the sponsor's advertisement on the counter will be allocated by the organisers
- The location of the form filling counter will be arranged by the organisers
- Price includes production fee

Price: (a) Exclusive: RMB 100,000
(b) Joint: RMB 20,000 (max. 3 sponsors)

Application deadline: 12 August 2023



A06 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: (a) Exclusive: RMB 120,000
(b) Joint: RMB 50,000 (max. 3 sponsors)

SOLD

Application deadline: 12 August 2023



A

Sponsorship options

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A07 Show T-shirt

T-shirts with sponsor's presence will be worn by support staff throughout the show period.

- Sponsor's logo (single unit) and / or product advertisement will be printed on T-shirts together with the show logo
- The design must be approved by the organisers in advance
- Exact working location of the support staff in sponsor's T-shirts will be decided by the organisers
- Price includes production fee

Quota: Joint
Price: RMB 5,000 / 100 pcs

Application deadline: 12 August 2023



A08 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.

- 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

Quota: Joint
Price: On request

Application deadline: 12 August 2023

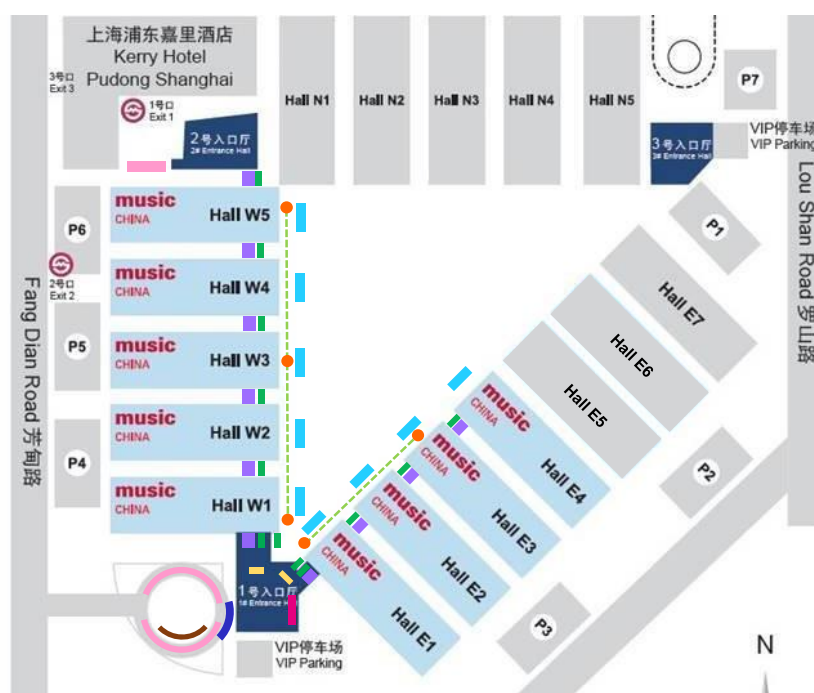


B

Onsite advertising

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Location	No.	Item	Price
	B01	Outdoor billboard	RMB 17,500 – 22,000
	B02	Outdoor flag post (6 pcs)	RMB 24,000
	B03	Pillar advertisement at taxi station	RMB 54,000 – 195,000
	B04	Hanging Banner – South Registration Hall (above registration counter)	RMB 32,500 – 86,500
	B05	Hanging Banner – South Registration Hall (above entrance arch)	RMB 65,000 – 162,000
	B06	Inter-hall shuttle bus station (4 pcs)	RMB 30,000
	B07	Inter-hall shuttle bus advertisement	RMB 19,000
	B08	Outdoor billboard – Plaza area (2-side)	RMB 20,000
	B09	Advertisement board – Corridor	RMB 13,000
	B10	Hanging banner – Corridor	RMB 3,600
Hall gateway	B11	Floor sticker	RMB 20,000

Note: The submission deadline of application and material production files is 12 August 2023.

Prices include release and production. The above pictures are for reference only.

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

The placement and/ or dimension of advertising items are subject to actual circumstances onsite, the organisers reserve the right to make any deviations where necessary.

B

Onsite advertising

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B01(a) Outdoor billboard – South entrance

Specification: 5mH x 8mW
Price: (a1) First location: RMB 22,000/pc
(a2) Non-first location: RMB 17,500/pc



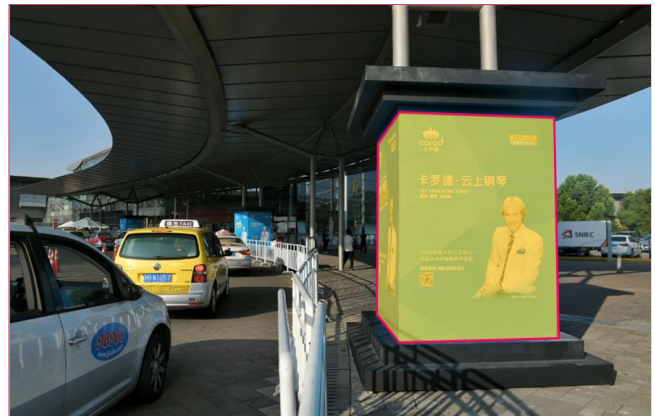
B01(b) Outdoor billboard – North entrance

Specification: 5mH x 8mW
Price: (b1) First location: RMB 22,000/pc
(b2) Non-first location: RMB 17,500/pc



B02 Outdoor flag post

Specification: 1mH x 0.5mW x 2-side
Price: RMB 24,000 / 2-side / 6 pcs



B03 Pillar advertisement at taxi station

Specification: 2.4mH x 1.6mW x 4-side
Price: (a) Exclusive:
RMB 195,000 / 4-side / 6 pillars
(b) RMB 54,000 / 4-side / pillar

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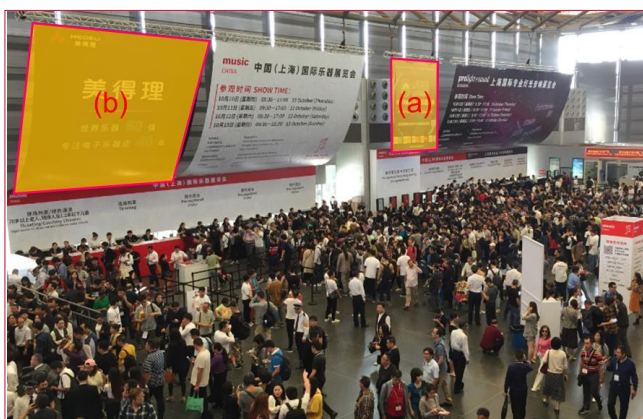
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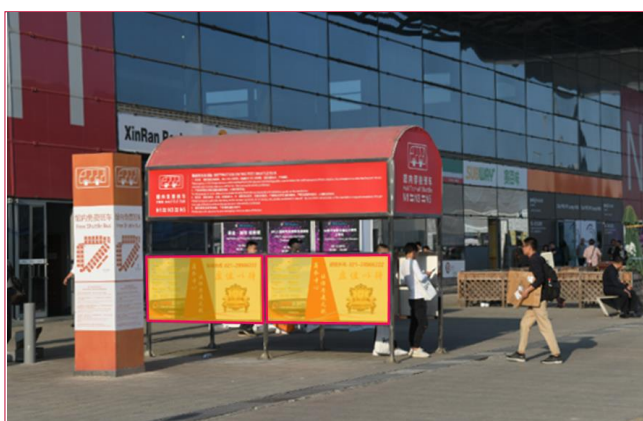
B04 Hanging Banner – South Registration Hall (above registration counter)

Specification: (a) 5mH x 4mW: RMB 43,500 / pc
Price: (b1) 8mH x 6.6mW: RMB 86,500 / pc
(b2) 8mH x 2.2mW: RMB 32,500 / pc



B05 Hanging Banner – South Registration Hall (above entrance arch)

Specification: (a) 5mH x 16mW: RMB 162,000 / pc
Price: (b) 5mH x 8mW: RMB 86,500 / pc
(c) 5mH x 4mW: RMB 65,000 / pc



B06 Inter-hall shuttle bus station

Specification: 1mH x 2mW x 4 pcs
Price: RMB 30,000 / 4 pcs / station



B07 Inter-hall shuttle bus advertisement

Specification: 0.7mH x 2.4mW x 2-side
Price: RMB 19,000 / 2-side / bus

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B08 Outdoor billboard – Plaza area (2-side)

Specification: 5mH x 4mW x 2-side
Price: RMB 20,000 / 2-side / pc



B09 Advertisement board – Corridor

Specification: 2.5mH x 3mW
Price: RMB 13,000 / pc



B10 Hanging banner – Corridor

Specification: 0.7mH x 3.5 – 5mW x 2-side
Price: RMB 3,600 / 2-side / pc



B11 Floor sticker

Specification: 1m x 1m
Price: RMB 20,000 / 4 pcs
(entrance x 1 pc,
main gangway x 1 pc,
gangway x 2 pcs)

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C

Publication advertising

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C01 Visitor guide – ROP

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: 210mm (H) x 140mm (W)
Bleeding size: 216mm (H) x 146mm (W)
+3mm bleeding on each side

Price: RMB 5,000 / page

Application deadline: 12 August 2023



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**For more details,
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