



# CHINA PAPER 2010 Shanghai

September 15-17, 2010

2010年9月15-17

INTEX Shanghai, Shanghai, China

中国, 上海国际展览中心



## Marketing and Promotional Opportunities

Category I	Advertising in Show Directory	Qty	Price US\$	Remarks
1	Random full page, b/w		300	
2	Random full page, full colors		800	
3	Inside front cover, full colors		1,200	
4	Inside first page, full page full colors		1,200	
5	Inside back cover, full colors		1,200	
6	Back cover, full colors		1,500	
NOTE:	<b>Specification for full page ad in Show Directory:</b> Bleed size: 216 mm wide x 291 mm high Trimmed size: 210 mm wide x 285 mm high Non-bleed size: 204 mm wide x 279 mm high Screen line: 175 lines / inch Film: off-set, positive			
Category II	Show sponsorship program	Qty	Price US\$	
1	<b>Visitor Admission Ticket Sponsorship</b> <ul style="list-style-type: none"> <li>Your company ad. will appear at the back of the admission ticket for the distribution to exhibitors and attendees</li> </ul>	5 max	2,000 per 20,000 tickets for each sponsor	
2	<b>Audience Promotion Flyer Sponsorship</b> <ul style="list-style-type: none"> <li>50,000 copies of the promotion flyer with sponsor name/logo will be distributed before the show with admission tickets</li> </ul>		1,000 for each sponsor	
3	<b>Carrier Bags Sponsorship</b> <ul style="list-style-type: none"> <li>Carrier Bags with your company name and show logo on both sides will be distributed to visitors as they visit the show.</li> </ul>	1	4,000 per 7,000 bags Exclusive	



# CHINA PAPER 2010 Shanghai

September 15-17, 2010

2010年9月15-17

INTEX Shanghai, Shanghai, China

中国, 上海国际展览中心



	<ul style="list-style-type: none"> <li>• Production and shipping of the bags to the venue is the exhibitor's responsibility. Content and materials is subject to approval by organizer</li> <li>• Event logo to be provided by organizer</li> <li>• Expected distribution: 7,000</li> </ul>			
4	<p><b>Badge Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Badge with your company logo displayed prominently on the front will be distributed to about 7,000 professional visitors.</li> <li>• Badges to be provided by organizer</li> <li>• Show logo to be provided by exhibitors</li> </ul>	1	1,500 for about 7,000 visitors /Exclusive	
5	<p><b>Lanyard Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Lanyards with your company logo and show name will be distributed to about 7000 professional attendees along with their visitor badges.</li> <li>• Lanyards to be provided by sponsor</li> </ul>	1	1,500 Exclusive	
6	<p><b>China Paper Conference Luncheon Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsor's senior executive delivers welcoming remarks (5 minutes) before the lunch starts</li> <li>• Lunch invitation will be printed with sponsor's company name/logo and sponsor provides its logo graphic</li> <li>• Invitation to be produced by organizer</li> <li>• Graphics to be provided by sponsor</li> </ul>	1	10,000 Exclusive	
7	<p><b>Visitor Registration Advertising Package</b></p> <ul style="list-style-type: none"> <li>• Sponsor's ad placed on the wall at the Visitors Registration Office</li> <li>• Sponsor name /logo on the Visitors badge</li> <li>• Sponsor name/logo on the strip of Visitor Badge</li> <li>• Ad to be produced by organizer</li> <li>• Graphics to be provided by exhibitors</li> </ul>	1	5,000/ Exclusive	



# CHINA PAPER 2010 Shanghai

September 15-17, 2010

2010年9月15-17

INTEX Shanghai, Shanghai, China

中国, 上海国际展览中心



8	<b>Floor plan Sponsorship</b> <ul style="list-style-type: none"> <li>Your company name/logo along with the floor plan will be prominently displayed next to the main entrance of INTEX. Upon entering these places, visitors will see your company name/logo in their first sight.</li> <li>Graphics to be provided by sponsor</li> <li>Floor plan to be provided by organizer</li> </ul>	4	1,500	
9	<b>Conference Souvenir</b> <ul style="list-style-type: none"> <li>Audiences at the conference are eligible to get a souvenir together with the program agenda</li> <li>Souvenir to be produced by sponsor and subject to organizer's approval Quantity-- 300 units</li> </ul>	1	3,000 Exclusive	
10	<b>Event Survey Sponsorship</b> <ul style="list-style-type: none"> <li>Throughout the exhibition, visitors will be invited to respond to an Event Surveys. Your company's name/logo will be printed on the survey sheet &amp; distribute to all visitors</li> <li>Your company will also be allowed to include a relevant question in the survey with results disclosed exclusively to your company</li> <li>Sponsor is required to provide a minimum of 7,000 giveaways for visitors that have successful complete the survey</li> <li>Logos to be provided by sponsor</li> </ul>	1	3,000 Exclusive	
<b>Category III</b>	<b>INTEX Onsite Advertising</b>	<b>Qty</b>	<b>Price US\$</b>	



# CHINA PAPER 2010 Shanghai

September 15-17, 2010

2010 年9月15-17

INTEX Shanghai, Shanghai, China

中国, 上海国际展览中心



1	<b>Banner-Outer Western Wall (South half)</b> Measurement: 14m x 7.5m	1	3000	
2	<b>Banner-Outer Western Wall (North half)</b> Measurement: 14m x 7.5m	1	3000	
3	<b>Banner-Outer Western Wall (South half)</b> Measurement: 14m x 6m	1	2500	
4	<b>Banner-Outer Western Wall (North half)</b> Measurement: 14m x 6 m	1	2500	
5	<b>Banner-Outer Northern Wall(west half)</b> Measurement: 10mx30m	1	8000	
6	<b>Banner-Outer Northern Wall(east half)</b> Measurement: 10mx30m	1	7000	
7	<b>Banner- Outer Northern Wall(middle)</b> Measurement: 10mx30m	1	10000	
8	<b>Inflated Arch-Outdoor square</b> 15-18m		600	To be advised
9	<b>Balloon-Western Square</b> Measurement: 10mx0.9m	15	600/each	
10	<b>Balloon-Northern Square</b> Measurement: 10mx0.9m	20	600/each	
11	<b>Vertical Scroll Cloth--Western outside Wall</b> Measurement: 15mx0.9m	30	200/each	
12	<b>Vertical Scroll Cloth—Northern Square</b> Measurement: 15mx0.9m	40	200/each	
13	<b>Bill Board-Main Hall Entrance in Lobby</b> Measurement: 2.15mx8.9m	1	1,500	
14	<b>Bill Board-Side Hall Entrance in Lobby</b> Measurement: 1.2mx6m	1	800	
15	<b>Bill Board-Western Entrance, inside Level 1</b> Measurement: 1.2mx9.3m	1	1500	



# CHINA PAPER 2010 Shanghai

September 15-17, 2010

2010 年9月15-17

INTEX Shanghai, Shanghai, China

中国, 上海国际展览中心



16	<b>Bill Board/Scroll –Mezzanine Wall inside the wall, inside level 1</b> Measurement: 1.2mx9m	20	800/each	
17	<b>Bill Board-Level 2 Entrance</b>	2	800/each	
18	<b>Flag post-Level 2 Ceiling Above the Booth</b>		800	To be advised

**Note: Rates of INTEX Onsite Advertising excluding designing and printing**

**Further detailed requirement and specification for the sponsorship item, please contact EJK offices.  
An extra 30% will be charged to the Non- exhibitor.**