



**yarnexpo**

**28 – 30 March 2023**

National Exhibition and Convention  
Center (Shanghai), China

**Sponsorship  
marketing  
opportunities**

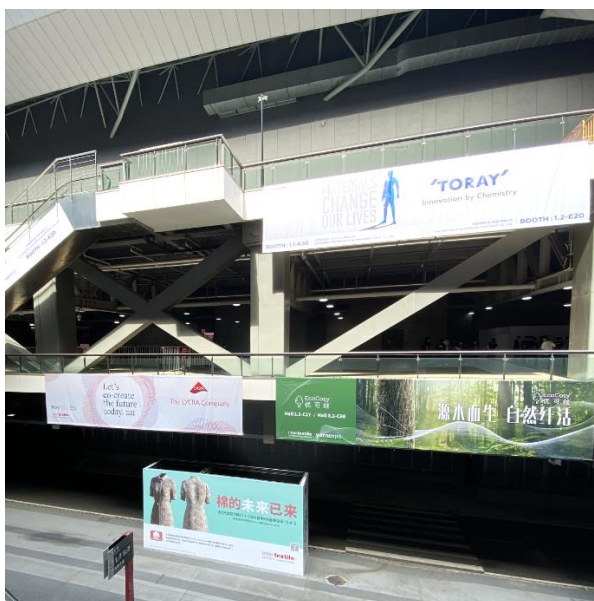
## Sponsorship marketing opportunities

### 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 options

**yarnexpo**

28 – 30.3.2023

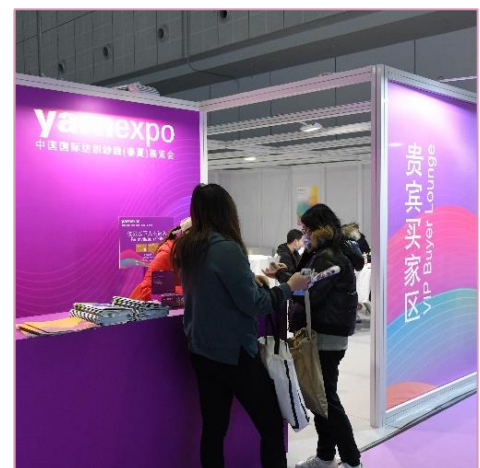
### A01 Functional area

Special functional areas will be arranged for attendees during the show, including the VIP buyer 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

Quantity: Joint sponsor  
Price: On request

Application deadline: 10 February 2023



### A02 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

Quantity: Joint sponsor  
Price: (a1) West / North Entrance: USD 24,000 / 4,000 pcs  
(a2) West / North Entrance: USD 13,500 / 2,000 pcs  
(b1) East / South Entrance: USD 22,000 / 4,000 pcs  
(b2) East / South Entrance: USD 12,000 / 2,000 pcs

Application deadline: 20 December 2022



# A

## Sponsorship options

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28 – 30.3.2023

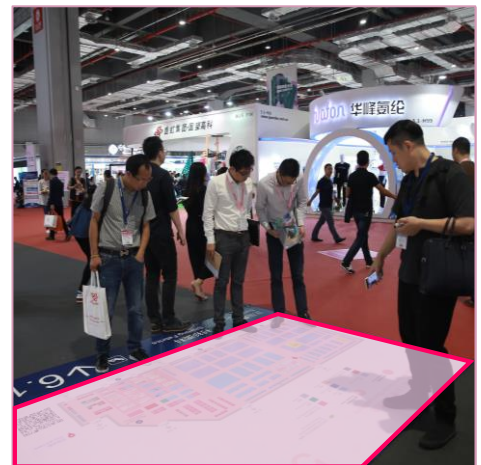
### A03 Floor plan sponsorship

Sponsor's logo will appear on the floor plans located at the gangways inside the exhibition hall to highlight their booth location to visitors.

- Sponsor's logo (single unit) will appear on the floor plan inside the exhibition hall where their booths located
- Floor plans will be arranged as floor stickers placing on the gangways inside each hall

Quantity: Joint sponsor  
(max. 6 sponsors / each floor plan)  
Price: USD 3,500 / sponsor

Application deadline: 10 February 2023



### A04 Bottled water

Bottled water will be distributed to visitor free of charge at the registration halls / information counters or during concurrent events.

- Sponsor's logos and / or advertisements will appear on the bottled water together with the show logo and/ or advertisements
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor  
Price: (a) USD 8,000 / 5,000 bottles  
(b) USD 4,000 / 2,000 bottles

Application deadline: 10 February 2023





# A

## Sponsorship options

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### A05 Hand sanitiser

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser together with the show logo and / or advertisement
- 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 sponsor  
Price: (a) USD 18,000 / 10,000 bottles  
(b) USD 10,000 / 5,000 bottles

Application deadline: 10 February 2023



### A06 Wet tissue paper

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper together with the show logo and / or advertisement
- 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 sponsor  
Price: (a) USD 18,000 / 20,000 packs  
(b) USD 10,000 / 10,000 packs

Application deadline: 10 February 2023



# A

## Sponsorship options

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### A07 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

Quantity: Joint sponsor  
Price: On request

Application deadline: 10 February 2023



# B

## Onsite advertising

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**B01 Billboard – Main entrances**

Specification: 3m (H) x 12m (W)  
Price: USD 5,200 / pc



**B03A Lightbox – Plaza external**

Specification: 3.06m (H) x 1.76m (W) x 5 pcs  
Price: USD 8,500 / 5 pcs



**B03B Lightbox – East Plaza under footbridge (1st floor)**

Specification: 2.84m (H) x 9.84m (W)  
Price: USD 5,800 / pc



**B03C Lightbox – West Plaza**

Specification: 2.65m (H) x 10.45m (W)  
Price: USD 4,200 / pc

Note: **The submission deadline of application and material production files is 10 February 2023.**

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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### **B18B Glass wall advertisement – North Square**

Specification: 10m (H) x 8m (W)  
Price: USD 12,000 / pc



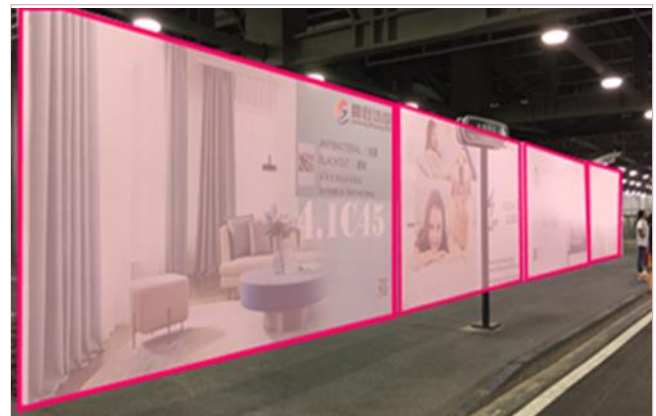
### **B04 Billboard – North Square**

Specification: (a) 1-side: 4m (H) x 8m (W)  
(b) 2-side: 4m (H) x 8m (W) x 2-side  
Price: (a) USD 4,600 / 1-side / pc  
(b) USD 9,000 / 2-side / pc



### **B11 Billboard – Frence surround halls**

Specification: 2.4m (H) x 4m (W) x 5 pcs  
Price: USD 6,800 / 5 pcs



### **B02B Billboard – Metro station exit no. 4 / 5**

Specification: 3m (H) x 6m (W)  
Price: USD 3,300 / pc

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# B

## Onsite advertising

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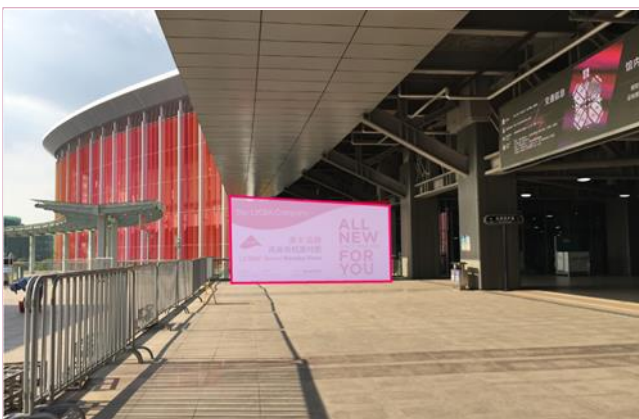
**B30 Billboard – East Square (mezzanine floor)**

Specification: 3m (H) x 6m (W)  
Price: USD 2,650 / pc



**B32 Billboard – West Square (mezzanine floor) (2-side)**

Specification: Front & back: 4m (H) x 12m (W) x 2-side  
Lateral: 4m (H) x 2m (W) x 2-side  
Price: USD 22,000 / 4-side / pc



**B33A Billboard – Registration hall entrance (mezzanine floor)**

Specification: 4m (H) x 8m (W)  
Price: (a) West Square: USD 5,000 / pc  
(b) East Square: USD 5,000 / pc



**B41 Glass wall advertisement – West registration hall (mezzanine floor)**

Specification: 3m (H) x 8m (W)  
Price: USD 3,550 / pc

Note: **The submission deadline of application and material production files is 10 February 2023.**

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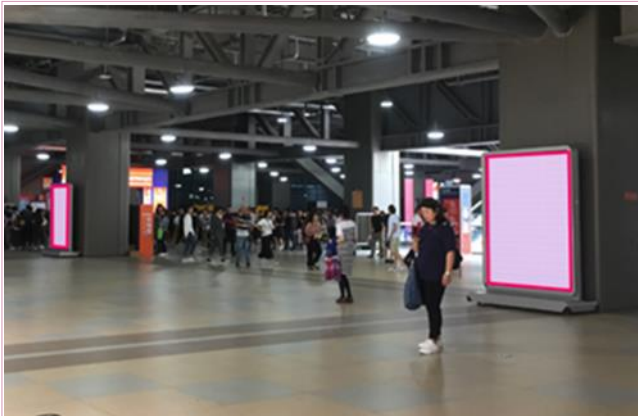
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

# B

## Onsite advertising

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**B34C Lightbox – West registration hall (mezzanine floor)**

Specification: 2.2m (H) x 1.7m (W)  
Price: USD 800 / pc



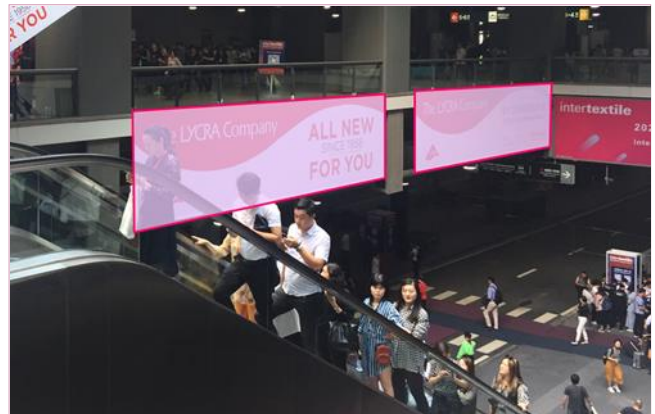
**B35A Billboard – Exhibition footpath (mezzanine floor)**

Specification: 2.4m (H) x 3m (W) / 3m (H) x 4m (W)  
Price: (a) West Square: USD 1,800 / pc  
(b) East Square: USD 1,800 / pc



**B35B/C Billboard – Exhibition footpath skylight (mezzanine floor)**

Specification & Price:  
(a) West esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pc  
(b) East esplanade: 3m(H) x 8m(W) x 2-side, USD 6,500 / pc  
(c) South esplanade: 4m(H) x 8m(W) , USD 4,600 / pc



**B38C Hanging banner – Exhibition footpath skylight**

Specification: 2.8m (H) x 11m (W)  
Price: (a) West esplanade: USD 5,000 / pc  
(b) East esplanade: USD 5,000 / pc

Note: **The submission deadline of application and material production files is 10 February 2023.**

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.

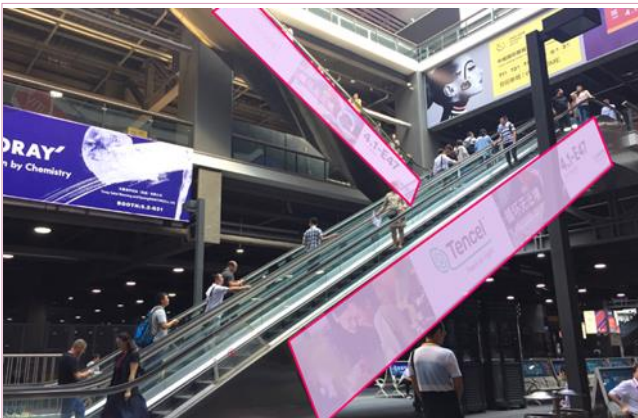


# B

## Onsite advertising

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**B29 Escalator advertisement**

Specification: 1.5m (H) x 14-15m (W)  
Price: (a) West esplanade: USD 3,500 / pc  
(b) East esplanade: USD 3,500 / pc



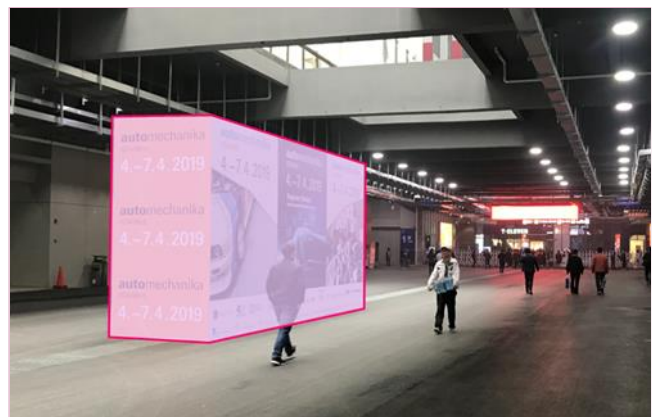
**B59B Lightbox – Column (1st floor)**

Specification: 2.26-2.37m (H) x 1.52-2.34m (W) x 4-side  
Price: (Each side is slightly different in dimension)  
USD 3,200 / 4-side / pillar



**B27 Lightbox  
– Along driveway (1st floor)**

Specification: 2.2m (H) x 4m (W)  
Price: USD 1,300 / pc



**B28 Advertisement panel – Along  
driveway (1st floor) (4-side)**

Specification: Front & back: 4m (H) x 8m (W) x 2-side  
Price: Lateral: 4m (H) x 2m (W) x 2-side  
USD 11,800 / 4-side / pc

Note: **The submission deadline of application and material production files is 10 February 2023.**

Prices include release and production.

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

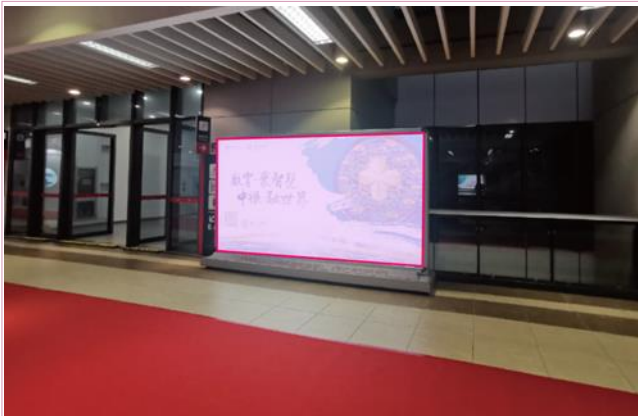
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

# B

## Onsite advertising

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**B36 Lightbox – Along exhibition footpath meeting room floor (mezzanine floor)**

Specification: 2.2m (H) x 4m (W)  
Price: USD 1,300 / pc



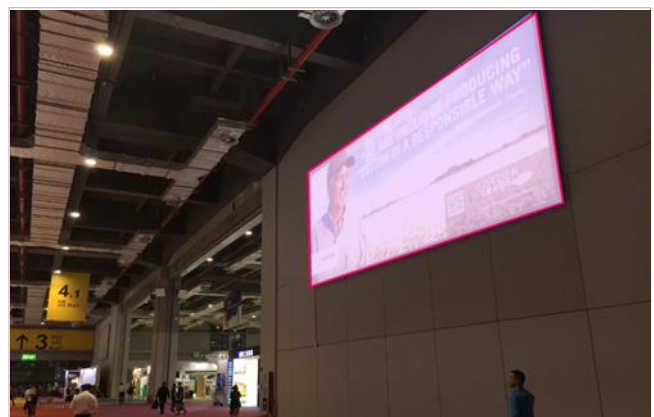
**B48A Billboard – Skylight (2nd floor)**

Specification: 3m (H) x 6m (W)  
Price: USD 2,800 / pc



**B50 Wall advertisement – Hall external (2nd floor)**

Specification: 10.8m (H) x 14m (W)  
Price: USD 22,000 / pc



**B25 Lightbox – Hall partition (1st floor)**

Specification: 5m (H) x 12m (W)  
Price: USD 8,600 / pc

Note: **The submission deadline of application and material production files is 10 February 2023.**

Prices include release and production.

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Onsite advertisements are subject to availability. Please check with the organisers for the available location.



# C

## Publication advertising

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### C01 Notebook

Notebooks with show information will be distributed onsite to visitors free of charge. It is a golden advertising opportunity for exhibitors!

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

Publication trim size: 210mm (H) x 148mm (W)

Bleeding size: 216mm (H) x 154mm (W)  
+3mm bleeding on each side

Item	Price
(a) Back cover	USD 6,000
(b) Inside front cover	USD 4,000
(c) Inside back cover	USD 4,000

Application deadline: 10 February 2023



### C02 Visitor guide

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

Item	Price
(a) ROP	USD 850
(b) Inside front cover	USD 1,200
(c) Inside back cover	USD 1,200
(d) Bookmark (Exclusive sponsor, 2-side)	USD 3,500



Application deadline: 10 February 2023

**Sponsorship  
marketing  
opportunities**

**For more details,  
please contact:**

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