

# ISPO Shanghai 2019

July 5 - 7, 2019

Shanghai New International Expo Center (SNIEC)



Messe München





Connecting Global Competence

## Advertising, Sponsorship & Rental Specification



# ISPO Shanghai 2019

 **WE OFFER *ADVERTISING, SPONSORSHIP & RENTAL OPPORTUNITIES* TO PRESENT YOUR PRODUCTS – 365 DAYS A YEAR. *OUR AIM IS YOUR SUCCESS.***

Print / Online AD 	On Site AD 	Sponsorship 	Rental 
ISPO WeChat AD	Outdoor Billboard	Uniforms	Show Stage & Equipment
Visitor Planner	LED Screen AD at the Main Entrance	Lanyards	Conference Room & Equipment
Official Catalogue	Banner in Connecting Corridor	Badge AD	
Visitor Pre-registration System	Indoor Billboard in Connecting Corridor at the Entrance	Handbag for Visitors	
	Indoor Hanging Banner	Gifts & Accompany forums	
	Footprint AD		
	Water Tank AD & Hanging Banner		

# ISPO WeChat AD

- ISPO has **more than 69,000 subscribers** on WeChat.
- Image-text post will be displayed at the primary position along with secondary AD space.
- AD size: 640px\*400px.
- Issue date to be agreed upon by both sides.

Quantity	Period	Quotation
5 issues	Non-Exhibition Period	CNY 3,000
5 issues	Including Exhibition Period	CNY 5,000



Exhibitor AD

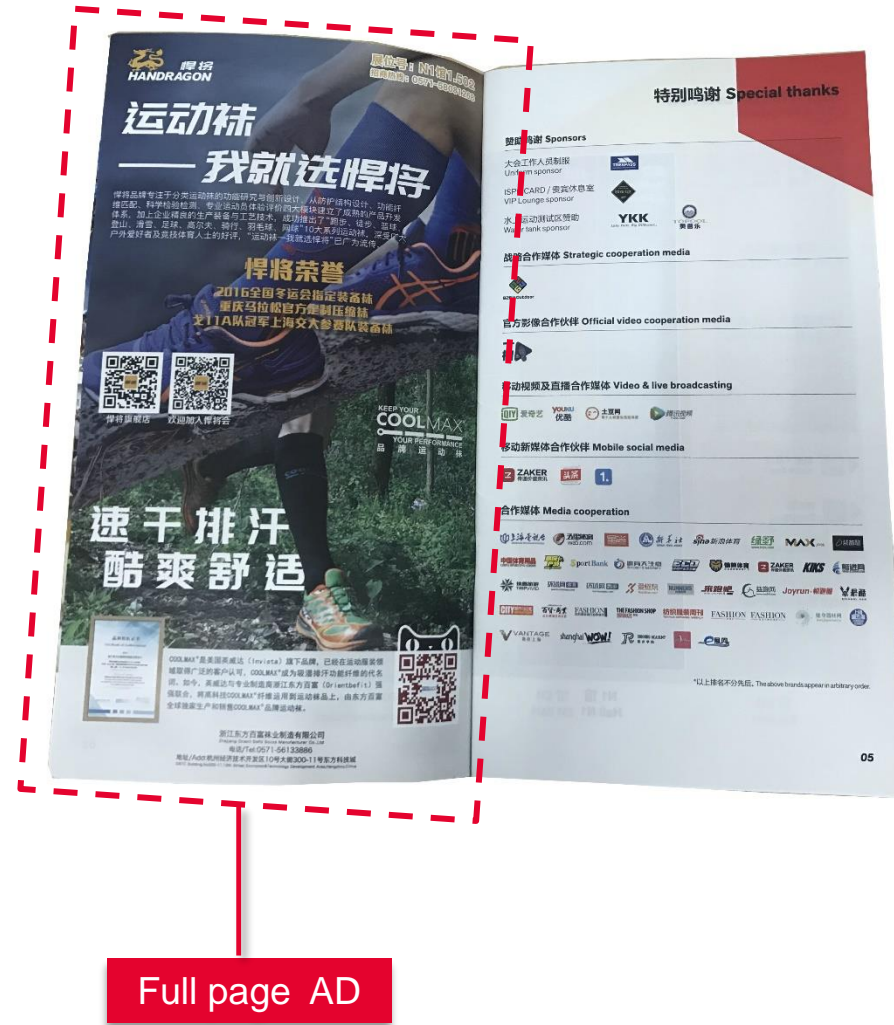
# Visitor Planner

- The most useful on site show guide for visitors.
- Includes hall overviews, program overview, exhibitor directory and general information.
- Circulation: **15,000 copies**
- AD size: 115(W)mm x 210(H)mm

## Space & Specification

## Quotation

Inside full page	CNY 12,500
Inside front cover full page / Inside back cover full page	CNY 15,500
Back Cover full page	CNY 18,000





# Official Catalog

- Contains contact and company information of every exhibitor and brand plus complete show information.
- Circulation: **1,000 copies**
- AD size: 210(W)mm x 285(H)mm

## Space & Specification

## Quotation

Inside front cover full page	CNY 15,000
Double spread full page	CNY 12,000
First catalog full page	CNY 12,000
Cardboard divider back side full page	CNY 11,000
Opposite contents full page	CNY 8,000
Color inside full page	CNY 5,000



Full-page AD

# Visitor Pre-registration System

- About **15,000** people will pre-register as visitors before the show through visitor pre-registration system.
- Every pre-registration will see the graphic AD.
- AD size : 480\*160 px / 200\*200 px
- The issue date to be agreed upon by both sides.

Time	Price
3 months	RMB 15,000

Graphic AD

# Outdoor Billboard

- Located at the outdoor main entrance of the hall of ISPO Shanghai.
- One of the most attractive on-site advertisement to visitors.
- **Only 6 billboards on offer!!**
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Size	Quotation/piece/ show period
8m(W) x 5m(H)	CNY 20,000
16m(W) x 5m(H)	CNY 40,000



Exhibitor AD



# LED Screen AD at the Main Entrance

- AD video playing at the entrance.
- The only ISPO official multimedia display platform on-site.
- **EVERY VISITOR WILL SEE THIS AD!**
- LED screen (width x height): 4m x 3m
- Video produced and provided by the client.

Specification	Plays	Quotation/ Show Period
Less than 3mins per video	10 Times/ Day 30 Times/ 3Days	CNY 20,000
Less than 6mins per video	10 Times/ Day 30 Times/ 3Days	CNY 40,000



LED Screen AD

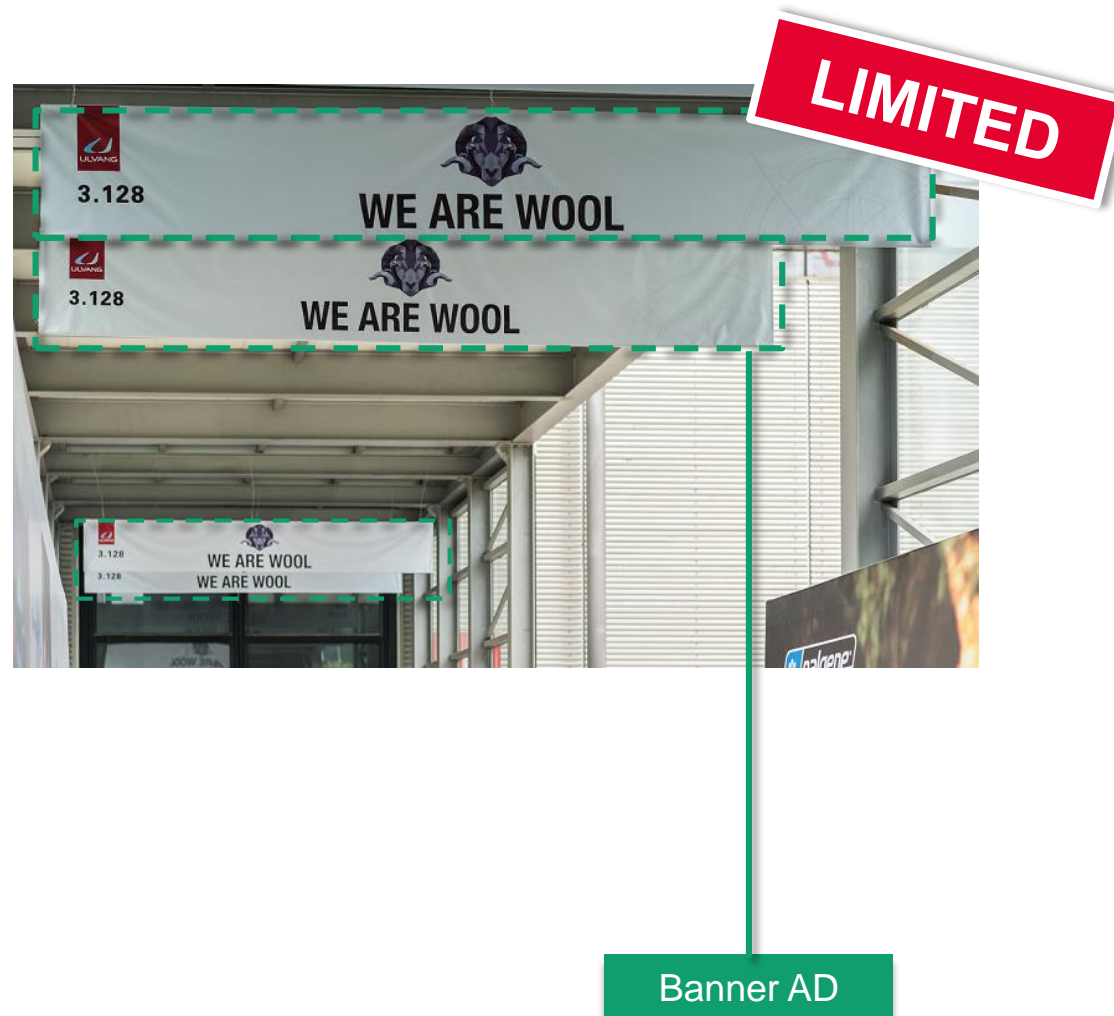




# Banner in Connecting Corridor

- Contains promotion of brand logo, booth number and advertisement for visitors.
- Exhibitor offers the design, and ISPO will arrange production and set-up.
- AD size: 4(W)m X 7(H)m 2 sides.

Quantity	Quotation/ Show Period
1 Slide	CNY 8,000
3 Slides	CNY 16,000
5 Slides (Full Corridor)	CNY 24,000



# Indoor Billboard in Connecting Corridor

- Banner located at main entrance connecting the main hall.
- **Only 4 billboards on offer!! High visibility.**
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Size	Quotation / Piece / Show Period
8m(W) x 3m(H)	CNY 25,000



Indoor Billboard AD



# Indoor Hanging Banner

- The banners are hung above the aisle.
- The eye-catching, two-sides banners make visitors find your booth easily.
- The hanging point should be confirmed by ISPO's permission.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Size	Quotation / Piece / Show Period
4m x 2.5m	CNY 25,000
2m x 2.5m	CNY 15,000

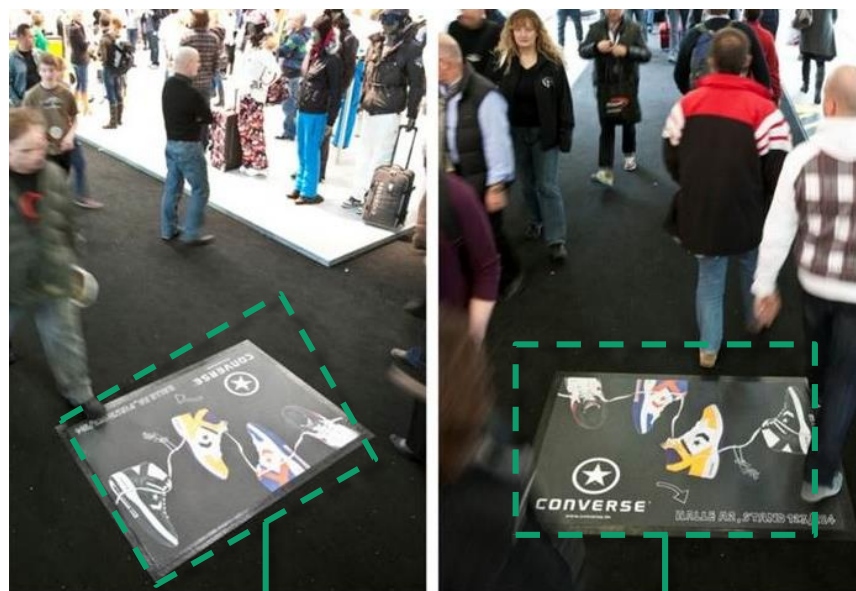


AD

# Footprint AD

- 3 locations available: hall entrance, main traffic alleyway, in front of the booth (final location confirmed by ISPO).
- Using digital printing.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Size	Quotation/ Set / Show period
Entrance 1m(W) x 2m(H)	CNY 10,000
Aisles 1m(W) x 2m(H)	CNY 5,000



Footprint AD



# Water Tank AD & Hanging Banner

- The highest and most visible ADs in the hall.
- Using digital printing.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

## Size

## Quotation / Set / Show period

Water Tank AD 62m(W) × 1(H)m

Hanging Banner 10m(W) × 2(H)m

CNY 15,000



LIMITED

Hanging  
Banner above  
Water Tank



Water Tank  
AD



# Uniforms

- Roughly 250 staff members will serve at the exhibition including registration office, information center, organization office, press center and VIP lounge etc.
- Presents the logo of the sponsor & ISPO.
- Amount of cash sponsorship will be calculated on the product value.



## Quantity

## Quotation

500 Uniforms

CNY 160.000  
(cash min. CNY 20.000)

ISPO & Sponsor LOGO



# Lanyards

- Will be provided to every exhibitor, visitor, VIP guest and journalist.
- One of the most attractive brand promotion.
- Logo of sponsor and ISPO will be printed on the lanyard.
- ISPO will arrange the design and production.

## Quantity

## Quotation

20,000 pcs-**Exclusive** CNY 60,000

10,000 pcs CNY 36,000



Sponsor's LOGO



# Badge AD

- Will be provided to every exhibitor, visitor, VIP guest and journalist.
- High visibility.
- Will be printed on the back of the badge
- Customer needs to provide AD.
- ISPO will arrange design and production.

## Quantity

## Quotation

20,000 Pieces

CNY 30,000



Sponsor's AD



# Bags

- Will be distributed to every exhibitor, visitor, VIP guest and journalist.
- Presents the logo/advertisement of customer and ISPO.
- Customer needs to provide design and production.
- Price will be discussed separately If ISPO shall arrange design and production.

## Quantity

## Quotation

20,000 Pieces

CNY 30,000



赞助商广告

# Gifts & Accompany forums Sponsorship

- Possibilities

Journalists

Reporters

Department store managers

E-commerce traders

Retailers

Lucky Draw for retailer welcoming dinner

Other on-site visitors

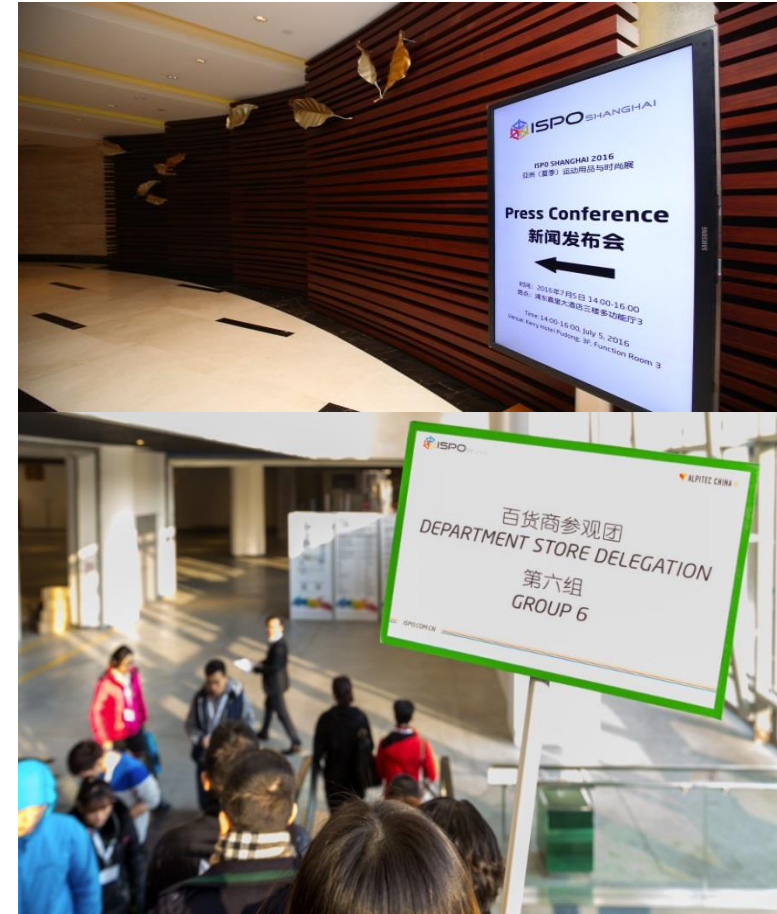
**Quantity on request please see next two pages**

**[Related information please contact:](#)**


**Ms. Crystal Zhu**

86 21 2020 5561

crystal.zhu@mm-sh.com



## Gifts Sponsorship

Demand	Visitor Type	Usage	Brand Quantity	Deadline	Sponsorship Quantity	Rewards
ISPO Media	ISPO Media	Reporters on-site	2	31 <sup>th</sup> May	50	√ 5 ISPO WECHAT releases (fans 7w+). √ 1 ISPO WECHAT AD.
		Reporters of ISPO Shanghai press release	2	31 <sup>th</sup> May	150	√ Brand flyer will be given out to the media. √ Brand logo will be shown on the first page of the press release PPT.
ISPO Retailers	ISPO Retailers	E-commerce	2	31 <sup>th</sup> May	30	√ Brand flyer will given out to retailers. √ Brand speech at match-making area during ISPO Shanghai 2019.
		Department stores	2	31 <sup>th</sup> May	30	
		Distributors	2	31 <sup>th</sup> May	30	
		Group purchasing	2	31 <sup>th</sup> May	30	
KOLs& Professional consumers	Pre-registration visitors	Lucky draw	2	12 <sup>th</sup> April	About 160	√ Brand and product information will be shown in the official releases on the ISPO wechat account every two weeks before the show. √ The lucky visitors have to come to the brand booth to get the gifts during the show.
	 KOLs& Professional consumers	Show up on-site	No limit	10 <sup>th</sup> May	About 200	√ Brand booth information will be shown on the Treasure Map designed by ISPO which will be given out to the KOLs&Professional consumers. √ The KOLs&Professional consumers have to come to the brand booth to get the gifts during the show. √ Brand should provide the interactive activity with the KOL&Professional consumers and gifts info.

## Accompany forums

Forums	How to attend	Contact person
Women sports industry forum	<input type="checkbox"/> AD <input type="checkbox"/> Speech <input type="checkbox"/> Gifts sponsor	Ms. Blanca Liu 86 021-2020 5610 blanca.liu@mm-sh.com
Sports fashion trend forum	<input type="checkbox"/> AD <input type="checkbox"/> Speech <input type="checkbox"/> Gifts sponsor	Ms. Blanca Liu 86 021-2020 5610 blanca.liu@mm-sh.com
ISPO Shanghai digital forum	<input type="checkbox"/> AD <input type="checkbox"/> Speech <input type="checkbox"/> Gifts sponsor	Mr. Calvin Xiang 86 021-2020 5559 calvin.xiang@mm-sh.com
Water sports industry forum	<input type="checkbox"/> AD <input type="checkbox"/> Speech <input type="checkbox"/> Gifts sponsor	Mr. Calvin Xiang 86 021-2020 5559 calvin.xiang@mm-sh.com



# Show Stage & Equipment

- Suitable for below activities:

Fashion show

Forum/Seminar

Brand-own activities

Others on request

- ISPO will promote these activities through its communication channels (e.g. official website, visitor planner, billboard on site)
- **First come, first serve**
- Costs depend on the total duration of the usage (including set-up and dismantling)



Specification	Details	Quotation / Hour
Premium stage rental	<ul style="list-style-type: none"> <li>▪ Including: stage + tiring-room + audio &amp; video system + fashion show lighting</li> <li>▪ Fits to hold fashion shows</li> </ul>	CNY 20,000
Basic stage rental	<ul style="list-style-type: none"> <li>▪ Including: stage + audio &amp; video system + basic lighting</li> <li>▪ Fits to hold the events which don't need stage effect lighting</li> </ul>	CNY 10,000

# Conference Room & Equipment

- Various meeting/event venues are available for reservation at SNIEC.
- The number of rooms is limited, please make the reservations as early as possible.



Quotation and related information please contact:

**Ms. Alyssa Lu**

86 21 2020 5562

alyssa.lu@mm-sh.com



# OUR SERVICES ARE YOUR BENEFITS

Take advantage of the ISPO communication channels to present your brand successfully.

## PLEASE CONTACT US

### Ms. May Pu (Chinese Exhibitors)

Tel: +86 21 2020 5576

E-mail: [may.pu@mm-sh.com](mailto:may.pu@mm-sh.com)

### Ms. Majka Patuzzi (International Exhibitors)

Tel: +49 89 949 20144

E-mail: [Majka.Patuzzi@messe-muenchen.de](mailto:Majka.Patuzzi@messe-muenchen.de)