

ISPO Beijing 2020.



Messe München

Connecting Global Competence

Advertising, Sponsorship & Rental Specification

February 12-15 2020

China International Exhibition
Centre (New Venue)

ALPITEC CHINA 2020

ISPO
Accelerating Sports



ISPO Beijing 2020

 **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
<ul style="list-style-type: none">• ISPO Wemedia AD• Visitor Planner AD• Official Catalog AD• Visitor• Registration AD	<ul style="list-style-type: none">• Banner in South Square Corridor;• Banner at South Square(on the east and west wall);• Columnar AD at the South Registration hall;• Columnar AD at East Registration hall;• Banner in main corridor;• Columnar AD in main corridor;• Wall AD at South Square Main Entrance;• South Wall AD at South Square;• Wall AD outside East Registration Hall;• Road Banner	<ul style="list-style-type: none">• Uniforms• Lanyards• Badge AD• Handbag for Visitors• Gifts• Forums• Events	<ul style="list-style-type: none">• Show Stage / Equipment• Conference Room / Equipment

ISPO WeChat AD

- ISPO has **more than 70,000 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



Visitor Planner

- The most useful on site show guide for visitors.
- Includes hall overviews, program overview, exhibitor directory and general information.
- Circulation: **20,000** copies (on the scene)
- AD size: **115(W)mm x 210(H)mm (Quality 300 DPI)**



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

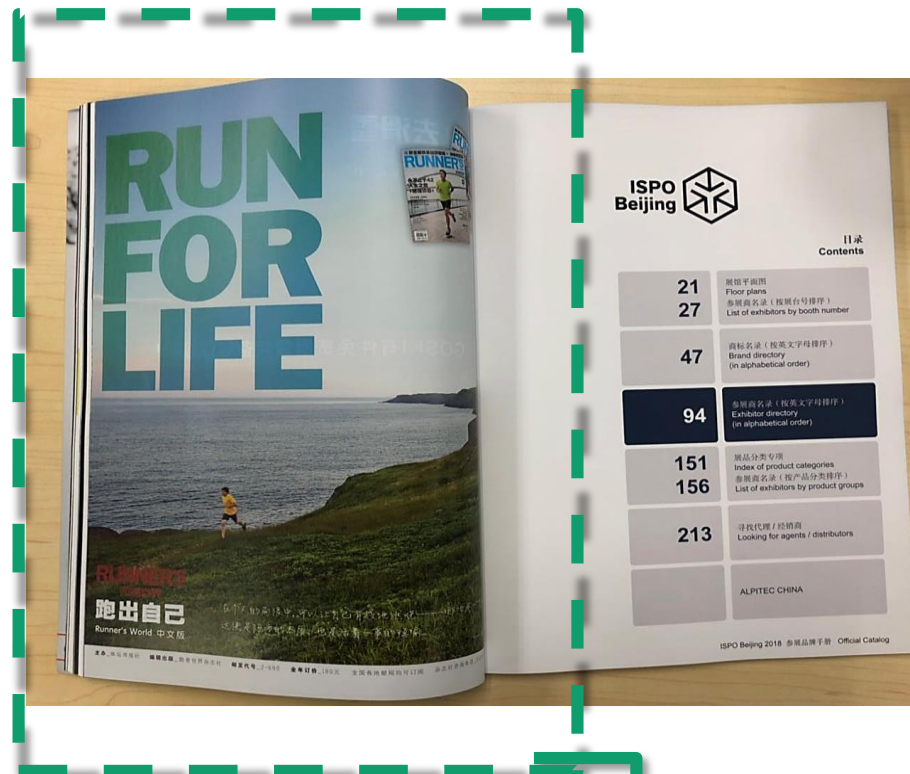


Full-page AD

Official Catalog

- Contains contact and company information of every exhibitor and brand plus complete show information.
- Circulation: **15,000 copies**
- AD size: **210(W)mm x 285(H)mm (Quality 300DPI)**

Space & Specification	Quotation
Inside front cover full page	CNY 21,000
Double spread full page	CNY 18,000
First catalog full page	CNY 18,000
Cardboard divider back side full page	CNY 17,500
Opposite contents full page	CNY 14,500
Color inside full page	CNY 12,500



Full-page AD



Visitor Pre-registration System

- PC Advertisement and mobile phone Advertisement
- About **30,000** people will pre-register as visitors before the show through visitor pre-registration system(PC).
- 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

4 months
(November-
before exhibition
starts)

Price

CNY 15,000

The image displays three screenshots of the ISPO Beijing 2020 pre-registration system interface. The top screenshot shows the login page with a navigation bar (观众, 展商, 媒体, 同期会议&活动) and a login form with fields for email and password. The middle screenshot shows the registration confirmation page, titled "观众预登记确认函", which includes a welcome message and a table of registration details. The bottom screenshot shows the registration confirmation page, titled "观众预登记确认函", which includes a welcome message and a table of registration details.

ISPO Beijing

观众 展商 媒体 同期会议&活动

欢迎来到ISPO Beijing 2020 - 第十六届亚洲运动用品与时尚展观众在线预登记。

请输入您的信息，我们将在系统中查找您的相关记录。

电子邮箱 请输入您注册系统时使用的邮箱

下一步

备注:

1.如果您的信息未存在系统中，请按顺序填写相关信息进行注册。
2.如果您的信息已存在系统中，登录系统后修改或确认您的信息提交即可完成本届展会观众注册。

ISPO Beijing

观众 展商 媒体 同期会议&活动

用户中心

基本信息
修改密码
退出

展会相关

打印确认函
问卷调查
推荐给好友
为同事注册

活动相关

确认函

修改信息 打印 刷卡 发送确认

观众预登记确认函

尊敬的 周佳杰 先生:

感谢您登记参观ISPO Beijing 2018 - 第十四届亚洲运动用品与时尚展!

您的注册信息如下:

姓名	周佳杰 先生	公司	慕尼黑展览(上海)有限公司
职位	项目主管	国家省份	中国大陆 / 北京
用户名/电子邮箱	652279723@qq.com	预登记确认号	18005869

参观信息:

参观时间:	2018年1月24-26日 9:00-17:00
	2018年1月 27 日 9:00-16:00 (下午2:30 停止入场)

来ISPO, 看更多!

同期活动重点推荐

亚太雪地产业论坛

ISPO 运动鞋产业论坛

ISPO Shanghai 2018

亚洲(夏季)运动用品与时尚展

2018年7月5-7日

中国·上海

Graphic AD

Banner in South Square Corridor

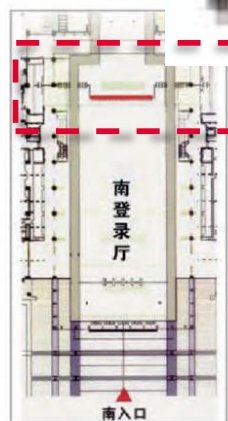
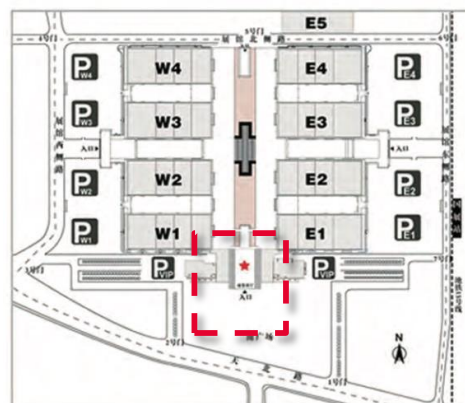
- Banner located at the South Square Corridor connecting the main corridor and the registration hall.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Quantity

18m(L) x 2.5m(H)

Quotation/Show Period

CNY 31,500

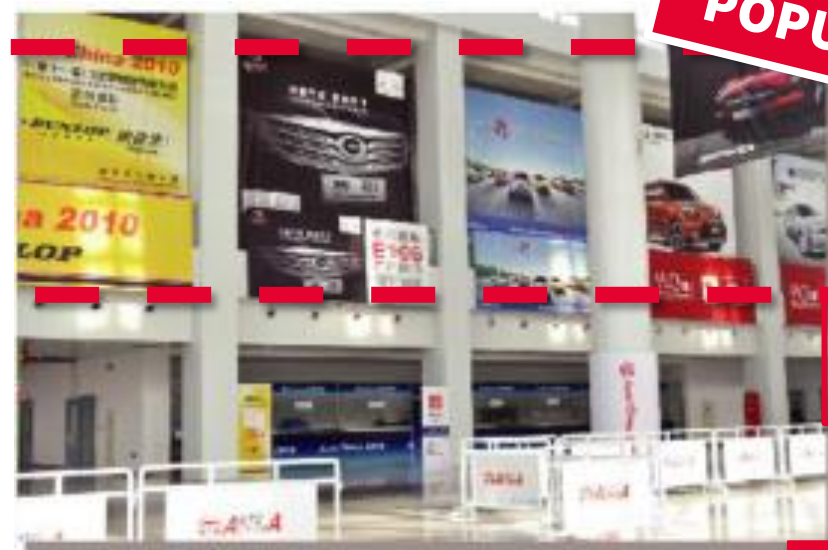
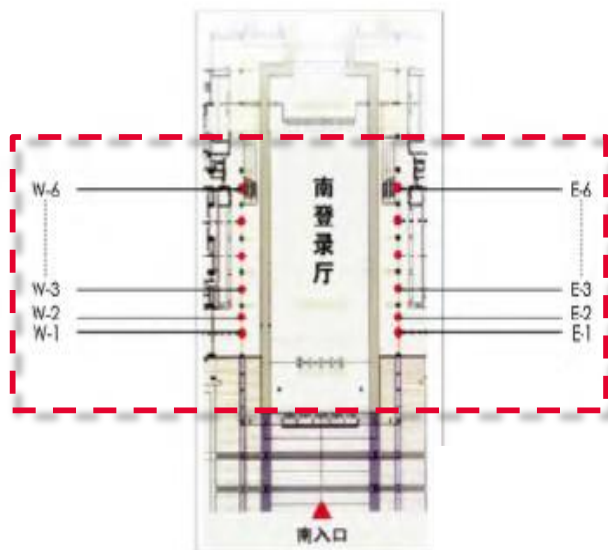


LIMITED

Exhibitor's AD

Banner at South Square(on the east and west wall)

- Banner located at the South Square(on the east and west wall)
- Contains promotion of brand logo, booth number and advertisement for visitors.
- Exhibitor offers the design, and ISPO will arrange production and set-up.



POPULAR

Exhibitor's AD

Quantity

Quotation/Show Period

5m(L) x 5m(H)

CNY 31,500

6m(L) x 5m(H)

CNY 31,500



Columnar AD at the South Registration hall

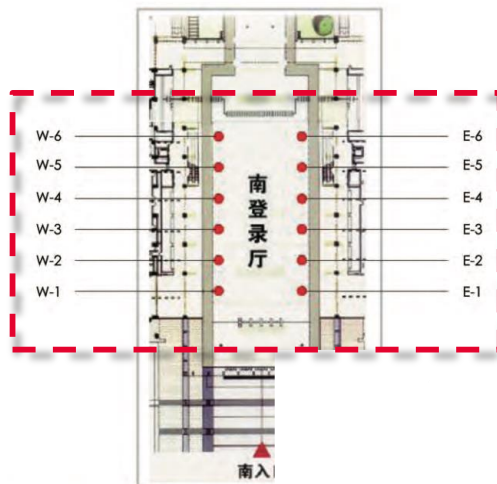
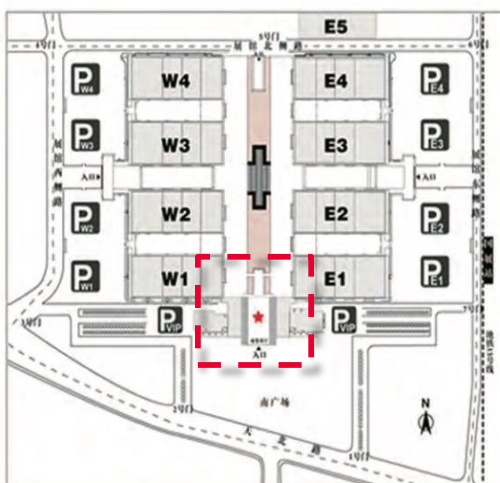
- Columnar AD located at the South Registration.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Quantity

5.4m(L) x 3m(H)

Quotation/Show Period

CNY 15,750

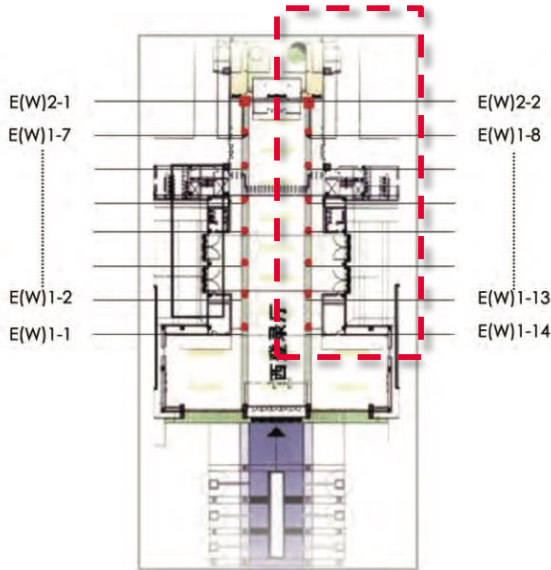
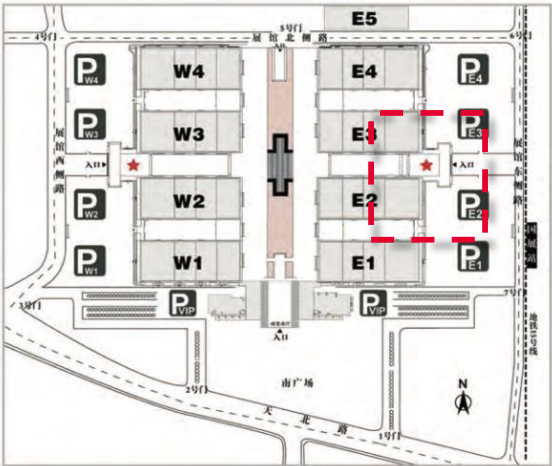


Exhibitor's AD

Columnar AD at East Registration hall

- Columnar AD located at the East Registration hall.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

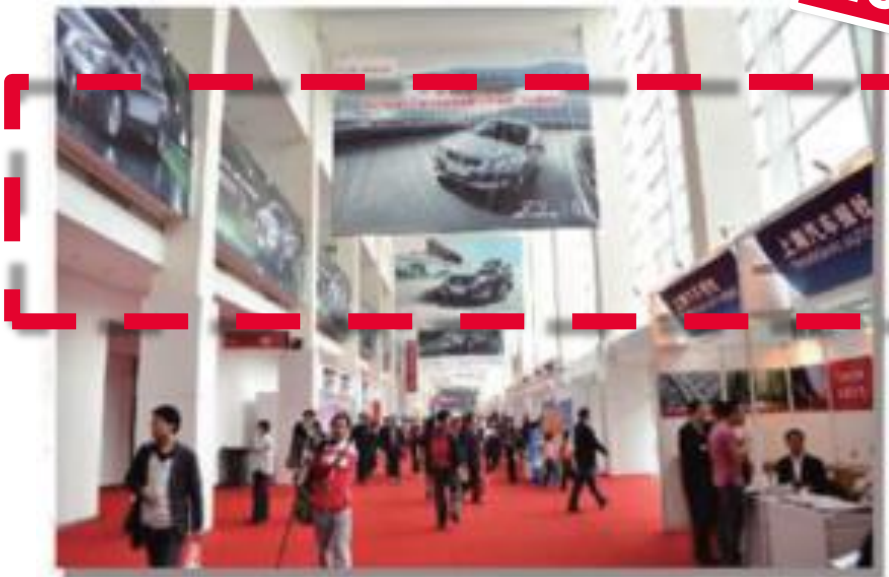
Quantity	Quotation/Show Period
circular columnar: 2.7m(L) x3m(H)	CNY 5,250
square columnar: 1.1m(L) x0.86m(W)x 3m(H)	CNY 5,250



Banner in main corridor

- Banner located at the main corridor
- Contains promotion of brand logo, booth number and advertisement for visitors.
- Exhibitor offers the design, and ISPO will arrange production and set-up

HOT



Exhibitor's AD

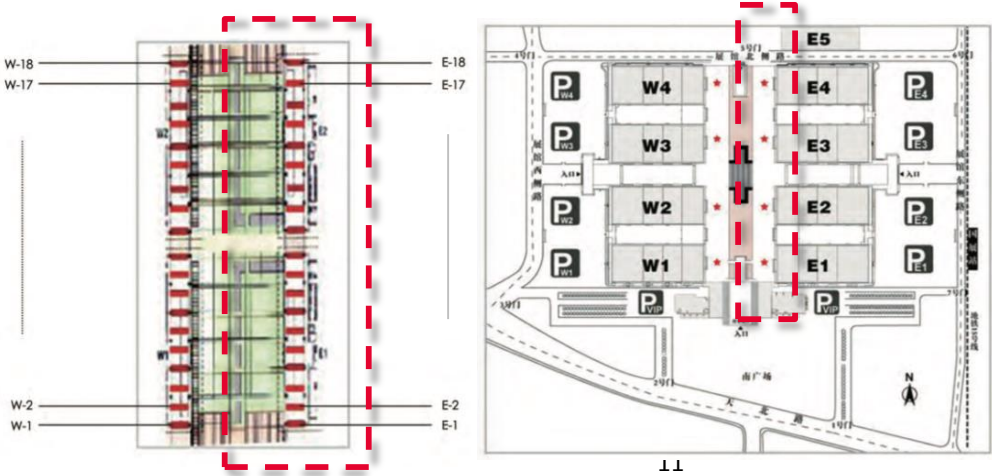
Quantity

Quotation/Show Period

6m(L) x4m(H)

CNY 25,200

(front side)



Columnar AD in main corridor

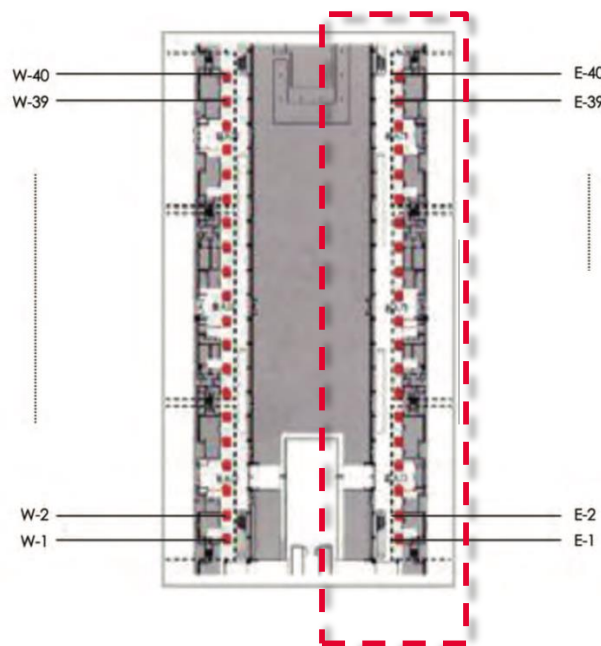
- Columnar AD located at the main corridor
- Exhibitor offers the design, and ISPO will arrange production and set-up.

Quantity

0.96m(L) x 0.76m(W) x 3.5m(H)

Quotation/Show Period

CNY 5,250



Wall AD at south square main entrance

- Wall AD located at the South square main entrance
- Only for one AD (E-1)
- A great location which could promote the exposure
- Exhibitor offers the design, and ISPO will arrange production and set-up.



Exhibitor's AD



Quantity

Quotation/Show Period

12m(L) x 13m(H)

CNY 126,000

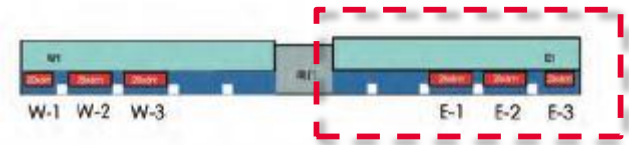


South wall AD at south square

- Wall AD located at the south wall of the south square.
- A great location which could promote the exposure
- Exhibitor offers the design, and ISPO will arrange production and set-up.



	Quantity	Quotation/Show Period
E-1/E-2	28m(L) x6m(H)	CNY 71,400
E-3	20m(L) x 6m(H)	CNY 50,400



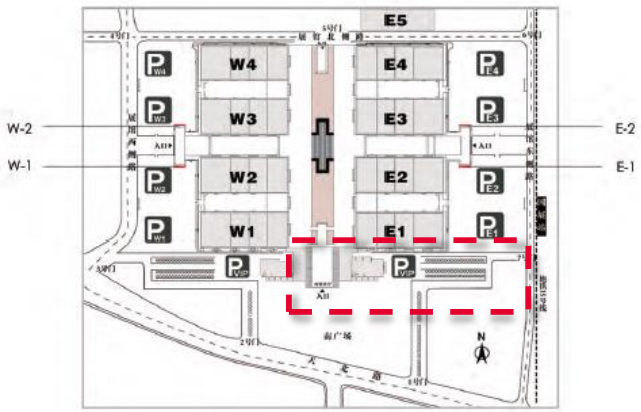
Road banner

- Road banner AD located from the gate NO.7 to the south square/south entrance.
- Exhibitor offers the design, and ISPO will arrange production and set-up.

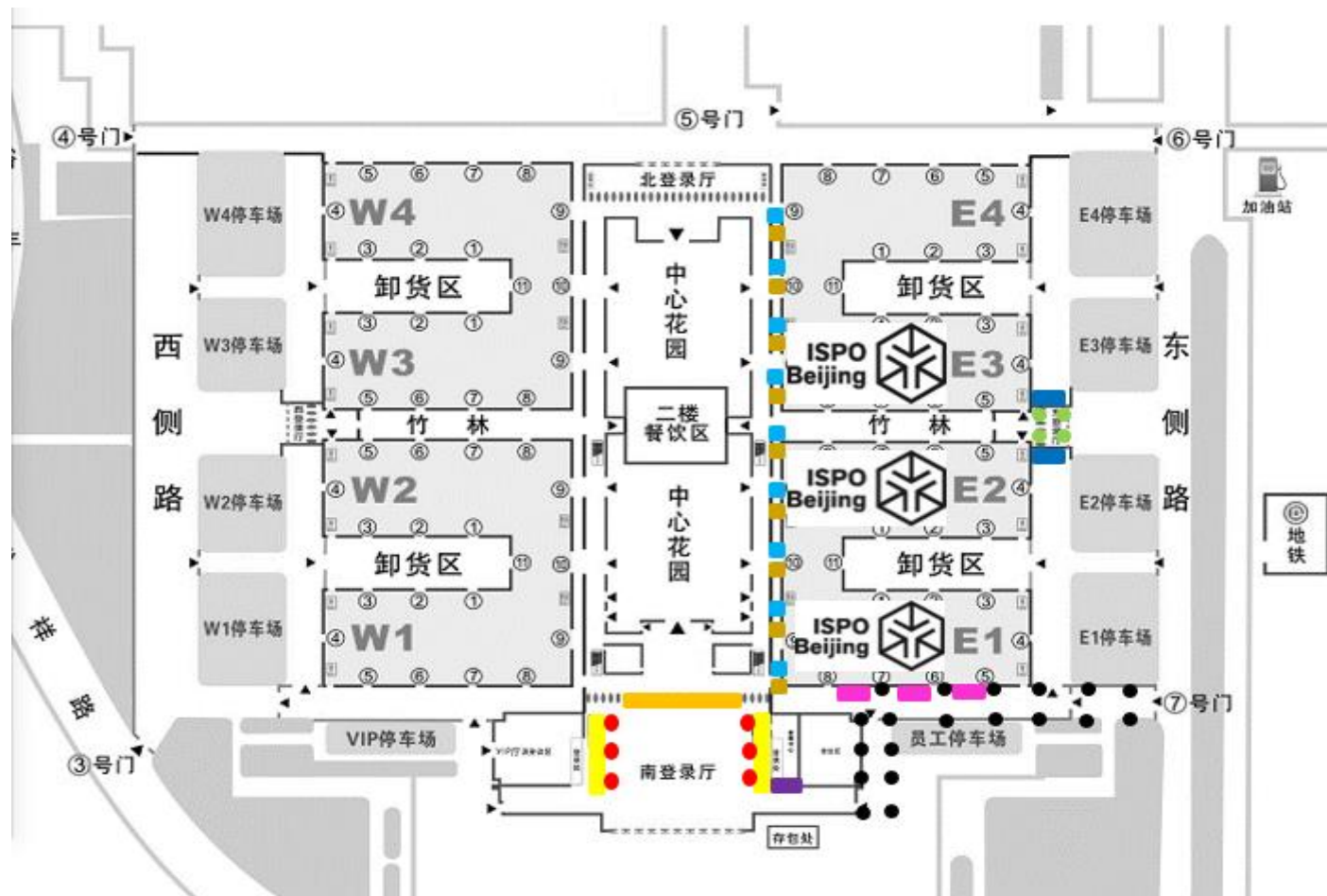
Quantity	Quotation/Show Period
1.5m(H) x 0.5m(W)	CNY 1,575(double side, order at least 6)



Road banner



Onsite AD distribution map



- Banner in South Square Corridor
- Columnar AD at East Registration hall
- Wall AD at South Square Main Entrance
- Road banner
- Banner at South Square (on the east and west wall)
- Banner in main corridor
- South Wall AD at South Square
- Banner at South Square (on the east and west wall)
- Columnar AD in main corridor
- Wall AD outside East Registration Hall

Uniforms

- Roughly 180 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.

Plan	Quantity	Price
1	180 vests	CNY 250,000 (cash min. CNY 30,000)
2	90 vests + 90 Jackets	CNY 250,000 (cash min. CNY 30,000)

EXCLUSIVE**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.



Sponsor's LOGO

Quantity	Quotation
20,000 pcs- Exclusive	CNY 60,000
10,000 pcs	CNY 36,000

EXCLUSIVE



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.
- AD : **100mm(W)*60mm(H)** , made by organizer.

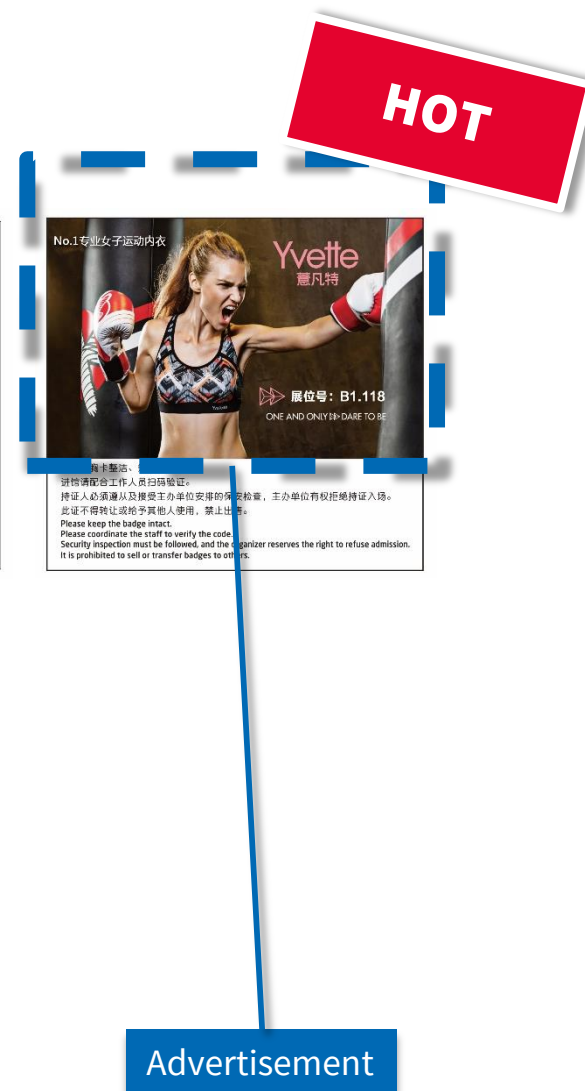
EXCLUSIVE

Quantity

Quotation

35,000 Pieces

CNY 50,000



Bags

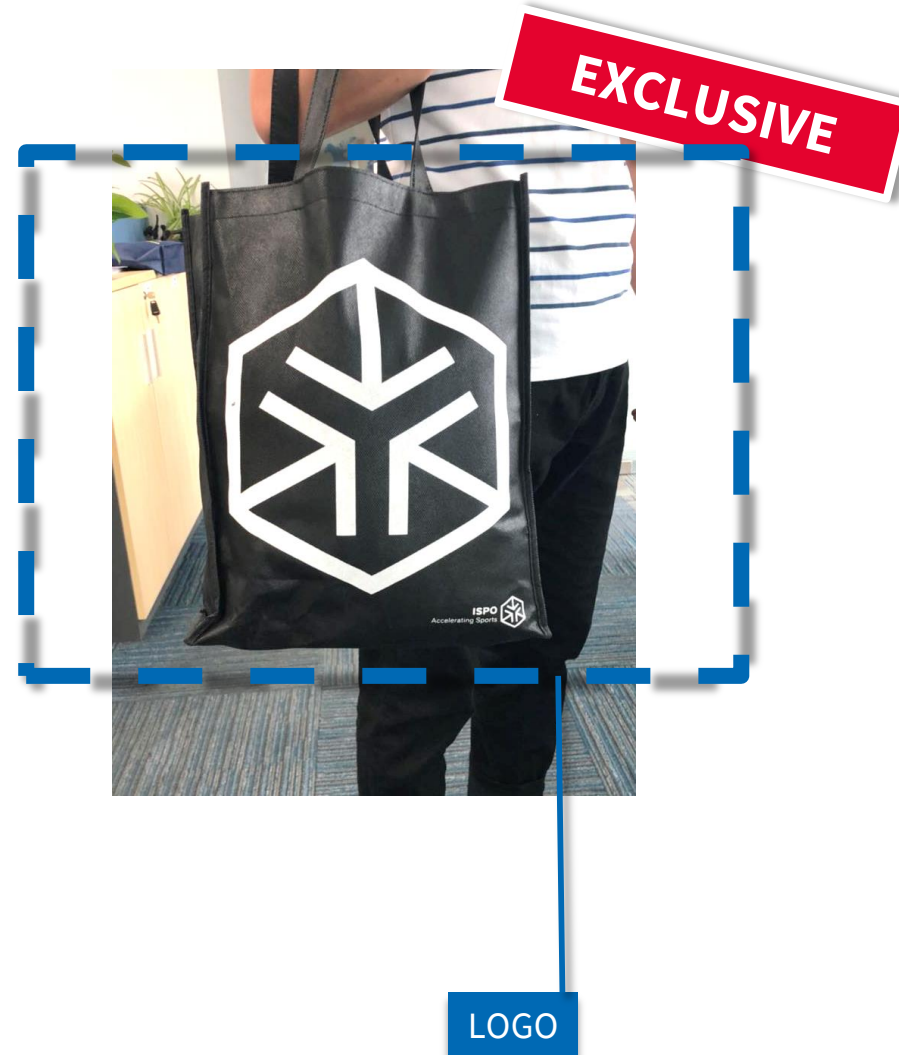
- Will be distributed to every exhibitor, visitor, VIP guest and journalist.
- Presents the logo/advertisement of customer and ISPO.
- Customer needs to provide design and production.
- Price will be discussed separately If ISPO shall arrange design and production.

Quantity

20,000 Pieces

Quotation

CNY 30,000



Gifts sponsorship

- Selected visitors/VIPs/journalists/reporters/KOLs, for lucky draw
- Send sponsored gifts to selected visitors/VIPs/journalists/KOLs
- For ISPO all year roadshow, small investment, big return

Quantity on request please see next two pages
(prepared)



related information please contact

Contact : Mr. Jason Zhou
Tel : +86-010-8591 1001-1807
Email : Jason.zhou@mm-sh.com



Gifts sponsorship list

Demand	Visitor Type	Usage	Brand Quantity	Deadline	Sponsorship Quantity	Unit Price	Rewards
ISPO Beijing visitors	Pre-registration visitors	Lucky draw	2	30 th Oct	About 100	CNY50-80	✓ Lucy draw winners will be shown in the official releases on the ISPO wemedia account every week before the show. ✓ The lucky visitors have to come to the brand booth to get the gifts during the show.
	Visitor Delegations & VIP buyers	Show up on-site	2	30 th Nov	About 50	CNY100-200	✓ Brand information will be given to the exclusive runners and yoga practitioners. ✓ 1 person participates in the VIP dinner
ISPO Media	ISPO Media	Reporters on-site	2	15th Dec	50	CNY 50-100	✓ 5 tweets released on ISPO W emedia (5w+ followers) ✓ 1 ISPO W emedia AD.
	ISPO Media	Reporters of ISPO Beijing press release	2	15th Dec	100	CNY 50-100	✓ Brand flyer will be given out to the media. ✓ Brand logo will be shown on the first page of the press release powerpoint.
ISPO Club	ISPO Clubs & events participants	ISPO all year roadshow & on-site gifts	2		200	CNY 50-80	✓ Brand flyer will given out to ISPO Clubs and events participants. ✓ Brand information will be shown in W emedia of ISPO all year roadshow events and ISPO Club official W emedia group.

ISPO Academy Sponsorship

- Cash Sponsorship is used for gift purchase brand/LOGO/AD promotion and a part of speech slot(**only 2 sponsorships in each forum**);
- Value in kind offer to Cash + Value in Kind/visitors/media/Invited spectators;
- Brand/LOGO will be exposed all the times—small investment and big return.

Quantity on request please see next one page

related information please contact

Contact : Ms. Daisy Wang
Tel : +86-010-8591 1001-1822
Email : Daisy.Wang@mm-sh.com



Forum Sponsorship List

Asia Pacific Snow Conference (14 years)

- Focus on the ski resort operation and Ski venue development

Highlights:

- National and international speakers share the idea about the rising ski industry market in China
- Authoritative release China report on ski resorts industry <WHITE BOOK 2019>

Target audience:

- High and mid management of ski resorts, Equipment/materials/apparel, Tourism real estate and investment, Government and associations, Sports team and clubs, Competition Organizers, Education and institutions, Media, etc...

Audience 2019: 543 pax

China Sports fashion trend forum (3 years)

- Customized for Designers and Product Managers

Highlights:

- Release ISPO Textile Trends & Color Card - Fall/Winter 2020/21; PROMOSTYL 2019 Spring/Summer Sport Fashion Trend

Target audience:

- Designers and Product Managers of Sports Brands and having requirement for functional materials and accessories,
- Associations, Research Institution and Media.

Audience 2019 : 553 pax



Forum Sponsorship List

Sports industry forum (10 years)

- Customized for Retail and digitization

Highlights:

- 2020 Annual Topic —— New Retailing Trends in Sports Industry and digitize;
- Release of the "China Outdoor Market Survey(COCA Report)";

Target audience:

- Brand, Distributors, High and Mid level Management in Retailing, Business Consultant, Investment management, Industrial Media, and etc.

Audience 2019 : 299 pax

Retail Forum (7 years)

Highlights:

- China sports market trends and consumers buying behaviors analysis、 category group strategy、 shop community marketing etc...

Audience 2019: 519 pax

Rock Climbing Forum (5 years)

Highlights:

- Authoritative release China Rock Climbing Industry Report

Audience 2018: 196 pax



Sponsorship for ISPO Forum

	Content	details	Title Sponsorship	Sponsorship
speech	ISPO Academy speech slot (No Advertisement)	Around 20-30 mins presentation ((No Advertisement)	√	√
Value in Kind	gifts	Provide gifts for speaker and audience(produce by sponsor)	√	
On-site Promotion	Forum onsite- Sponsor LOGO show up	LED will show sponsor/product LOGO	√	√
	Sponsor promotional materials	ISPO forum will show sponsor roll up banner/display shelf and other related materials	√	
	Visitor Plan-Sponsor LOGO show up	ISPO official visitor plan will show related sponsor LOGO	√	√
	Visitor Plan-full page AD	Visitor Plan-full page AD (1p) Circulation: 20,000 copies	√	
	Sponsor video	Before the forum/ tea break/lunch break will play sponsor video	√	
Online Promotion	ISPO Official wechat promotion	ISPO Academy wechat promotion: 2 times	√	√
	Partner LOGO show up		√	√
Others	VIP audience seat 10 Pax	Provide VIP layard and business lunch	√	
Amount			CNY100,000	CNY50,000

Events Sponsorship

- Cash Sponsorship is used for gift purchase brand/LOGO/AD promotion and a part of conference speech(only 4 sponsorships in each event area);
- Value in kind offer to Cash + Value in Kind/visitors/media/Invited spectators;
- Brand/LOGO will be exposed all the times—small investment and big return.

Quantity on request please see next one page

related information please contact

Contact : Ms. Rachel Sun
Tel : +86-021-2020 5642
Email : Sun.ruiqi@mm-sh.com

LIMITED



Print/ Online AD

Onsite AD

Sponsorship

Rental

Sponsorship for ISPO Events

	Content	details	Title Sponsorship	Top Sponsorship	Sponsorship	Partner
Online Promotion	Events Wemedia tweets LOGO	1: ISPO all own events Wemedia tweets、 events partners Wemedia tweets will show sponsor and advertising position (each 2 times) 2: posters will show sponsor LOGO and advertising position (each 2 times)	√	Part mainstream media resources	Only LOGO (part mainstream media)	Only LOGO (part media)
	Entry Page	Entry page will show sponsor advertising position	√	√	Only LOGO	Only LOGO
	Sponsor Interview	Sponsor will be interviewed by onsite media	√	√		
Offline Promotion	Building materials-Sponsor LOGO	All building material area Special exhibition area will only show Title and Top sponsor LOGO, other building and preparation area will show sponsor LOGO	√	Part building material area	Part materials	Part materials
	Onsite events marker LOGO	Clothing, Equipment package and Number cloth will show LOGO	√	√		
	Trophy/Certificate of merit LOGO	Trophy/Certificate of merit will show LOGO	√			
	Visitor Plan-full page AD	Visitor Plan-full page AD (1p) Circulation: 20,000 copies	√			
	Visitor Plan-Sponsor LOGO	ISPO official visitor plan will show related sponsor LOGO	√	√		
Others	Sponsor video	Before the forum/ tea break/lunch break will play sponsor video	√	√	Twice a day	Once a day
	Mouth broadcast	Host will promote and special thanks to sponsors during the events	√	√	√	√
	Events Award Ceremony München Connecting Global Competence	Sponsors will award prize ; Sponsors will be given speech about 5 minutes	√	Only for sponsor leader		ISPO Accelerating Sports
Amount			CNY300,000	CNY100,000	CNY50,000	CNY30,000

Click Back to Catalog

Show Stage & Equipment

(ISPO Beijing 2020 stage located inside the hall)

- Suitable for below activities:
 - ✓ Fashion show
 - ✓ Forum/Seminar
 - ✓ Brand-own activities(Sign up ceremony , Award Ceremony)
 - ✓ Others on request
- ISPO will promote these activities through its communication channels (e.g. official website, visitor planner, billboard on site)
- Costs depend on the total duration of the usage (including set-up and dismantling)



Specification

Details

Quotation / Hour

Premium stage rental

- Including: stage + audio & video system + fashion show lighting
- Fits to hold fashion shows

CNY 20,000

Basic stage rental

- Including: stage + audio & video system + basic lighting
- Fits to hold the events which don't need stage effect lighting

CNY 10,000

Meeting Room

- Various meeting/event venues are available for reservation at CIEC(New venue).
- **First come, first serve**
- Meeting/events venues are used for:
 - Purchasing meeting
 - New product launch event
 - Seminar/ Sharing session

Quotation and related information please contact

Contact : Ms. Bonnie You
Tel : +86-21-2020 5576
Email : bonnie.you@mm-sh.com



THANKS

慕尼黑展览（上海）有限公司
ISPO Beijing 项目组
Tel. +86-10-8591 1001
Email: ispo@mm-sh.com