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2023.4.7 – 9
深圳国际会展中心 (宝安新馆)
Shenzhen World Exhibition &
Convention Center (near the airport)

第35届国际玩具及教育产品(深圳)展览会
Shenzhen International Toy and Education Fair

第14届国际童车及母婴童用品(深圳)展览会
Shenzhen International Stroller, Mother and Baby
Product Fair

2023国际授权及衍生品(深圳)展览会
Shenzhen International Licensing and Licensed Product Fair

Sponsorship marketing opportunities



messe frankfurt

广州力通法兰克福展览有限公司



Guangdong Toy Association

广东省玩具协会

Sponsorship marketing opportunities



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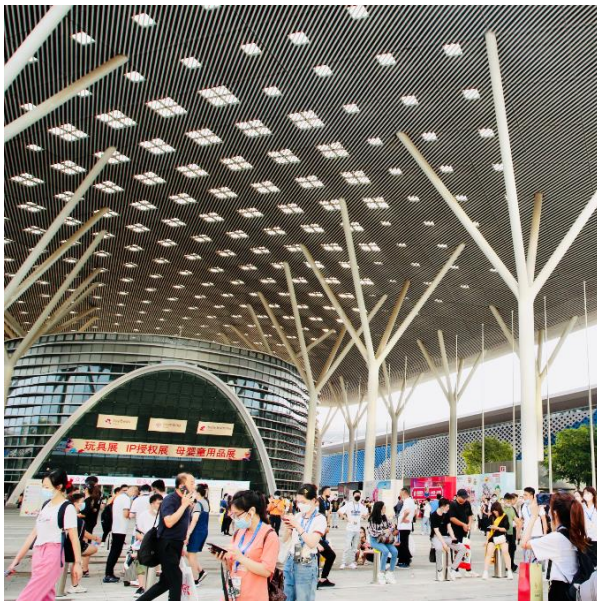
7 – 9.4.2023

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!



P

Forum & seminar package



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P01 Licensing forum and related seminar - Exclusive title sponsor package

NEW

- Title sponsor of Licensing forum and related seminar
- An opportunity to address attendees at the conference (10 mins) (Speech prepared by sponsor*)
- Customise promotion package:
Such as setting up product display area/ interaction area (Location assigned by the organisers. Design and construction by sponsor*)
- Sponsor's promotional materials or souvenir will be distributed at reception of the forum (Promotional materials/ souvenir prepared by sponsor*)
- A pull-up banner with sponsor's advertisement will be placed at the area (1 unit) (Design by sponsor*)
- Sponsor's company logo (single unit), company name and booth no. will be displayed on forum promotional materials
- A banner ad in promotional eDM (1 unit)
- C02(c) Fair catalogue - ROP (1 page)
- Sponsor's company logo (single unit), sponsor name, booth no. will be listed on the following items:
 - Visitor guide as Title Sponsor
 - Forum website with link to sponsor's company website
- 2 VIP tickets and 2 seats will be reserved at welcome luncheon/ dinner

* materials must be approved by the organisers in advance

Quantity: Exclusive sponsor
Price: RMB 80,000

Application deadline: 20 February 2023



P02 Licensing forum and related seminar - Supreme sponsor package

NEW

- Acknowledgment by the moderator at the beginning or the end of the forum
- Sponsor's promotional video will be played during the forum (1 min) (Video prepared by sponsor*)
- Sponsor's promotional materials or souvenir will be distributed at reception of the forum (Promotional materials/ souvenir prepared by sponsor*)
- A pull-up banner with sponsor's advertisement will be placed at the area (1 unit) (Design by sponsor*)
- Sponsor's company logo (single unit), company name, booth no. will be displayed on forum materials
- A banner ad in promotional eDM (1 unit)
- C02(c) Fair catalogue - ROP (1 page)
- Sponsor's company logo (single unit), sponsor name, booth no. will be listed on the following items:
 - Visitor guide as Supreme Sponsor
 - Forum website with link to sponsor's company website
- 2 VIP tickets and 2 seats will be reserved at welcome luncheon/ dinner

* materials must be approved by the organisers in advance

Quantity: Joint sponsor (max. 4 sponsors)
Price: RMB 30,000

Application deadline: 20 February 2023

P

Forum & seminar package



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P03 Licensing forum and related seminar - Interpretation sponsor package

NEW

- Acknowledgment by the interpreter at the beginning or the end of the forum
- Sponsor's company logo (single unit), company name, booth no. will be displayed on interpretation room and backdrop
- Sponsor's promotional materials or souvenir will be distributed at the reception of the forum (promotional materials provided by sponsor and must be approved by the organisers in advance)
- Sponsor's company logo (single unit), sponsor name, booth no. will be listed on the following items:
 - Visitor guide as Interpretation Sponsor
 - Forum website with link to sponsor's company website

Quantity: Joint sponsor
Price: RMB 20,000

Application deadline: 20 February 2023



P04 Licensing forum and related seminar - Elite sponsor package

NEW

- Acknowledgment by the interpreter at the beginning or the end of the forum
- Featuring in promotional eDM (1 unit)
- Sponsor's company logo (single unit), sponsor name, booth no. will be listed on the following items:
 - Visitor guide as Elite Sponsor
 - Forum website with link to sponsor's company website

Quantity: Joint sponsor
Price: RMB 8,000

Application deadline: 20 February 2023

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 the front / back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity:
Price:

Exclusive sponsor
RMB 60,000

SOLD

Application deadline: 20 February 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

Quantity:
Price:

Exclusive sponsor
RMB 60,000

SOLD

Application deadline: 20 February 2023



A

Sponsorship options



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A03 Show bag (VIP, concurrent programmes) - Toy & Baby Fairs

Show bags will be distributed to the VIPs and attendees at designated locations/ events of Toy & Baby Fairs. 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: RMB 60,000

Application deadline: 20 February 2023



A04 Show bag (VIP, concurrent programmes) - Licensing Fair

NEW

Show bags will be distributed to the VIPs and attendees at designated locations/ events of Licensing Fair. 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: RMB 60,000

Application deadline: 20 February 2023

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A05 Display area for fiberglass figures/ model cars - Licensing Fair **NEW**

Debut display area for figures/ model in Licensing Fair allows exhibitors to promote their brands beyond the booth areas, also help attract visitors to visit their booths.

- Price included display area with carpet, and 1 product introduction signage (sponsors is responsible for transporting the figures/ models to/ from assigned area following specific move-in/ move-out schedule)
- The design of the display the figures/ models must be approved by the organisers in advance
- The exact location of display area will be decided by the organisers

Size limitation of figures/ models: 2m(H) x 1.8m(W) x 1.8m(D)
Location of display area: Hall entrance area (ground floor), Hall 16

Quantity: Joint sponsor (max. 6 units)
Price: RMB 9,000

Application deadline: 20 February 2023



A06 Hand sanitiser station

The sponsor's logo will be printed onto the hand sanitiser stations that placed around the fairground.

- Sponsor's logo (single unit) will appear on the hand sanitiser station together with the show logo and / or advertisement
- The exact location of the station will be decided by the organisers
- Price includes production fee

Price: (a) All stations: RMB 70,000 (Exclusive)
(b) 1 station (designated hall): RMB 5,000 (Joint)

Application deadline: 20 February 2023



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A07 Souvenir

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

- 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: 3 February 2023

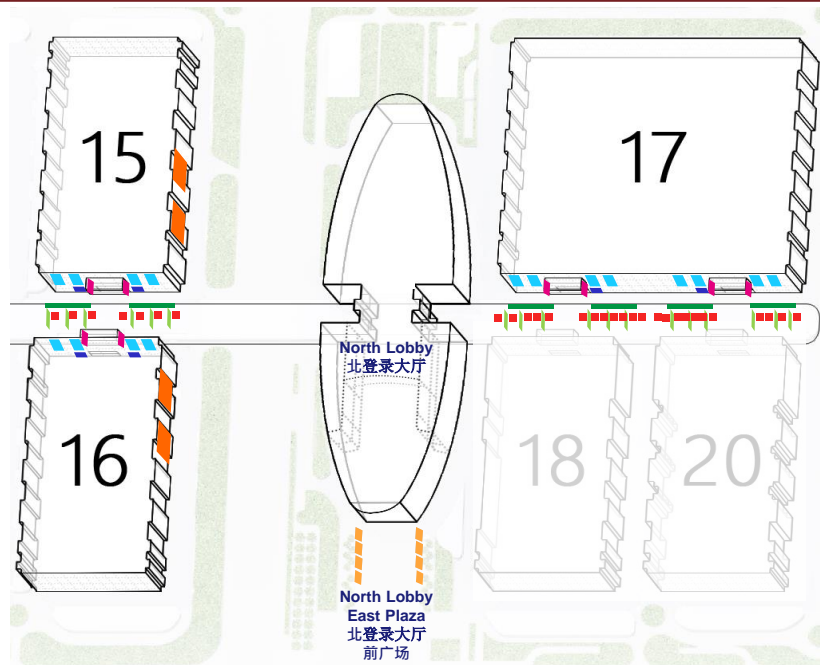












B

Onsite advertising



7 – 9.4.2023



Position	No.	Item	Price
	B01	Billboard – North Lobby East Plaza	RMB 40,000 / pc
	B02	Glass sticker on escalator – Central corridor (Level 2)	RMB 38,000 / pc
	B03(a)	Banner – Hall entrance (external): Facing North Hall	RMB 100,000 / pc
	B03(b)	Banner – Hall entrance (external): Central corridor (upper)	RMB 88,000 / pc
	B03(c)	Banner – Hall entrance (external): Central corridor (lower)	RMB 48,000 / pc
	B04	Glass sticker – Hall entrance (external)	RMB 55,000 / pc
	B05(a)	Hanging banner – Central corridor (Level 1)	RMB 60,000 / 3 pcs
	B05(b)	Hanging banner – Central corridor (Level 1)	RMB 22,000 / pc
	B06(a)	Pillar wrap – Central corridor (Level 1)	RMB 68,000 / 3 pillars
	B06(b)	Pillar wrap – Central corridor (Level 1)	RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 20 February 2023.

Prices include release and production.

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

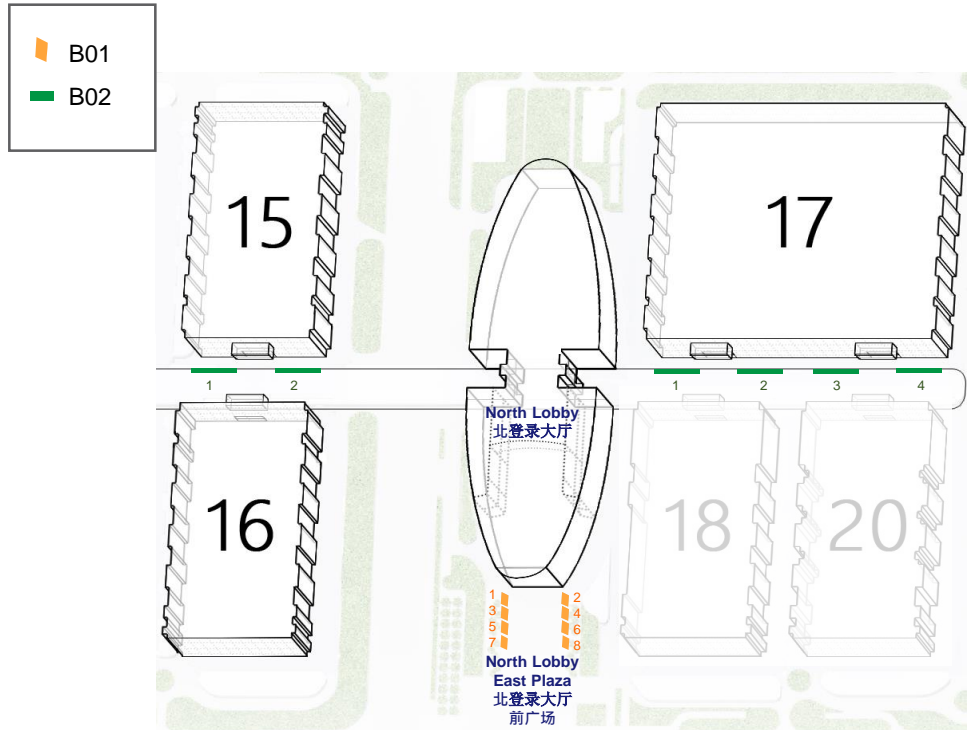
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



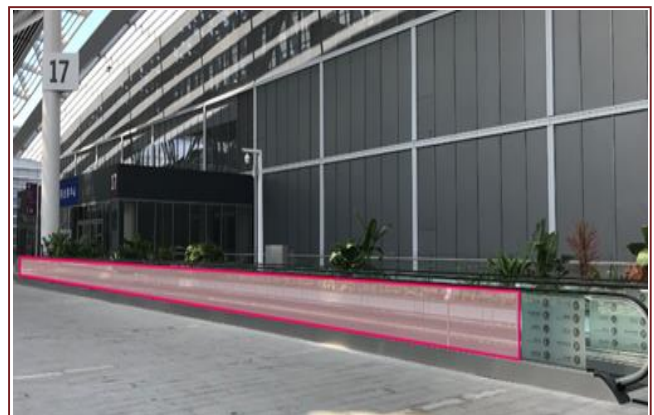
7 – 9.4.2023



B01 Billboard – North Lobby East Plaza

Specification: 4m(H) x 8m(W)

Price: RMB 40,000 / pc



B02 Glass sticker on escalator – Central corridor (Level 2)

Specification: 0.72m(H) x 36m(W)

Price: RMB 38,000 / pc

Note: The submission deadline of application and material production files is 20 February 2023.

Prices include release and production.

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

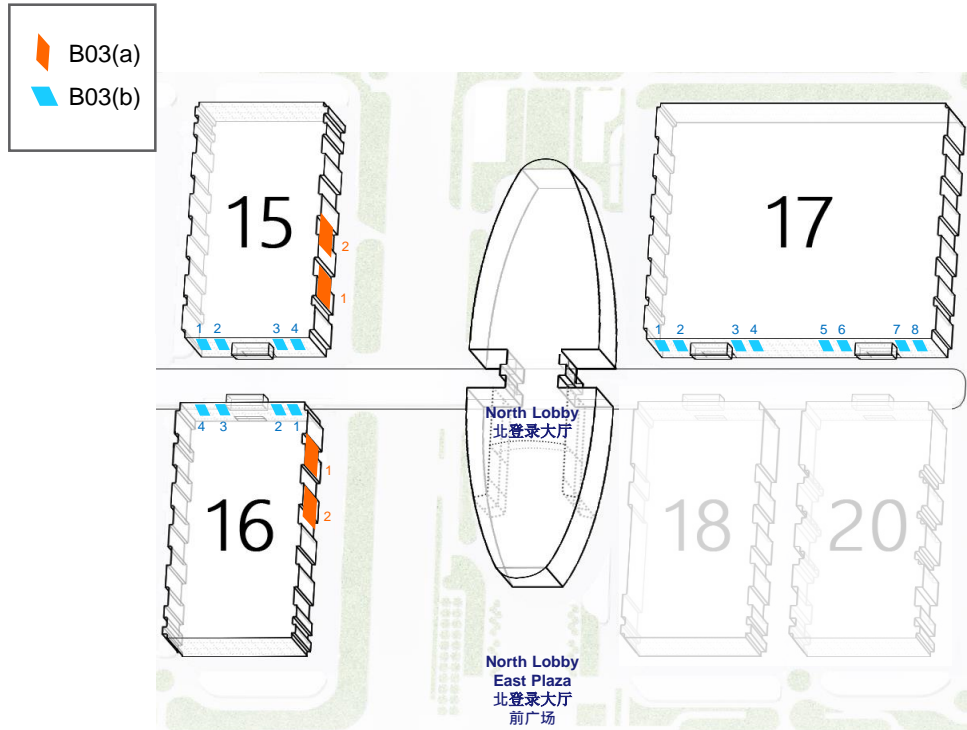
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



7 – 9.4.2023



B03(a) Banner – Hall entrance (external): Facing North Hall

Specification: 9m(H) x 15m(W)

Price: RMB 100,000 / pc



B03(b) Banner – Hall entrance (external): Central corridor (upper)

Specification: 10-12m(H) x 9m(W)

Price: RMB 88,000 / pc

Note: The submission deadline of application and material production files is 20 February 2023.

Prices include release and production.

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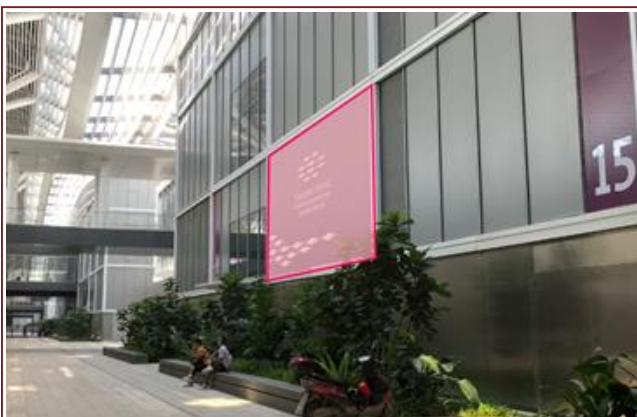
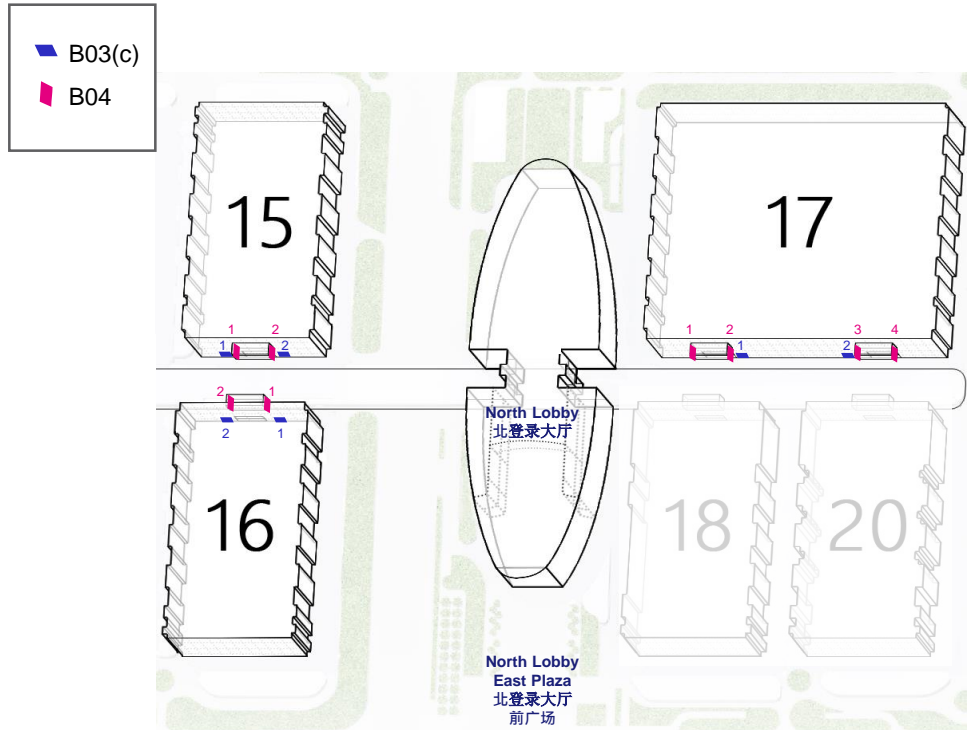
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



7 – 9.4.2023



**B03(c) Banner – Hall entrance (external):
Central corridor (lower)**

Specification: 5m(H) x 9m(W)

Price: RMB 48,000 / pc



**B04 Glass sticker
– Hall entrance (external)**

Specification: 4m(H) x 12m(W)

Price: RMB 55,000 / pc

Note: The submission deadline of application and material production files is 20 February 2023.

Prices include release and production.

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

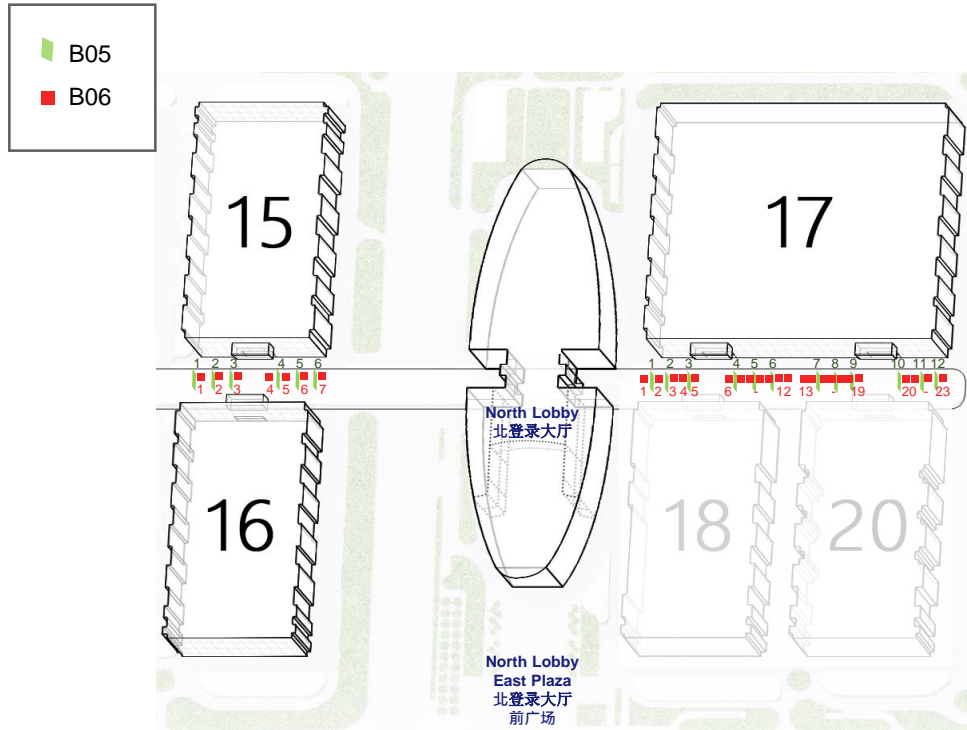
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



7 – 9.4.2023



B05 Hanging banner – Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x 2-sided

Price: (a) RMB 60,000 / 3pcs
(b) RMB 22,000 / pc



B06 Pillar wrap – Central corridor (Level 1)

Specification: 4m(H) x 2m(W) x 4-sided

Price: (a) RMB 68,000 / 3 pillars **NEW**
(b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 20 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.

C

Publication advertising



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7 – 9.4.2023

C01 Fair catalogue – Toy & Baby

The fair catalogue (Toy & Baby) will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

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

Catalogue trim size: 285mm(H) x 210mm(W)
Bleeding size: 3mm bleeding on each side

Position		Price
(a) Cover	SOLD	RMB 18,000
(b) Front page	SOLD	RMB 8,000
(c) ROP		RMB 4,000

Application deadline: 10 February 2023



C02 Fair catalogue – Licensing

The fair catalogue (Licensing) will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

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

Catalogue trim size: 210mm(H) x 140mm(W)
Cover advertisement size: 155mm(H) x 140mm(W)
Bleeding size: +3mm bleeding on each side

Position		Price
(a) Cover		RMB 18,000
(b) Front page		RMB 8,000
(c) ROP		RMB 4,000

Application deadline: 10 February 2023



C

Publication advertising



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7 – 9.4.2023

C03 Visitor guide – Licensing Fair (Chinese version)

The visitor guide (Licensing) will be distributed for free to visitors 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

Visitor guide trim size: 210mm(H) x 140mm(W)

Bleeding size: 3mm bleeding on each side

Position: ROP

Price: RMB 4,000

Application deadline: 10 February 2023



Sponsorship marketing opportunities



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**For more details,
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