

prolight+sound
GUANGZHOU

23 – 26.5.2024

Areas A & B, China Import &
Export Fair complex
中国进出口商品交易会展馆A、B区

Beyond lighting and sound. 视听无界智造未来

www.prolightsound-guangzhou.com

**Sponsorship
marketing
opportunities**

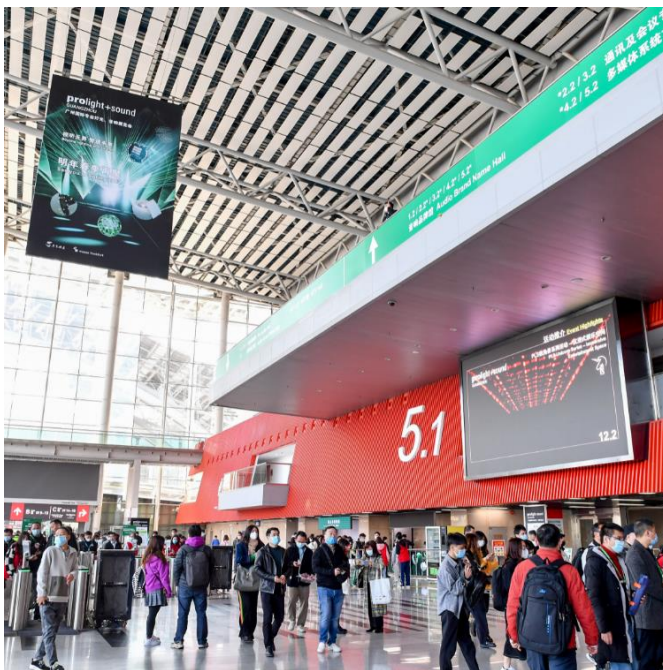
Sponsorship marketing opportunities

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, 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

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A01 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls/ information counters. 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

Price (a) Exclusive: RMB 90,000 / 20,000 pcs
(b) Joint: RMB 50,000 / 10,000 pcs (max. 2 sponsors)

Application deadline: 31 March 2024



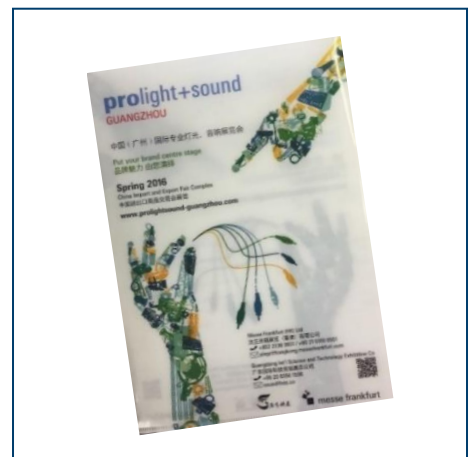
A02 Plastic folder

Plastic folders will be distributed to visitors free of charge at the registration halls/ information counters.

- Sponsor's logo and/ or advertisement will appear on the plastic folder together with the show logo and/ or advertisement
- Sponsor's promotional material will be placed in the folder (1 page)
- 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

Price (a) Exclusive: RMB 36,000 / 5,000 pcs
(b) Joint: RMB 28,000 / 3,000 pcs

Application deadline: 31 March 2024



A

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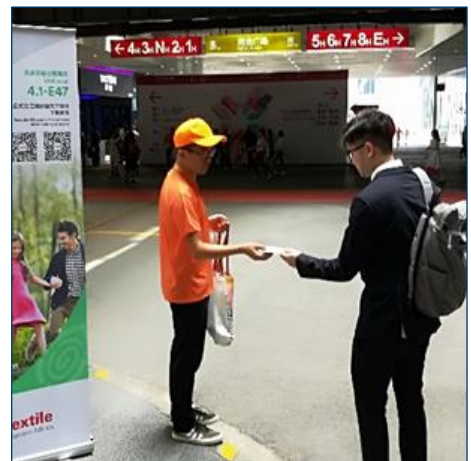
A03 Onsite distribution services

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor
- Materials for distribution and backdrop design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes staff and one backdrop

Quantity: Joint
Price: (a) RMB 80,000/ 10,000 pcs
(b) RMB 45,000/ 5,000 pcs

Application deadline: 24 April 2024



B

Onsite advertising

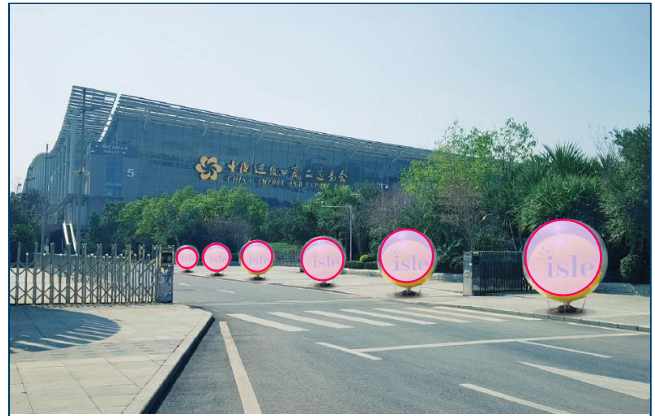
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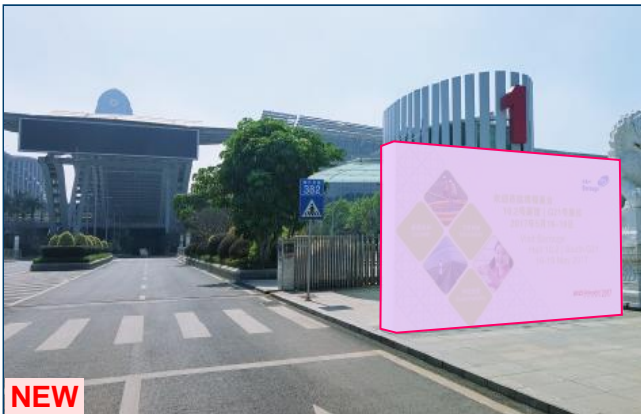
B01 Outdoor flag post

Specification: 2.5mH x 0.6mW x 4-sided / flagpole
Price: (a) RMB 65,000 / 30 flagpoles
(b) RMB 45,000 / 20 flagpoles
(c) RMB 25,000 / 10 flagpoles



B02 Outdoor advertisement balloons

Specification: 1.5m diameter
Price: RMB 15,000 / 4 pcs / set



B03 Outdoor billboard - Zhanchang Zhong Road (Gate 1)

Specification: 3mH x 6mW
Price: RMB 23,000



B04 Outdoor billboard - Zhanchang Zhong Road

Specification: 4mH x 8mW
Price: RMB 23,000

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B

Onsite advertising

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23 – 26.5.2024



NEW

B05 Fence banner - Central podium (North & South)

Specification: 2.13mH x 15-20mW
Price: RMB 28,000



NEW

B06 Outdoor billboard - footbridge

Specification: 3mH x 6mW
Price: RMB 26,000



NEW

B07 Pillar wrap - Central podium near the hall entrances

Specification: 3mH x 1.5mW x 4-sided / pillar
Price: RMB 32,000 / pillar



NEW

B08 Pillar wrap - Central podium

Specification: 3mH x 1mW x 4-sided / pillar
Price: RMB 20,000 / pillar

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B09 Staircase advertising - Pearl River Promenade West entrance

Specification: 0.95mH x (2.72+2+2.68+1.04)mW
Price: RMB 26,000 / 2 pcs / set



B10 Glass sticker - Pearl River Promenade West entrance

Specification: (a) Left: 0.95mH x 4.23mW
(b) Right: 0.95mH x 4.3mW
Price: RMB 25,000



B11 Hanging banner (vertical) - Pearl River Promenade

Specification: 6mH x 4mW x 2-sided
Price: RMB 25,000



B12 Lightbox (horizontal) - Pearl River Promenade 1/F

Specification: 1.6mH x 17.36mW
Price: RMB 35,000

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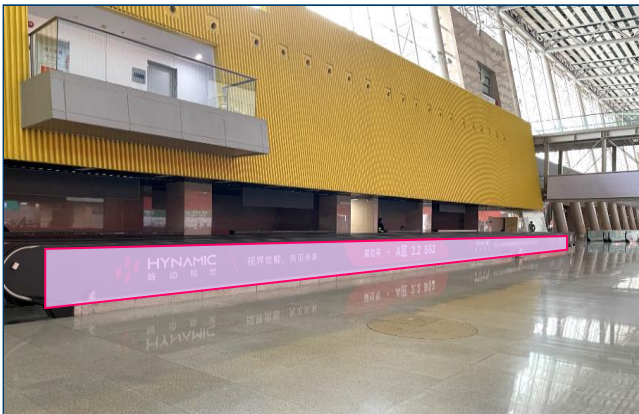
B13 Banner (horizontal) - Pearl River Promenade 2/F

Specification: Area A: 0.95-1.7mH x 19-27.8mW
Area B: 0.95-1.7mH x 18-27.8mW
Price: RMB 26,000



B14 Escalator advertisement - Pearl River Promenade

Specification: Area A: 1.3mH x 13mW
Area B: 1.4mH x 19mW
Price: RMB 20,000



B15 Escalator advertisement - Pearl River Promenade moving walkways

Specification: Area A: 0.8mH x 28.7mW
Area B: 0.63mH x 27.6mW
Price: RMB 20,000



B16 Glass sticker - near escalator at Pearl River Promenade

Specification: 0.95mH x 14.9mW
Price: RMB 16,000

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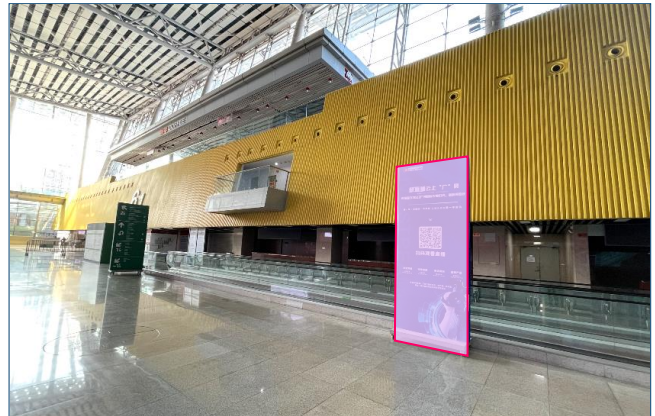
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23 – 26.5.2024



B17 Lightbox (2-sided) - Pearl River Promenade

Specification: 1.94mH x 1.26mW x 2-sided
Price: RMB 20,000



B18 Advertisement board (2-sided) - Pearl River Promenade

Specification: 2.5mH x 1mW x 0.5mD x 2-sided
Price: RMB 8,000

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B19(a) Balcony advertisement - Pearl River Promenade 1/F mezzanine floor

Specification: Area A: 0.9mH x 4.56-7.6mW
Area B: 0.9mH x 3.77-8.62mW
Price: RMB 15,000

B19(b) Balcony advertisement - Pearl River Promenade 2/F

Specification: Front: 0.95mH x 30.1mW, lateral sides: 0.95mH x 5.7mW x 2 pcs
Price: RMB 45,000

B19(c) Balcony advertisement - Pearl River Promenade 2/F mezzanine floor

Specification: Area A: Front: 0.95mH x 22.2mW, lateral sides: 0.95mH x 2.1mW x 2 pcs
Area B: Front: 0.95mH x 23.9mW, lateral sides: 0.95mH x 2.1mW x 2 pcs
Price: RMB 18,000

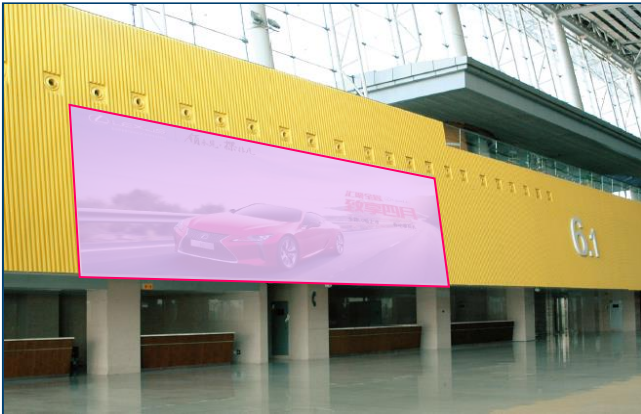
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B

Onsite advertising

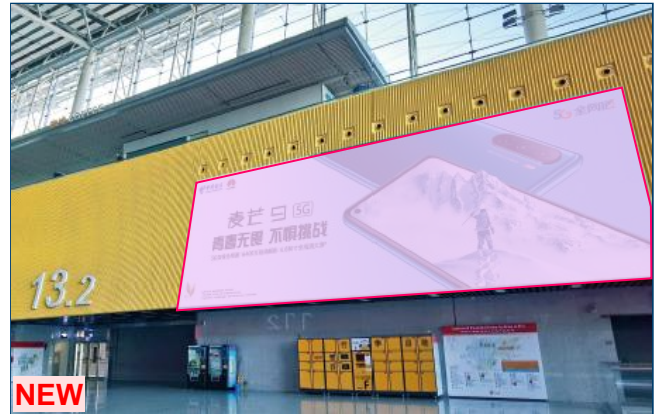
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B20 Wall advertisement
- Outside exhibition halls 6.1, 8.1

Specification: 4.2mH x 15mW
Price: RMB 45,000



B21 Wall advertisement
- Outside exhibition halls 12.2, 13.2

Specification: 6mH x 15mW
Price: RMB 48,000



B22(a) Glass advertisement - Top of hall entrance, halls on 2/F

Specification: Area A: 7.25mH x 12.55mW
Area B: 7.15mH x 14mW
Price: RMB 48,000



B22(b) Glass advertisement - Side walls of hall entrance, halls on 2/F

Specification: Area A: 7.5mH x 15mW
Area B: 8mH x 15mW
Price: RMB 45,000

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B23 Lightbox - Hall external, halls on 2/F

Specification: 2mH x 6mW
Price: RMB 28,000



B24 Advertisement board - Hall external, halls on 2/F

Specification: 2.5mH x 5mW
Price: RMB 18,000



B25 Floor sticker

Specification: 1.2mH x 1.2mW
Price: RMB 18,000 / 5 pcs / set
*(Location: Entrance x 1pc,
Main gangway x 2 pcs, Gangway x 2 pcs)

* Actual locations to be confirmed by the organisers

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C

Publication advertising

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C01 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: 210mmH x 140mmW
Bleeding size: +3mm bleeding on each side

| Item | Price |
|--|------------------------|
| (a) Back cover | SOLD RMB 17,000 |
| (b) Inside front cover | RMB 14,000 |
| (c) First page (right) | RMB 14,000 |
| (d) Inside back cover | RMB 12,000 |
| (e) Last page (left) | RMB 9,000 |
| (f) Run-of-page | RMB 8,000 |
| (g) Cover (1/4 page, bottom, horizontal) | RMB 17,000 |

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**For more details,
please contact:**

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