

CRAFT BEER CHINA 2018

Exhibition & Conference

16-18 May, 2018

Shanghai World Expo Exhibition & Convention Center

Powered by Beviale Family

Creative Marketing Opportunities

www.cbcechina.com



1. Exhibition sponsorships

CBCE knows that exhibitions are always an investment of resources in different ways. That's why we want to support you to use these resources smart and most efficiently. With CBCE exhibition sponsorships you optimize your visibility on the one hand and save efforts by booking a full service package on the other. CBCE provides sponsorship packages in several categories to provide you the best base for your successful participation in 2018's show. Not the right package for you? Your focus is somewhere else? Make your package more individual by booking our Add-ons and other marketing opportunities. Not unique enough? We are happy to create your personal sponsoring package together with you. Just contact us directly.

1. Sponsor packages

		Silver	Gold	Platinum	Diamond
		¥30,000	¥60,000	¥90,000	¥180,000
Booth Space		9 sqm Shell scheme	18 sqm Shell scheme	36 sqm Raw space	54 sqm Raw space
	Banner	Second subsite	Second subsite	Second subsite	Homepage
At CBCE official website (for one year)	Company description	1	1	1	1
	Product description	0	1	2	3
	Article release in the official news ticker	0	0	1	2
	Press release upload at company profile page	1	1	1	2
Wechat	Wechat banner	1	1	2	3
	Official website as sponsor	1	1	1	1
	Onsite guide cover	0	0	0	1
Company logo at	Show catalogue	0	1	1	1
	Visitors and delegates badge	0	0	1	1
	Information boards	1	1	1	1
Show catalogue	Advertisement	0	1/2 page	1/2 page	1 page
Conference Badges	Free of charge	2	3	4	6
	additional free add-ons and marketing opportunities	0	0	1	2

Booth special for sponsors

- Additional raw space per 3 sqm* : ¥4,500
- Upgrade from raw space to shell scheme per sqm* : ¥ 260.00

(*Exclusively available for sponsors)

2. Add-ons and marketing opportunities

Online advertising	Wechat banner	per week ¥800	
	Website banner	Homepage:	per month ¥2,000
			per year ¥12,000
		Second subsite:	per month ¥1,200
			per year ¥7,200
	Company description on website	¥2,500	
	Product description on website	one product ¥1,000	
	Article release in the official news ticker	¥3,000	
Press release upload at company profile page	¥1,000		
Printing material	Visitors' invitation	one logo : ¥5,000	
	Onsite guide banner	1/3 page : ¥5,000	
		1 page: ¥7,000	
	Catalogue advertisement	1/2 page : ¥3,500	

3. Single sponsorings

Online advertising	Visitors pre-registration (exclusive)	<p>¥15,000 or ¥5,000+ gifts valuing ¥10,000</p> <p>Logo at visitors pre-registration systems working both on PC and Wechat.</p> <p>Promote your brand by distributing the branded gifts to pre-registered visitors.</p>
Onsite	Coffee break	<p>two days: ¥3,000</p> <p>2 X-banners onsite</p> <p>Logo at website, show catalog, info board etc.</p>
	Lunch break	<p>three days: ¥4,500</p> <p>2 X-banners onsite</p> <p>Logo at website, show catalog, info board etc.</p>
	Evening reception (limited to 2)	<p>¥50,000</p> <p>Logo at back wall, website, show catalog etc.</p> <p>Mentioned in opening speech of evening reception</p>
	Water bottles with logo (exclusive!)	2000 pcs : ¥10,000
	Plastic beer cup sponsoring with logo (limited to 2)	2000 pcs : ¥3,500
	Ground advertisement	2 pcs: ¥5,000; MOQ: 2 pcs; size: 1m x 1m
	Foot prints	6 pcs: ¥3,000; MOQ: 6 pcs; size: 0.16m(w) x 0.4m(h)
	VIP Lounge	<p>¥22,000</p> <p>Logo at VIP Lounge, website, show catalog, info board etc.</p> <p>3 VIP badges free of charge</p>
	Conference bag (limited to 2)	<p>One side of conference bag: ¥30,000</p> <p>Two flanks of conference bag: ¥10,000</p>
	Visitors' & delegates' badge	Banners on the top of the badges for both sides: ¥25,000
Lanyards	Company name on the lanyards: ¥15,000	
	Meida interview	One media: ¥3,000

2. Conference Sponsoring

	Conference sponsor (limited to 4)	Conference premium sponsor (limited to 2)
	¥55,000.00	¥130,000.00
Your company logo mentioned at the	Conference room back wall	Conference room back wall
	Conference program wall outside	Conference program wall outside
	LED screen during breaks	LED screen during breaks
	CBCE Website at conference subsite	CBCE Website at conference subsite
	Show Catalogue Conference Program	Show Catalogue Conference Program
Onsite		Conference room name
		Logo at Conference bag
	One branded gift in conference bag	One branded gift in conference bag
	One flyer in the conference bag	One flyer in the conference bag
Wechat banner	Wechat banner for one week.	Wechat banner for two weeks.
Space	9 sqm shell scheme at the exhibition	18 sqm shell scheme at the exhibition

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