

LABELXPO SOUTH CHINA

SPONSORSHIP
OPPORTUNITIES



4 - 6 December • Shenzhen

LABELXPO
SOUTH CHINA 2024

www.labelexpo-southchina.com

SPONSORSHIP OPPORTUNITIES

ARE YOU PREPARED?

So you've made the right decision to exhibit at the region's latest event for the label and package printing industry.

Every exhibitor is competing for attendees' attention - make it easy! Give yourself that extra edge to drive visitors to your booth and ensure they'll recognize your brand. Be creative! Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product.

They are cost-effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities. Bespoke packages are also available - do your own thing!

OPTIONS INCLUDE:

- // Hexahedron
- // Billboard
- // Floor tiles
- // Window and wall graphics
- // Pillar wrapping
- // Banners
- // Pull-Up Banner
- // Badges & Lanyards
- // Show bags
- // Floorplan
- // Show guide



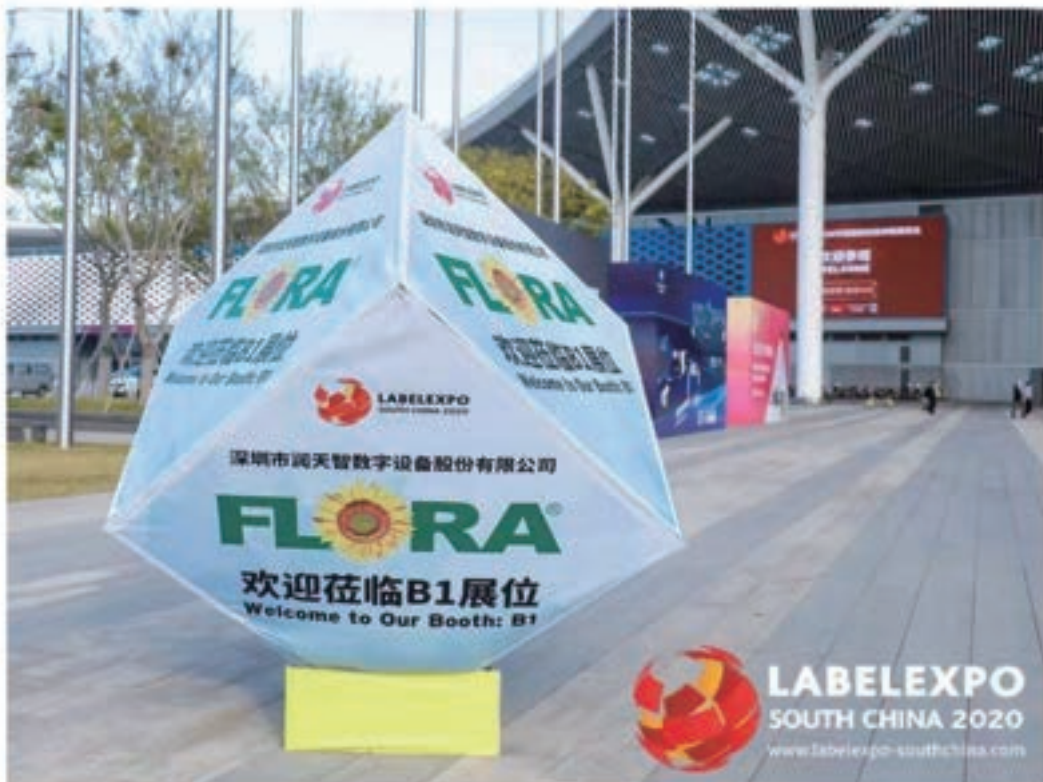
Contact us today to discuss your requirements.

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HEXAHEDRON

FRONT OF STAGE



Prominently displayed outside the main entrance, these hexahedron's display your stand number, company name, logo and promotional message.

COST:

10,000 RMB



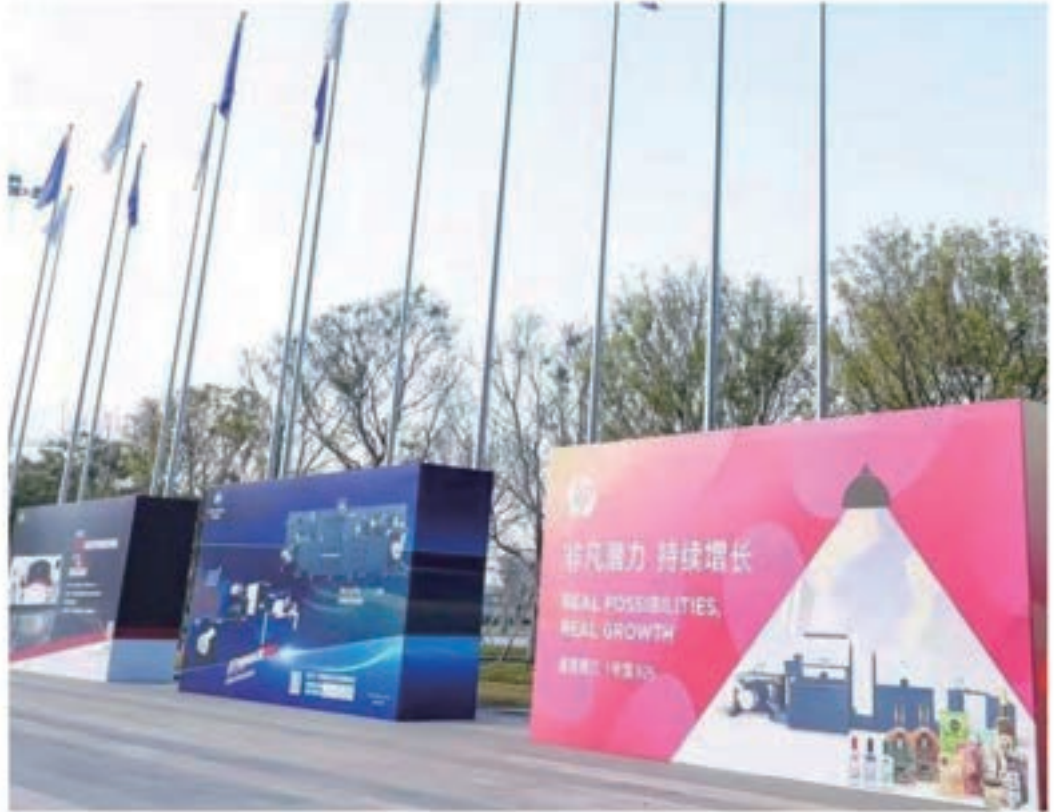
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BILLBOARD

FIRST
IMPRESSIONS LAST



It doesn't get much better than this! Not only does a billboard provide maximum impact at the show, it will be featured in publicity photographs for months after the event.

COST:

8M(W)× 4M(H)

25,000RMB



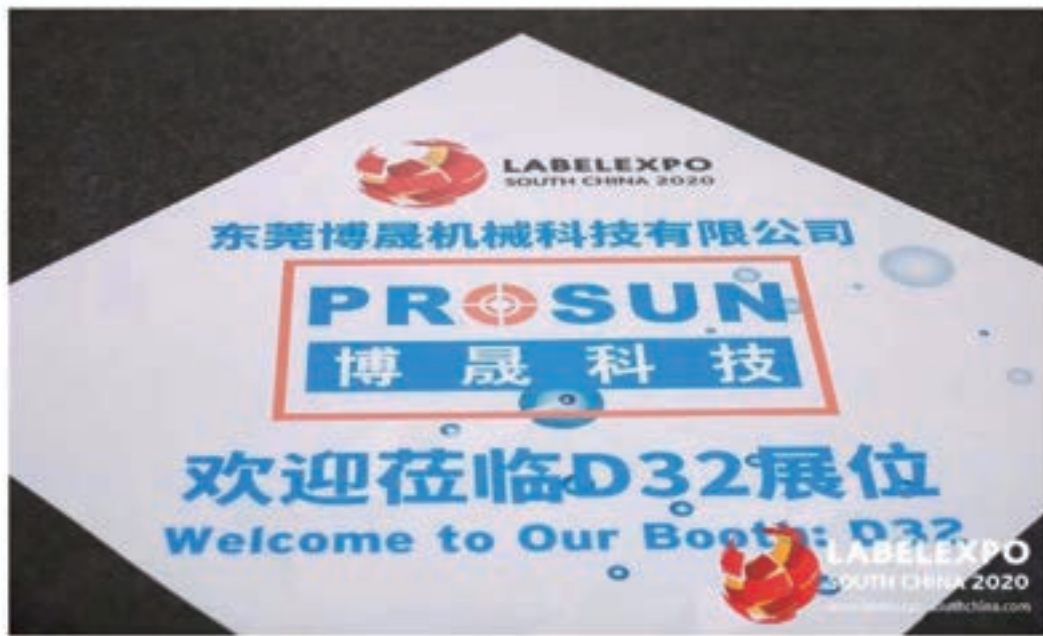
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FLOOR TILES

A STEP IN THE RIGHT DIRECTION



These floor tiles display your company logo, stand number and a promotional message. This is the perfect way to help visitors find your stand! Simply provide us with the graphics and we'll do the rest.

OPPORTUNITIES:

OPTION	LOCATION	MAX SIZE	COST
LARGE FLOOR TILE	CHOICE OF LOCATION	3 x 2m	3,000RMB
SMALL FLOOR TILE	CHOICE OF LOCATION	1 x 1m	2,000RMB

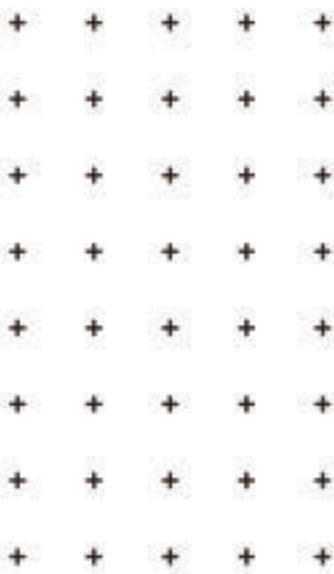


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WINDOW & WALL GRAPHICS

THE PERFECT VIEW



Window and wall graphics are located in the entrances. This is a perfect opportunity for visitors to learn about your company as they walk into the show. Cost includes installation, not production.

OPPORTUNITIES:

OPTION	LOCATION	MAX SIZE	COST
WINDOW GRAPHICS	1ST FLOOR ENTRANCE OF HALL 1	3 x 3m	4,000 RMB
WINDOW GRAPHICS	2ND FLOOR ENTRANCE OF HALL 1	12 x 4m	18,000 RMB
WALL GRAPHICS	LOADING AND UNLOADING AREA OF HALL 1	9 x 3m	9,000 RMB
ESCALATOR GRAPHICS	2 SIDES OF ESCALATOR OF HALL 1	16 x 1m	18,000 RMB



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PILLAR WRAPPING

STAND TALL

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Prominently displayed in the 2nd floor of the lobby and the 1st floor of the central corridor, these pillars display your stand number, company name, logo and promotional message.

COST:

12,000 RMB

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BANNERS

STAND OUT



Take advantage of this opportunity for you to strategically promote your company to all visitors and drive them to your stand.

OPPORTUNITIES:

OPTION	LOCATION	MAX SIZE	COST
HANGING BANNERS	HALL 1, FIRST FLOOR OF CENTRAL AREA AND FIRST FLOOR OF LOBBY 1 AND 2	5 x 5m	10,000 RMB

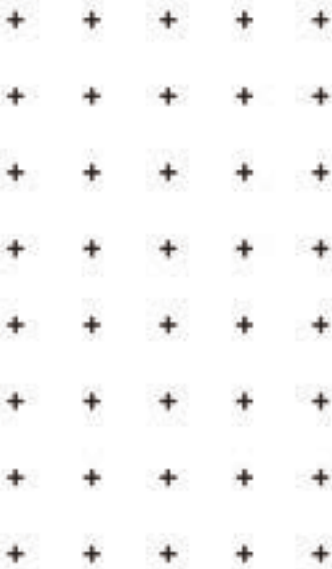


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PULL UP BANNERS

SMALL SIZE,
BIG IMPACT



Pop up banners can be placed strategically at the main entrances and exits in the hall. Let visitors know where you are and guide them to your booth! Your pull up banner will get the attention of every visitor as they navigate their way around.

OPPORTUNITIES:

OPTION	LOCATION	SIZE	COST
PULLUP BANNER 1	CENTRAL CORRIDOR, 1ST FLOOR, HALL 1	0.8 X 2M	3,000RMB
PULL UP BANNER 2	2ND FLOOR, HALL 1	0.8 x 2M	4,500RMB



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BADGES & LANYARDS

PAY AND DISPLAY



Imagine every attendee turning into a walking advertisement for your company – thousands of copies of your logo finding their way through the exhibition aisles. As they walk through the door, every person is given a badge with a lanyard which they wear throughout the day and keep afterwards. Both the badge and the lanyard are available for branding opportunities. They are waiting for your logo!

OPPORTUNITIES:

OPTION	COST
PULLUP BANNER 1	30,000 RMB
PULL UP BANNER 2	50,000 RMB
BADGE SPONSOR	50,000 RMB

SOLD OUT

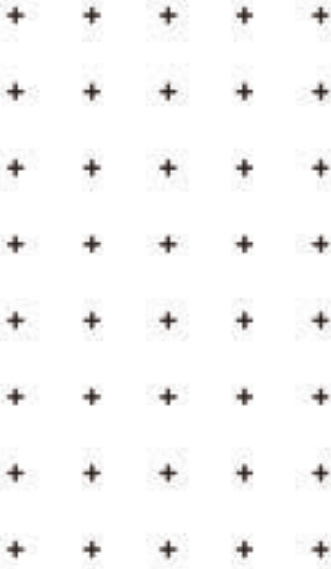


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SHOW BAGS

HOLD ON TO YOUR CLIENTS



Every visitor at Labelexpo South China is given the show carrier bag, to carry the show guide and floor plan to the exhibition. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity.

COST:

50,000 RMB



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FLOORPLAN

FOUND AT A QUICK GLANCE

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The exhibition floor plan will be placed in the prologue hall of the on-site exhibition hall, which will play a major role in visitors navigating the show floor. The lighting of the face map means that your company's booth number and company name will be marked in a different color to all other exhibitors, and printed with your company logo, allowing visitors to find you immediately!

COST:

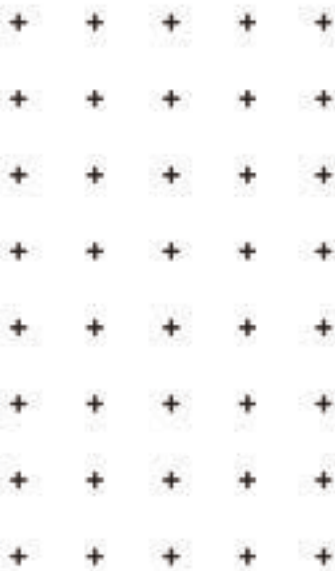
1,000RMB

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SHOW GUIDE

LONG LASTING EXPOSURE



All visitors to the Labelexpo South China 2022 will receive a copy of the show guide. The show guide is an important viewing tool prepared by the exhibition for the audience, and contains important information related to the exhibition. The show guide includes show information, a complete exhibitor list and a floor plan of the show. Let your company stand out from the crowd.

OPPORTUNITIES:



OPTION	COST
OVERALL SPONSORSHIP	3,200 RMB
FULL PAGE ADVERTISEMENT	19,000 RMB
HALF PAGE ADVERTISEMENT	11,000 RMB
QUARTER PAGE ADVERTISEMENT	6,500 RMB

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LABELXPO EVENTS

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Fira Barcelona Gran
Via, Barcelona, Spain

// **Labelexpo Americas**
Donald E. Stephens
Convention Center,
Chicago

// **Labelexpo Asia**
Shanghai New
International
Expo Centre,
Shanghai, China

// **Labelexpo India**
India Expo Centre,
Greater Noida,
Delhi NCR

// **Labelexpo
Southeast Asia**
BITEC, Bangkok,
Thailand

// **Labelexpo Mexico**
Expo Guadalajara,
Guadalajara

// **Labelexpo
South China**
Shenzhen World
Exhibition &
Convention Center,
Shenzhen

// **Gulf Pack & Print**
Dubai World Trade
Centre, Dubai, UAE

// **Label Summit
Latin America**
Agora Bogotá
Convention Center,

ABOUT THE ORGANIZERS

The Labelexpo Global Series is organized by Tarsus Group, which became part of Informa PLC, the international Academic Markets, B2B Markets and Digital Services Group, in April 2023. Through long established relationships with industry associations, media and other partners, the Labelexpo Global Series is an integral part of the label and package printing industry.

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