



## Advertisement and Sponsorship Opportunity

### 第二十二届中国国际润滑油品及应用技术展览会

The 22<sup>nd</sup> China International Lubricants and Technology Exhibition

### 中国国际金属加工液及表面清洗技术展览会

China International Metalworking Fluids and Surface Cleaning Technology Exhibition

上海·跨国采购会展中心(普陀区光复西路2739号)

Shanghai Convention & Exhibition Center of International Sourcing  
(No.2739 West Guangfu Road, Putuo District)

2022年6月8日-10日

June 8-10, 2022



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[www.interlubric.com](http://www.interlubric.com)



# A : Advertisement

## A1 : Visitor badge backside

All visitors shall wear badges indoor during the event period. So badge sponsorship will be the best promotion channel for corporate brand and image.

**【Format】** Logo on the badge backside Ad

**【File】** PDF/JPG file prepared by sponsor, organize will follow up the production

**【Sponsor fee】** RMB 60,000

**【Number】** Unique



## A2 : Visitor badge lanyard

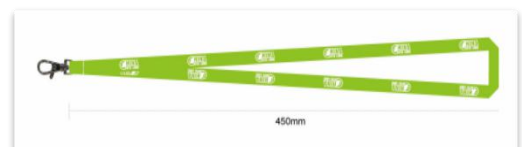
All visitors shall wear badge with lanyard indoor during the event period. So lanyard sponsorship will be the best promotion channel for corporate brand and image.

**【Format】** Logo on the lanyard Ad

**【File】** PDF/JPG file prepared by sponsor, organize will follow up the production

**【Sponsor fee】** RMB 50,000

**【Number】** Unique



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## A : Advertisement

### A3 : Promotion bag advertisement

As the flowing advertisement board, the promotion bags which are intensively handed out in the access of registration, visitor entrance and conference registration area.

**【Format】** One side for sponsor' s logo and booth number, the other side for exhibition information

**【Production】** LOGO prepared by sponsor, organizer arranges production

**【Sponsor fee】** RMB50,000

**【Number for sponsor】** Unique



### A4 : Gift sponsorship

The organizer will prepare some customized handouts or souvenirs for pre-registration visitors, delegates and special VIP. These gifts can be printed on sponsor' s logo and released on the site of audiences lucky draw and get high impression.

**【Categories】** Negotiable

**【Number for gifts and sponsors】** Negotiable

**【Budget】** RMB30-50/per one

**【Product】** Logo printed on the gift

**【Sponsor fee】** Up from RMB20,000 for 500 units



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**B: Print Ad**

### B1 : Show catalogue Ad

Show catalogue includes the brief introduction of exhibition, floor plan, event agenda and exhibitors' information, etc. It usually be kept for long time for professional visitors.



Ad position	Page size(MM)	Price (RMB)
The 1 <sup>st</sup> page of inter full page	146 (W) × 216 (H)	20,000
Back over	146 (W) × 216 (H)	20,000
The 2 <sup>nd</sup> and 3 <sup>rd</sup> full page	146 (W) × 216 (H)	20,000
Double spread page	289 (W) × 216 (H)	15,000
Full page	146 (W) × 216 (H)	8,000

### B2 : Pasted and colorized Ad on Visitor guide

Special pasted and colorized Ad on visitor guide browsed by almost all visitors, which will leave strong and first eye impression to sponsor.



Ad position	Price (RMB)
Pasted and colored Ad	10,000
Double spread page	20,000
Full page	15,000

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## B: Print Ad

### B3 : Customized invitation letter

As a pre-show visitor promotion , invitation letter will be customized and released by organizer to the target visitor database accumulated for over 20 years. It can help to bring potential clients to your booth during the show .

**【Format】** Sponsor' s logo and booth number on the customized invitation letter.

**【Channel】** DM & magazine insert

**【Production】** LOGO prepared by sponsor, organizer arrange production.

**【Sponsor fee】** RMB20,000/10K copies (210\*90mm)



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**C: Online Ad**

### C1 : Official exhibition website Ad

Official exhibition website ([www.interlubric.com](http://www.interlubric.com)) is an important promotion portal for all login users. Till present, the effective browsing volume reaches 100 thousands. According to the statistics, over 70% visitors pre-registration is occurred on the official website. Sponsor' s logo and hyperlink can be exposed on the website.

Position	Price (RMB)	Note
First page	25,000	Last to next time website renew
Second page	20,000	Last to next time website renew



### C2 : Advertorial on Wechat

'Lube focus' , as the official Wechat platform for Inter Lubric China, takes the leading position in lubricant industry with nearly 50,000 active fans. It can be your best choice to expand sponsor' s product and image.

**【Format】** sponsor' s introduction and photos

**【Production】** words or photos prepared by sponsors, the layout and release done by organizer

Position	Price (RMB)
Headline advertorial	15,000
Non-headline advertorial	7,000



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## D: Outdoor Ad

### D1 : Outdoor standing ad board

Sponsor's ad board will be set up alongside the corridor in the exhibition hall entrance with the full position to catch visitor's eyeball.

**[Size 1]** 5m(W)\*3m(H), quantity limited

**[Size 2]** 8m(W)\*3m(H), quantity limited

**[Production]** layout prepared by sponsor, produced by organizer

**[Fee]** Size 1 RMB23,000, Size 2 RMB30,000 (during all exhibition period )



### D2 : Light box ad in south square

Light box ad is located in south square of CECIS. Each light box has two sides for rotating regularly.

**[Quantity]** total 5 units

**[Fee]** RMB15,000 / unit (during all exhibition period )



### D3 : Flag ad in south square

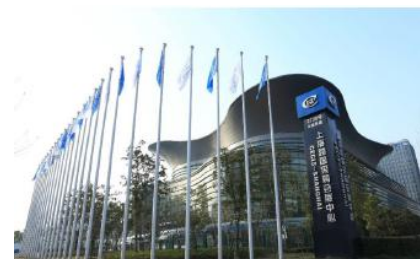
Flag ad is located in south square of CECIS, close to the entrance.

**[Quantity]** total 26 units

**[Size] 1** 2.4m(W)\*1.6m(H)

**[Production]** layout prepared by sponsor, produced by organizer

**[Fee]** RMB800 / unit (during all exhibition period ), up from 10 units



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## D: Outdoor Ad

### D4 : Road flag ad in south square

Road flag ad is located in south square of CECIS, close to the main entrance.

**【Production】** layout prepared by sponsor, produced by organizer

**【Fee】** RMB1,200 / unit (during the exhibition period ), up from 10 units



### D5 : LED display on the 1<sup>st</sup> floor

LED display is located on the 1<sup>st</sup> floor of CECIS, above the main entrance gate.

**【Time】** 2 minutes

**【Video format】** 16:9, MP4 format

**【Production】** video prepared by sponsor

**【Display size】** 28SQM

**【Fee】** RMB20,000 /half day, RMB30,000 /one day



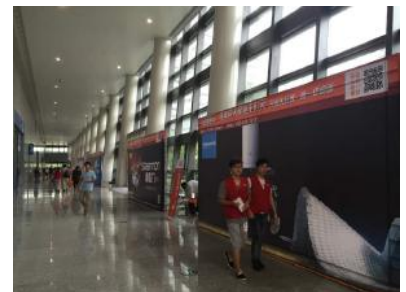
### D6 : Standing indoor ad board

Standing indoor ad board is located in the lobby CECIS, close to the elevators to the 2<sup>nd</sup> floor.

**【Size】** 5m(W)\*3m(H),

**【Production】** layout prepared by sponsor, produced by organizer

**【Fee】** RMB20,000 / unit (during all exhibition period ),



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## D: Indoor Ad

### D7 : Vertical hanging ad board in south lobby

Vertical hanging ad board is located in the lobby CECIS, close to entrance to the 1<sup>st</sup> exhibition hall.

【Size】 2m(W)\*8m(H),

【Production】 layout prepared by sponsor, produced by organizer

【Fee】 RMB15,000 / unit (during all exhibition period ), up from 2 units

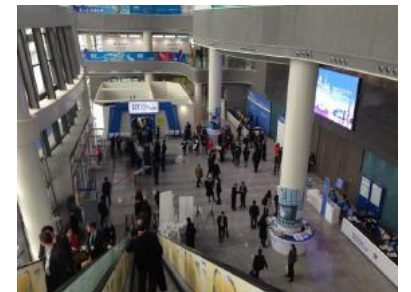


### D8 : Elevator ad in south lobby

【Material 】 Paster material

【Production】 layout prepared by sponsor, produced by organizer

【Fee】 RMB12,000 / unit (during all exhibition period )



### D9 : Hanging flag ad in exhibition hall

Hanging flag ad is located above the main corridor inside of the exhibition hall.

【Size】 4m(W)\*5m(H)

【Production】 layout prepared by sponsor, produced by organizer

【Fee】 RMB15,000 / unit for both sides (during all exhibition period)

【Quantity】 total 10 units

