



2021中国(上海) 国际地理标志产品博览会

China (Shanghai) International Protected
Geographical Indication Products Expo 2021

赞助方案 Sponsorship Proposal

2021年05月20日-22日 | 国家会展中心-上海·虹桥
May 20-22, 2021 | NECC-Hongqiao-Shanghai



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印刷品广告

· 会刊

Print Advertising

· Exhibition Catalogue

印刷品广告

· 胸卡

· 展会包袋

· 参观券

Print Advertising

· Badges

· Exhibition Bag

· Ticket

网站广告

Website Advertising

线上广告

Online Advertising

颁奖赞助

Awards Sponsorship

展馆广告

· 展馆内区域

· 0米层区域

· 展馆外立面

On-site Advertising

· Area of exhibition hall

· Area of 0 m layer

· Outdoor Advertising

*此赞助方案最终解释权归组委会所有，如需更多赞助方案请咨询组委会（86-21）5013-1760 6439-6190

*The committee reserves the right of final interpretation of the sponsorship proposal, please contact the committee for more proposals. (86-21) 5013-1760 6439-6190



会刊 | Exhibition Catalogue

展会会刊详细的介绍了参展展商名录，
是许多观众采购必备的展会资料。

The exhibition catalogue introduces the exhibitors in
detail, which will be bought by most of visitors.

1.整版净尺寸广告 (140mm宽x210mm高)

广告位置	价格 (人民币)
封面/彩色	50000/展期
封底/彩色	40000/展期
封二/彩色	30000/展期
封三/彩色	20000/展期
彩色整版	12000/展期
黑白整版	6000/展期

1.net size of full page (140mm W*210mm H)

Advertising Space	Price (RMB)
Front Cover/color	50,000/Exhibition
Back Cover/color	40,000/Exhibition
Inside Front Cover/color	30,000/ Exhibition
Inside Back Cover/color	20,000/ Exhibition
Color Full Page	12,000/ Exhibition
Black and white Full Page	6,000/ Exhibition



2.会刊内页展商 logo (彩色)

- 尺寸 : 30mm(宽)x20mm(高)
- 800元/个

2.Exhibitor's Logo in the exhibition catalogue(color)

- size: 30mm(width)x20mm(height)
- RMB 800/logo



胸卡 | Badge

1.现场观众胸卡背面广告

· 40000元/组

· 每组2万张-至多8万张

2.现场观众胸卡吊带广告

· logo单面

· 40000元/组

· 每组2万张-至多8万张

1.AD on back side of badge

· Price: 40,000RMB per set

· 20,000 pieces per set - at most 80,000 pieces

2.Sling Advertisement on Audience Chest Card

· Logo on one side

· Price: 40,000RMB per set

· 20,000 pieces per set- at most 80,000 pieces



展会包袋 | Exhibition Bag

· 纸质包袋(单面)

· 尺寸: 275mm(宽)x380mm(高)x100mm(厚)

· 8元/只

· 1万只(起)-6万只

· Paper bag (single side)

· Size: 275mm(width)x380mm(height)x100mm(thickness)

· RMB 8/each

· From 10,000(minimum) to 60,000



参观券 | Visiting Ticket

· 参观券背面广告

· 尺寸: 210mm(宽)x90mm(高)

· 50000元/组, 每组一万张

· Advertisement on the back of the ticket

· Size: 210mm(width)x90mm(height)

· RMB 50,000 per group, 10,000 sheets per group



联系方式 | Contact Us

具体细节请联系主办方

Please contact with the organizer for more details

电话/Tel: (86-21) 5013-1760 6439-6190

传真/Fax: (86-21) 5013-1761

E-mail: info@goldenexpo.com.cn

网站 | Web site

A.首页

A1	1个月	5000元
A2	2个月	9000元
A3	3个月	12000元
A4	即日-展会结束	15000元

A.Banner

A1	RMB 5,000 per month
A2	RMB 9,000 for 2 months
A3	RMB 12,000 for 3 months
A4	RMB 15,000, Today-End of the exhibition

B.首页Logo滚动

- 限量20家
- 5000 元/个

B.Homepage logo rolling

- Limited to 20 companies
- RMB 5,000 /logo

C.预登记页面

- 预登记开始至展会结束
- 独家
- 15000元

C.Pre-registration page banner

- Starting from Pre-registration day until the end of the exhibition
- Exclusive
- RMB 15,000

D.行业新闻动态

- 即日-展会结束
- 4000元

D.Industry News

- Today-the end of the exhibition
- RMB 4,000

E.展商之窗页面Logo+介绍

- 字数<150字
- 即日-展会结束
- 6000元

E.Logo+ Introduction on the Exhibitor Window Page

- Number of Words < 150 words
- Today-the end of the exhibition
- RMB 6,000



*优惠组合价:

- A4+D 10000元
- C+D 10000元
- A4+D+E 16000元
- C+D+E 14000元

*Discount packages:

- A4+D RMB 10,000
- C+D RMB10,000
- A4+D+E RMB 16,000
- C+D+E RMB14,000



电子期刊 | E-Journals

F	公司banner一次	4000元/个
G	Logo展示 (每期可放5个) 5期	3000元/个
H	Logo加品牌介绍, 字数<150字, 一次	3000元/个

F	Company Banner once, RMB 4,000/time	
G	Logo Display (5 logos/per issue) 5 issues, RMB 3,000/logo	
H	Logo + brand introduction, Number of Words < 150 words, RMB 3,000/logo	





微博 | Weibo

I	企业Logo及产品展示， 一个月内5次	4000元/个
J	展会期间重点采访上微博， 展会展期均可报道	6000元/次
I	Enterprise logo and product display, 5 times in one months, RMB 4,000/logo	
J	Key interviews during the show and post on Weibo, can be reported during the exhibition period. RMB 6,000/time	



微信 | Wechat



K.企业形象或产品讯息推广
微信这一新兴的社交工具已被越来越多的受众所接受，它的受众群体是目前所有社交媒体最为精准有效的。

· 2000元/次

K. Corporate image or product information promotion

WeChat, a burgeoning social tool, has been accepted by a growing audience, and its audience is currently the most accurate and effective of all social media

· RMB 2,000/time



上海高登商业展览有限公司是一家专业从事组织、举办国际性展览、会议公司。公司拥有长

优惠组合价 | Discount packages

- 任意两类线上广告，总价打八折
- 任意三类线上广告，总价打七折，例如：
F+I 原价：8000元，优惠组合价：6400元
F+I+K 原价：10000元，优惠组合价：7000元，以此类推

· Any two types of online advertising, the total price of 80 percent

· Any three types of online advertising, the total price of 70 percent, such as:

F+I Original price: RMB 8,000 Discount package RMB 6,400

F+i+k Original Price: RMB10,000 Discount package RMB 7,000, and so on

*线上广告具体细节，请联系主办方

* For specific details of online advertising, please contact the Organizer

颁奖赞助 | Awards Sponsorship

5万人民币

- 1、宣传展架：可在晚会现场摆放2个展架做展示
- 2、赞助致辞：晚会现场赞助方负责人可作为特邀嘉宾上致辞（3-5分钟）
- 3、赞助商颁奖：在晚会颁奖环节为赞助方颁发“xxxx最佳合作伙伴奖”

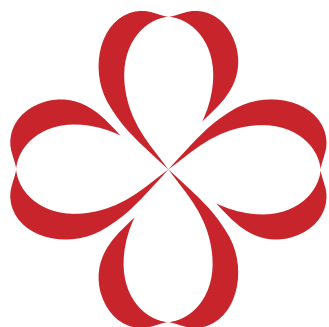
RMB 50,000

- 1.Propaganda exhibition Frame: 2 Display racks can be placed at the party site for a presentation
- 2.Speech Sponsorship: The representative of the sponsor can make a speech as a special guest at the party (3-5 minutes)
- 3.Sponsor Award: Award of the "XXXX Best Partner Award" to sponsors at the party awards session



*颁奖赞助具体细节，请联系主办方

* For specific details of awards sponsorship, please contact the Organizer



国家会展中心(上海)

National Exhibition and
Convention Center (Shanghai)

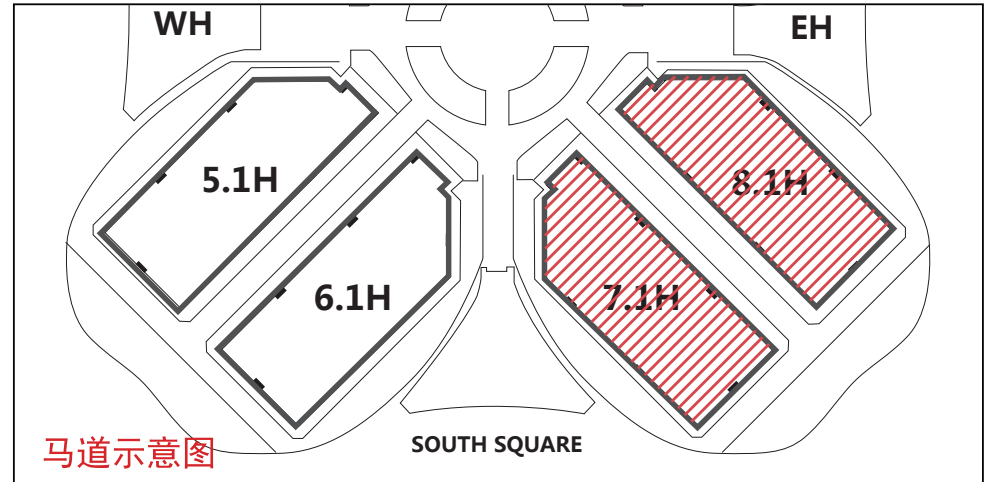
展馆内区域 (7.1H/8.1H)

Area inside the Pavilion (7.1H/8.1H)



位置	馆内区域
数量	具体按展览需求
尺寸	按外边框最大面积计算
形式	地贴
商业广告价格	1200元/平米

Location	area inside the venue
Quantity	according to exhibition demand
Size	Calculated by the maximum area of the outer frame
Form	sticker
Commercial advertising price	RMB 1,200/square meter



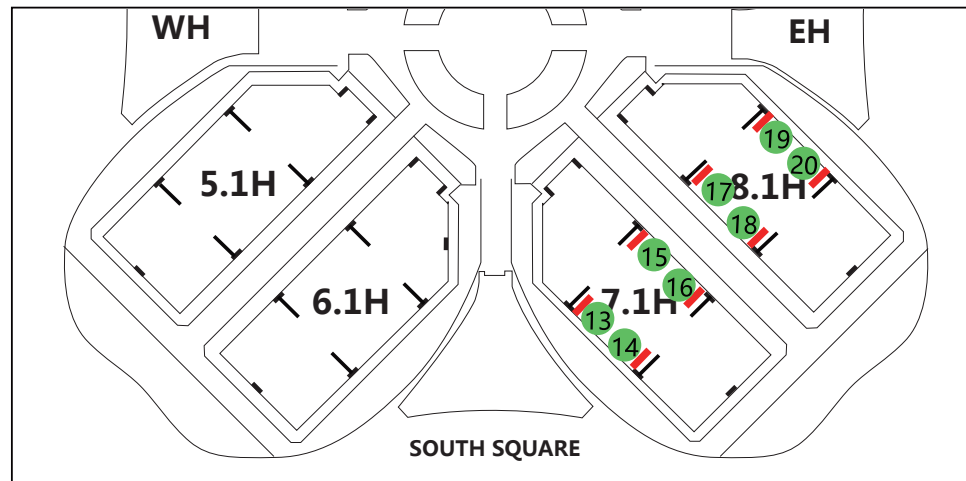
位置	7.1H-8.1H
数量	视需求定，详见附件D
尺寸	4M(H)*6M(W)/面，按双面结算
形式	喷画布
商业广告价格	1200元/平米
备注	具体点位需到现场核定

Location	7.1H-8.1H
Quantity	As required, as detailed in annex D
Size	4M (H) *6M (W)/side, Billing at double-sided prices
Form	Spray Canvas.
Commercial advertising price	RMB 1,200/square meter
Note	Specific points need to be approved on site



位置	馆内
数量	视需求定，详见附件D
尺寸	单层展厅：单面尺寸 12M(H)*8M(W)以下 双层展厅：单面尺寸 4M(H)*6M(W)以下
形式	喷画布
商业广告价格	4000元/点+900元/平米（按双面结算）
备注	按实际发生吊点数量收取，画面制作、安装费用及葫芦租赁费用由客户负责。 吊点位置一经确认并安装完成，移位将重新收费，按4000元/点收取，现场加急增收50%。

Location	inside the venue
Quantity	As required, as detailed in annex D
Size	Single-storey showroom: single-sided size 12M (H) *8M (W) below Double-decker Showroom: Single-sided size 4M (H) *6M (W) below
Form	Spray Canvas
Commercial advertising price	RMB 4,000/point + RMB 900/square meter (Billing at double-sided prices)
Note	According to the actual number of lifting points charged, screen production, installation costs and gourd rental costs are the responsibility of the customer. Once the location of the lifting point is confirmed and installed, the shift will be re-charged, according to RMB 4,000/point charge, on-site expedited increase of 50%.



位置	7.1H-8.1H内
数量	8
尺寸	5M(H)*12M(W)
形式	灯箱
商业广告价格	1200元/平米

Position	inside the 7.1H-8.1H
Quantity	8
Dimensions	5M (H) *12M (W)
Form	light box
Commercial advertising price	RMB 1,200/square meter

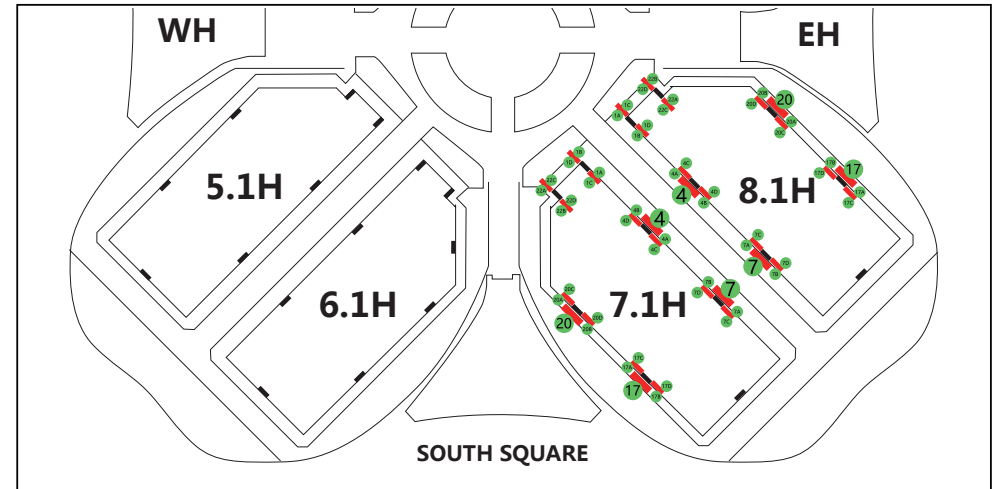


国家会展中心(上海)

National Exhibition and
Convention Center (Shanghai)

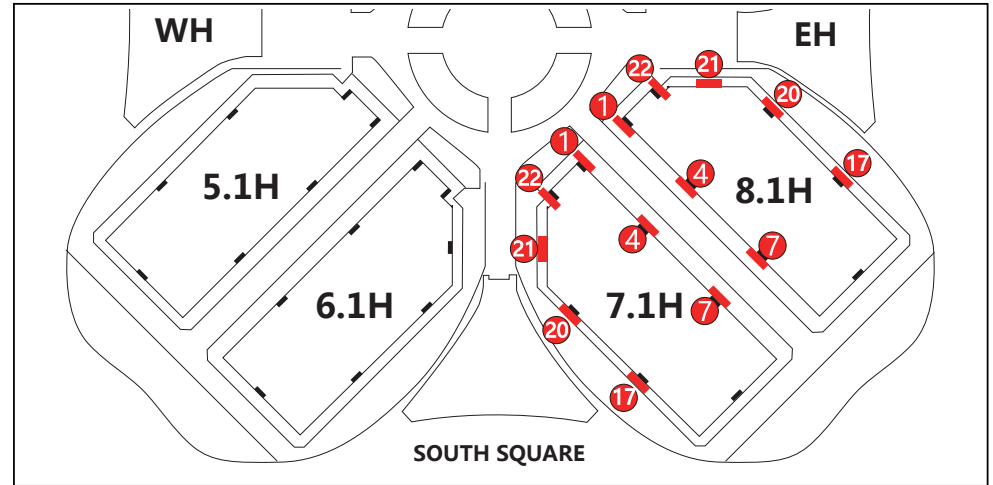
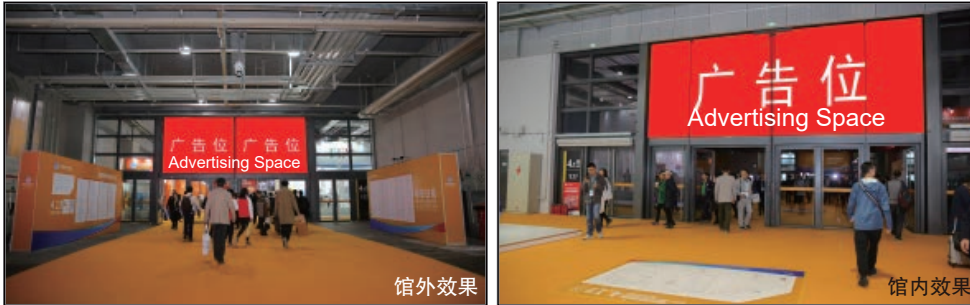
0米层区域

0 m Floor area



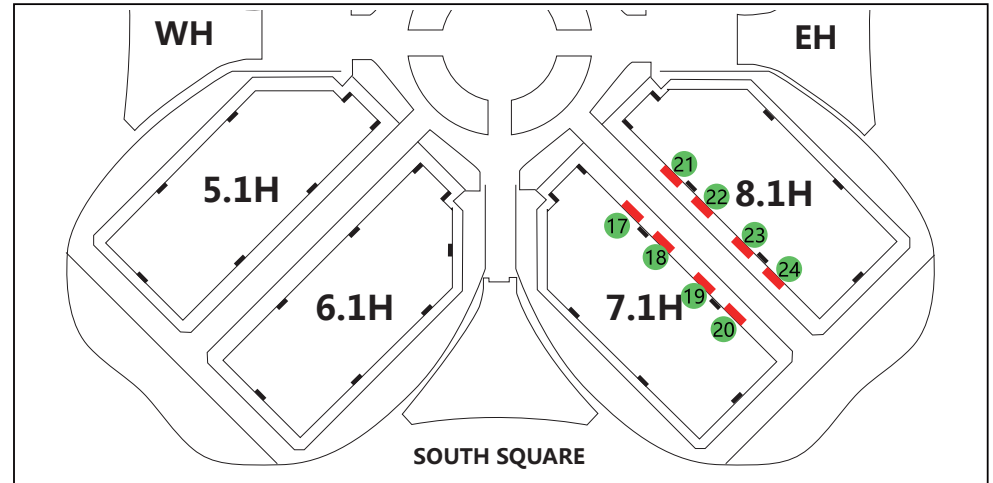
位置	通道入口上方玻璃墙面
数量	大：8 小：48
尺寸	大：尺寸详见附件A 小：尺寸详见附件A（馆内外均可发布）
形式	可移背胶（大），KT板（小）
商业广告价格	1200元/平米

Location	glass wall above channel entrance
Quantity	Large: 8 Small: 48
Size	Large: Dimensions are detailed in Annex A Small: Dimensions are detailed in Annex A
Form	Removable adhesive (Large), KT Board (small)
Commercial advertising price	RMB 1,200/square meter



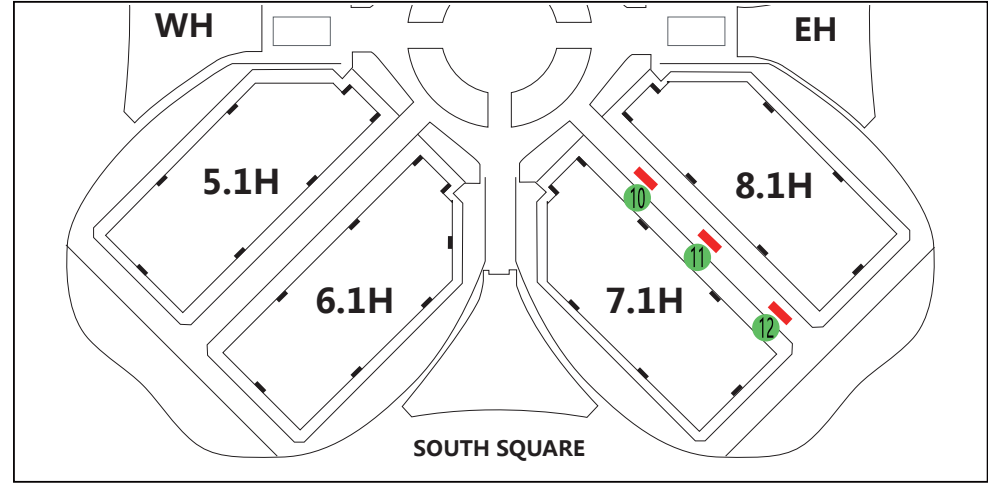
位置	通道入口上方玻璃墙面
数量	14
尺寸	尺寸详见附件A
形式	KT板
商业广告价格	1200元/平米
备注	馆内外门头玻璃均可发布 (馆外分为左右两块, 馆内为一整块)

Location	Glass wall above channel entrance
Quantity	14
Dimensions	Dimensions are detailed in Annex A
Form	KT board.
Commercial advertising price	RMB 1,200/square meter
Note	Head Glass inside and outside the hall door can be put (outside the hall is divided into left and right two pieces, inside the hall is a whole block)



位置	0米层车道墙边
数量	8
尺寸	2.2M(H)*4M(W)
形式	灯箱
商业广告价格	1200元/平米

Location	wall edge at 0-metre lane
Quantity	8
Dimensions	2.2M (H) *4M (W)
Form	Light box
Commercial advertising price	RMB 1,200/square meter



位置	0米层车道
数量	3
尺寸	4M(H)*8M(W)/面，双面 4M(H)*2M(W)，侧面 按双面结算
形式	双面落地看板
商业广告价格	1200元/平米

Location	0-metre lane.
Quantity	3
Size	4M (H) *8M (W)/side, double-sided 4M (H) *2M (W), side billed at double-sided prices
Form	double-sided landing board
Commercial advertising price	RMB 1,200/square meter

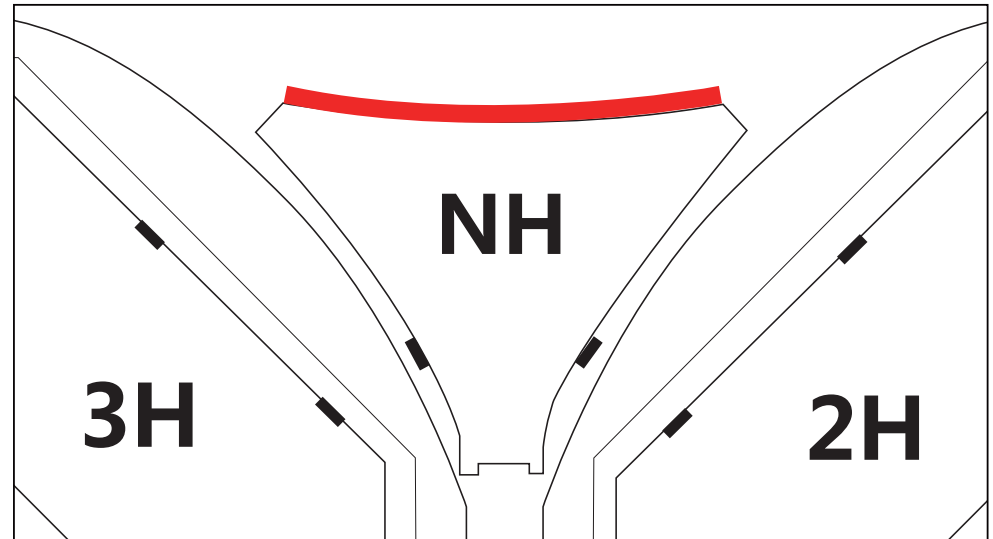


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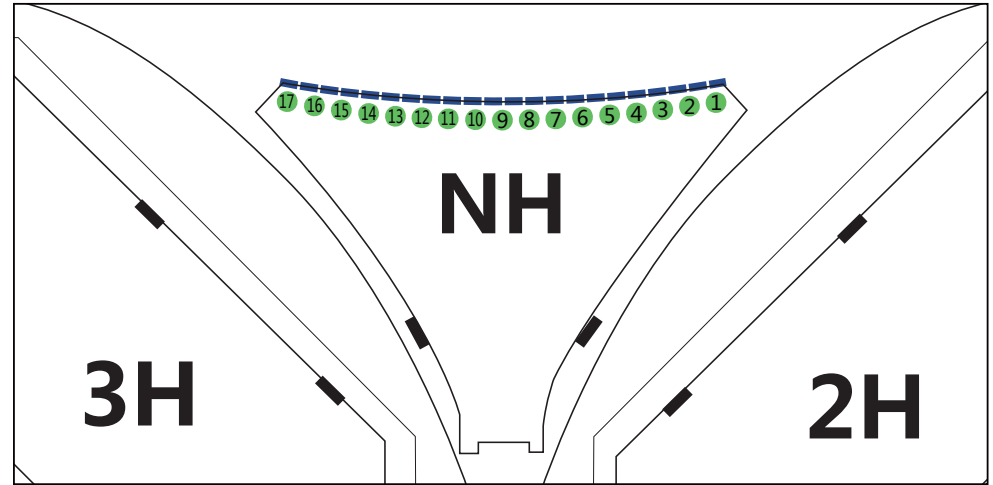
展馆外立面

Exterior facade of the pavilion



位置	NH外玻璃墙面
尺寸	10.85M(H)*136M(W) 400 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	NH Exterior glass wall
Size	10.85M(H)*136M(W). 10.85M (H) *136M (W) 400 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter



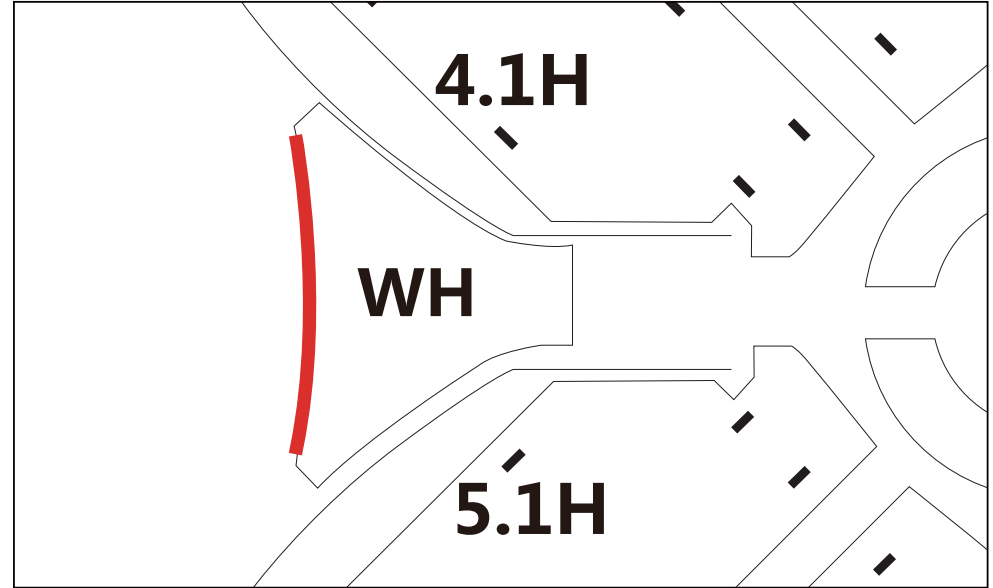
位置	NH外玻璃墙面
尺寸	400 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	NH exterior glass wall
Size	400 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter



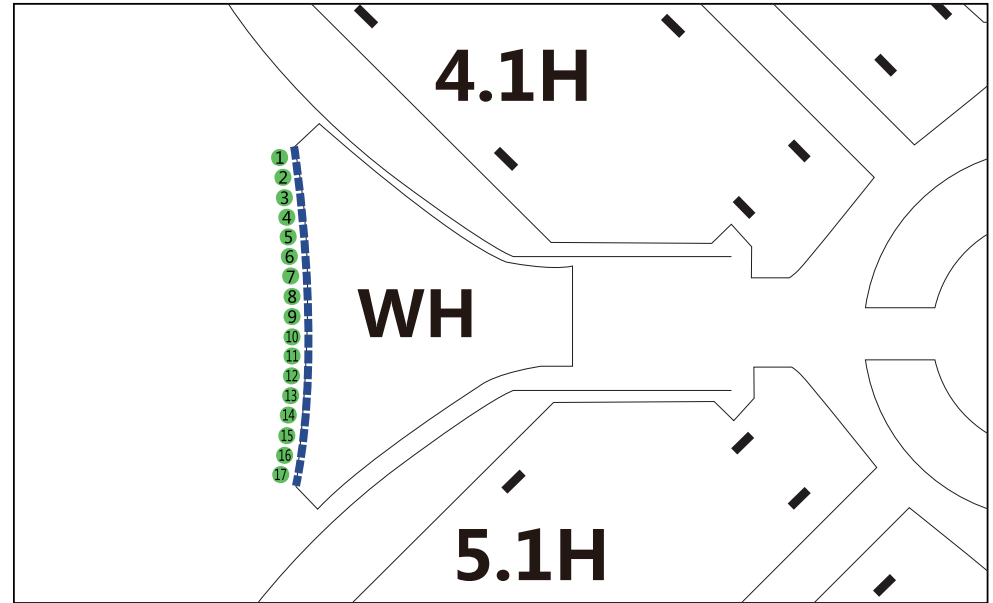
WH外玻璃墙面广告

WH Exterior glass wall Advertisement



位置	WH外玻璃墙面
尺寸	13M(H)*136M(W) 300 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	WH exterior glass wall
Size	13M (H) *136m, 300 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter

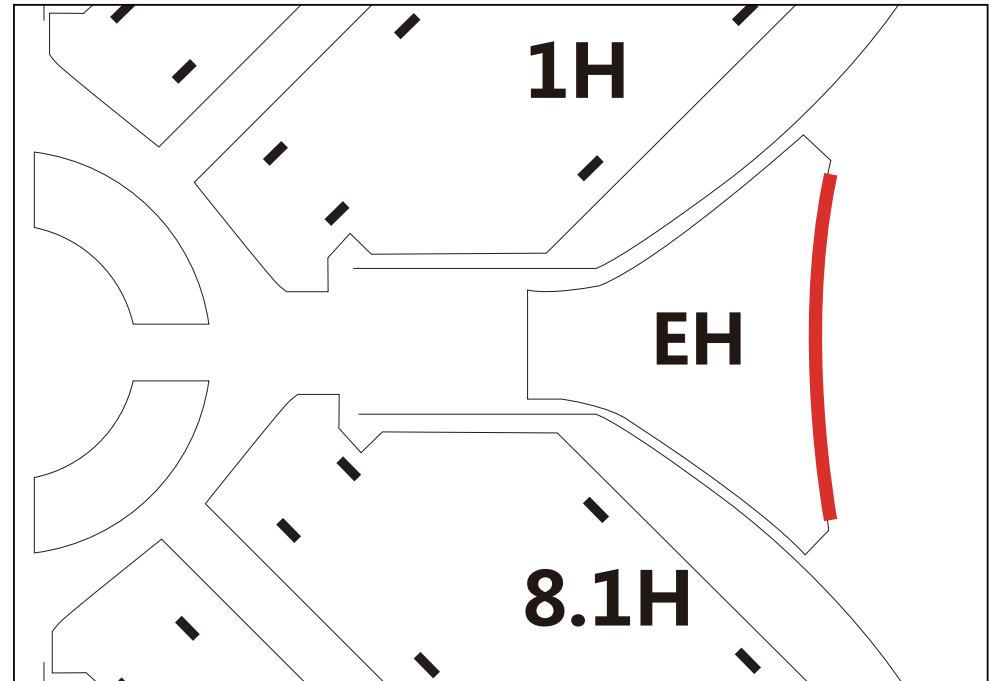
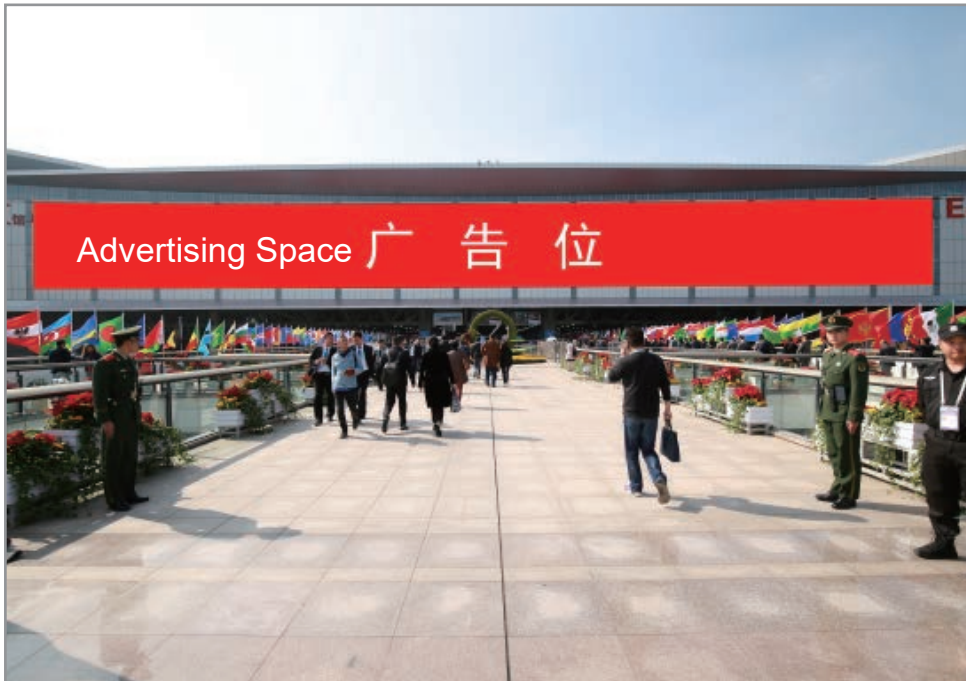


位置	WH外玻璃墙面
尺寸	300 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	WH exterior glass wall advertisement
Size	300 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter



EH外玻璃墙面广告 EH Exterior glass wall Advertisement

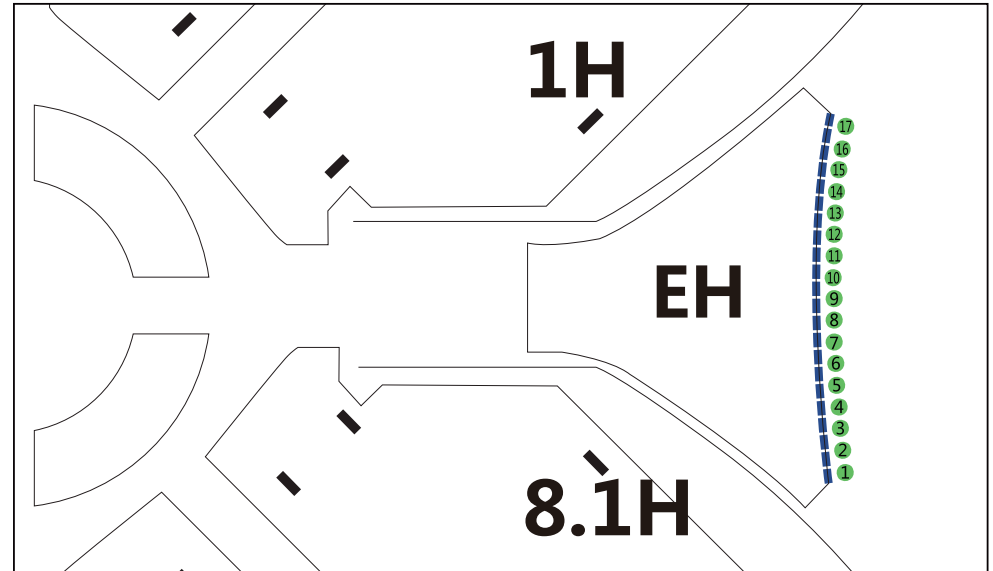


位置	EH外玻璃墙面
尺寸	13M(H)*136M(W) 300 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	EH exterior glass wall
Size	13M (H) *136m, 300 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter

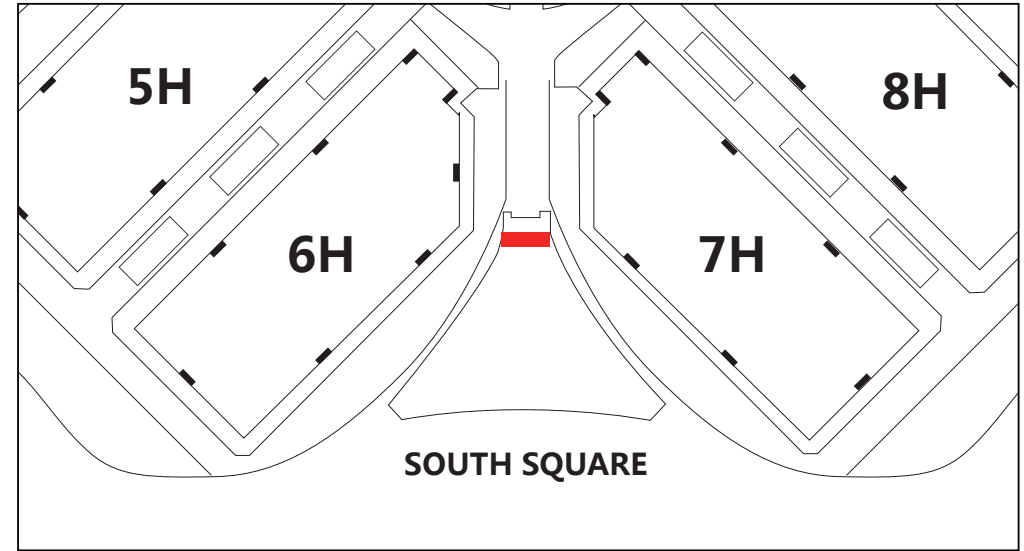


EH外玻璃墙面广告 EH Exterior glass wall Advertisement



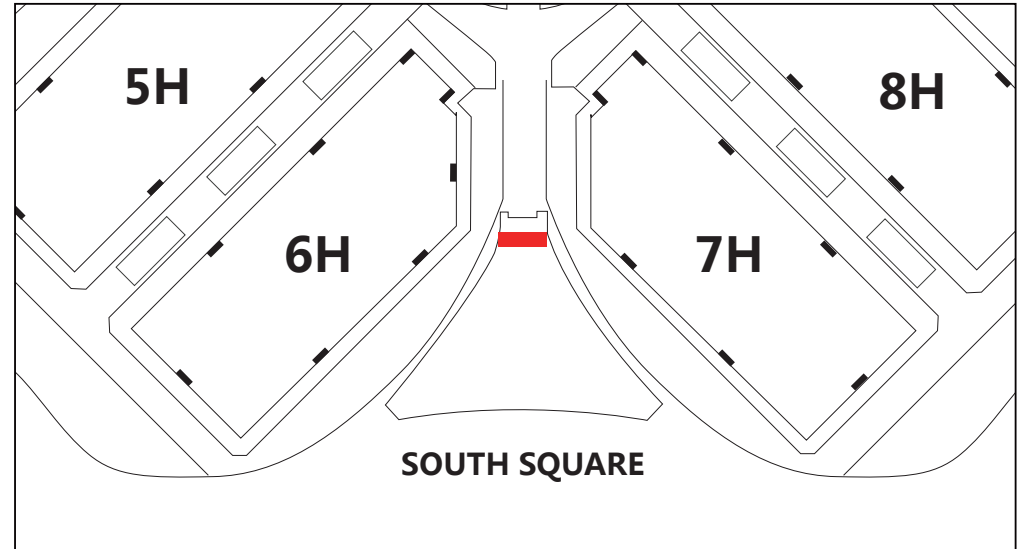
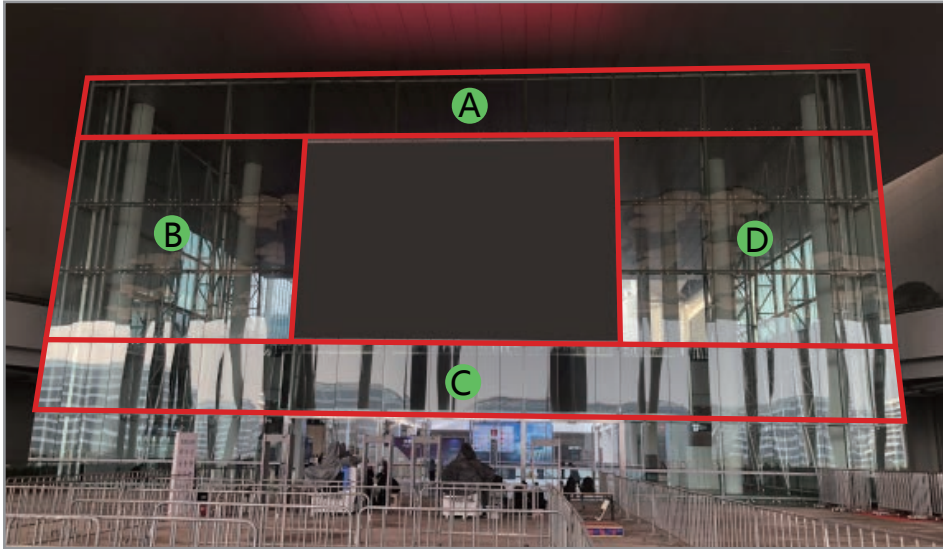
位置	EH外玻璃墙面
尺寸	300 m ² 起订，详见附件A
形式	可移背胶
商业广告价格	1200元/平米

Location	EH exterior glass wall
Size	300 m ² minimum, see Annex A for details
Form	Removable adhesive
Commercial advertisement price	RMB 1,200/square meter



位置	南平台入口玻璃幕墙
数量	1
尺寸	详见附件A
形式	可移背胶-黑底
商业广告价格	1200元/平米
备注	200 m ² 起订

Location	entrance glass curtain of south platform
Quantity	1
Size	see Annex A For details
Form	removable adhesive-Black Bottom
Commercial advertisement price	RMB 1,200/square meter
Note	200 m ² minimum



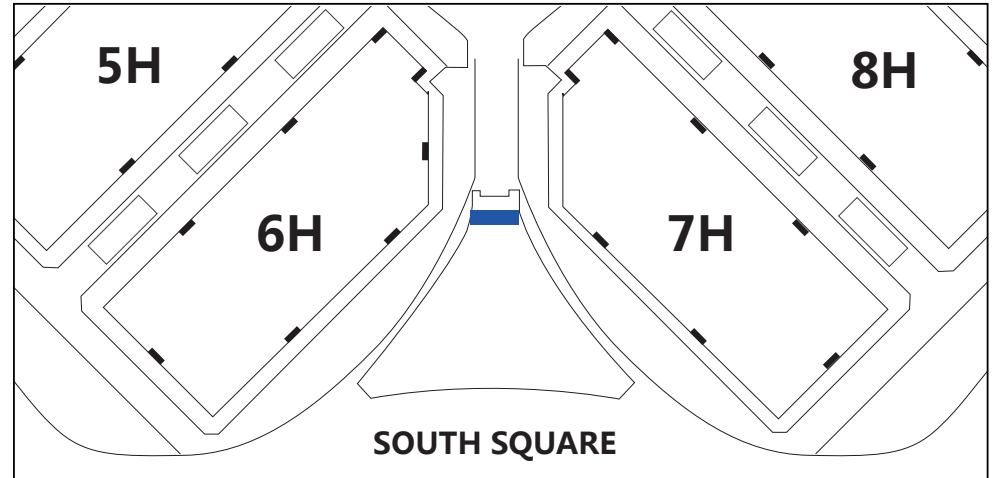
位置	南平台入口玻璃幕墙
数量	4
尺寸	A/C: 3.16M(H)*36.2M(W) B: 9.48M(H)*11.06M(W) D: 9.48M(H)*11.16M(W)
形式	可移背胶-黑底
商业广告价格	1200元/平米
备注	200 m ² 起订

Location	entrance glass curtain of south platform
Quantity	4
Size	A/C: 3.16M(H)*36.2M(W) B: 9.48M(H)*11.06M(W) D: 9.48M(H)*11.16M(W)
Form	removable adhesive-Black Bottom
Commercial advertisement price	RMB 1,200/square meter
Note	200 m ² minimum



南平台入口玻璃幕墙广告

Wall advertisement on entrance glass curtain of south platform



位置	南平台入口玻璃幕墙
数量	1
尺寸	9M(H)*14M(W); 分辨率: 3584*2304
形式	LED
广告价格	整体打包价: 540000元/块 分段标价: 5秒: 36000元/块; 10秒: 66000元/块 15秒: 96000元/块; 30秒: 186000元/块 60秒: 360000元/块
说明	可根据需求选择整体打包价或分段标价; 视频滚动播放, 3分钟为一个滚动周期; 30秒起订; 每个广告每天播放次数≥180次, 不满3分钟的空余时长将播放场馆相关信息 (内容不与该展内容产生冲突及竞争)

Location	entrance glass curtain of south platform
Quantity	1
Size	9M (H) *14M (W); Resolution: 3584*2304
Form	LED
Advertising price	Overall package Price: RMB 540,000/block Segmented Price: 5 seconds: RMB 36,000/block; 10 seconds: RMB 66,000/block 15 seconds: RMB 96,000/block; 30 seconds: RMB 186,000/block 60 seconds: RMB 360,000/block
Description	The overall package price or segmented price can be selected according to the demand; Video scrolling playback, 3 minutes for a rolling cycle; 30 seconds minimum Each ad plays ≥ 180 times a day, Less than 3 minutes of spare time will play information about the venue (Content does not conflict and compete with the content of the exhibition)