

**Business exchange  
Trade investment  
Industry and  
education integration**

Chengdu international trade fair for automotive  
parts and aftermarket services

[www.capas-chengdu.com](http://www.capas-chengdu.com)

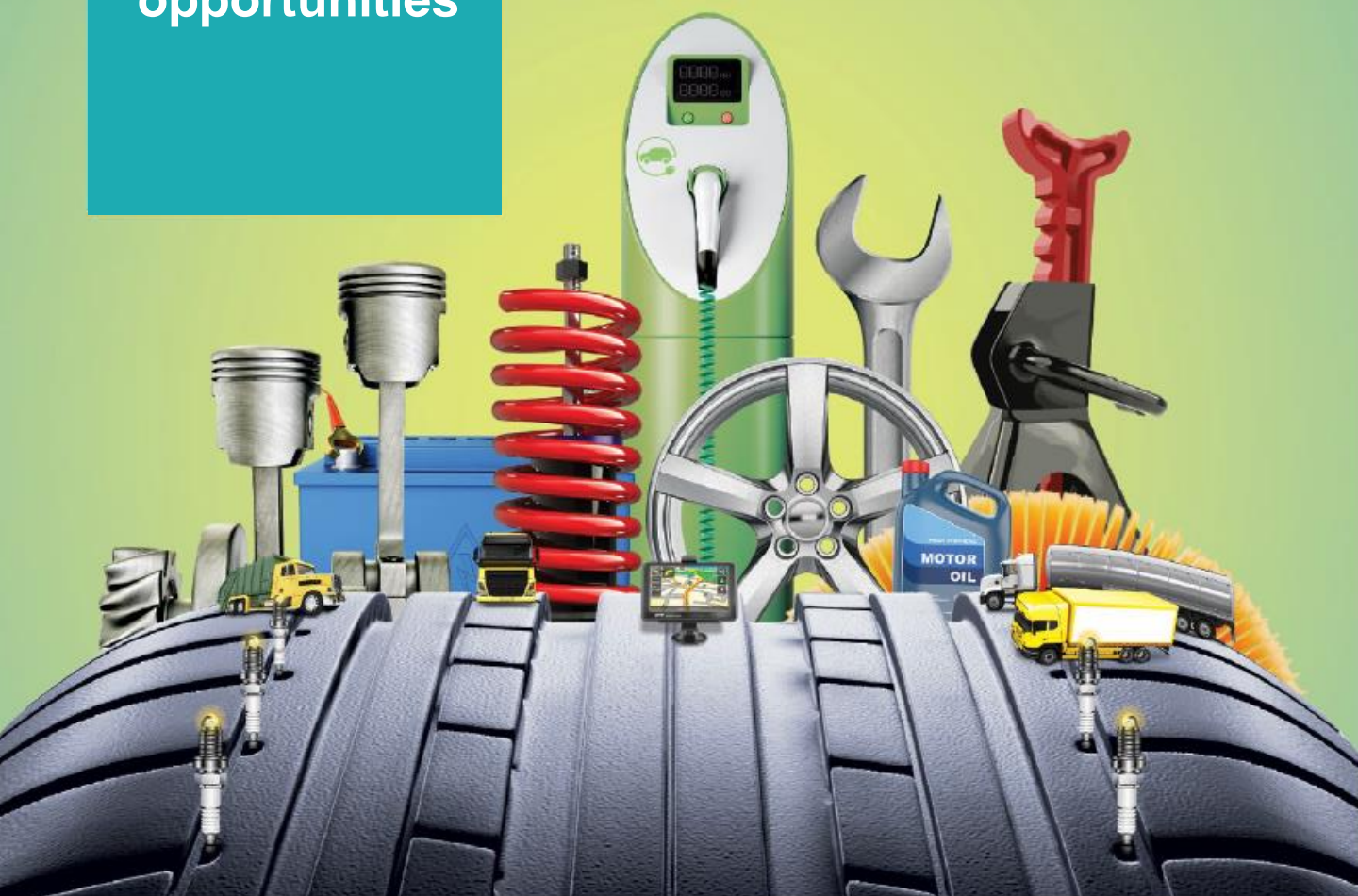


**CAPAS**  
CHENGDU

**16 – 18.5.2024**

Chengdu Century City New International  
Exhibition & Convention Center, China

**Sponsorship  
marketing  
opportunities**



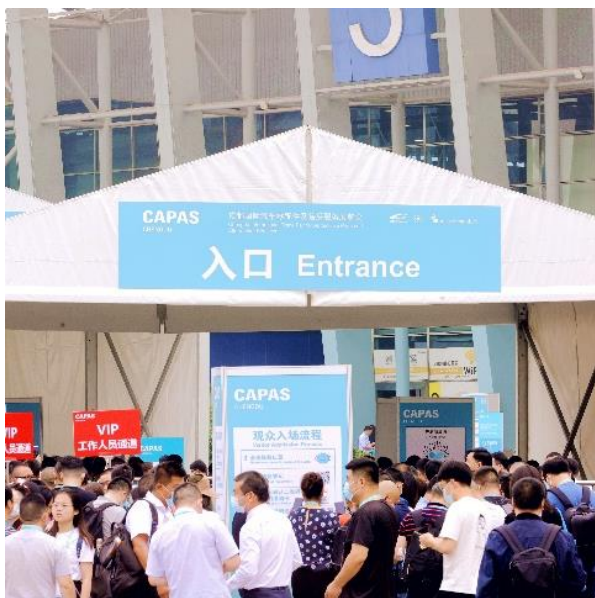
## Sponsorship marketing opportunities

### 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, title sponsorship opportunities at concurrent events 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

### A01 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's flyer will be placed in the programme area\*

\* Promotional materials provided by sponsors must be approved by the organisers in advance

Quantity and Price: On request  
(Please contact organisers for more details)

Application deadline: 12 April 2024



### A02 Distributor gala dinner

The gala dinner allows sponsors to connect and communicate in depth with major dealers and is the best platform to establish a personal business relationship.

- The sponsor's company brochure / pull-up banner will be placed at the reception desk\*
- The sponsor's name and / or logo (single unit) will be displayed on the backdrop

\* Promotional materials provided by sponsors must be approved by the organisers in advance

Quantity: Exclusive  
Price: RMB 50,000

Application deadline: 12 April 2024



# A

## Sponsorship options

### A03 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 (1-color) 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

Quantity: Exclusive  
Price: RMB 30,000

Application deadline: 12 April 2024



### A04 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- 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

Quantity: Joint sponsor  
Price: On request  
(Please contact organisers for more details)

Application deadline: 12 April 2024



# A

## Sponsorship options

### A05 Onsite distribution service

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 must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

Quantity: Joint sponsor (max. 3 sponsors)  
Price: (a) RMB 60,000 / 10,000 pcs  
(b) RMB 35,000 / 5,000 pcs

Application deadline: 12 April 2024



# B

## Onsite advertising

| Location | No.    | Item   | Price                        |
|----------|--------|--|------------------------------|
|          | B01(a) | Advertisement above hall entrances – L (horizontal)    | RMB 48,000                   |
|          | B01(b) | Advertisement above hall entrances – S (vertical)      | RMB 16,000                   |
|          | B02    | Advertisement on connection to halls                   | RMB 52,000                   |
|          | B03    | Advertisement on flag stand in front of hall entrances | RMB 27,000 / 3-sided / tower |
|          | B04    | Flag post at plaza area in front of halls              | RMB 45,000 / 15 pcs          |
|          | B05    | Flag post along Rome Road                              | RMB 50,000 / 20 pcs          |

Note: **The submission deadline of application and material production files is 12 April 2024.**  
 Prices include release and production.  
 The above pictures are for reference only. The real object should be considered as final.  
 Onsite advertisements are subject to availability. Please check with the organisers for the available location.

# B

## Onsite advertising

16 – 18.5.2024



**■ B01(a) Advertisement above hall entrances – L (horizontal)**

Specification: 10m(H) x 18.3m(W)  
Price: RMB 48,000 / pc

**■ B01(b) Advertisement above hall entrances – S (vertical)**

Specification: 10m(H) x 5.7m(W)  
Price: RMB 16,000 / pc

**■ B02 Advertisement on connection to halls**

Specification: 10m(H) x 20m(W)  
Price: RMB 52,000 / pc

**■ B03 Advertisement on flag stand in front of hall entrances**

Specification: 4m(H) x 6m(W) x 3-sided  
Price: RMB 27,000 / 3-sided / tower

Note: **The submission deadline of application and material production files is 12 April 2024.**

Prices include release and production.

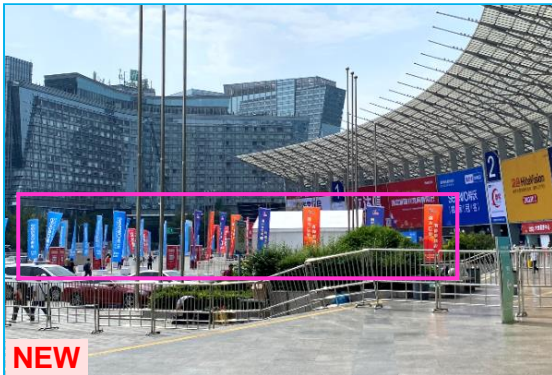
The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

# B

## Onsite advertising

16 – 18.5.2024



**NEW**

### **B04** Flag post at plaza area in front of halls

Specification: 3.5mH x 1.2mW  
Price: RMB 45,000 / 15 pcs



### **B05** Flag post along Rome Road

Specification: 3.5mH X 1.2mW  
Price: RMB 50,000 / 20 pcs

Note: **The submission deadline of application and material production files is 12 April 2024.**

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.



# C

## Publication advertising

### C01 Fair catalogue

The fair catalogue will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 210mmH x 130mmW

Bleeding size: +3mm bleeding on each side

| Item   | Price (RMB) |
|--|-------------|
| (a) Inside front cover   | 10,000      |
| (b) First page   | 10,000      |
| (c) Second page  | 10,000      |
| (d) Inside back cover  | 9,000       |
| (e) Opposite content page                                      | 7,000       |
| (f) Back page of section divider                               | 7,000       |
| (g) Run-of-page  | 6,000       |
| (h) Logo or trademark beside catalogue entry (black and white) | 500         |



**Application deadline: 12 April 2024**

## Sponsorship marketing opportunities

**CAPAS**  
CHENGDU

16 – 18.5.2024

**For more details,  
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