

INTERFOAM CHINA 2023

6.14

2023

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SNIEC-W3 



Brand Promotion Scheme

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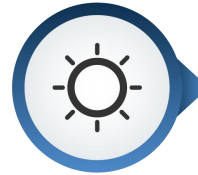
What can “Brand Promotion Scheme” do for you?

”



Enhance the influence of enterprises

Based on online and offline exhibitions, combined with other effective exposure opportunities, accurately promote your enterprises to senior management, purchasing and R&D departments in the industry and application fields.



Increase the exposure opportunities of products

Through obvious advertising pictures and printed materials and so on, you can widely display your excellent products to professionals in the industry on site and on line.



Improve the effect of participating in the exhibition

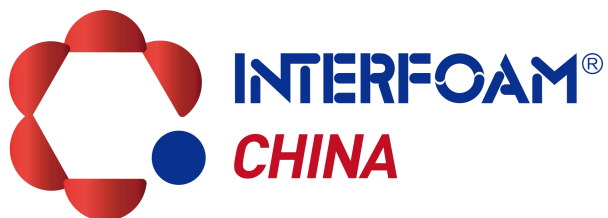
In professional exhibitions, there are always some professional competitors. The fixed booth makes it limited to contact with more customers. Therefore, you should select the appropriate advertising opportunities, comprehensively match the target customers.

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➤ **Note *:** The quotation of the following contents does not include 6% VAT.



On-site Brand Promotion

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Become a Speaker &
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01

Onsite Guide

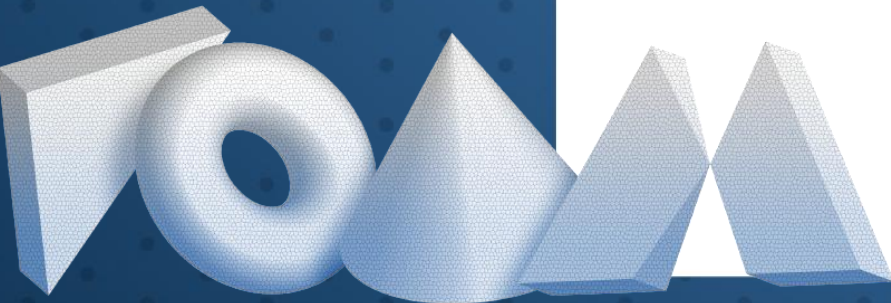


Visitor Guide is the most important material for professional visitors to visit the exhibition. They can get them free of charge when they take their badges. Each person has a copy, so that the image of your company can appear in front of the customers at the first time.



AD Items	Size	Price (USD)	Note
Back Cover	140mm*210mm	7,000	Exclusive 
Inside Pages	140mm*210mm	3,500	2 sponsors limited

On-site Brand
Promotion



On-site Brand Promotion

01 Directory



Show Guide is the only official publication of Interfoam, through which professional visitors can know your products and find your contact information at any time. It plays an important role in the connection between visitors and exhibitors.

There will be electronic version and paper version. The electronic version will be available to download from the official media of the organizer until the next exhibition. The paper version will be sold on site to professional visitors who need it.



AD Items	Size	Price (USD)	Note
Back Cover	147mm*210mm	3,500	Exclusive
Gatefold	294mm*210mm	3,500	Exclusive
Inside Front Cover	147mm*210mm	1,500	Exclusive
Inside Back Cover	147mm*210mm	1,000	Exclusive
Inside Pages	147mm*210mm	600	

On-site Brand Promotion

02

Visitor Badge



The full-page advertisement on the back of the badges is direct and clear for visitors to get information. All professional visitors will wear the badges with the full-page advertisement of your company, so that the image of your company will appear on site with all the visitors.



AD Item	Size	Price (USD)	Note
Back of the Badge	9.3cm*12cm	10,000	Exclusive SOLD



On-site Brand
Promotion

02

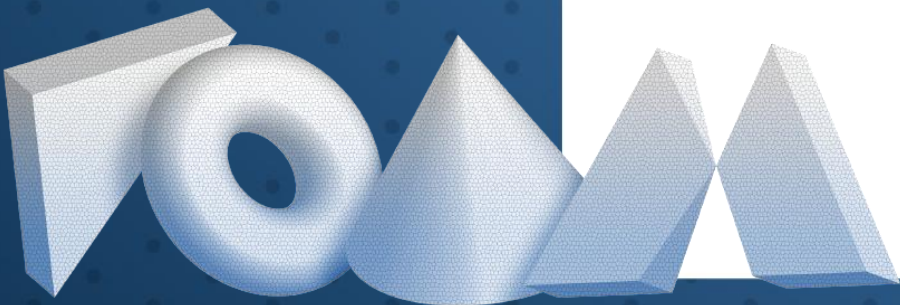
Lanyard of Visitor Badge



The most valuable advertising opportunity, all professional visitors will wear the lanyards printed with your company's Logo on site, which will maximize the recognition of your company's brand!



AD Item	Size	Price (USD)	Note
Lanyard	1.5cm*90cm	14,000	Exclusive SOLD



On-site Brand Promotion

03

Hand Bag

“

When professional visitors get the badges, they will get a hand bag printed with your company's advertisement for free, which makes it convenient for visitors and meanwhile increases your company's exposure opportunity.

”

AD Item	Price (USD)	Note
One side of the hand bags	10,000 (Contain production costs)	Exclusive



- ✓ Moving advertisement, expanding the scope
- ✓ No regional restriction
- ✓ High reuse rate

On-site Brand Promotion

03

Exhibition Publicity Materials into the Bag

“

When professional visitors get the badge, they will receive a handbag containing your company's publicity materials, which will help your company accurately distribute the materials to the visitors, and widely increase your company's exposure opportunities.

”

AD Item	Price (USD)	Note
Exhibition publicity materials into the bag	1,500	5 sponsors limited



On-site Brand Promotion

04

Outdoor Display Board

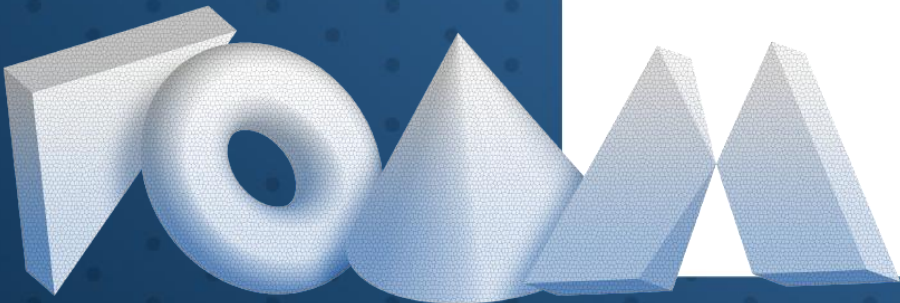
“

This place is the only way for more than 6000 professional visitors to enter the exhibition hall. The huge display board brings a strong visual impact to the visitors, so it is a good opportunity to show your company's brand.

”

To be determined

AD Item	Size	Price (USD)	Note
Outdoor display board	3m*5m	5,000	3 sponsors limited



On-site Brand Promotion

04

Hanging Flag

“

Hanging Flags will be in the high position of the exhibition hall, which is easy to attract professional visitors to reach your booth.

”

AD Item	Size	Price (USD)
Hanging Flag	3m*4m	1,000 per piece



On-site Brand Promotion

04

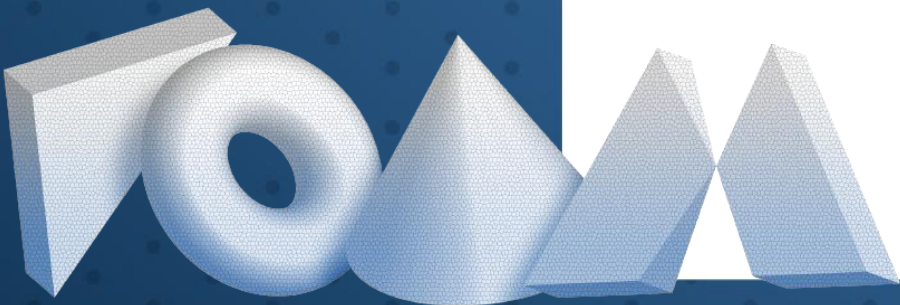
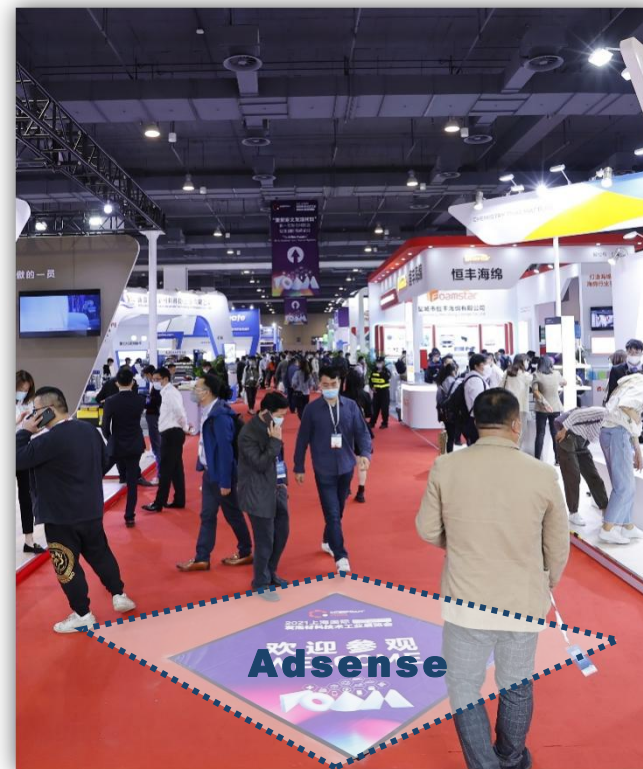
Floor Sticker



Stickers at appropriate positions of the floor, with your company's name, booth number and arrow, which will guide more potential buyers to your booth.



AD Item	Size	Price (USD)
Floor Sticker	1.2m*1.2m	1,500 (three pieces)



On-site Brand Promotion

05

Gift Sponsorship



Small gifts with your company's advertisement and logo give the visitors deep impression of your enterprise, and close the distance between you and your customers.



AD Item	Price (USD)
Gift Sponsorship	4,000

* All types of gifts should be made by the sponsors.



On-site Brand Promotion

06

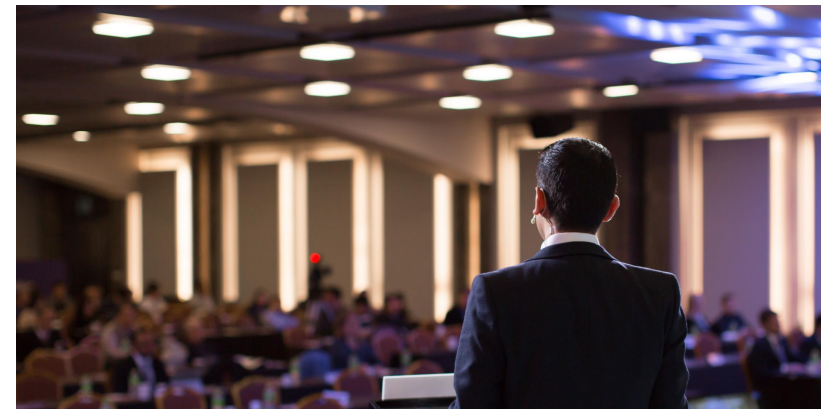
On-site Conference Sponsorship

“

“Redefine Foams”

The 2nd International Forum of Foams
and Applications

”



Sponsor's Rights	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000
Conference Handbag (canvas)	Exclusive AD on one side	X	X
Conference Guide	Inside Pages	Back Cover	Inside Pages
Publicity Materials into the Bag	√	√	√
Registration Quota	30 (your customers can be invited)	20 (your customers can be invited)	10 (your customers can be invited)
Free Speech	2 times	2 times	1 time
Warm-up video (online + offline)	online + offline	online + offline	online + offline
To be thanked onsite as a sponsor	√	√	√
Release sponsor information before the conferences	√	√	√
Customize emails and social media posts (LinkedIn, etc.)	3 times	2 times	1 time

On-site Brand Promotion

06

Conference Guide

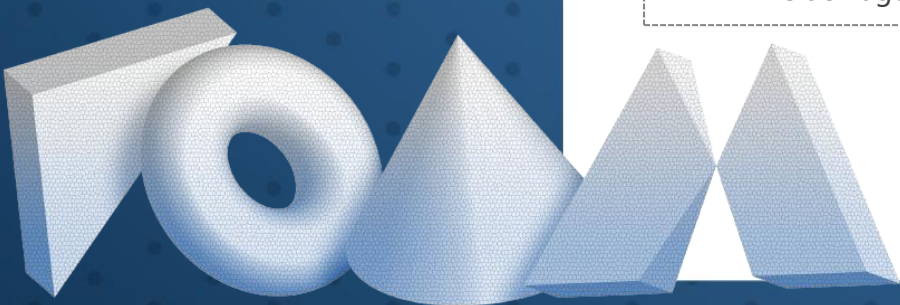


This "Conference Guide" is the only on-site printed material for the "Redefine Foams" series forum. Professional visitors who registered for the conference will have one copy at hand, and it is the most important reference material for getting the conference agenda and guest information.

The advertising opportunities on the conference guide are highly accurate, and the target customers are more high-end, so they generally have high demand for technology and products.



AD Item	Size	Price (USD)	Note
Inside Pages	147mm*210mm	800	6 sponsors limited



On-site Brand Promotion

07

Become a Speaker

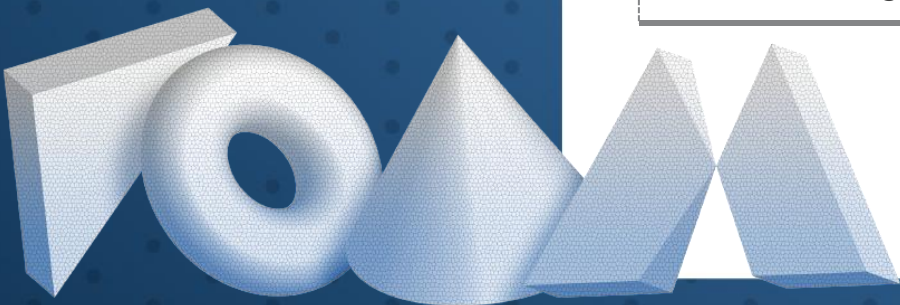


While attending the exhibition, if you want to quickly promote your latest products, technologies and services, concurrent conference is a very good choice. In the professional "Redefine Foams" series forum of Interfoam Expo, you can share your company, products, technologies and solutions with professional audiences face to face. At the same time, during the conference, you can also timely receive consultation from target customers and answer their questions, so that quickly let many target customers have a deeper understanding of your company and its products.



Speechmaker	Booth Area	Price (USD)
Offline Exhibitors	> 54m ²	Free for 1 quota
Offline Exhibitors	≤54m ²	800
Online Exhibitors	X	1,200
Independent Speech (not exhibitors)	X	1,800

On-site Brand Promotion


07

Forum Publicity Materials into the Bag



In the "Redefine Foams" series forum of Interfoam Expo, the audience will receive a handbag with your company's publicity materials for free, to help your company accurately deliver the materials to every high-end personage attending the forum.



AD Item	Price (USD)	Note
Forum publicity materials into the bag	800	6 sponsors limited





Online Brand Promotion

01

Visitor Pre-
registration Page

02

Brand Promotion
on WeChat Platform

03

Brand Promotion
on Official Website

04

Email and SMS

05

Social Media
(LinkedIn & Facebook)

06

AD Space on Photo
Live Platform

07

AD Space on Forum
Video Live Platform

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Online Brand Promotion

01

Pre-registration Page for Visitors



The registration page is the only channel for professional visitors to register, including pre-registration and on-site registration. Advertisement on this page will help you to seize the opportunity of accurate exposure, enhance brand awareness.



AD Item	Pixel	Price (USD)	Note
Registration page of WeChat and official website	1400*500px	3,500	Exclusive



Online Brand Promotion

02

Articles on WeChat Official Account



WeChat official account is the important and professional platform for Interfoam. Exclusive articles are directly pushed to our followers who actively pay attention to the exhibition and foam industry, helping you to promote products in depth in the post-epidemic era, and seize the opportunity of industrial recovery.



AD Items	Price (USD)
Single release	1,000
Head line	800
Second line	500

* The content and material should be provided by the sponsors, and all articles will be also released on the official website free of charge.



02

Picture AD in WeChat Articles



The WeChat Official Account platform is the most important channel to release the latest information of foam industry, and also the main way for professional visitors to know the activities of our exhibition.



AD Item	Pixel	Price (USD)
Picture at the beginning of the articles	900*500px	1,000 / month

16:23

4G



交作业 | 首届Interfoam发泡材料展“展后报告”正式发布，有理有料！

Interfoam发泡材料展 前天



后疫情时代

Interfoam2021作为发泡材料产业
专业展会的全球首秀
在业内人士的共同努力下
圆满成功！

Interfoam2021在诸多不利条件的限制下

03

Homepage Banner of Official Website

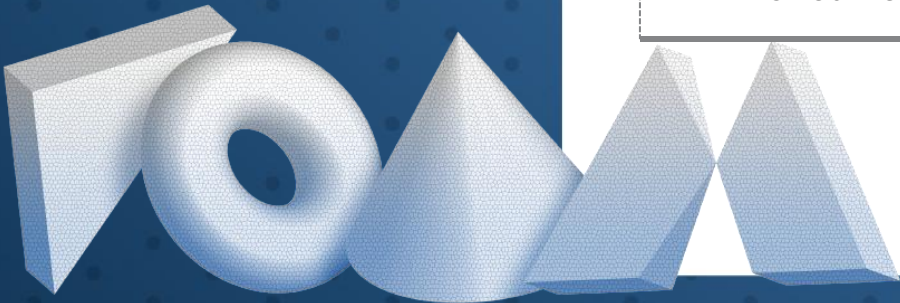


The official website of Interfoam is the preferred platform for the visitors to obtain the information of the exhibition. Put your company's advertisement on the homepage banner of our official website, so that the visitors will notice your company when they want to learn about Interfoam and have a deep impression on your company.



Online Brand Promotion

AD Item	Pixel	show time	Price (USD)	Language of Officioal Website
Homepage banner slideshow of official website	1920*650px	4 months	1,000	Chinese & English



Online Brand Promotion

04 Eemail



We will regularly send emails with different content to all data in the database. This way will accurately and widely convey the information of your company.



AD Items	Price (USD)
Customized emails	800 per time
Picture AD in the emails	300 per time



Online Brand Promotion

04 SMS



We will regularly send text messages with different content to the mobile phone users in the database. Send your information to the professional visitors in short words before and during the exhibition, so as to arouse the attention and interest of them. At the same time, the direct and efficient customized SMS will also bring more customers to your booth.



AD Item	Price (USD)	Note
Customized SMS	1,000	3 sponsors limited

* Each sponsor is limited to send SMS for one time.



Online Brand Promotion

05 Social Media

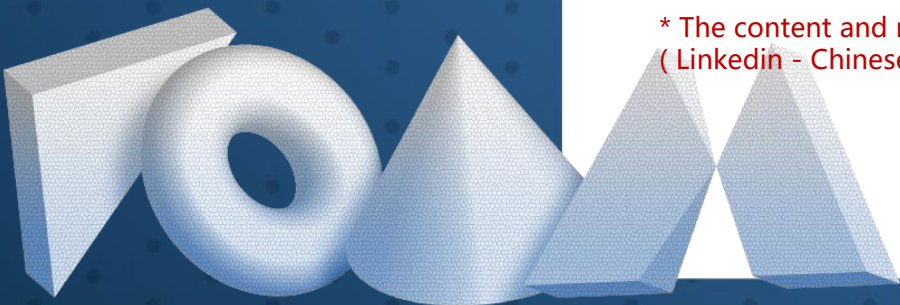
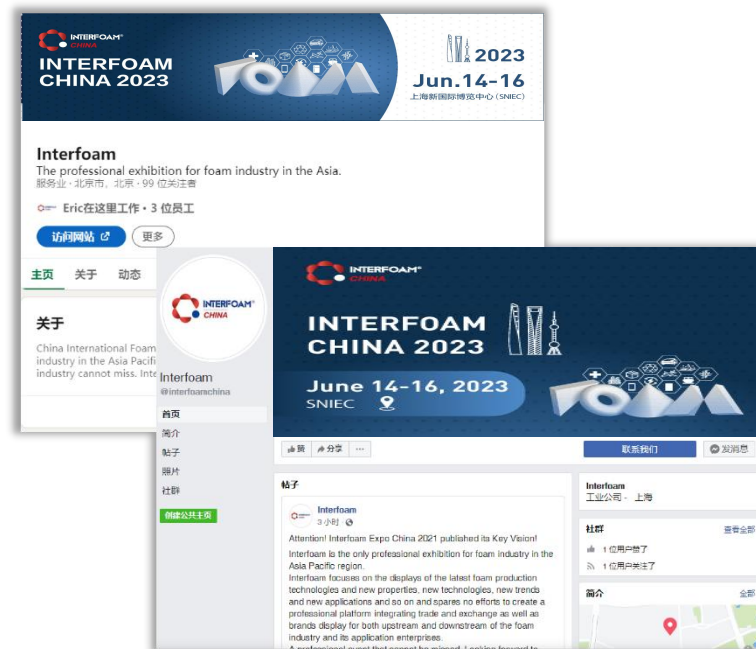


LinkedIn and Facebook are the main international social media platforms of Interfoam. The followers are mainly professionals in foam industry and application fields. So it will promote the brand image of your company to people from different countries.



AD Items	Price (USD)	Note
Released by official accounts	800 per time	Both platforms
Forwarded by official accounts	300 per time	Both platforms

* The content and material should be provided by the sponsors.
 (LinkedIn - Chinese or English; Facebook - requires English.)



Online Brand Promotion

06

AD Space on Photo Live Platform

“

In this network era, Interfoam has photo live broadcast during the exhibition, so that the audience outside can keep abreast of the exhibition site through mobile terminals. During Interfoam2021, we uploaded 1,380 photos to the photo live platform, with 28,351 visits, bringing good communication effect to exhibitors.

”

AD Items	Pixel	Price (USD)	Note
Cover	750*1014px	3,500	Exclusive
Banner	750*380px	1,800	Exclusive



Cover



Banner

Online Brand Promotion

07

AD Space on Forum Video Live Platform

“

According to the statistics of online live broadcast and playback in the Interfoam2021 post-show report, the video broadcast lasted 1,027 minutes, 5,446 person-time watched, and the total viewing time was 35,696 minutes. The audience was distributed in 23 countries and regions. The conference was highly concerned by people in the industry both at home and abroad.

AD Items	Pixel	Price (USD)	Note
Background picture of live channel	1920px (width) (height is unlimited)	5,000	Exclusive
Live channel guide page	1125*2436px		



PC



Mobile

INTERFOAM
CHINA 2023

Thanks!

