



SPONSORING PACKAGES

Participate at ready-made booths or tables for effective face-to-face networking and with customizable branding options, or become a virtual sponsor to present your company, products and latest updates online only.

Sponsor Packages & Benefits			Virtual Sponsor ☆	Affiliate Sponsor ★★	Premium Sponsor ★★★	
Listed Price (CNY) All prices quoted in CNY include applicable taxes			8.250,-	16.500,-	36.500,-	
SHANGHAI						
SHANGHAI	Onsite Benefits	Sponsor Stand	According to package	×		
		Logo Exposure	Sponsor logo on event backdrop(s)	×	✓	✓
		Promotion Clip Exposure	Sponsor's 1-minute promotion video to be played onsite	×	✓	✓
		Exclusive Networking Dinner	Access to exclusive networking dinner	×	1 per sponsor	2 per sponsor
	Additional Onsite Exposure	Speaking Opportunity	20-min speaking slot in presentation lounge (live-stream on Shipinhao)	×	×	✓
		Exclusive Meeting Room Option	Option to use adjacent meeting room for branded side-events organized by sponsor (and promoted by ITB China upon request)	×	×	2 hours included
		Delegate Bag Ad	Sponsor's brochure to be included in delegate bags	×	×	✓
ONLINE						
Buyer Incentive Mini-Site	Buyer Incentives and Lead Generation	Branded and customizable mini-site with company profile and integrated buyer incentive and lead generation functions	✓	✓	✓	
	Products and Brochures	Publish product introductions and brochure downloads	up to 3	up to 3	up to 6	
	Content Uploads (incentivizable)	Upload incentivizable contents for buyers to interact with and receive bonus points such as news articles, market surveys or event registrations	up to 3	up to 3	up to 6	
	Incentive Points	Buyer incentive points included in sponsoring package	2,000	2,000	5,000	
Online Promotion Opportunities	Pre-event Exposure	Sponsor logo on pre-event marketing collaterals, where applicable	✓	✓	✓	
	Logo on Main Page	Sponsor logo on event main page, linked to sponsor's mini-site	✓	✓	✓	
	Promotion Clip Exposure	Sponsor's 1-minute promotion video to be published on ITB China's official WeChat Shipinhao account	✓	✓	✓	
	Social Media	Dedicated social media shout-out on official ITB China accounts (WeChat, Weibo, LinkedIn, Facebook, Twitter)	×	×	✓	
	Virtual Showcase	Sponsor's virtual showcase (video, max. 20 min) to be published and promoted on online content hub	×	×	✓	
	Editorial	One news release (editorial) published through official ITB China social media accounts (WeChat, Weibo, LinkedIn, Facebook, Twitter)	×	×	✓	
	Ad Banner (content session page)	Ad banner (L-Size) on forum session pages (non-exclusive)	×	×	✓	
	Ad Banner (main page)	Ad banner (L-Size) on event home page (non-exclusive)	×	×	✓	