

# CCBEC

## SHENZHEN

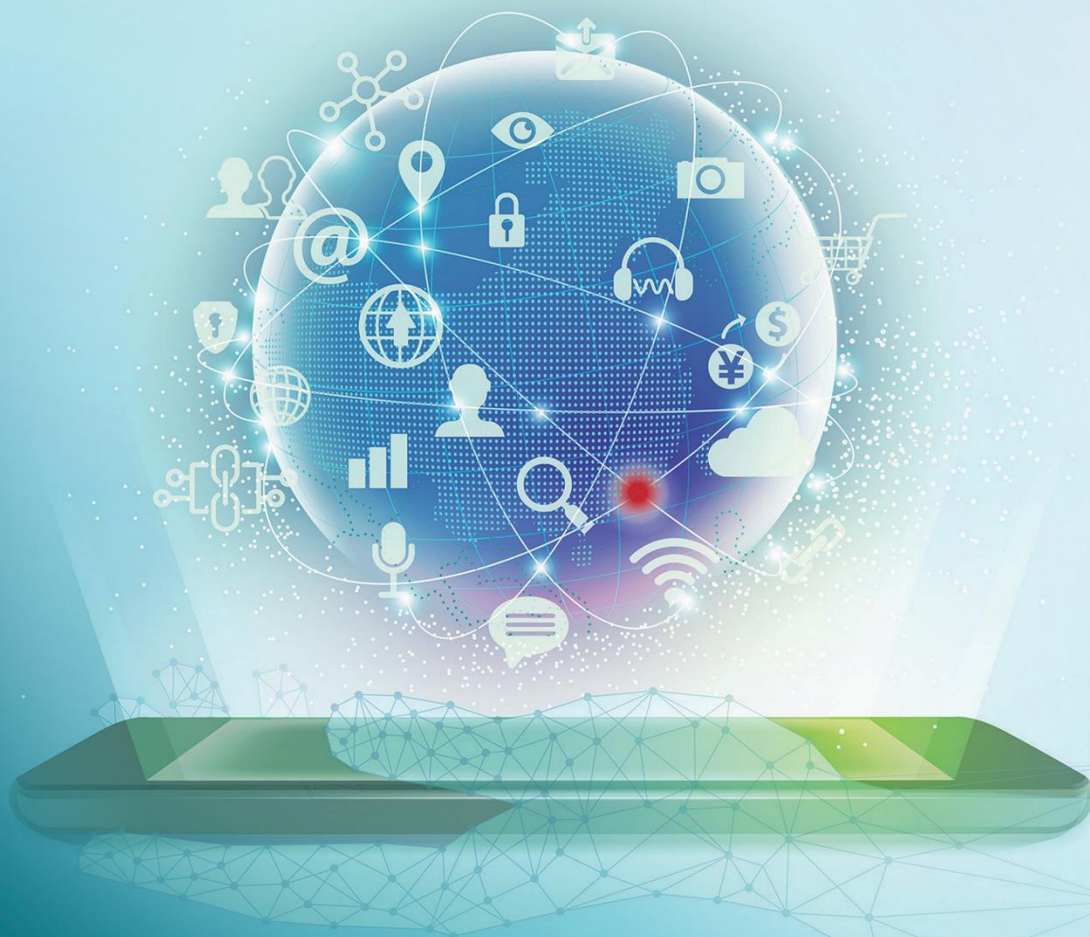
China (Shenzhen) Cross Border  
E-commerce Fair

**11 – 13 September 2024**

Shenzhen World Exhibition &  
Convention Center, China

# Sponsorship marketing opportunities

[www.ccbec-shenzhen.com](http://www.ccbec-shenzhen.com)



## Sponsorship marketing opportunities

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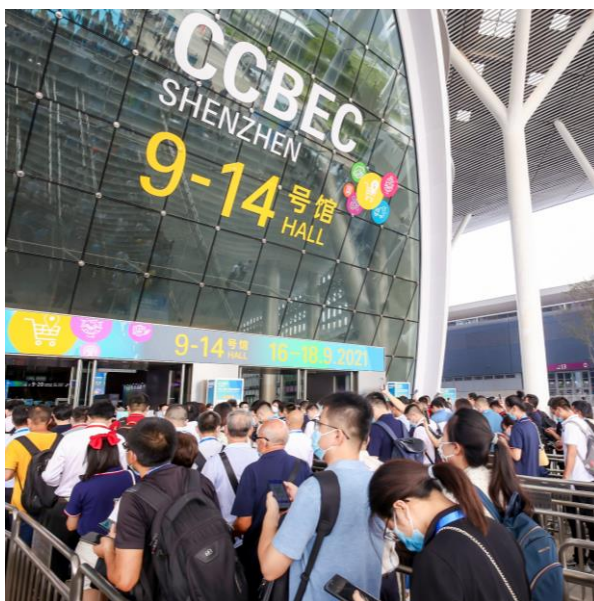
11 – 13.9.2024

### 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 publications, sponsorship opportunities at functional areas and onsite souvenir distribution 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

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### A01 Exhibitor admission badge

Exhibitor admission badges are the official access pass to the fair. They reach each exhibitor directly at the show.

- Sponsor's logo (single unit) and / or advertisement will appear on the back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive sponsor  
Price: RMB 35,000

Application deadline: 19 July 2024



### A02 Exhibitor lanyard

Exhibitor lanyard will be distributed at registration counters to all exhibitors for their badges during the show.

- Sponsor's logo (single unit) will appear together with show logo (1-color) on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive sponsor  
Price: RMB 38,000

Application deadline: 19 July 2024





# A

## Sponsorship options

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### A03 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on the backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for their sponsored area
- The exact location of distribution will be decided by the organisers
- Please contact the organisers for more details

Quantity: Joint sponsor  
Price: On request

Application deadline: 19 July 2024



### A04 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. 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 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 sponsor  
Price: RMB 150,000

Application deadline: 19 July 2024



# A

## Sponsorship options

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### A05 Show bag insertion

Show bag insertions and / or souvenirs will be placed inside the show bags and distributed to visitors free of charge at the registration halls.

- Sponsors must submit company or product flyers (limited to one A4 page) to the organisers at the fairground two days before the show opening
- The materials must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers

Quantity: Joint sponsor  
Price: RMB 60,000

Application deadline: 19 July 2024

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### A06 Bottled water

Bottled water will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events.

- Sponsor's logo and / or advertisement will appear on the bottled water together with the show logo and / or advertisement
- 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: RMB 32,000

Application deadline: 19 July 2024



# A

## Sponsorship options

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### A07 Show souvenir

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

- 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

Application deadline: 19 July 2024



### A08 Seminar sponsorship packages

A series of seminars will be held during the show, with aims to offer information exchange and learning opportunities for key industry players. Sponsors will gain valuable exposure as well as key business opportunities.

- Brand exposure opportunities and entitlements will be in accordance with the specific sponsorship package selected, please contact the organisers for more details.

Quantity	(a) Premium level:	RMB 680,000	(exclusive sponsor)
& Price:	(b) Diamond level:	RMB 360,000	(2 sponsors)
	(c) Platinum level:	RMB 200,000	(3 sponsors)
	(d) Gold level:	RMB 100,000	(5 sponsors)
	(e) Silver level:	RMB 50,000	(8 sponsors)
	(f) Acknowledgement:	RMB 20,000	(10 sponsors)

Application deadline: 19 July 2024

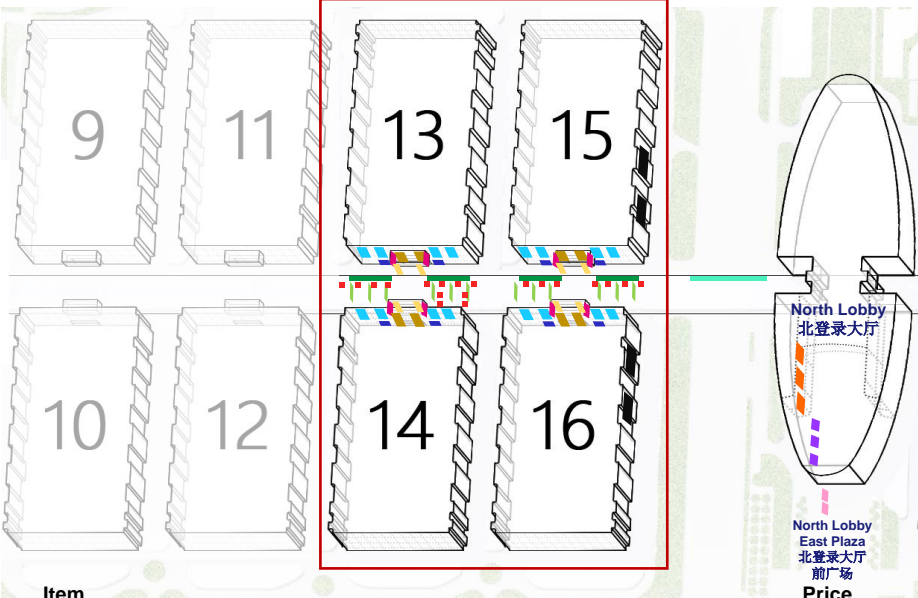















# B

## Onsite advertising

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No.	Item	Price
 B01	Billboard – North Registration Lobby East Plaza	RMB 55,000 / pc
 B02(a)	Hanging banner – North Registration Lobby: Front, 2-sided	RMB 65,000 / pc
 B02(b)	Hanging banner – North Registration Lobby: Back, 1-sided	RMB 40,000 / pc
 B03(a)	Glass sticker on escalator – Central corridor (Level 2): Halls 15, 16 to North Lobby	RMB 60,000 / pc
 B03(b)	Glass sticker on escalator – Central corridor (Level 2): Outside halls	RMB 38,000 / pc
 B04(a)	Banner – Hall entrance (external): Central corridor (upper)	RMB 88,000 / pc
 B04(b)	Banner – Hall entrance (external): Central corridor (lower)	RMB 42,000 / pc
 B04(c)	Banner – Hall entrance (external): Facing North Hall	RMB 100,000 / pc
 B05(a)	Glass sticker – Hall entrance (external): Entrance on Level 2 (lateral)	RMB 55,000 / pc
 B05(b)	Glass sticker – Hall entrance (external): Entrance on Level 2 (front)	RMB 20,000 / pc
 B05(c)	Glass sticker – Hall entrance (external): Entrance on Level 1 (front)	RMB 18,000 / pc
 B06	Hanging banner – Central corridor (Level 1)	(a) RMB 60,000 / 3 pcs (b) RMB 22,000 / pc
 B07	Pillar wrap – Central corridor (Level 1)	(a) RMB 68,000 / 3 pillars (b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 16 August 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.

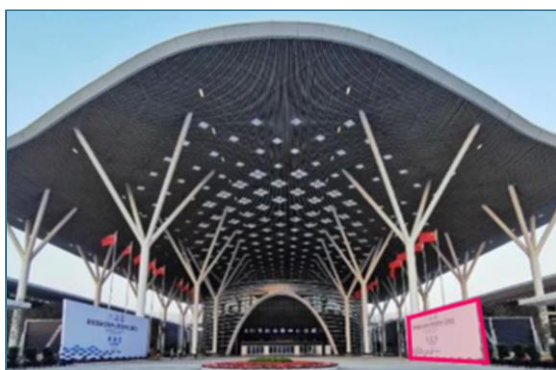
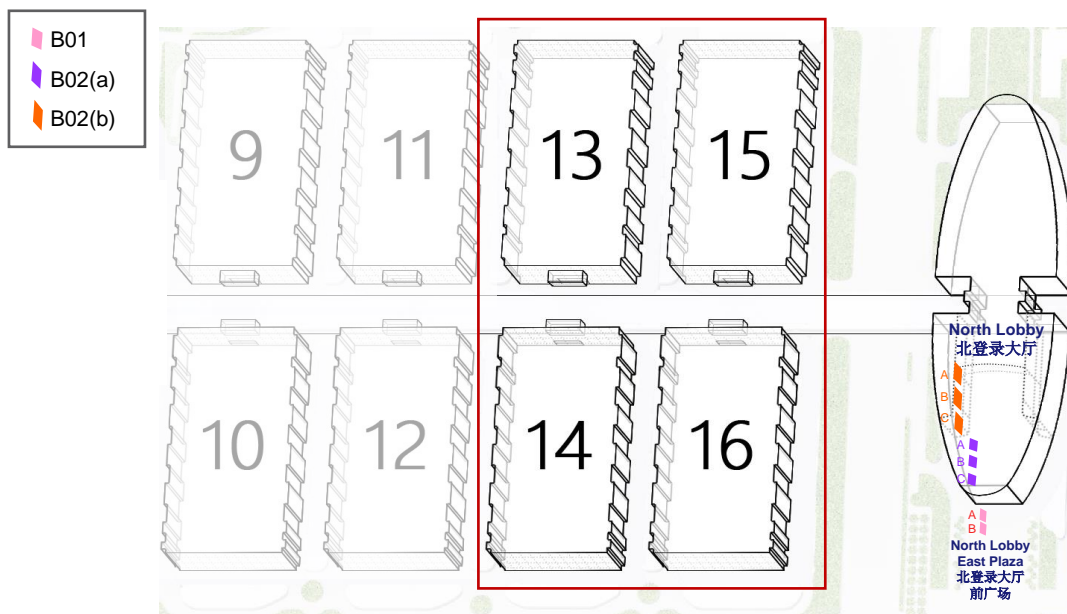
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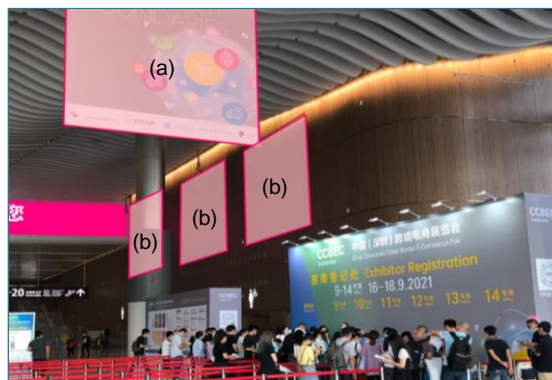
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### B01 Billboard – North Registration Lobby East Plaza

Specification: Front: 4m(H) x 8m(W)  
Lateral: 4m(H) x 1.5m(W) x 2-sided  
Price: RMB 55,000 / pc



### B02 Hanging banner – North Registration Lobby

Specification: (a) Front, 2-sided: 8m(H) x 4m(W)  
(b) Back, 1-sided: 6m(H) x 5m(W)  
Price: (a) RMB 65,000 / pc  
(b) RMB 40,000 / pc

Note: **The submission deadline of application and material production files is 16 August 2024.**  
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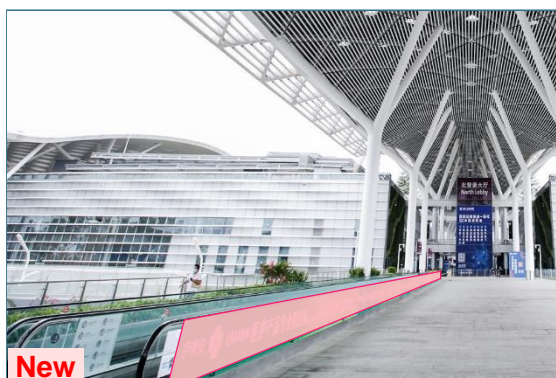
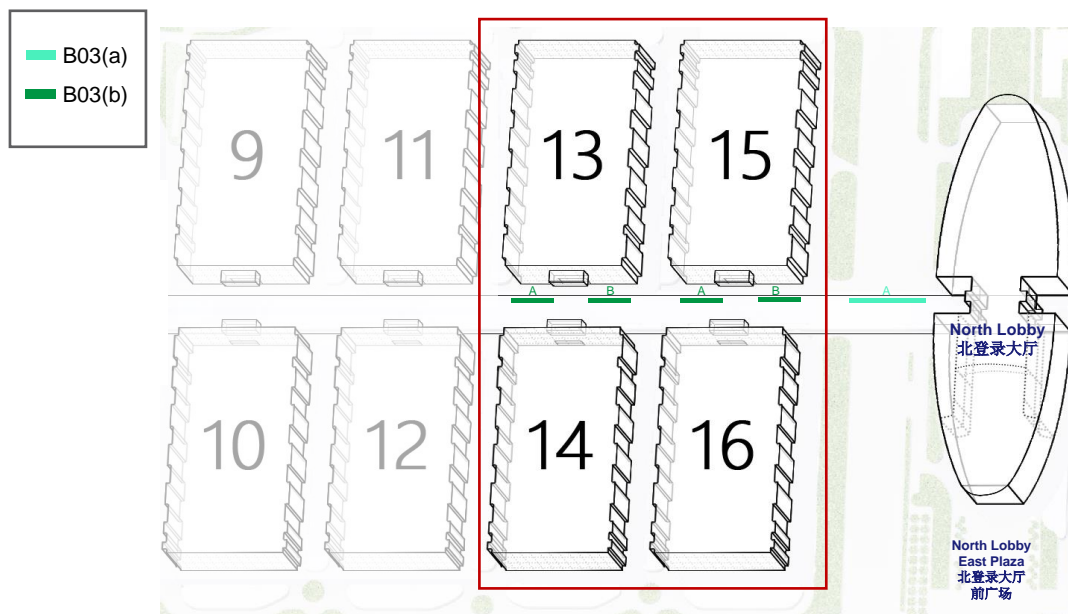
# B

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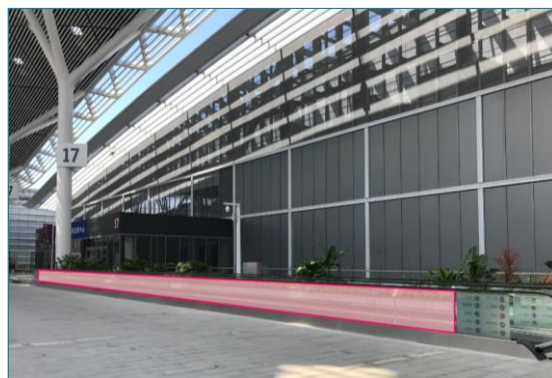


New

### B03(a) Glass sticker on escalator – Central corridor (Level 2): Halls 15, 16 to North Lobby

Specification: 0.72m(H) x 63m(W)

Price: RMB 60,000 / pc



### B03(b) Glass sticker on escalator – Central corridor (Level 2): Outside halls

Specification: 0.72m(H) x 36m(W)

Price: RMB 38,000 / pc

Note: The submission deadline of application and material production files is 16 August 2024.

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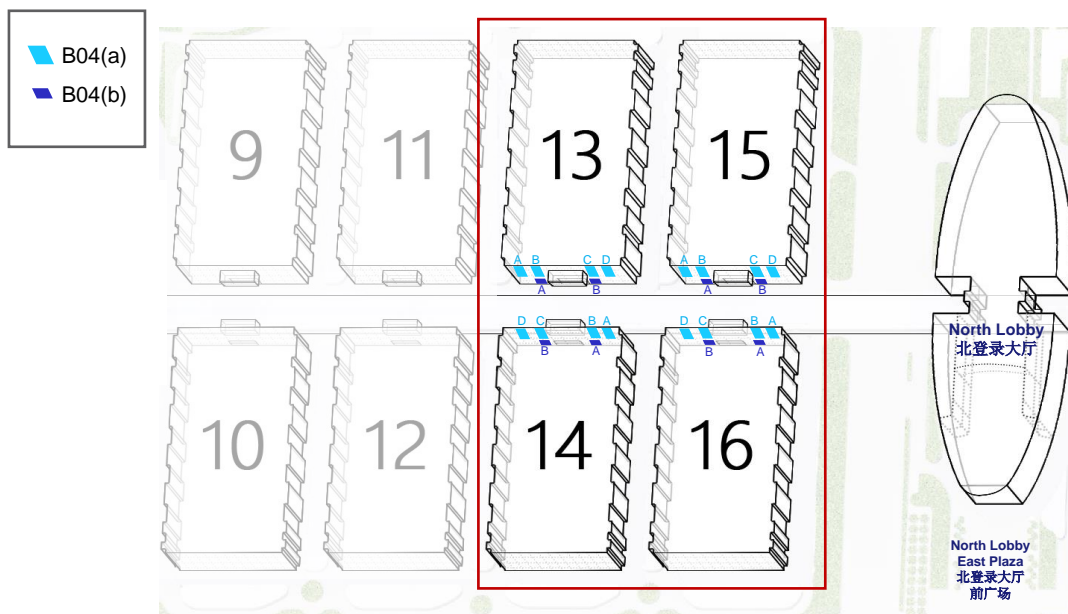
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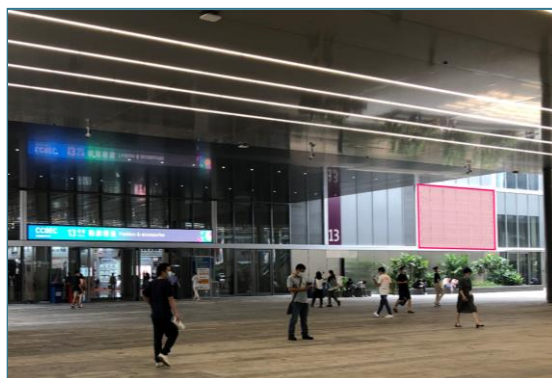
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**B04(a) Banner**  
– Hall entrance (external):  
Central corridor (upper)

Specification: 10m(H) x 9m(W)  
Price: RMB 88,000 / pc



**B04(b) Banner**  
– Hall entrance (external):  
Central corridor (lower)

Specification: 5m(H) x 9m(W)  
Price: RMB 42,000 / pc

Note: The submission deadline of application and material production files is 16 August 2024.  
Prices include release and production.  
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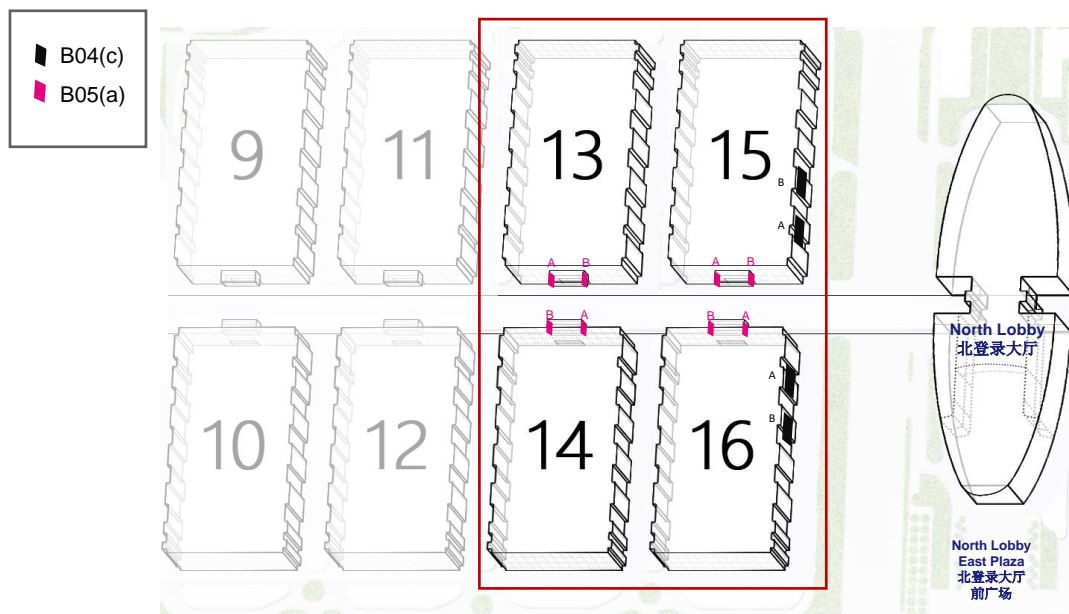
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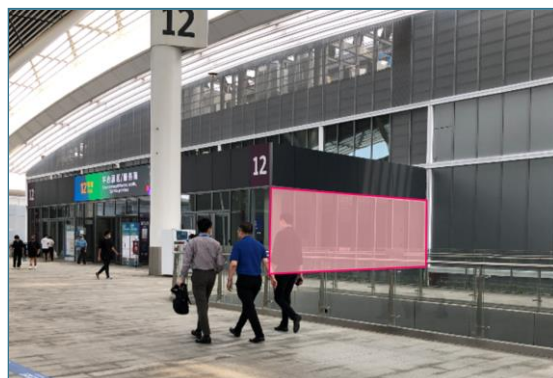
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New

### B04(c) Banner – Hall entrance (external): Facing North Hall

Specification: 9m(H) x 15m(W)  
Price: RMB 100,000 / pc



### B05(a) Glass sticker – Hall entrance (external): Entrance on Level 2 (lateral)

Specification: 4m(H) x 12m(W)  
Price: RMB 55,000 / pc

Note: The submission deadline of application and material production files is 16 August 2024.  
Prices include release and production.  
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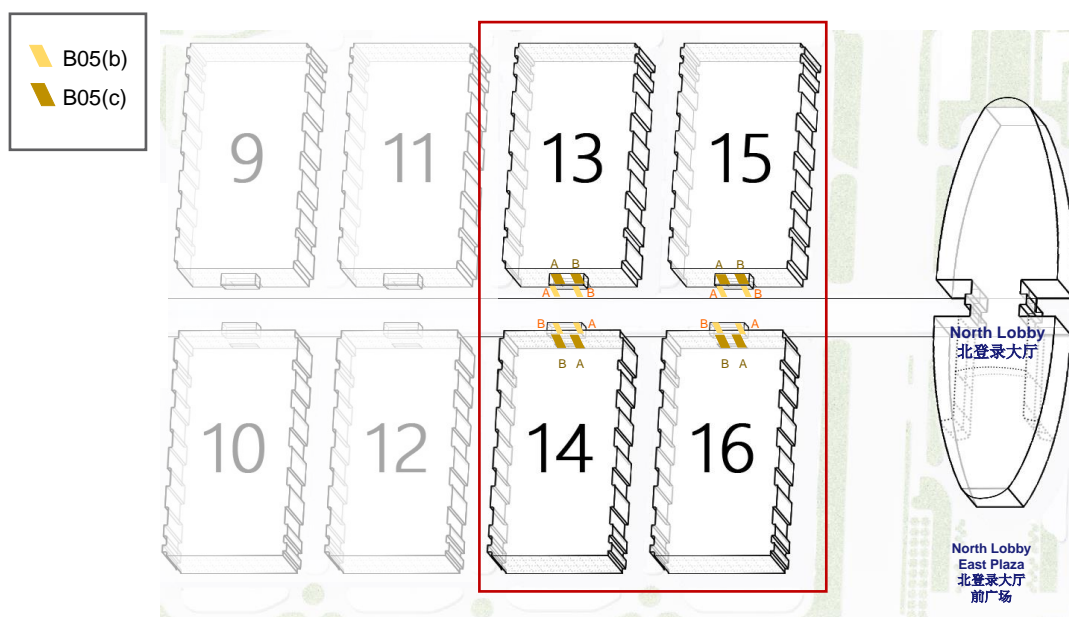
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## Onsite advertising

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**B05(b) Glass sticker**  
– Hall entrance (external):  
Entrance on Level 2 (front)

Specification: 4m(H) x 1.5m(W) x 2 pcs  
Price: RMB 20,000 / 2 pcs



**B05(c) Glass sticker**  
– Hall entrance (external):  
Entrance on Level 1 (front)

Specification: 3m(H) x 1.5m(W) x 2 pcs  
Price: RMB 18,000 / 2 pcs

Note: The submission deadline of application and material production files is 16 August 2024.

Prices include release and production.

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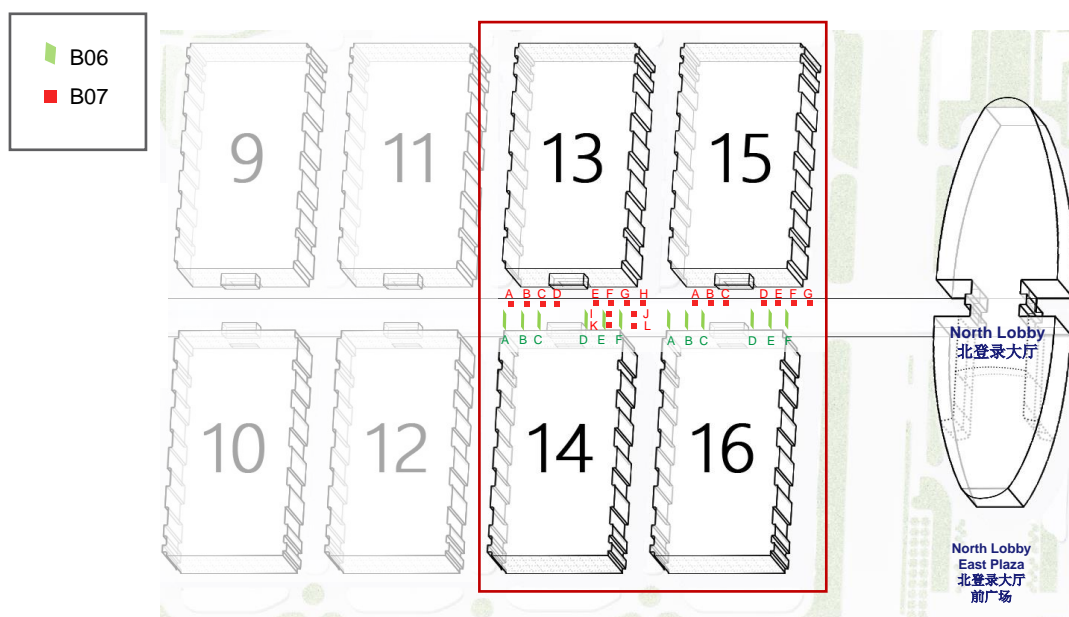
# B

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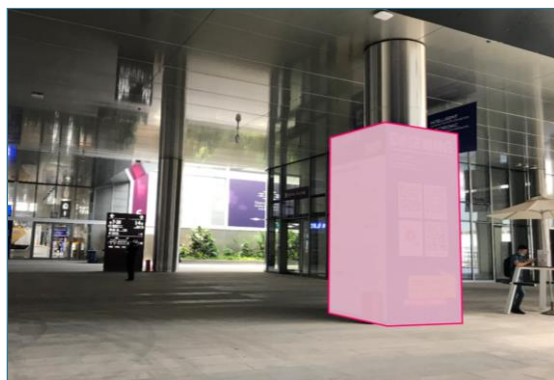
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### B06 Hanging banner – Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x 2-sided

Price: (a) RMB 60,000 / 3 pcs  
(b) RMB 22,000 / pc



### B07 Pillar wrap – Central corridor (Level 1)

Specification: 4m(H) x 2m(W) x 4-sided

Price: (a) RMB 68,000 / 3 pillars  
(b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 16 August 2024.

Prices include release and production.

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C

## Publication advertising

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### C01 Visitor guide

The visitor guide will be distributed free of charge to visitors at registration counters, it is an excellent tool providing visitors with important information about the fair.

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

Publication trim size: 260mm(H) x 165mm(W)  
Bleeding trim size: 266mm(H) x 171mm(W)  
+3mm bleeding on each side

Item	Price
(a) Cover	RMB 30,000
(b) Inside front cover	RMB 25,000
(c) First page	RMB 25,000
(d) Inside back cover	RMB 25,000
(e) Opposite inside back cover	RMB 25,000
(f) Run-of-page	RMB 15,000

Application deadline: 19 July 2024



## Sponsorship marketing opportunities

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**For more details,  
please contact:**

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