



**toy&edu**  
CHINA



**baby & stroller**  
CHINA



**licensing**  
CHINA

**30.3 – 1.4.2022**

Shenzhen World Exhibition &  
Convention Center (near the airport)  
深圳国际会展中心 (宝安新馆)

Shenzhen International Toy and Education Fair  
第34届国际玩具及教育产品(深圳)展览会

Shenzhen International Stroller, Mother and  
Baby Product Fair  
第13届国际童车及母婴童用品(深圳)展览会

Shenzhen International Licensing and  
Licensed Product Fair  
2022国际授权及衍生品(深圳)展览会

**Greater Bay, greater play**  
**共聚大湾区 重构新格局**

**Sponsorship  
Marketing  
Opportunities**



**messe frankfurt**

Guangzhou Li Tong Messe Frankfurt Co Ltd



**Guangdong Toy Association**

Guangdong Toy Association



**toy&edu**  
CHINA



**baby&stroller**  
CHINA



**licensing**  
CHINA

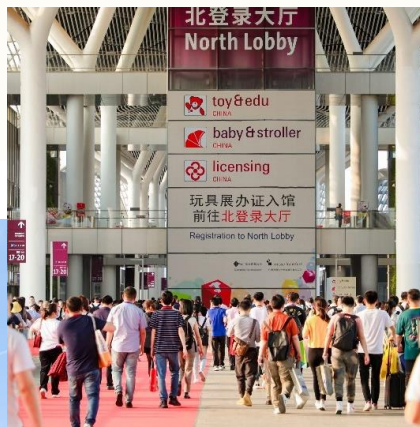
## Sponsorship Marketing Opportunities

### 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 and 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!





**toy&edu**  
CHINA



**baby & stroller**  
CHINA



**licensing**  
CHINA

## (A) Sponsorship Marketing Options

### A01 Visitor admission badge

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

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

Quantity:

Exclusive sponsor

Price:

RMB 60,000

**SOLD**

Application deadline: 28 January 2022



### A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo will appear together with show logo 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 60,000

**SOLD**

Application deadline: 28 January 2022



### A03 Show bag – VIP, concurrent programmes

Show bags will be distributed to the VIPs and attendees at designated locations / events. 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:

Joint sponsor

Price:

RMB 60,000

Application deadline: 28 January 2022





**toy&edu**  
CHINA



**baby & stroller**  
CHINA



**licensing**  
CHINA

## (A) Sponsorship Marketing Options

### A04 Hand sanitiser station

The sponsor's logo will be printed onto the hand sanitiser stations that placed around the fairground.

- Sponsor's logo (single unit) will appear on the hand sanitiser station together with the show logo and / or advertisement
- The exact location of the station will be decided by the organisers
- Price includes production fee

Price: (a) All stations: RMB 70,000 (Exclusive)  
(b) 1 station (designated hall): RMB 5,000 (Joint)

Application deadline: 28 January 2022



### A05 Souvenir

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

- 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: 28 January 2022







**toy&edu**  
CHINA



**baby&stroller**  
CHINA



**licensing**  
CHINA

## (B) Publications

### B01 Fair catalogue – Toy & Baby

The fair catalogue (Toy & Baby) 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

Catalogue trim size: 285mm (H) x 210mm (W)  
Bleeding size: 291mm (H) x 216mm (W)  
(+3mm bleeding on each side)

Item		Price
(a)	Cover	<b>SOLD</b> RMB 18,000
(b)	Front page	<b>SOLD</b> RMB 8,000
(c)	ROP	RMB 4,000

Application deadline: 28 January 2022



### B02 Fair catalogue – Licensing

The fair catalogue (Licensing) 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

Catalogue trim size: 210mm (H) x 140mm (W)  
Bleeding size: 216mm (H) x 146mm (W)  
(+3mm bleeding on each side)

Item	Price
(a) Cover	RMB 18,000
(b) Front page	RMB 8,000
(c) ROP	RMB 4,000

Application deadline: 28 January 2022





**toy&edu**  
CHINA



**baby&stroller**  
CHINA



**licensing**  
CHINA

## (B) Publications

### B03 Visitor guide – Toy & Baby (English version)

The visitor guide (Toy & Baby) will be distributed for free to visitors at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

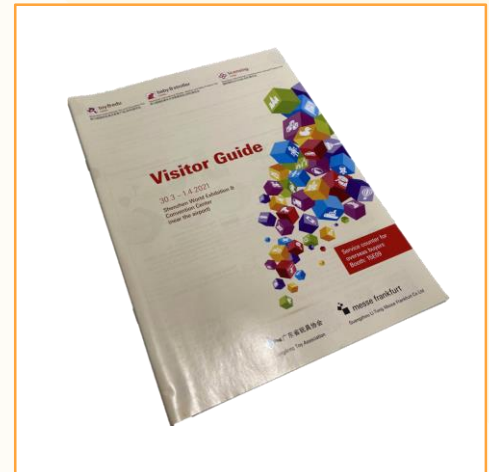
- The design must be approved by the organisers in advance
- Price includes production fee

Visitor guide trim size: 285mm (H) x 210mm (W)

Bleeding size: 291mm (H) x 216mm (W)  
(+3mm bleeding on each side)

Item	Price
(a) Cover	RMB 18,000
(b) Front page	RMB 8,000
(c) ROP	RMB 4,000

Application deadline: 28 January 2022



### B04 Visitor guide – Licensing (Chinese version) (New)

The visitor guide (Licensing) will be distributed for free to visitors at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

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

Visitor guide trim size: 210mm (H) x 140mm (W)

Bleeding size: 216mm (H) x 146mm (W)  
(+3mm bleeding on each side)

Position: ROP

Price: RMB 4,000

Application deadline: 28 January 2022





**toy&edu**  
CHINA

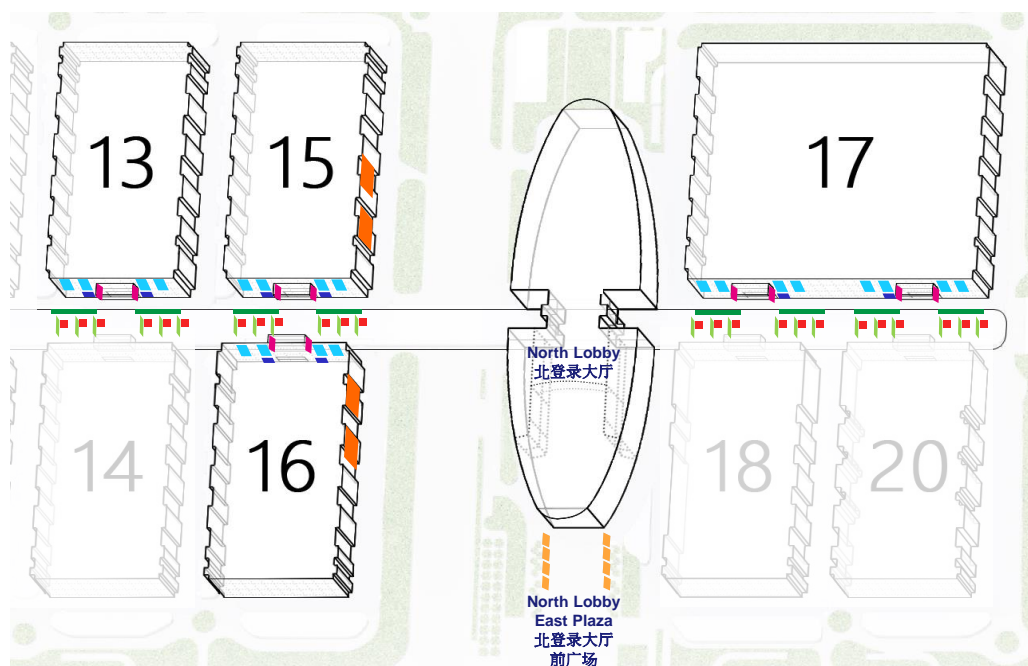


**baby&stroller**  
CHINA



**licensing**  
CHINA

### (C) Onsite Advertising



Position	No.	Item	Price
	C01	Billboard – North Lobby East Plaza (level 1)	RMB 40,000 / pcs
	C02	Glass sticker on escalator – Central corridor (level 2): Outside halls	RMB 38,000 / pcs
	C03(a)	Banner – Hall entrance (external): Central corridor	RMB 88,000 / pcs
	C03(b)	Banner – Hall entrance (external): Facing North Hall	RMB 100,000 / pcs
	C04	Lightbox – Hall entrance (external)	RMB 85,000 / pcs
	C05	Glass sticker – Hall entrance (external)	RMB 55,000 / pcs
	C06(a)	Hanging banner – Central corridor (level 1)	RMB 68,000 / 3pcs
	C06(b)	Hanging banner – Central corridor (level 1)	RMB 25,000 / pcs
	C07	Pillar wrap – Central corridor (level 1)	RMB 25,000 / pillar

**Note:** The submission deadline of application and material production files is 28 January 2022.

Prices include release and production.

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

Advertising items are subject to availability. Please check with the organisers for the available location.



**toy&edu**  
CHINA

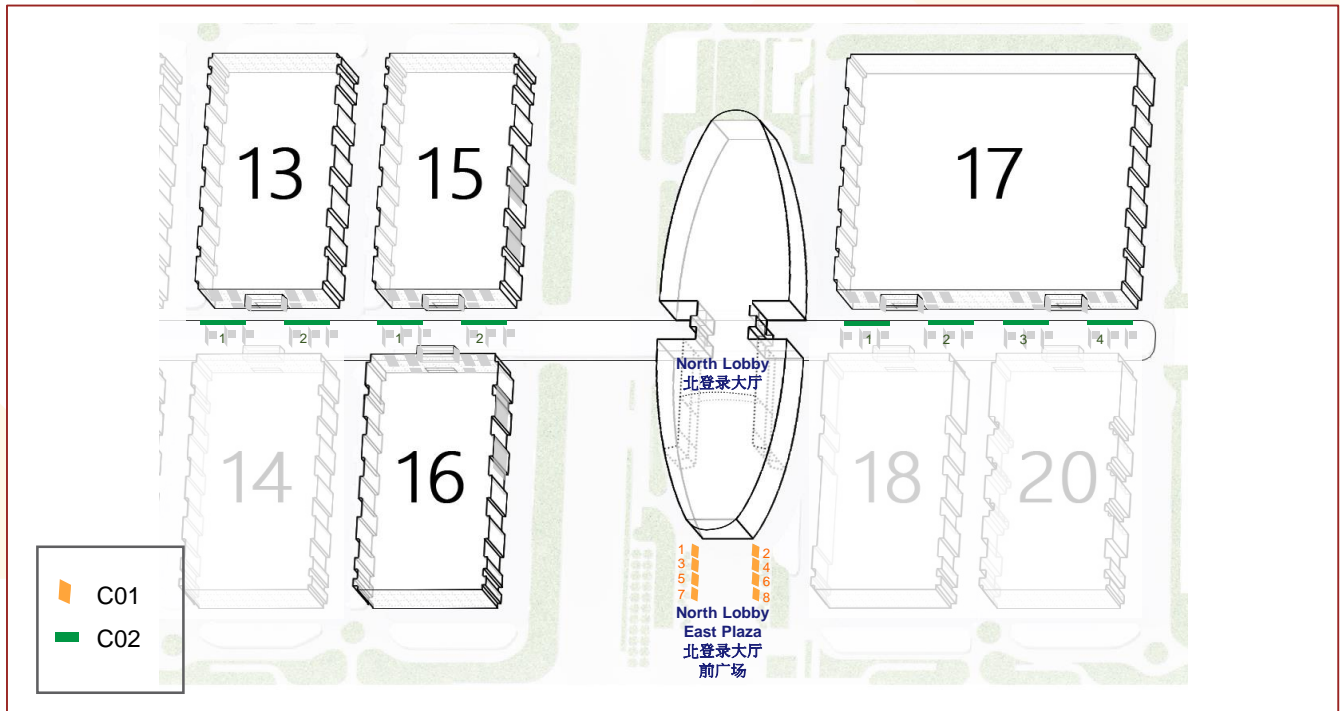


**baby&stroller**  
CHINA



**licensing**  
CHINA

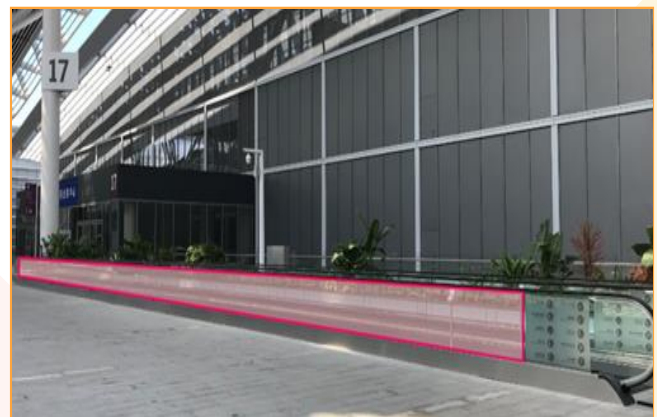
### (C) Onsite Advertising



#### **C01 Billboard** – North Lobby East Plaza (level 1)

Specification: 4m(H) x 8m(W)

Price: RMB 40,000 / pcs



#### **C02 Glass sticker on escalator** – Central corridor (level 2)

Specification: Outside halls – 0.72m(H) x 36m(W)

Price: RMB 38,000 / pcs

**Note:** The submission deadline of application and material production files is 28 January 2022.

Prices include release and production.

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

Advertising items are subject to availability. Please check with the organisers for the available location.





**toy&edu**  
CHINA

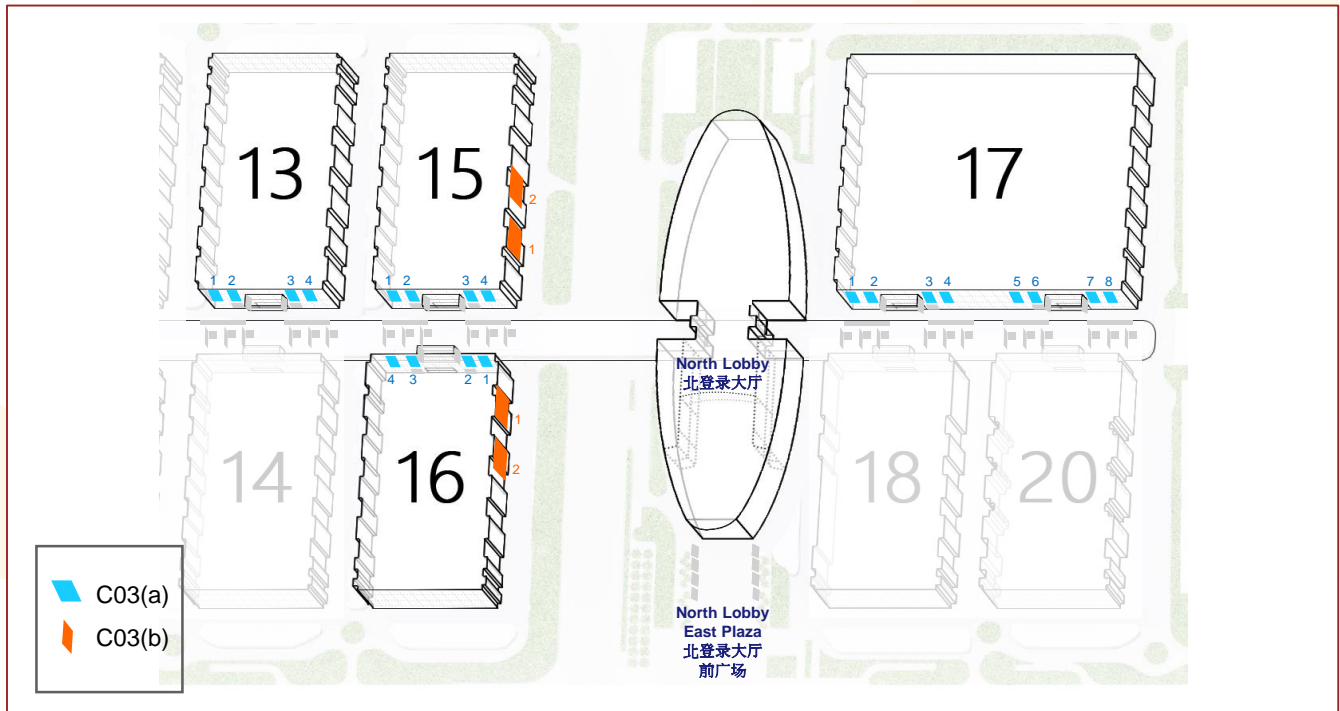


**baby&stroller**  
CHINA



**licensing**  
CHINA

### (C) Onsite Advertising



**C03(a) Banner – Hall entrance (external):  
Central corridor**

Specification: 10-12m(H) x 9m(W)

Price: RMB 88,000 / pcs



**C03(b) Banner – Hall entrance (external):  
Facing North Hall**

Specification: 9m(H) x 15m(W)

Price: RMB 100,000 / pcs

**Note:** The submission deadline of application and material production files is 28 January 2022.

Prices include release and production.

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

Advertising items are subject to availability. Please check with the organisers for the available location.



**toy&edu**  
CHINA

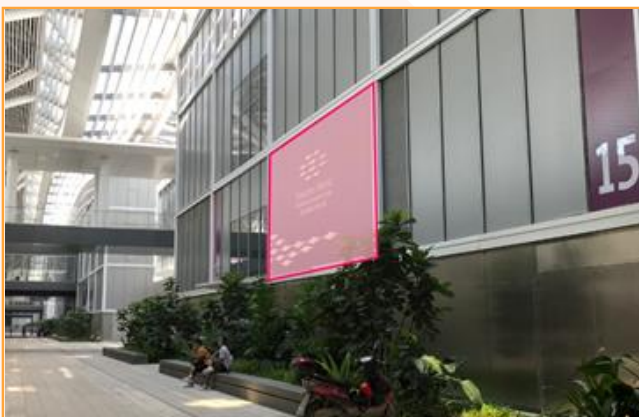
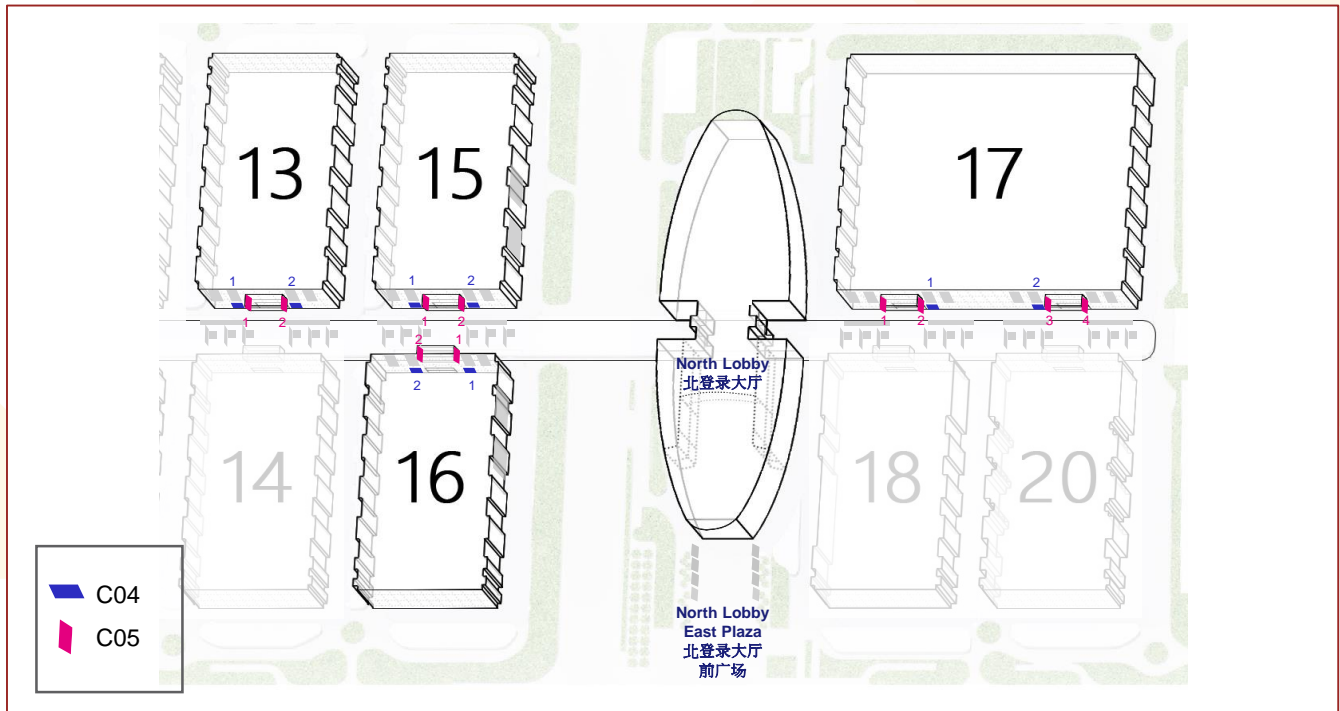


**baby&stroller**  
CHINA



**licensing**  
CHINA

### (C) Onsite Advertising



#### **C04 Lightbox** – Hall entrance (external)

Specification: 5m(H) x 9m(W)

Price: RMB 85,000 / pcs



#### **C05 Glass sticker** – Hall entrance (external)

Specification: 4m(H) x 12m(W)

Price: RMB 55,000 / pcs

**Note:** The submission deadline of application and material production files is 28 January 2022.  
Prices include release and production.  
The above pictures are for reference only. The real object should be considered as final.  
Advertising items are subject to availability. Please check with the organisers for the available location.



**toy&edu**  
CHINA

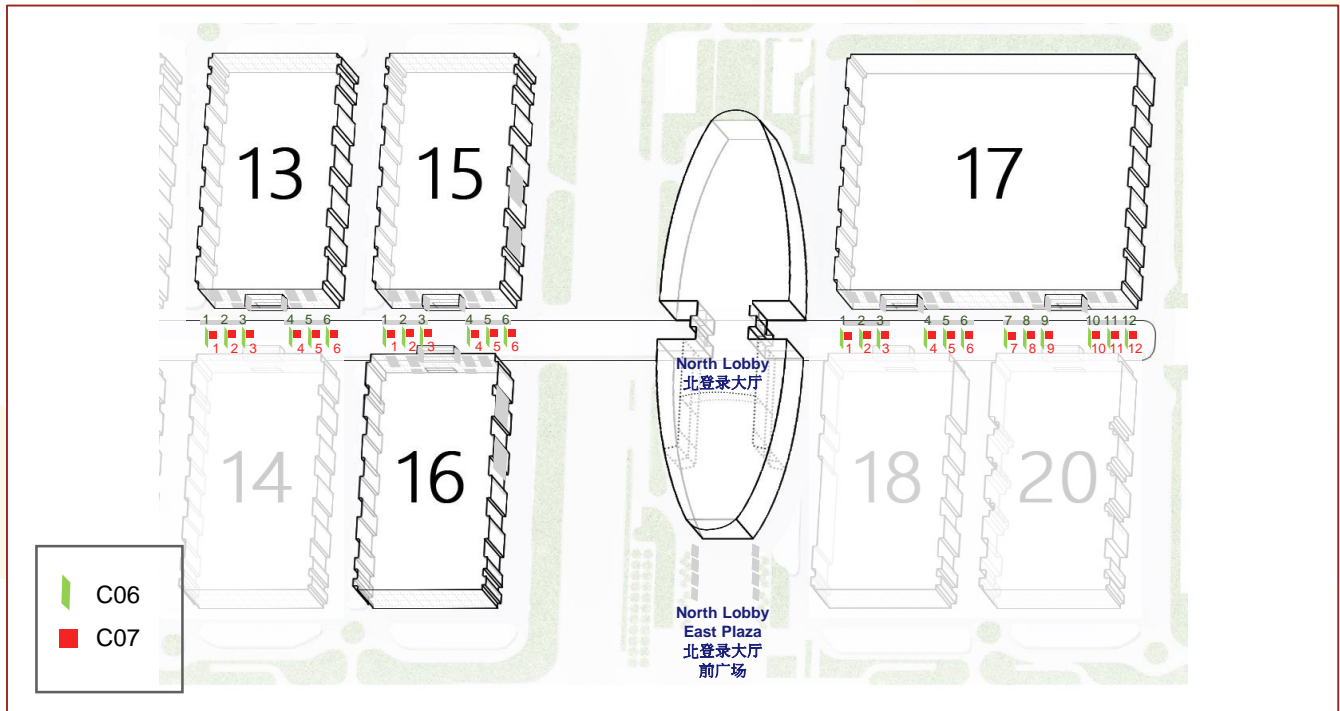


**baby&stroller**  
CHINA



**licensing**  
CHINA

### (C) Onsite Advertising



#### **C06 Hanging banner – Central corridor (level 1)**

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

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



#### **C07 Pillar wrap – Central corridor (level 1)**

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

Price: RMB 25,000 / pillar

**Note:** The submission deadline of application and material production files is 28 January 2022.  
Prices include release and production.  
The above pictures are for reference only. The real object should be considered as final.  
Advertising items are subject to availability. Please check with the organisers for the available location.

30.3 – 1.4.2022



**toy&edu**  
CHINA



**baby&stroller**  
CHINA



**licensing**  
CHINA

## Sponsorship Marketing Opportunities

For more details, please contact:

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu / Mr Kevin Tang

Tel: +86 755 8299 4989 ext. 606 / +852 2230 9289

Email: [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)