

CHINA

2021

JULY 28–30, 2021

WE HELP YOU TARGET
ONE OF THE LARGEST
POLYURETHANE MARKETS
IN THE WORLD

SHANGHAI WORLD EXPO

EXHIBITION AND CONVENTION CENTRE



SPONSORSHIP OPPORTUNITIES

For more information or to take advantage of these sponsorship opportunities —
Contact: Ed Rich | erich@crain.com | +1 330 869 0375

WWW.PUCHINA.EU

Organized by:



五矿广展
MINMETALS EXHIBITION



In association with:



PU CHINA SPONSORSHIP PACKAGES

REGISTRATION DESK

\$12,000 EXCLUSIVE

Be the first exhibitor that the visitors see when they enter the show. This highly visible sponsorship offers immediate visibility and presence at the show as your logo will appear in a prominent position on the registration desks, on the form filling counters and on the registration forms.

WELCOME SIGN

\$10,000 EXCLUSIVE

Sponsor logo will appear in up to 3 spots on the Welcome Sign in the registration area visible to all attendees all 3 days of the show.

LANYARDS

\$10,000 EXCLUSIVE

Distributed with the badges to each visitor at PU China 2021, lanyards are the perfect way to extend your brand throughout the entire event. They are also often taken away by the visitors who re-use them throughout the year.

BADGES

\$5,000 EXCLUSIVE

Place your logo on the visitor badges and add to visibility throughout the venue.

LANYARDS & BADGES

\$14,000

Purchased together by one sponsor.

SHOW CARRIER BAGS

\$10,000 EXCLUSIVE SPONSOR

Distributed from the registration desk to every visitor as they enter, branding on the show bags will promote your company across the whole show floor for the duration of the event. These lightweight non-woven, show bags have extended branding life as many do make their way back to our visitors' offices post show. UTECH branding will also appear on the bags.

EXHIBITION COLUMNS

\$5,000 PER 4-SIDED COLUMN

Sponsor branded columns with signage on all 4 sides located in the foyer of the exhibit hall. The signage on these columns will be 1m x 4m surrounding all 4 sides.



FREESTANDING COLUMNS

\$5,000 PER 4-SIDED COLUMN

Sponsor branded columns with signage on all 4 sides located in the registration and foyer areas outside of the exhibit hall.

PU CHINA SPONSORSHIP PACKAGES

FLOOR OR CARPET GRAPHICS

STARTING AT \$5,000

Sponsor branded adhesive stickers on the floor or carpet in the registration and foyer areas outside of the exhibit hall. Minimum of 10- 1mx1m sticker. Alternate sizes and prices available upon request.

PRODUCT SEMINARS

\$3,000 PER ONE-HOUR SEMINAR

UTECH Organizers will create and equip a fully professional conference room, near to the exhibition hall. This will comprise of audio-visual needs, including electronic projection unit and screen, as well as seating for up to 100 attendees. Presenters must bring their own laptop and flash drive with presentation loaded. Exhibitors are given priority to conduct a one-hour seminar in a fully-furnished conference room outside of the exhibit hall.

INSERTS IN BAGS

\$1,000 PER INSERT (ONE DOCUMENT)

Insert one piece of corporate/product literature into the show bag at registration. Supply us with the A4 pieces and we will insert them on your behalf. A simple, and easy way to promote your brand. Every visitor will receive your information as they enter the exhibition. Sponsor is responsible for producing and shipping these inserts to the show organizers.

UTECH SHOW GUIDE

The ultimate guide to the show, distributed and used by every visitor, the A5 show guide has high value both during and after the show. Raising your companies profile in the show guide puts you one step ahead of your competitors.

- Full Page 4 color **\$3,000**
- Half page 4 color **\$2,000**
- Quarter page 4 color **\$1,500**
- Logo on show guide listing **\$500**

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