

BIOFACH CHINA

into organic

Hall 3, Shanghai World Expo Exhibition
& Convention Center

May 12-14, 2021

www.biofach-china.com

Marketing Brochure

International Patron:



Organizers: NÜRNBERG / MESSE



Marketing opportunities make everything so easy!

To achieve the best result of your entry, we specially provide the most elaborate manual to show an overall market promotion plan and the most effective service in this exhibition. If you are willing to choose our package, no need for you to worry about those trivial and exhausting pre-show promotion work. Our market methods will make everything so easy! Wise choice and you will be a big star!

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1. Online promotion

1.1 Website promotion

Full year



- Rolling Ad at position 1
937×315px **RMB 5,000/ month**
RMB 30,000/ year
- Rolling Ad at position 2
(at most 4) 120×100px **RMB 3,500/ month**
RMB 20,000/ year
- Position 3
110×75px **RMB 1,500/ month**
RMB 10,000/ year

1.2 Newsletter Ad

Full year



- Position 1 **RMB 5,000/ period**
- Position 2 250×100px **RMB 2,000/ period**

3. Onsite sponsorship

We are hoping to offer you not only an ideal booth, but the greatest return during this exhibition. Onsite sponsorship ensures you the best market promotion in the shortest possible time, aiming to make you to be the center of people's attention. Limited onsite sponsorship is on first come first served basis. Act now!

3.1 Fan



Exclusive!

- RMB 30,000 (including production)
 - RMB 20,000 (excluding production)
- Quantity: 5,000

3.2 Tote bag



Exclusive!

- RMB 70,000 (including production)
 - RMB 40,000 (excluding production)
- Quantity: 10,000
Size: 300mm(h) x 400mm(w)

3.3 Visitor lanyard Ad



Exclusive!

- RMB 45,000 (including production)
- Quantity: 15,000
Size: 20mm(w)

3.4 Visitor badge Ad (on the top)



Exclusive!

- RMB 40,000 (including production)
- Quantity: 15,000
Size: 35mm(h) x 100mm(w)

3.5 Visitor badge Ad (on the back)



Exclusive!

- RMB 40,000 (including production)
- Quantity: 15,000
Size: 90mm(h) x 100mm(w)

3.6 Flyover banner Ad



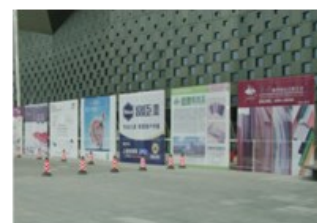
- RMB 40,000 each (including production)
- Quantity: Min. 1
Size: Please contact us for details

3.7 Outdoor Ad A (Open area)



- RMB 40,000 / 2 sides (including production)
- Quantity: Max. 6
Size: 4.5m x 6m

3.8 Outdoor Ad B (Open area)



- RMB 35,000 each (including production)
- Quantity: Max. 25
Size: 8.5m x 4m

3.9 Indoor Ad (2nd floor)



- RMB 35,000 each (including production)
- Quantity: Max. 4
Size: 7m (w) x 4m

3.10 Foot print (Public area)



- RMB 10,000 / 2 (including production)
- Quantity: Min. 2
Size: 1m (w) x 1m (h)


3.11 Foot print (Hall 3)

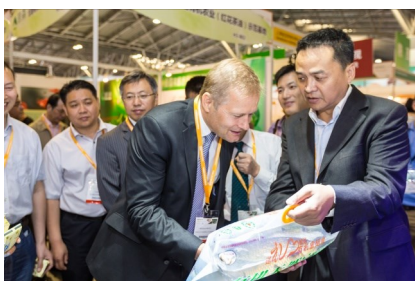


- RMB 10,000 / 6 (including production)
- Quantity: 6
Size: 0.16m (w) x 0.4m (h)

4. Gift sponsorship

4.1 Gift sponsorship service

<ul style="list-style-type: none"> • Gift for onsite visitor 	during show period, pick up 500 visitors per day at the registration counter	×1500	
<ul style="list-style-type: none"> • Event sponsor 	press conferences	×100	
<ul style="list-style-type: none"> • Gift for VIP 	VIPs during BFC (delegations from overseas)	×100	
<ul style="list-style-type: none"> • Gift for customer 	gifts for NMC exhibitions (key accounts and partners)	×200	



Organic industry – W

- In 2017 organic sales up
- Germans spent an imp
- Discounters expanded
- Strongest trends were!

- 2017:
- the food retail sector
 - Special outlets hold a
 - others kept 11.9% mar



5. Media promotion

5.1 Media promotion service



We are hoping to offer you customized market promotion service throughout a year. We'd love to take full advantage of our considerable resource of senior media to create an unique promotion plan for companies in organic industry. Extensive coverage and credibility are bound to realize under our media promotion service!

Contact us

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Marketing Brochure

Order Form

Company:	Booth number:
Country:	Contact person:
Phone:	Email:

Please tick:		
1. Online promotion		
1.1 Website promotion		
<input type="checkbox"/> Position 1	<input type="checkbox"/> Position 2	<input type="checkbox"/> Position 3
1.2 Newsletter Ad		
<input type="checkbox"/> Position 1	<input type="checkbox"/> Position 2	
2. Printing materials		
2.1 Show preview Ad		
<input type="checkbox"/> Full page Ad inside	<input type="checkbox"/> Half page Ad inside	<input type="checkbox"/> Company information release
2.2 Visitor guide Ad		
<input type="checkbox"/> Full page Ad inside	<input type="checkbox"/> Half page Ad inside	
2.3 Catalogue Ad		
<input type="checkbox"/> Full page color on back cover	<input type="checkbox"/> Full page color on separating page	<input type="checkbox"/> Full page color on inside front page
<input type="checkbox"/> Full page color on inside back cover	<input type="checkbox"/> Full page color inside catalogue cover	
3. Onsite sponsorship		
<input type="checkbox"/> 3.1 Fan	<input type="checkbox"/> 3.2 Tote bag	<input type="checkbox"/> 3.3 Visitor lanyard Ad
<input type="checkbox"/> 3.4 Visitor badge Ad (on the top)	<input type="checkbox"/> 3.5 Visitor badge Ad (on the back)	<input type="checkbox"/> 3.6 Flyover banner Ad
<input type="checkbox"/> 3.7 Outdoor Ad A (Open area)	<input type="checkbox"/> 3.8 Outdoor Ad A (Open area)	<input type="checkbox"/> 3.9 Indoor Ad (2 nd floor)
<input type="checkbox"/> 3.10 Foot print (Public area)	<input type="checkbox"/> 3.11 Foot print (Hall 3)	
4. Gift sponsorship		
<input type="checkbox"/> Gift for onsite visitor	<input type="checkbox"/> Event sponsor	<input type="checkbox"/> Gift for VIP
<input type="checkbox"/> Gift for customer		
5. Media promotion		
<input type="checkbox"/>		