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LAB WORLD
CHINA

EP & Clean Tech
Pharma Environmental Protection & Clean Tech Area

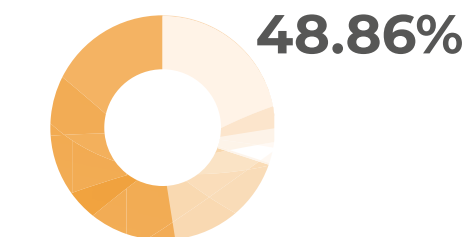
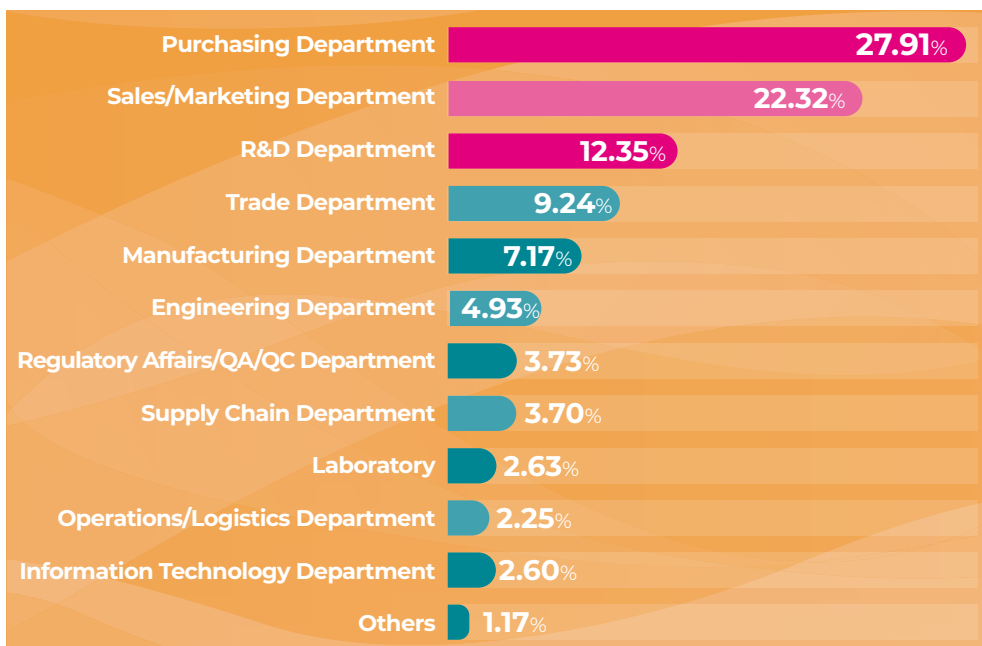
16 - 18 December 2020 | SNIEC, Shanghai, China



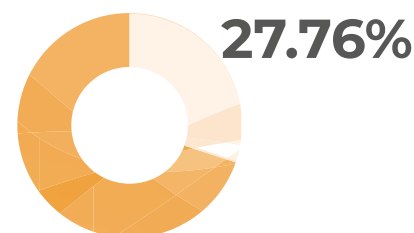
Sponsorship
Opportunities 2020

Why Sponsor

Who will you meet?

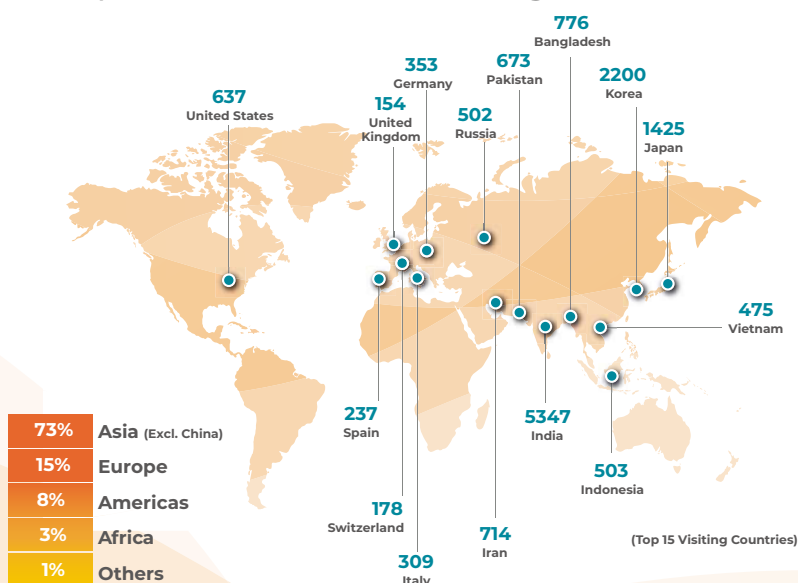


Manager / Project Manager /
Department Supervisor

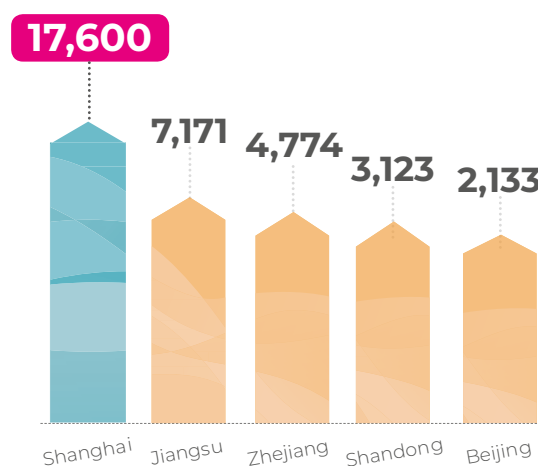


CEO / President / Director /
General Manager

Top 15 Overseas Visiting Countries



Domestic Visitors By Top 5 China Provinces



"CPHI China in Shanghai is a must to attend if you have anything to do with China related pharma business. It is not only for the raw materials but also provides great candidates for sales operations and other areas like packages, CMO and machinery. Highly recommended!"

Petri Karvinen,
Orion Pharma, Head of China Operations

"With visibility here I think it is a good chance to be present and to discuss also from both sides, namely the supplier side and the customer side."

Dr. Dittmar Nerger
Director, Nerger Consulting

Event Overview

Shanghai New Int'l Expo Center Pudong New Area Shanghai, China



上海新国际博览中心 (SNIEC)
浦东·龙阳路2345号

E1-E2/E6/E8	制药原料综合类 General	W4/E7	中间体及精细化工 Intermediates & Fine Chemicals	N1	自动化与信息化 Automation & Informatization
E2/E3	合同定制服务 CMO & CRO	E7	兽药 Animal Health	N1-N4	制药机械 Pharmaceutical Machinery
E3/W7	制剂 Finished Dosage Formulation	W1-W3/W7-W8	制药原料综合类 General	N4	环保与洁净技术 Environmental Protection & Clean Technology
E3	辅料 Excipients	W4	生物医药科技 Biopharma	N5	医药包装材料 Packaging Materials
E4-E5	天然提取物 Natural Extracts	W5/W9	实验室仪器与装备 Laboratory Equipment		

Exclusive Branding Opportunities

CPHI and P-MEC China

The following prices are just for exhibitors.

Exclusive offer: only one sponsor per item possible

**SOLD
OUT**



A01 - Visitor Bag

Position your company as an industry leader in front of the entire Chinese pharmaceutical industry by branding visitor bags. Visitors will be using these throughout the show days, giving your brand the ultimate visibility.

Branding: On 1 side, full colour
Quantity: 40,000
Price: \$10,000

EXCLUSIVE



A02 - Lanyards

Lanyards with your highly visible branding will be distributed to all attendees from over 119 countries upon arrival in all registration areas. An exclusive, eye-catching opportunity to have your brand in the hands of your target audience.

Branding: Single sided, 1 color
Quantity: 100,000
Price: \$12,500

EXCLUSIVE



A03 - Water bottles

The most refreshing giveaway! Take this opportunity to keep attendees hydrated by branding the event water bottles, which will be handed out to attendees throughout the venue during all show days.

Quantity: 100,000
Price: \$10,000

EXCLUSIVE



A04 - Visitor Badge

The sponsorship of event badges is another top branding opportunity at CPhI and P-MEC China because they are worn by every attendee throughout the event.

Quantity: 150,000
Price: \$11,677

EXCLUSIVE

Venue Branding Opportunities



A05 - Hanging Banner

Exclusive opportunity to showcase your brand at the exit/entrance #1, connecting with the inside square.

16m(W) * 5m (H): \$ 20,000
8m (W) * 5m (H): \$12,500



A07 - LED screen video display

Expose your brand to a wide audience with our LED screens located inside #1 Entrance Hall. Your video will be played 30 times per day throughout the entire show (maximum video duration of 30 seconds per video).

Price: \$3,100



A08 - Video Display

Expose your brand to a wide audience by playing your company video at the CPHI.cn booth, located inside #1/#2 Entrance Hall. Your video will be played 20 times per day throughout the entire show (maximum video duration of 3 minutes per video).

Price: \$1,700

Venue Branding Opportunities



A09 - Ad Flag

Present your company branding in style with our flags in the outside square next to #1 Entrance Hall. There are 160 flags available, with a minimum order of 80 flags.

Size/Dimension: 1m(W) x 1.5m(H)
Price: \$133/pcs

**MIN
ORDER
80 PCS**



A10 - Moveable Ad board

Gain visibility with our moveable ad board located in the outside square next to #1 Entrance Hall

Size/Dimension: 4m(W) x 5m(H)
Price: \$5,000/pcs
Size/Dimension: 8m(W) x 5m(H)
Price: \$7,500/pcs



A11 - Trihedron Ad Board

Located in the inside square along the hall, the Trihedron ad boards are an excellent opportunity to showcase your brand through all angles.

- 3 sides
- 1 Board outside each Halls
- E1 & E2 sold out
- W1 & W2 & W3 sold out

Size/Dimension: 3.6m(W) x 4.5m(H)
Price: \$5,000/pcs



A12 - Corridor Hanging Banner

Attract visitors to your stand by placing your brand in the corridor hanging banners. These are located in between two neighboring halls and are available for every hall. Minimum booking of 5 banners.

Size/Dimension: 5m(W) x 0.7m(H)
Price: \$833/pcs

Venue Branding Opportunities



A13 - Corridor Ad board

Attract visitors to your stand with our corridor ad boards located in between 2 neighboring halls. There are 2 pieces per corridor, single sided.

Size/Dimension: 6m(W) x 3m(H)
Price: \$6,000/pcs



A14 - Corridor Ad board

Attract visitors to your stand with our corridor ad boards located in between #1 Entrance Hall & Hall W1. There are 2 pieces per corridor, single sided.

SOLD OUT

Size/Dimension: 3m(H) x 8m(W)
Price: \$7,000/pcs



A15 - Shuttle Bus (Hall to Hall) Top Ad

Advertise in the CPhI & P-MEC China shuttle buses in the inside square! One advert per bus with a minimum booking of 5 buses, availability upon request.

Size/Dimension: Upon request
Price: \$6,000

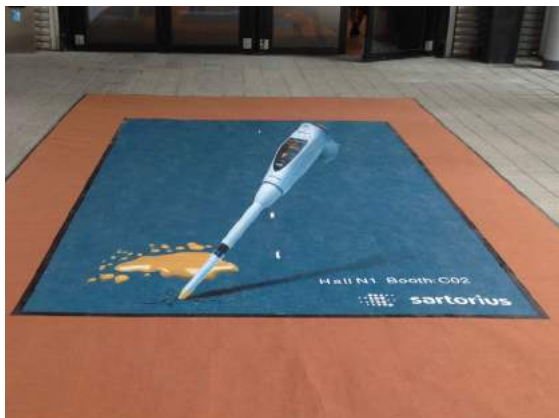


A16 - Ad board

Gain visibility with the ad boards located inside, between #2 Entrance Hall & Hall N1 (single sided).

Size/Dimension: 8m(W) x 5m(H)
Price: \$5,000

Venue Branding Opportunities

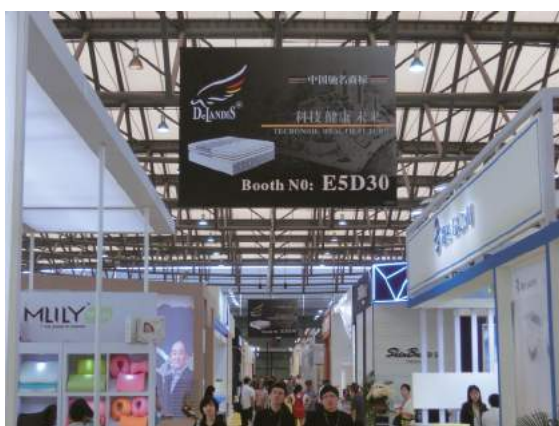


A17 - Floor Sticker

Showcase your company branding with this exclusive opportunity per hall!

Size/Dimension: 1.5m(W) x 1.5m(H)
Price: \$4,000/10 Stickers

EXCLUSIVE

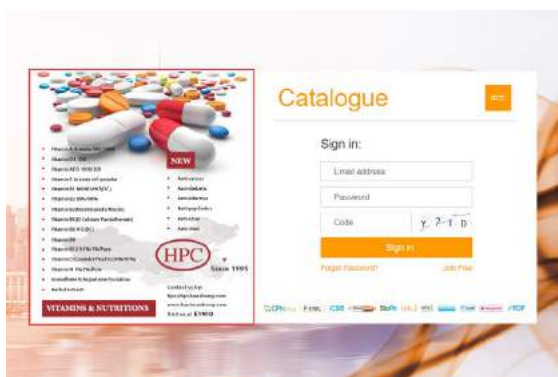


A18 - Hanging Ad

Attract visitors to your stand with our hanging adverts located inside each hall. Location upon request.

Size/Dimension: 4m(W) x 3m(H)
Price: \$4,000/pcs

Print Branding Opportunities



Catalogue Ad

Code	Content	Price
B04	Exclusive: Login Page 440*500 pixel (W*H)	\$5,000
B05	Home Page - Interstitial banner Quantity: 3 440*750 pixel (W*H) for each	\$5,000 per banner
B06	Home Page - top banner Quantity: 5 1260*320 pixel (W*H) for each	banner 1-2: \$4,500 / per banner banner 3-5: \$4,000 / per banner
B07	Home Page - side banner Quantity: 3 250pixel * 230pixel (W*H) for each	\$3,800 / per banner

Reservation & Cancellation due date: April 25th, 2020
Payment and Artwork due date: May 9th, 2020

Print Branding Opportunities

Show Guide - onsite delivery

Quantity: 35,000, Color

• Trimmed Size: 140mm(W) x 210mm(H)

• Bleed Size: 146mm(W) x 216mm(H)



Code	Content	Price
B08	Double Page Spread	\$4,000
B09	Full Page	\$2,500
B10	Overall Sponsor -logo display on cover page-Inside full page ad-Inside page footer-Inside logo display on the booth map	\$9,500
B11	Bookmark	\$8,100

Reservation & Cancellation due date: April 25th, 2020

Payment and Artwork due date: May 9th, 2020

Show Preview

Deliver to 70,000 local database by mailing during March/ April every year, including show updates.

• Quantity 70,000, Color

• Trimmed size: 140mm(W) * 210mm(H)

• Bleed size: 146mm(W) * 216mm(H)



Code	Content	Price
B12	Double Page Spread	\$2,500
B13	Full Page	\$1,500
B14	Overall Sponsor -logo display on cover page-Inside full page ad-Inside page footer	\$3,100
B15	Bookmark	\$1,700

Reservation & Cancellation due date: Feb 28th, 2020

Payment and Artwork due date: March 7th, 2020

Show Map - onsite delivery

• Quantity 100,000

• Color



Code	Content	Price
B16	Logo banner (Max: 2 for each hall)	\$1,250
B17	AD	\$4,600

Online Branding Opportunities

The following online branding opportunities will help you to connect directly with the Chinese local market and build your brand awareness before the show

C01 - Membership on CPhI.CN

Chinese Site: www.cphi.cn English Site: www.en-cphi.cn

Online Marketing	Online Marketing Website	Matchmaking Services	Marketing Services
Basic Membership	Product: 1,000 Releasing News etc	Weekly Inquiry Notification, Match Making and Buyer Sourcing Events	Listing in e-newsletter Ad (Only for Top 20 active members of each month)
A: Chinese site	Basic Membership: \$1,250		
B: English site	Basic Membership: \$850		
A+B Package	Basic Membership: \$1,400		



C03 - CPhI CN Banner Price List

• Exposure: 650,000+ page view/month

Position	Size (Pixels)	QTY	Price (\$) per week
Top Banner AD	730(W) x 390(H)	>6	1,000
Column Banner AD	1220(W) * 120(H)	1	715
Company Logo Display	100(W) x 100(H)	30	550

Online Branding Opportunities



C05 - Ad in the e-Newsletter of the show

- Company Logo and Text Introduction in the Official e-Newsletter of the show
- 1 EDM AD delived during Jan-Jun 2020
- Material provided by exhibitor: 100-200 words with 1 pic/logo and hyperlink
- Distribution: 100,000+ Local & Worldwide Database
- * no language translation

Price: \$850/EDM



C06 - Ad in the e-Newsletter of CPhI.cn

- Position: EDM Leaderboard
- Distribution: 150,000 decision makers, R&D Staff Buyers, Suppliers etc
- EDM delived during Jan-Jun 2020
- AD provided by exhibitor: Size 620x245
- * no language translation

Price: \$1,200 EDM



C08 - EDM Customised Services





- EDM Material provided by exhibitor
- Distribution: 20,000+ Database

Price: \$3,600 EDM* no language translation

Mobile Branding Opportunities

D01 - WeChat

WeChat is a mobile text and voice messaging communication service APP developed by Tencent in China.

	Top Message	Second Message	Banner Ad	Exclusive Message
Format				
Specification	Headlines on the top	Graphic advertising	Banner at bottom of two random articles every day.	Push only one customized message during the day
Size	900Wx500H Pixel	200Wx200H Pixel	640Wx310H Pixel	900Wx500H Pixel
Price	\$1295/time	\$800/time	\$460/10 days	\$4,600/EDM

Showcase & Seminar



Showcase Area

December 16th, 2020 December 17th, 2020 December 18th, 2020	Price
20 mins / session Slot: _____	\$500 / session



Seminars

	December 16th, 2020 December 17th, 2020 December 18th, 2020	Price
Meeting Room (60 seats)	Seminar (09:30-12:30)	\$2,580 /half day
	Seminar (13:30-16:30)	\$2,580 /half day
	Seminar (1 hour)	\$1,580 /hour
Meeting Room (120 seats)	Seminar (09:30-12:30)	\$3,080 /half day
	Seminar (13:30-16:30)	\$3,080 /half day



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LAB WORLD
CHINA

EP & Clean Tech
Pharma Environment & Process & Clean Tech Area



Opening hours

16 December	09:30 - 18:30
17 December	09:00 - 18:30
18 December	09:00 - 15:30

Contact Us

salesoperations@informa.com