



Healthplex Expo Natural & Nutraceutical Products China

June 19-21, 2024

National Exhibition and Convention Center (Shanghai)

/

December 12-14, 2024

Shenzhen World Exhibition & Convention Center



SPONSORSHIP OPPORTUNITIES



www.hncexpo.com



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ORGANIZED BY



CONTENT



P3

A. BRANDING OPPORTUNITIES

P4

B. PRINT MEDIA ADVERTISING

P5

C. DIGITAL ADVERTISING

P8

D. EVENT SPONSORSHIP

BRANDING OPPORTUNITIES

The following contents are for exhibitors only.

A01 Bottled Water Sponsorship

The sponsor's advertisement will be printed on the bottled waters freely distributed to on-site visitors during the whole day.

Specification: 50mm(W) x 100mm(H), 4C, single side
Price: USD 7,200/25,000 bottles



A02 Show Bag Sponsorship

Show bags with the sponsor's advertisement printed on one side with HNC's advertisement on the other side will be distributed to visitors at the registration counters.

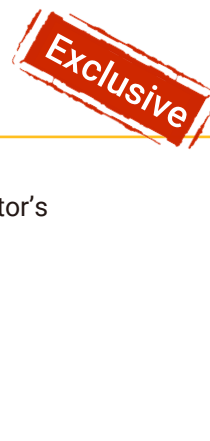
Specification: 430mm(W) x 340mm(H), 4C, single side
Price: USD 7,000/20,000 bags



A03 Visitor's Badge Rope Sponsorship

The sponsor's logo and name will be printed on the visitor's badge rope freely distributed to on-site visitors.

Specification: 100mm(W) x 75mm(H), 4C, single side
Price: USD 7,200/25,000 ropes



A04 Souvenir Sponsorship

The sponsor's logo or the company's name will be shown on the surface of souvenirs which will be distributed to on-site visitors.

Price: USD 5,000/5,000 souvenirs
*Please consult the exhibition organizer for the specific forms.



Exhibitor Logo





B01 Invitation Letter Advertising

Invitation Letters will be distributed with badges to trade visitors.

Full page color advertisement:

Size: 95mm(W) x 210mm(H)

Price: USD 5,000/20,000 pcs



B02 Visitor's Guide Advertising

The Visitor's Guide will be distributed to 100,000+ on-site visitors.

Full page color advertisement:

Size: 146mm(W) x 216mm(H)

Price: USD 3,000/page

Logo Listing (highlighted on the floor plan):

Price: USD 1,500/logo



B03 Show Map Advertising

The Visitor's Guide will be distributed to 100,000+ on-site visitors.

Full page color advertisement:

Size: 110mm(W) x 210mm(H)

Price: USD 5,000/page

C01 Homepage - Top Rotating Banner

www.hncexpo.com

The only official website of HNC Expo

*The advertiser's advertisement image will appear on the homepage of both the computer and the mobile terminal of the website.

Size(PC): 1920(W) x 500(H) pixels
Size(Mobile): 750(W) x 500(H) pixels
Format: JPG
Price: USD 1,500/month



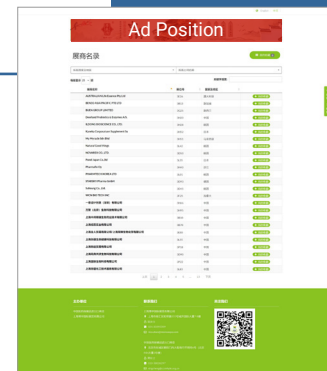
PC

Mobile

C02 Exhibitor List - Top Banner

The list of exhibitors will be announced 1-2 months before the show through HNC's website, which can be linked to the company's official website. It's an important channel for visitors to check the complete list of exhibitors before the exhibition!

Size: 1268(W) x 130(H) pixels
Format: JPG
Price: USD 750/month

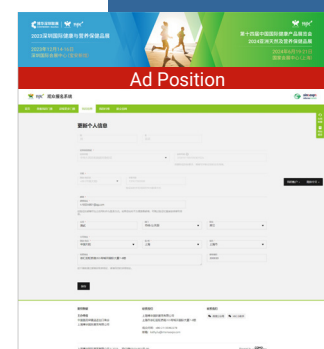


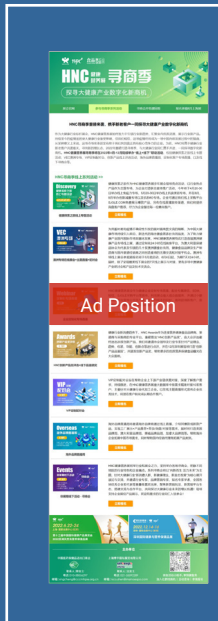
C03 Visitor Registration System - Top Banner of Information Page

The only channel for Visitor Registration

*All visitors must register with their official ID before the show and enter the following personal information page to submit their information (both computer and mobile). This ad is located at the top of the page to give the best exposure to companies.

Size: 1170(W)x 208(H) pixels
Format: JPG
Price: USD 4,300/month





C04 Email Advertising

C04 Email Advertising

The advertiser's banner ad (including links) and customized EDM will be delivered along with the exhibition's email.

A. Banner Ad Inserted in Email Marketing

Size: 700(W) x 150(H) pixels

Format: JPG

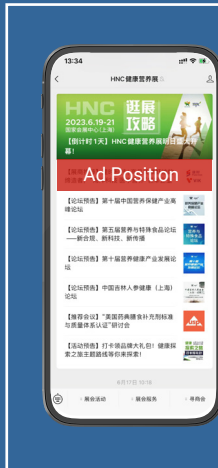
Price: USD 750/time (70,000 recipients)

B. Customized Email Campaign

Format: html (Content provided by the advertiser)

Price: USD 1,500/time (20,000 recipients)

*Please contact us for more details and the available delivery date.



C05 WeChat Advertising

The WeChat article will be provided by the sponsor.

HNC's official WeChat account:

- 30,000+ followers

- Push articles weekly

A. Article Promotion with Thumbnail Image Preview

Price: USD 1,000/time

B. Banner Ad Inserted in WeChat Articles

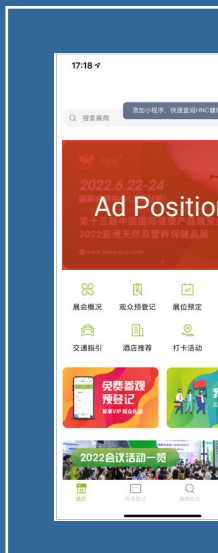
(The banner can be linked to a WeChat article once, the content in Chinese will be provided by the advertiser)

Size: 700(W) x 300(H) pixels

Format: JPG

Price: USD 1,200/3 times

*Please contact us for more details and the available delivery date.



C06 WeChat Mini App - Top Rotating Banner

Before and during the exhibition, exhibitors and visitors can quickly use HNC's mini app to browse the latest news and information. (Approximately 40,000 users in 2023)

Size: 690(W) x 440(H) pixels

Format: JPG

Price: USD 450/month

C07 Electronic Show Catalogue

The electronic show catalogue aims to provide a more efficient and convenient query platform for visitors, and also provides exhibitors with an accurate "exhibition + website" big data platform.

Through online payment, both domestic and overseas visitors will be able to access exclusive information anytime and anywhere.

C07-1 Landing Page Advertising

Size: 440(W) x 500(H) pixels
Format: JPG
Price: USD 4,300



C07-2 Interstitial Advertising

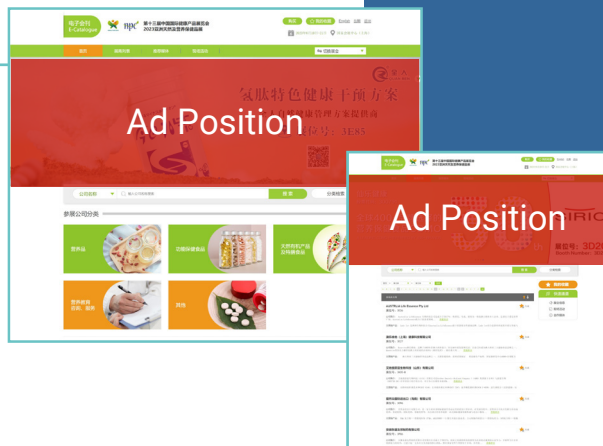
Size: 440(W) x 750(H) pixels
Format: JPG
Price: USD 2,900



C07-3 Top Rotating Banner

Size: 1660(W) x 520(H) pixels
Format: JPG
Price:
Homepage: USD 2,500
Other pages: USD 1,900

*Please contact us for more options and details.



C08 Customized Live Stream

HNC customizes live streams for clients throughout the year, utilizing HNC's huge database, and promoting through the channels such as official WeChat account, EDM, SMS, SJGLE procurement platform, etc. While saving costs, clients can efficiently acquire new customers and promote new products, which is one of the effective ways of brand promotion.

Customized Live Stream: USD 3,300/time

Sponsoring Live Stream: USD 3,000/time

*Full details are available on request.

EVENT SPONSORSHIP

HNC is not only a trade event showcasing health and nutrition products, but also a professional information release platform for sharing industry trends and exchanging ideas with big names. Every year, HNC organizes various forums for subdivided industries, new product launches for brand enterprises, technical seminars, business matchmaking activities, etc.



D01 Enterprise Roadshow

Location: Onsite Activity Area
Price: USD 2,200/hour

Location: Conference Room
Price: USD 1,500/hour
Value-Added Services: Roll up banner for agenda x 1, reception table (with tablecloth) x 1



D02 Speech at Forums

Location: varies depending on different forums.
Price: USD 2,200/15-20 mins
Value-Added Services: Logo exposure, early-stage joint publicity



D03 Discovery Tour Sponsorship

To enhance the interaction between exhibitors and visitors, the customized Discovery Tour offered three themed routes, guiding visitors to find popular products and matched exhibitors immediately. This activity is the best way to promote brands and products!

*Full details and prices are available on request.



WeChat @hncexpo

Advertising Enquiry

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