interzum guangzhou 2015

中国广州国际家具生产设备及配料展览会

Interzum guangzhou 2015 interzum guangzhou 2015 interzum guangzhou 2015 interzum guangzhou 2015 interzum guangzhou 2015

Onsite Beverage Sponsorship Program

展会现场饮品赞助计划

interzum guangzhou

koelnmesse

English Version

中文版

General Introduction

Coffee has an indispensable position in the lives of many Westerners, and is also extremely popular in Asia, especially among business executives, to whom drinking coffee is essential. Guangzhou in March is still cool and enjoying a cup of hot coffee will be the desire of all the exhibitors and visitors.

In view of this, we are offering an onsite beverage sponsorship program, to connect exhibitors and visitors. By sponsoring beverages at the PIAZZA (international buyers lounge) including freshly-made coffee, sponsors can enjoy 7 exclusive benefits.

*PIAZZA (international buyers lounge) voucher usage: Visitors / Exhibitors will be able to redeem a cup of coffee, juice or a bottle of water upon presentation of the PIAZZA voucher.

2014 PIAZZA Image Gallery

Seize your exclusive spotlight

You Will Stand to Gain

- Stand out from more than 1,200 competitors onsite and capture the eyeballs of over 60,000 visitors
- Double your exposure with one sponsorship by benefitting from the co-location of interzum guangzhou and the China International Furniture Fair (CIFF)
- Enhance your company's brand value and attract buyers to your booth
- Elevate brand image by associating with the accomplished interzum brand
- Reinforce your brand image for post-event sales opportunities

1 Sponsorship, 8 Great Benefits

Sponsor Benefits

1 Sponsor's logo and booth number will be printed on the stickers of the coffee cups, which also serve as mobile advertisement.

Sponsor Logo & Booth No.

Sponsor Benefits

2 Sponsor's logo and booth number will be printed on stickers on the water and juice bottles provided by the Organizers, which will be clearly visible to all visitors.

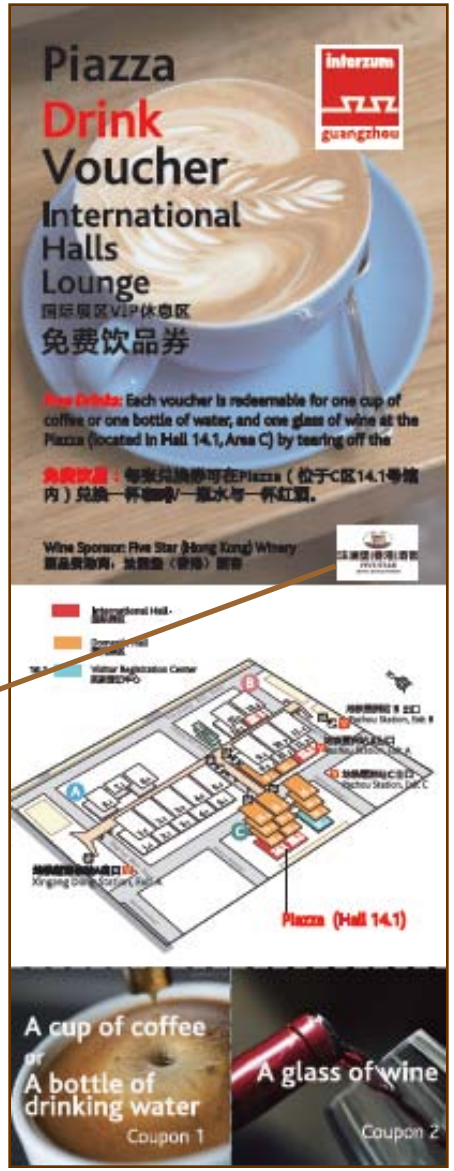
Sponsor Benefits

3 Sponsor's flyers will be displayed on the bin on PIAZZA.
(Flyers should be pre-approved by the Organizer.)

Sponsor Benefits

4 **Sponsor's logo will be printed on the PIAZZA Vouchers.**

Sponsor Logo



PIAZZA Vouchers will be distributed to all visitors onsite.

Sponsor Benefits

Souvenir Redemption Counter

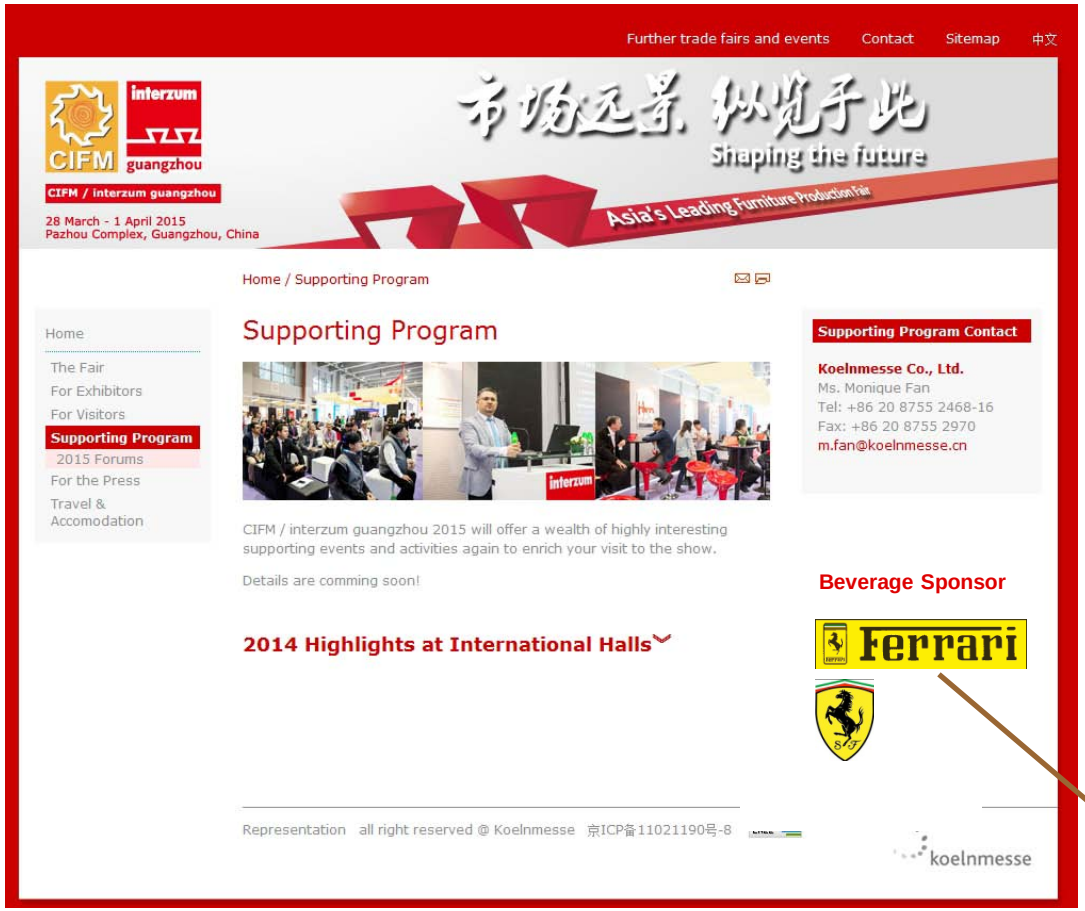
5 Sponsor's logo will be shown on the backdrop of the PIAZZA and the signage boards at the international halls.

Sponsor Logo

Signage Board

PIAZZA

Sponsor Benefits



6 **Sponsor's logo will be shown on the website of interzum guangzhou *Supporting Program* page:**
http://www.interzum-guangzhou.com/343/index.html

Duration： 6 months

Sponsor Logo

Sponsor Benefits

7 Sponsor's logo will be shown in the Jan and Mar 2015 issues of the e-newsletter, which will be broadcast directly to over 100,000 potential buyers from all over the world.

Sponsor Name & Logo

Sponsor Benefits

8 Sponsor's product will be displayed on PIAZZA. (Product should be pre-approved by the Organizer.)

* Benefit No.8 is only valid for sponsor who choose Option C.

Information and Prices

Options	Sponsor Quantity	Sample	Sponsorship fee	Description
A (Coffee)	1,500 cups		RMB 30,000 / EURO 4,000	1. Sponsor's logo and booth number will be printed on the stickers of the coffee cups, which also serve as mobile advertisement. 2. Sponsor's logo and booth number will be printed on stickers on the distilled water and juice bottles provided by the Organizers, which will be clearly visible to all visitors. 3. Sponsor's flyers will be displayed on the bin on PIAZZA. (Flyers should be pre-approved by the Organizer.) 4. Sponsor's logo will be printed on the PIAZZA Voucher, and shown as "Beverage Sponsor"; 5. Sponsor's logo will be printed on the backdrop of the PIAZZA, international halls signage boards and shown as "Beverage Sponsor"; 6. Sponsor's logo will be shown on the bilingual website of interzum guangzhou *Supporting Program* page as "Beverage Sponsor"; 7. Sponsor's logo will be shown in the Jan and Mar 2015 issues of the e-newsletter.
B (Soft Drink)	1,500 bottles (total)		RMB 25,000 / EURO 3,000	

*** If you wish to increase the quantity, please contact us.**

Information and Prices

Options	Sponsor Quantity	Sample	Sponsorship fee	Description
C (Coffee +Soft Drink) Exclusive	3,000 (Coffee 1,500 cups+Soft Drinks 1,500 bottles)		RMB 40,000 / EURO 5,000	Benefit No.8 is only valid for sponsor who choose Option C. 8. Sponsor's product will be displayed on PIAZZA. (Product should be pre-approved by the Organizer.)

Notes

- This sponsorship opportunity is subject to availability and will be processed on a first-come-first-served basis;
- This sponsorship opportunity is only valid for exhibitors;
- Beverages will be distributed by the Organizer, redeemable with PIAZZA Voucher.
- The above rates include designing fee; logo should be supplied by sponsors in JPEG, AI or TIF format;
- All images shown are for illustration purposes only;
- Application deadline: Jan 16, 2015;
- For sponsorship confirmations after Dec 19, 2014, your logo may only appear in the March 2015 issue. Sponsorship fee will remain unchanged.

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项目介绍

咖啡在西方人的生活中有着不可或缺的地位，在亚洲地区也异常普及，特别是商务人士，咖啡更是必不可少的饮品。3月的广州乍暖还寒，展会现场能够喝上一杯暖暖的咖啡是观众、参展商的最大愿望。

有见及此，主办方推出现场饮品赞助计划，搭建企业与观众的桥梁。饮品赞助商赞助PIAZZA（国际买家休息区）的现做咖啡饮品，即可享受专属的7大赞助商获益。

* PIAZZA（国际买家休息区）券使用方式：观众 / 展商凭PIAZZA券即可换取咖啡、果汁或水任意一款。

2014 现场照片

A cup of coffee /
a bottle of water
will be provided upon
presentation
of the PIAZZA voucher
凭此兑换券
可换取咖啡一杯/
水一支

为您开启专属聚光灯

赞助商回报

- 助您在展会现场1,200多名竞争者中脱颖而出，紧紧抓住来自全球60,000多名专业买家的眼球
- 共享广州国际家具博览会（CIFF）展商与买家资源，一次赞助，双重曝光
- 增加赞助商品牌附加值，吸引专业买家前往赞助商展台，推动展台人气与销售
- 借助科隆展国际展览公司interzum全球系列展会影响力，提升品牌形象，加速您的品牌全球化与本土化发展步伐
- 强化专业买家对赞助商的品牌印象，有助展后后续销售

一次赞助，坐享8大赞助商获益

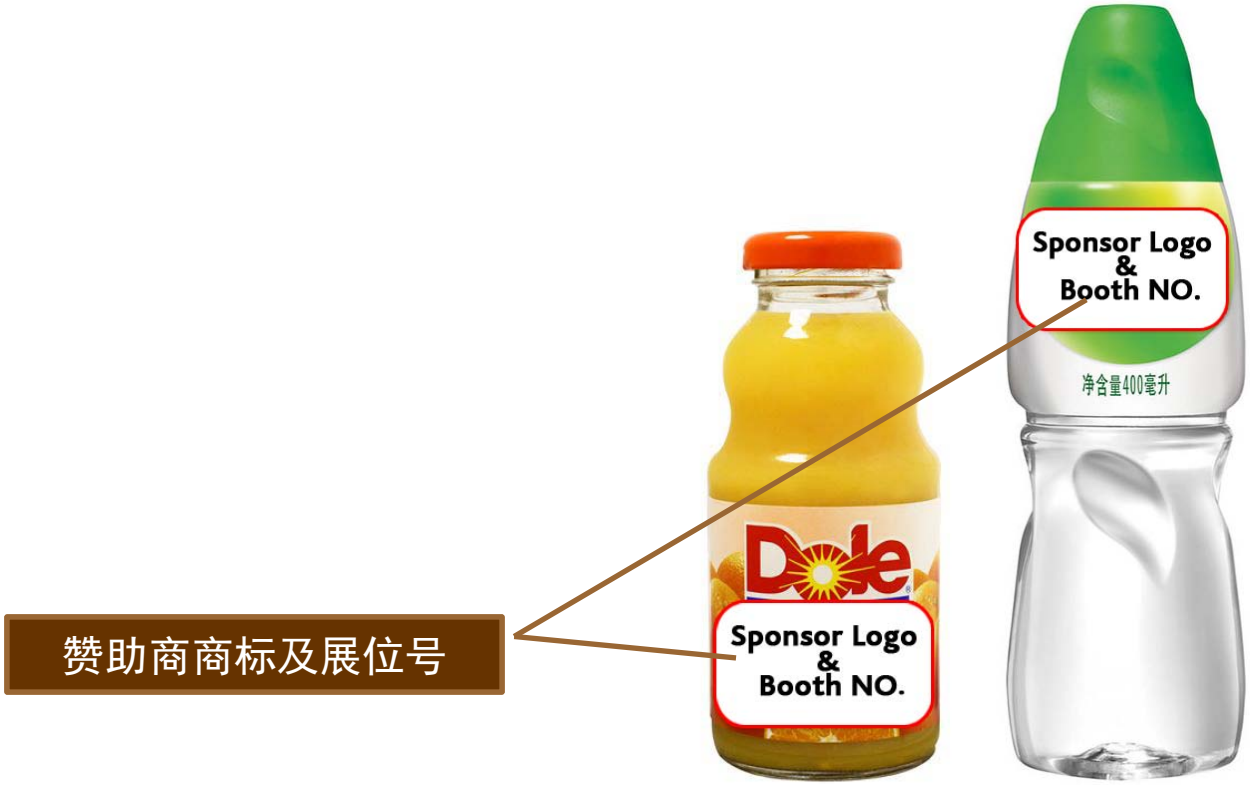
赞助商获益

1 赞助商的商标及展位号将会印刷在咖啡杯的贴纸上；观众拿着咖啡杯在展馆中参观，成为赞助商的流动广告。

赞助商商标及展位号

赞助商获益

2 赞助商的商标及展位号会印刷在蒸馏水和果汁瓶的贴纸上。



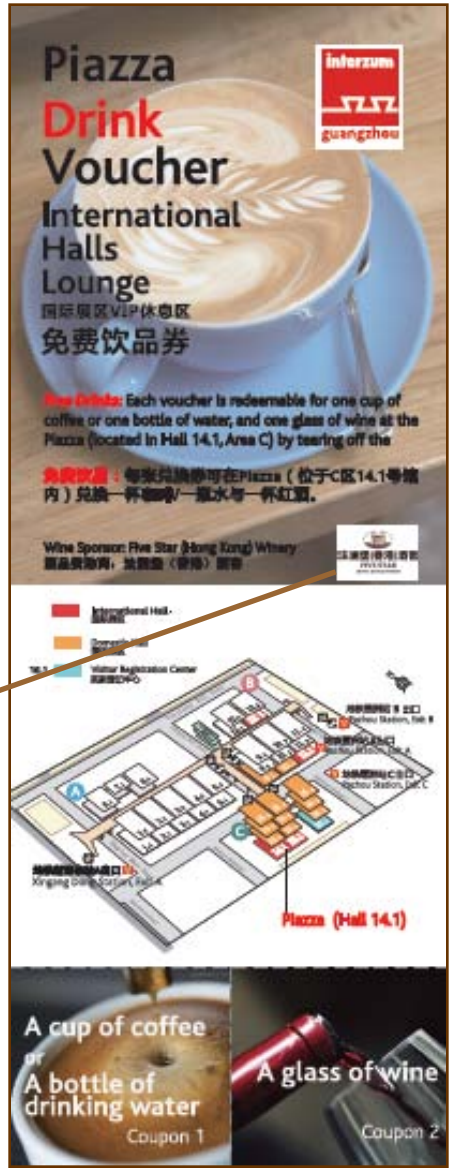
赞助商获益

3 赞助商的宣传资料将会被放在PIAZZA区域的资料架里（宣传资料需通过主办方审核。）

赞助商获益

4 赞助商的商标将会出现在展会PIAZZA休闲区入场券上，让每一位专业买家能够加深对赞助商的品牌认知。

赞助商商标



我们会在展会现场为来自全球的专业买家以及进行了预登记的观众派发PIAZZA券。

赞助商获益

主信息版

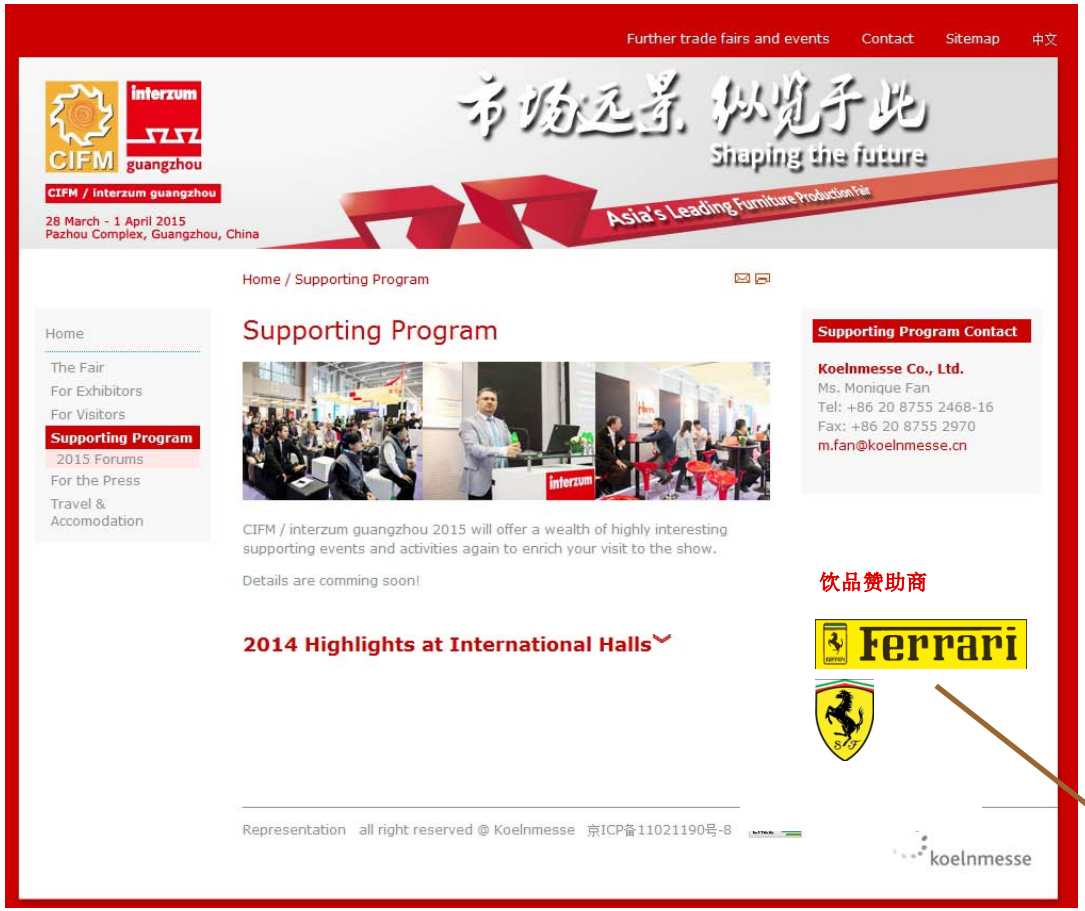
5 赞助商的商标将会出现在PIAZZA，以及国际展区指示牌上，为赞助商曝光。

赞助商商标

指示牌

PIAZZA 国际买家休息区

赞助商获益



6 赞助商的商标链接将会出现在展会官方网站展会配套活动页面内：
http://www.interzum-guangzhou.cn/326/index.html

时长：6个月

赞助商商标

赞助商获益

7 赞助商的商标及网络链接会出现在展会2015年1月和3月的两期电子展讯当中。每期电子展讯会发送给全球超过100,000名专业买家。

赞助商名称及商标

赞助商获益

8 赞助商展品将会被陈列在PIAZZA区域内（展品需通过主办方审核。）

*此权益仅针对选择赞助方案C的赞助商开放。

报价详情

赞助方案	数量	样式	费用	回报
A （咖啡）	1,500 杯		人民币 30,000 / 欧元 4,000	1. PIAZZA现场派发的咖啡杯上会贴有印有赞助商商标及展位号的贴纸，并以“饮品赞助商”字样呈现； 2. 赞助商的商标及展位号会印刷在蒸馏水和果汁瓶的贴纸上； 3. 赞助商的宣传资料将会放在PIAZZA区域的资料架里（宣传资料需通过主办方审核）； 4. 展会PIAZZA区入场券上印有饮品赞助商的商标，并以“饮品赞助商”字样呈现； 5. PIAZZA现场以及国际展区指示牌上出现赞助商的商标，并以“饮品赞助商”字样呈现； 6. 展会中英文官网展会配套活动页面出现赞助商的商标，并以“饮品赞助商”字样呈现； 7. 赞助商的商标链接会出现在展会2015年1月和3月的两期电子展讯当中。
B （软饮）	1,500瓶 （合共）		人民币 25,000 / 欧元 3,000	

*如有额外的赞助数量要求，请直接与我们联系。

报价详情

赞助方案	数量	样式	费用	回报
C （咖啡+软饮） 独家赞助	3,000 （咖啡1,500杯+软饮1,500瓶）		人民币 40,000 / 欧元 5,000	除以上7点获益以外，可独享回报第八点： 8. 赞助商展品将会被陈列在PIAZZA区域内（展品需通过主办方审核。）

须知

- 本次赞助机会遵循先到先得原则；
- 目前该赞助计划仅为参展商开放；
- 饮品由主办方统一派发，凭PIAZZA券兑换；
- 上述报价已包括设计费用，赞助商商标由赞助商提供，商标需以jpg、ai或tif格式提供；
- 本计划中出现的图片仅为图片示意，实际安排以主办方现场安排为准；
- 本赞助计截止日期：2015年1月16日。（如您决定参加本次赞助计划的时间晚于2014年12月19日，赞助商商标只能够出现在2015年3月发出的电子展讯。）

返回

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