

Education+ Partner Packages



Successful Launch Event 2016 in numbers:

143 exhibitors on 9,500 sqm

4,182 professional visitors

100 speakers from 11 countries

WHY YOU SHOULD BE OUR PARTNER

- ❖ Promote your company and maintain a high profile among industry specialists and delegates.
- ❖ Showcase your commitment and involvement in the industry. Education+ Partners will have the unique chance to be involved in the content planning for supporting events (summit, forums, workshops etc.) and can therefore display their thought leadership and innovation within the industry.
- ❖ Develop strategic partnerships and strengthen existing business relationships with key players from China and abroad.
- ❖ Take advantage of being part of an extensive marketing campaign including advertising (trade media, press conferences, general advertising materials), electronic direct mail (EDM), email broadcasts and other marketing (e.g. Wechat, school round tables, conferences etc.) right from the start. Your logo and company name will be featured on all marketing materials and channels of Education+.

The Education+ Partner Packages are specially designed to enable your company to present itself to a targeted audience and critical potential clients. Various partnership options are available and can be customized to meet your budget requirements and marketing objectives. Benefit level will vary according to contribution amount and are subject to agreement between the organizer and the partner company.

Education+ will accept a limited number of sponsors.



www.educationplus.com.cn

Education+ plus

Skills 技能 + Solutions 解决方案 + Equipment 装备





CONTENT

Platinum Partnership

72 sqm

Gold Partnership

36 sqm

Silver Partnership

18 sqm

Available to book starting from min. booth size of	72 sqm	36 sqm	18 sqm
Before the show			
Opportunity to submit content for supporting events	√	√	√
One full color page spread advertisement in the official show catalogue	√	√	—
Half page full color advertisement in the official show catalogue	—	—	√
Banner with link on show website	√	√	√
One full EDM (content to be provided by the partner, design by Messe Nanjing)	√	√	√
Logo on press conferences backdrop	√	√	√
Logo on visitor invitation	√	√	√
Logo on every EDM to visitors	√	√	√
Logo on every print media advertisement	√	√	√
Logo (color) in show directory along with 100 words company profile	√	√	√
One time logo and company information to be sent out on show Wechat	√	√	√
During the show			
Speaking opportunity (presentation, workshop, seminar etc.) to promote your involvement in the industry	2 × 30 min.	1 × 30 min.	—
Sponsor Name mentioned during official Opening Ceremony	√	—	—
Sponsorship of Opening Welcome Reception (logo on entrance ticket for the reception, logo displayed at reception, sponsor name mentioned in opening speech of reception)	√	—	—
Placement of free-standing flags at the exhibition entrance (incl. production cost, design to be provided by the partner)	2	1	—
Logo on onsite schedule of events	√	√	√
Logo on onsite floorplan	√	√	√
Complimentary invites to Opening Welcome Reception	10	5	2
After the show			
Logo on post show report	√	√	√
Package price			
Package Price (RMB, excl. booth)	35,000	25,000	15,000
Value of more than	320,000	199,000	171,000

FURTHER OPTIONS AND CONTACT



Additional Sponsorship Opportunities

- 🌸 Branding throughout the VIP Lounge and other function areas (e.g. coffee corner etc.)
- 🌸 Logo featured on all visitor lanyards
- 🌸 Logo featured on visitor badges
- 🌸 Logo featured on show bags
- 🌸 Flyer inserts into show bags
- 🌸 Sponsorship of International Networking Evening

China

Ms. Franziska Duerbeck
Project Director
Phone: +86 177 1242 4312
Email: franziska.duerbeck@messenanjing.cn

Ms. Cindy Guo
Assistant Project Manager
Phone: +86 (025) 6981 3200, +86 152 9579 0509
Email: cindy.guo@messenanjing.cn

China

Mr. Vinson Wang
Sales Executive
Phone: +86 (25) 8528 6293, 180 2016 4058
Email: vinson.wang@messenanjing.cn

Mr. Viktor Chen
Sales Executive
Phone: +86 (25) 8528 6223, 138 5171 9687
Email: viktor.chen@messenanjing.cn

Germany

Ms. Judith Ihle
International Project Manager
Phone: +49 711 18560 2171
Email: judith.ihle@messe-stuttgart.de



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