



Chinaplas® 2020
国际橡塑展

3-6 August 2020 | National Exhibition and Convention Center, Hongqiao, Shanghai, PR China

Official Website Sponsorship Program

ChinaplasOnline.com



Connect with
International Buyers
All Year Round



ChinaplasOnline.com/WebSponsor

CHINAPLAS' ONE and ONLY official website that

- Helps you excel from **3900+** exhibitors with an effective digital campaign
- Allows potential buyers to find you easily at the **340,000+** sqm show venue
- Extends your reach to new markets – our users are from **205** countries
- Highlights unique features of your product by videos and eBooth
- Strengthens your brand awareness with a strong online presence
- Generates sales leads **365** days a year, within and beyond the exhibition halls
- Maximizes ROI of your show participation

Responsive website design – a better experience on any device

70% of users visit ChinaplasOnline.com with their mobile devices

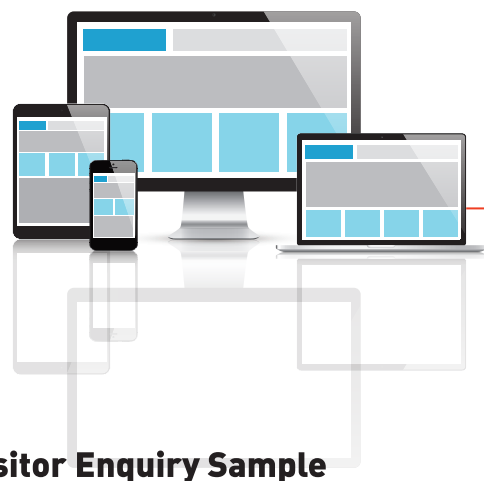
User Behavior

Average Engagement Time: **3 mins 07 sec**

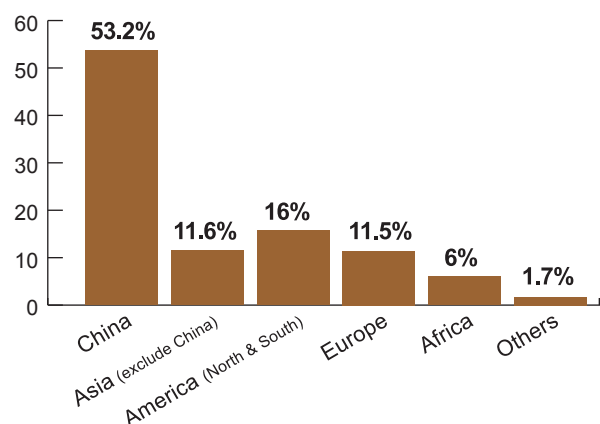
Readership by Language:

Chinese **71%** English / other **29%**

User Profile: **205** countries and regions



Unique Visitors



By Month	Unique Visitors
JAN	73,348
FEB	192,231
MAR	211,396
APR	123,185
MAY (CHINAPLAS)	254,695
Jun	18,852

Above data from Jan to Jun 2019

Visitor Enquiry Sample

China

Mr. Johnson Wu Phoenix Innovative Materials Inc.

We would like to purchase transverse stretchers. We plan to visit your booth at CHINAPLAS. Please let me know contact person and convenient time...

Mr. Wu Mei Ai Trading Guangzhou

I am looking for thermal contraction packing machines, for 80x120x30cm carton boxes ... Can your machines be used for products this big? Please add me on WeChat asap.

Ms. Amber Chiu LONG YEAR IMPORT & EXPORT (TAIWAN) CO., LTD

We would like to buy HDPE for water bottle cap. Please offer your best FOB price, quantity 1x20ft FCL, shipment to Africa, payment by L/C from TAIWAN.

South Korea

Mr. Ted Kang Miwon Commercial Co., Ltd.

We are interested in Polyphethylene Ether or Polyphenylene Oxide ...

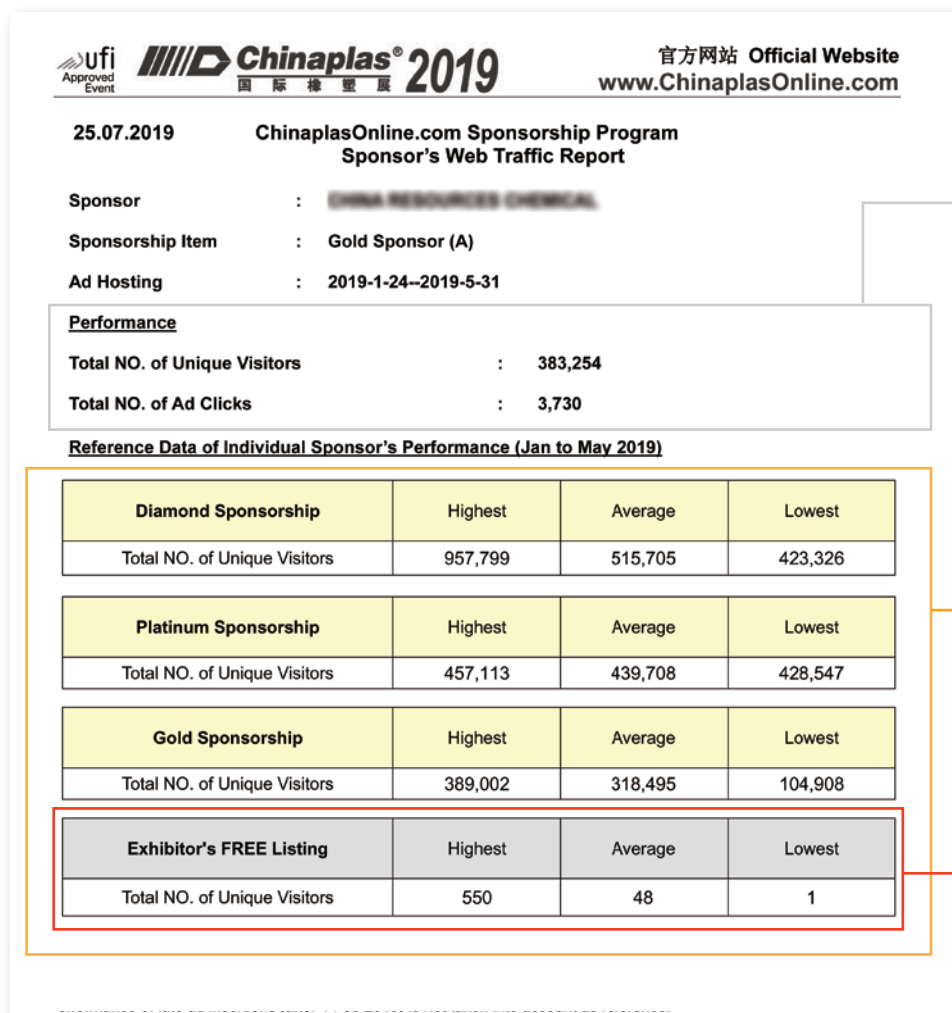
Malaysia

Ms. Ong Swee Choo DIC Compounds

We are interested in your ethylene acrylics acid product. Kindly forward us your product TDS(Technical Data Sheet) and SDS(Safety Data Sheet) ...

Sponsor's Traffic Report – Best Tool to Evaluate your Return on Investment

- Reports are provided 3 times: after CHINAPLAS, in September and beginning of next year
- An excellent way to measure your ad performance



Sponsor's exclusive web-traffic data: helps you analyse where your investment goes.

Reference data of other sponsors: your future building block for web promotion planning.

Sponsor exposure is **6,600+** times higher than non-sponsors on average

Sample Report

Sponsors' Comments



Digital advertising has proven an effective and essential tool for us marketers.



ChinaplasOnline.com is the priority platform when we think about promotion online. The number of unique visitors for Borouge in the traffic report exceeded our expectation.



This user-friendly website helped visitors find our booth.



The digital traffic report provides reference value for our future marketing approaches.









A strong online presence at the show is crucial for raising return of investment.

Sponsorship Rate Card

All ad items are on a first come first served basis (excluding eBooth), due to limited space.

Show Information Section

Sponsorship period: 1 Jan to 31 Dec 2020

Visitors' Must-Read Pages	Ad Items	Unit Price (USD)
1. Website Homepage 	Banner Ad 	\$2,800
	Video Ad 	\$2,150
	Button Ad 	\$1,950
2. Show Information - About CHINAPLAS 3. Show Information - Getting to the Fairground 4. Show Information - Past Editions 5. Show Information - Travel Agency & Accommodation 6. Visitor - Show Booklets Download 7. Visitor - Elite Club 8. Visitor - Visiting FAQ 9. Press Center - Application Market News 10. Press Center - Industry News 11. Press Center - General Information 12. Contact	Button Ad 	\$1,600
13. Events & Seminars - Technical Seminar	Banner Ad 	\$2,580

Visiting Information - Landing Page*

Banner Ad








\$ 6,600

* 2 advertisers only, fixed banner randomly displayed on each refresh

□ Included in Grade A eBooth

△ Not included in Diamond Sponsorship Package, sponsorship from 1 Feb to 31 Dec 2020

Exhibitor List Section

Locations	Ad Items	Unit Price (USD)
Front Page	Sky Banner Package  • Sky Banner • 1 Button Ad on Homepage • 1 Top Rolling Ad on Application Page • Grade A eBooth	\$9,000
Theme Zone	Top Rolling Ad  Machinery & Equipments Zone	\$3,900
	Chemicals & Raw Materials Zone	\$3,000
	Button Ad 	\$1,770
Applications	Top Rolling Ad 	\$2,500
	Button Ad 	\$1,280
Search Results by Product Category	Top Rolling Ad 	\$570
	Button Ad 	\$280

All above prices refer to per item per page, displayed on rotation.

eBooth

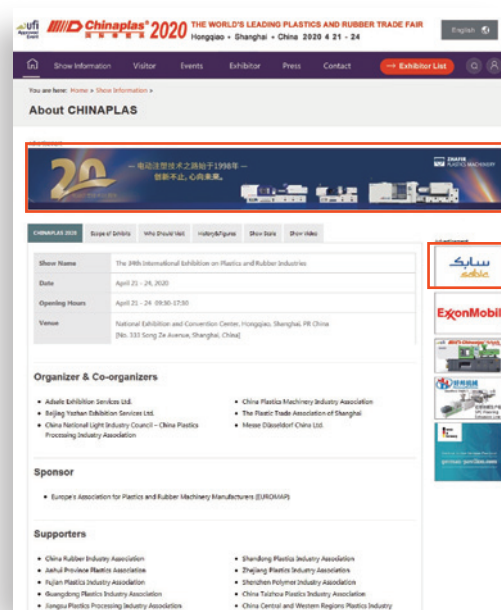
Online Showroom Features	Grade A 	Grade B	Grade C
1. Company Profile	✓	✓	✓
2. Products & Services	✓	✓	✓
3. Contact & Enquiry	✓	✓	✓
4. Floor Plan	✓	✓	✓
5. Product Catalogs	✓	✓	
6. Events & Activities	✓		
7. Highlights at CHINAPLAS	✓		
8. Video/Photo Gallery			
8A: 2-mins Video	✓		
8B: 10 Photos	✓	✓	
} posted by sponsors			
9. Video / Photo randomly displayed at main page	✓	✓	
10. Video / Photo icon added on search result page	✓	✓	
USD per year:	\$2,150	\$850	\$640

Sample Page (Below are sample pages for reference only)



Homepage

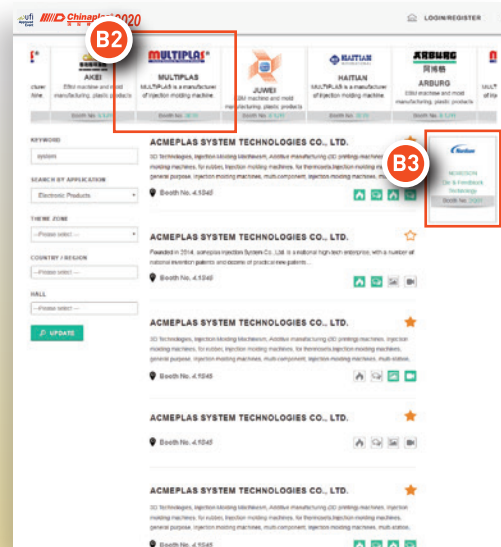
Turn the page for ADDITIONAL FREE SERVICES For ALL Sponsors



Show Info
Pages



Front Page
of Exhibitor
List Section



Other Pages
(Theme Zones/
Industry Applications/
Search Results
Product Category)

Grade A



Grade B

Grade C



Exclusive Services For All Sponsors

1



Logo acknowledgement on the main page of "Exhibitor List Section"
(Mobile version is only available for Diamond and Platinum sponsors)

2



Priority listing in "Product Category" search results

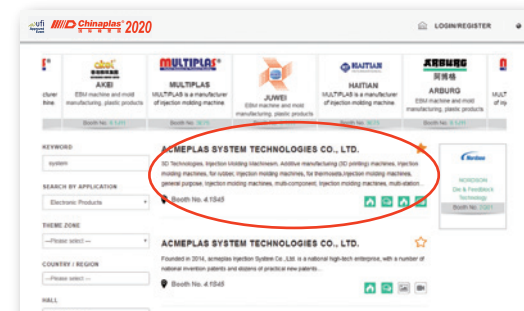
3



Highlights booth location on the "Interactive Floor Plan"

Cost Effective Sponsorship Package To Match your Marketing Goals!

EXTRA feature for Diamond, Platinum & Gold Sponsors
Priority listing on the "Theme Zone"



Diamond Sponsorship \$11,950 **HOT Pick**

Total Value ~~US \$37,720~~

Show Info Section

Exhibitor List Section



1

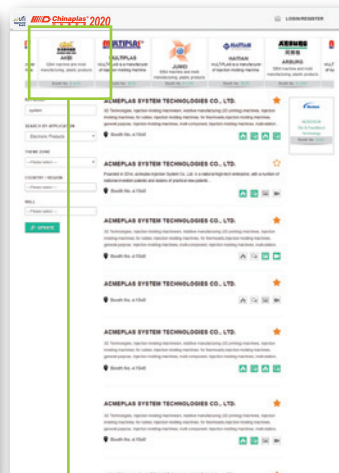
Banner Ad on homepage and other 11 pages



2

One Top Rolling Ad in below locations:

- Theme Zone
- One Application
- Search Result of One Selected Product Category



Grade A eBooth
(Video & Photo Gallery Included & Randomly Displayed at Homepage)

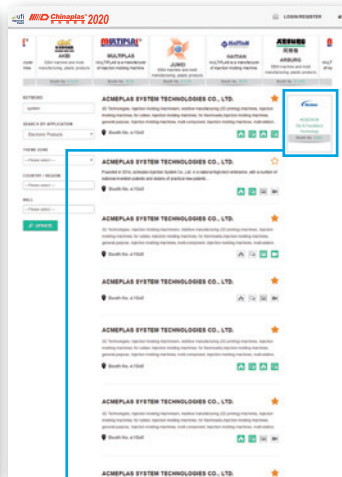
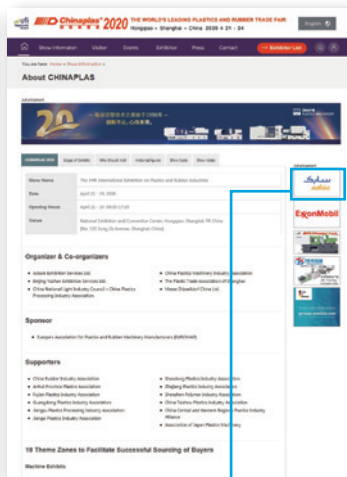
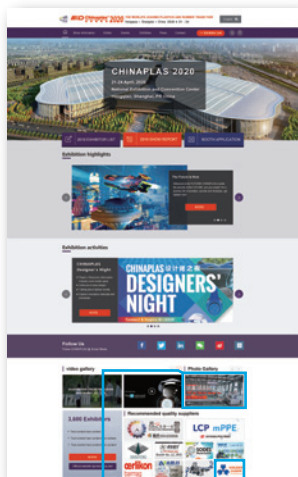
3

Platinum Sponsorship \$7,100

Total Value ~~US \$22,130~~

Show Info Section

Exhibitor List Section



1 Button Ad on homepage and other 11 pages

2 One Button Ad in below locations:

- Theme Zone
- One Application
- Search Result of One Selected Product Category

Grade B eBooth
(Photo Gallery Included & Randomly Displayed at Homepage)

3

Gold Sponsorship

Option A: \$4,600
Option B: \$3,680

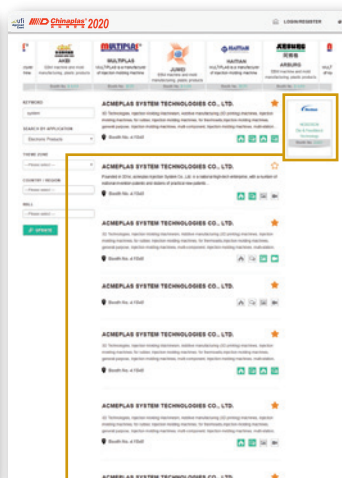
BEST
Selling Item

Total Value ~~US \$7,520~~

Total Value ~~US \$7,170~~

Show Info Section

Exhibitor List Section



1

Option A Button Ad on homepage and in 1 page of Show Info Section

Option B Button Ad in 2 pages of Show Info Section

2

One Button Ad in below locations:

- Theme Zone
- One Application
- Search Result of One Selected Product Category

3

Grade C eBooth

CHINAPLAS Thanks the Following Exhibitors for Their Sponsorship

Diamond Sponsors



Platinum Sponsors



Gold Sponsors



General Sponsors



* Above logos are in no particular order.

Contact Us for Sponsorship

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