



Please return your order to UBM Asia Trade Fairs at fax number: **+32 2 653 80 34** or email to: **agnes\_gehot@tissueworld.com**

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### **Advertising in the Show Directory & Sponsorship Opportunities for Exhibitors**

At Tissue World Asia 2010, attendees will be in Shanghai, looking for the latest equipment, materials and services that will make their operations more successful. We have several opportunities to express your support for customers and prospects attending the Tissue World Asia Exhibition and Conference.

#### **Advertising Opportunities in the Show Directory**

Your company is encouraged to advertise in the Tissue World Asia 2010 Show Directory since it will not only draw more visitors to your stand, but will also prove a worthwhile investment in your marketing objectives.

Each Tissue World Asia 2010 attendee will receive a Show Directory when they arrive at the show.

*Please tick the box below. Full advertising specifications will be sent to you following your request.*

**Yes, my Company is interested in advertising in the Tissue World Asia 2010 Show Directory**

#### **Rates:**

1-page, Black/White	US\$ 1500
1-page, Black + 1 Standard Color	US\$ 2125
1-page, 4-Color	US\$ 2250

#### **Special positions:**

Covers:	US\$ 475
Any other guaranteed positions:	US\$ 250
Show Directory Belly Band:	US\$ 3000

*Remarks: Advertisers/agencies will be invoiced for any art services, typesetting, mechanical make-up, stripping, film work, etc. These charges are not commissionable.*

**Deadlines:** Closing date for advertisement reservations: 4 October 2010  
Final date for material to be received: 13 October 2010



## Marketing and Sponsorship Opportunities

**All paid sponsorships include the following (not valid for Web Banners or Free Link to the website):**

- **Company logo with hyperlink to your website on a special page designating Tissue World Asia 2010 sponsors on the website;**
- **Company logo and 100 word description in the Show Directory;**
- **Recognition on the Sponsor Thank You page in the Show Directory;**
- **Company logo on signage at the event highlighting all of the Tissue World Asia 2010 sponsors.**

✓ Please tick the appropriate box next to the sponsor opportunity of your choice, and then return the form by fax to **+32 653 80 34** or by email to: **agnes\_gehot@tissueworld.com**

**Web Banners on [www.tissueworld.com](http://www.tissueworld.com)**

**US\$ 750/month**

The [www.tissueworld.com](http://www.tissueworld.com) website provides visitors with a timely look at the latest event updates, industry news and developments. Through online advertising, your company will build more awareness and generate direct response leads.

**FREE Link to your website from your entry on the List of Exhibitors on [www.tissueworld.com](http://www.tissueworld.com)**

**FREE**

Please note: To obtain this link for free, your company must do a link in exchange from your website to [www.tissueworld.com](http://www.tissueworld.com) (with Tissue World Asia 2010 logo).

**Hall Banners**

**US\$ 800**

Signage can be seen from far, conveniently located in the exhibit hall. This is a non-exclusive sponsorship opportunity; please contact us for dimensions and locations in the hall.

**Tote Bags**

**US\$ 2500**

Increase your company's brand awareness by displaying your logo on tote bags. Each tote bag will include a one-page promotion flyer from your company which will be distributed upon registration. This is an exclusive sponsorship opportunity.

Please note: production and/or labor is not included.

**Lanyards**

**US\$ 2500**

Make the first impression and reach greater visibility with all attendees during the registration and on the show floor for the entire duration of the event! Exhibitor must provide ready-to-use material.

**Standing Board at the INTEX lobby (2.4M x 1M)**

**US\$ 600/ unit**

**Balloon + Scroll over the squares (10M x 0.9M)**

**US\$1500/ unit**

