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SHANGHAI

International Trade Fair for Safety
Technology and Applications

7 – 9.5.2026

National Exhibition and Convention
Center (NECC), Shanghai, China

Sponsorship marketing opportunities



Organisers



In conjunction with



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Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



A

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A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's logo (single unit) and / or advertisement will appear on the front/ back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive
Price: USD 6,250

* Please contact organisers for more details

Application deadline: 20 March 2026



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- Sponsor's logo (single unit) will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive
Price: USD 6,250

* Please contact organisers for more details

Application deadline: 20 March 2026



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A03 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement (4-color process printing) will appear on one side, the show logo and / or advertisement will appear on the other side
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Price: (a) Exclusive: USD 11,111
(b) Joint sponsor: USD 6,944
* Please contact organisers for more details

Application deadline: 20 March 2026



A04 Meeting room

During show period, meeting rooms in the venue will be available for exhibitors to have meetings and presentations.

- Price includes microphones and speakers
- Add-on packages with backdrop, projector and screen, and/ or coffee break arrangement are available
- Please contact organisers for more details on the meeting room location and equipment
- The functions arranged in the meeting room must be approved by the organisers in advance

Price: Meeting room, mezzanine floor (capacity: 100)	USD 1,667 / 3 hrs
(a) Add-on: Equipment	USD 1,250
(b) Add-on: Backdrop (2.5mH x 5mW)	USD 694
(c) Add-on: Coffee break	USD 2,500

Application deadline: 20 March 2026



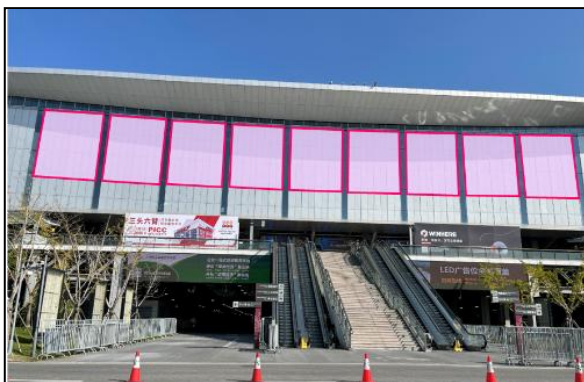
B

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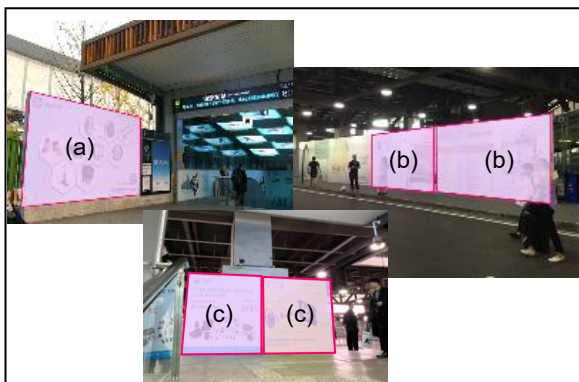
7 – 9.5.2026

Outside Hall 6.1H



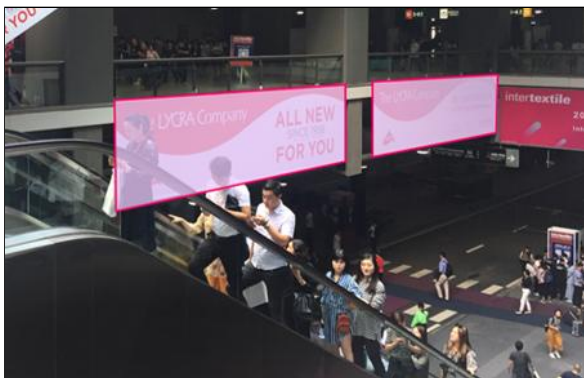
B01 Glass wall advertisement - West square

Specification: 12.5mH x 8mW
Price: USD 17,778



B02 Billboard - Metro station exit

Specification & price: (a) Exit no.6: 3mH x 5mW USD 3,750
(b) Exit no. 4/5: 3mH x 6mW USD 3,750
(c) Exit no.5: 2mH x 2mW USD 1,389



B03 Hanging banner - Exhibition footpath skylight (mezzanine floor, West esplanade)

Specification: 2.8mH x 11mW
Price: USD 5,278



B04 Escalator advertisement - West esplanade

Specification: 1.5mH x 14–15mW
Price: USD 3,958

Note: The submission deadline of application and material production files is 20 March 2026.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

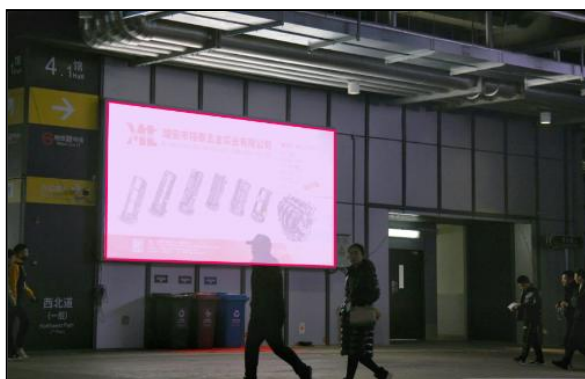
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Hall 6.1H



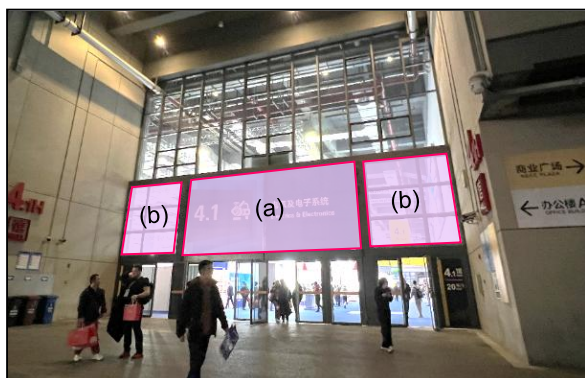
B05 Lightbox - Diamond building in NECC plaza (1st floor)

Specification: 3mH x 6mW
Price: USD 3,472



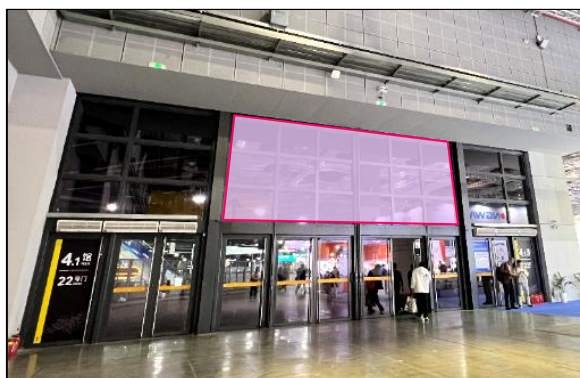
B06 Lightbox – Along driveway (1st floor)

Specification: 2.2mH x 4mW
Price: USD 1,467



B07 Glass wall advertisement - Above hall entrances (6.1H external)

Specification Please contact organisers for more details
& price: (a) Middle: USD 5,139
(b) Left/ Right: USD 2,222



B08 Glass wall advertisement - Above hall entrances (6.1H internal)

Specification: Please contact organisers for more details
Price: USD 5,278

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Prices include release and production.
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B

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Hall 6.1H



B09 Hanging banner - inside 6.1H

Specification: 4mH x 6mW, double-sided
Price: USD 6,667

Hanging banner can only be hung above the booth of the exhibitor.
Please contact organisers for the exact location of hanging points.



B10 Lightbox - 6.1H hall partition

Specification: 5mH x 12mW
Price: USD 9,722



B11 Floor sticker - 6.1H gangway

Specification: 1.5m x 1.5m
Price: USD 833

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C

Publication advertising

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C01 Visitor guide

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

- The design must be approved by organisers in advance
- Price includes production fee

Publication format: Folding format
Unfolded size: 360mmH x 665mmW
Advertisement size: 180mmH x 95mmW

Item	Price (USD)
(a) Back cover	1,111
(b) Run-of-page (ROP)	833

Application deadline: 20 March 2026



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For more details, please contact:

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