

BioFach China 2011广告及赞助方案

序号 Item	规格 Size	发布途径 Circulation	单价 201 Price 2011 RMB	样式 Format
1. 路面拱门 Arch AD	15m	路面行人车辆	10,000元/1个 (包含制作) RMB 10000元/1 pic (including production)	
2. 观众挂绳广告 Visitor Lanyard AD  <b>独家赞助 Exclusive</b>		现场观众 Onsite visitors	32,000元/15,000根 (包含制作) RMB 32,000/15,000 pics (including production)	
			15,000元/15,000根 (不包含制作) RMB15,000/15,000 pics (excluding production)	
3. 观众胸卡广告 Visitor Badge AD  <b>独家赞助 Exclusive</b>	35mm (h) x 100mm (w)	现场观众 Onsite visitors	20,000元/15,000幅 (包含制作费) RMB20,000/15,000 pics (including production)	
4. 网站广告 Web Banner	199x75 Pixels	浏览网页的潜在客户 Potential customers for visiting website	8,000元/幅 (页面右侧, 每页都有显示) RMB 8,000/pic (on the right side of page, display on every page)	
5. 电子邮件广告 E-newsletter AD	120x 200 Pixels	BioFach China观众数据库 Visitor database of BioFach China	8,000元/幅 (页面右侧) RMB 8,000/pic (on the right side of page)	
6. 观众指南广告 Visitor Guide AD	105mmX210mm	BioFach China观众数据库 Visitor database of BioFach China	15,000元/幅/5万份 RMB 15,000/page/50,000 pics	
	105mmX105mm		10,000元/幅/5万份 RMB 10,000/half page/50,000 pics	
7. 现场地图广告 Onsite Map AD	66mm (h)X47mm (w)	现场观众 Onsite visitors	8,000元/幅/1万份 RMB 8,000/page/10,000 pics	
8. 脚印指路 Foot Print	160mmX400mm	现场观众 Onsite visitors	8,000元/展商 (包含制作) RMB 8,000/exhibitor (including production)	
9. 布袋 Tote-bag  <b>独家赞助 Exclusive</b>	395mm (h)X 360 (w) 一面展会标识, 一面赞助商标识  One side BioFach China logo, the other side Sponsor's logo	现场观众 Onsite visitors	35,000元/5,000只 (包含制作) RMB 35,000/5,000pics (including production)	
			15,000元/5,000只 (不包含制作) RMB 15,000/5,000pics (excluding production)	
10. 纸扇 Paper fan  <b>独家赞助 Exclusive</b>	一面展会标识, 一面赞助商标识  One side BioFach China logo, the other side Sponsor's logo	现场观众 Onsite visitors	15,000元/5000把 (包含制作) RMB 15,000/5,000pics (including production)	
			10,000元/5,000把 (不包含制作) RMB 10,000/5,000pics (excluding production)	
11. 瓶装水 Bottled water	Label: 198mm (w) X 44mm (h)	现场观众, 研讨会嘉宾 Onsite visitors, conference speaker	10,000元/2,000瓶 (包含制作) RMB 10,000/2,000pics (including production)	
			5,000元/2,000瓶 (不包含制作) RMB 5,000/2,000pics (excluding production)	