

# International Future Manufacturing Technology & Robotics and Automation Conference and Exhibition



[www.fumatech.com.cn](http://www.fumatech.com.cn)



[www.i-race.com.cn](http://www.i-race.com.cn)

◆ 9-12 November 2022

◆ Shenzhen World Exhibition & Convention Center



## Sponsorship Manual

Integrated within



The leading machinery show in Shenzhen

Organizer



Supporter

Messe Stuttgart  
Key to markets



Shanghai



Dear Exhibitors,

Welcome to FuMaTech & IRACE 2022! The sponsorship manual offers numerous promotional opportunities for companies to promote your brand in addition to your booth.

# Catalogue

## **Pre-show Promotion Opportunities**

- ◆ Pre-registration visitor confirmation page advertising
- ◆ Customized e-blast to registered visitors

## **Promotion Opportunities During Show Date**

- ◆ Show catalogue advertising
- ◆ Visitor guide advertising
- ◆ Advertising on water bottle, notepads, pens
- ◆ Exhibition bag advertising, bag insert
- ◆ Visitor gift sponsorship
- ◆ Advertisement board outside exhibition hall
- ◆ Hanging flag inside exhibition hall

## **Conferences & Events**

- ◆ Speech on forums
- ◆ New product launches / press conferences
- ◆ Gala dinner sponsor

## **Online Promotion Opportunities**

- ◆ Official website home page banner

# Pre-show Promotion Opportunities

## Pre-registration visitor confirmation page advertising



Each pre-registered visitor will receive an email confirmation. This advertisement can be designed to add your company name, booth number, etc., and can be designed to add links that can be directly clicked to connect to the company's home page.

Price

30,000 RMB (up to 3 sponsors)

## Customized e-blast to registered visitor data



www.fumatech.com.cn



www.i-race.com.cn

Focusing on Future Manufacturing Technologies: joint forces  
between Paper Communication, China Robot Industry Alliance,  
VDMA, VDW and Messe Stuttgart in Greater Bay Area

聚焦未来制造技术：讯通展览、中国机器人产业联盟、德国机械设备制造业  
联合会、德国机床制造商协会和德国斯图加特展览联合发布大湾区合作计划



Send customized emails to the registered visitors, to invite them to your booth or participate your onsite events.

Notes:

1. Email content and design to be provided by sponsor
2. The content of the email must be confirmed in advance by the organizer and must not contain any information about the competition exhibition
3. The sending report will be sent in a week's time and will include reach, click-through rate, open rate, etc
4. File request: zip archive (with html files and images) up to 2M in size

Price

5,000 RMB/time

# Promotion Opportunities During Show Date

Advertising is one of the most effective ways to take advantage of the atmosphere at the show: you can print your company logo or advertisements on visitor guides, visitor badges, conference water, bags, outdoor advertising board and visitor gifts to give visitors a more visual impression.

The organisers offer you a wide range of advertising options to help your company become more and more sought-after during the show!

## Show catalogue advertising



As the official brochure of the organizer for all participants, the exhibition catalogue covers the most comprehensive information of the exhibition, where exhibitors' brand promotion, new product launch and new technology dissemination will be most effectively displayed.

Price	Exclusive	Exclusive
Inside page ad.	Back cover ad.	Inside cover ad.
10,000 RMB	30,000 RMB	25,000 RMB

## Visitor guide advertising



The visitor's guide will be distributed free of charge to visitors, professionals on the show. All key information will be available at a glance, allowing visitors to browse exhibitor information, conference programme and other important information. A clear stand map and exhibitor index will enable visitors to find out exactly where each exhibitor is located.

Price	Exclusive	Exclusive
Inside page ad.	Back cover ad.	Inside cover ad.
10,000 RMB	30,000 RMB	25,000 RMB

## Advertising on water bottle, notepads, pens



The sponsor's logo is printed on water bottles, notepads and show pens to give exhibitors, guests and professional visitors a better impression of the sponsor.

### Notes:

1. Water and logo tag will be produced by the organiser
2. Note pads and exhibition pens should be produced by the sponsor

### Price

**Water bottle**

**50,000** RMB  
(30,000 bottles)

**Exhibition notepads**

**20,000** RMB  
(2,000 copies)

**Exhibition pens**

**20,000** RMB  
(2,000 pieces)

## Exhibition bag advertising, bag insert

Bag will be distributed to professional visitors together with show materials.

### Notes:

1. The bag will have the exhibition information printed on one side and the sponsor information on the other side, produced by the organizer
2. Bag insert should not exceed four pages and the size should not exceed A4. The sponsor will be responsible for the design and production of the materials
3. Number of bags: 20,000



### Price

Exclusive

**Bag advertising** **80,000** RMB | **Bag insert** **30,000** RMB / piece

## Visitor gift sponsorship

The gifts will be distributed to pre-registered visitors, invited buyers, VIPs or speakers. The gift of a good and thoughtful gift will impress the exhibitor's brand and image into the minds of visitors.

### Notes:

1. Gifts must be confirmed with the organizer and distributed by the organizer
2. Gifts need to be printed with the show logo
3. Number of gifts: 50-5000
4. Produced by sponsor

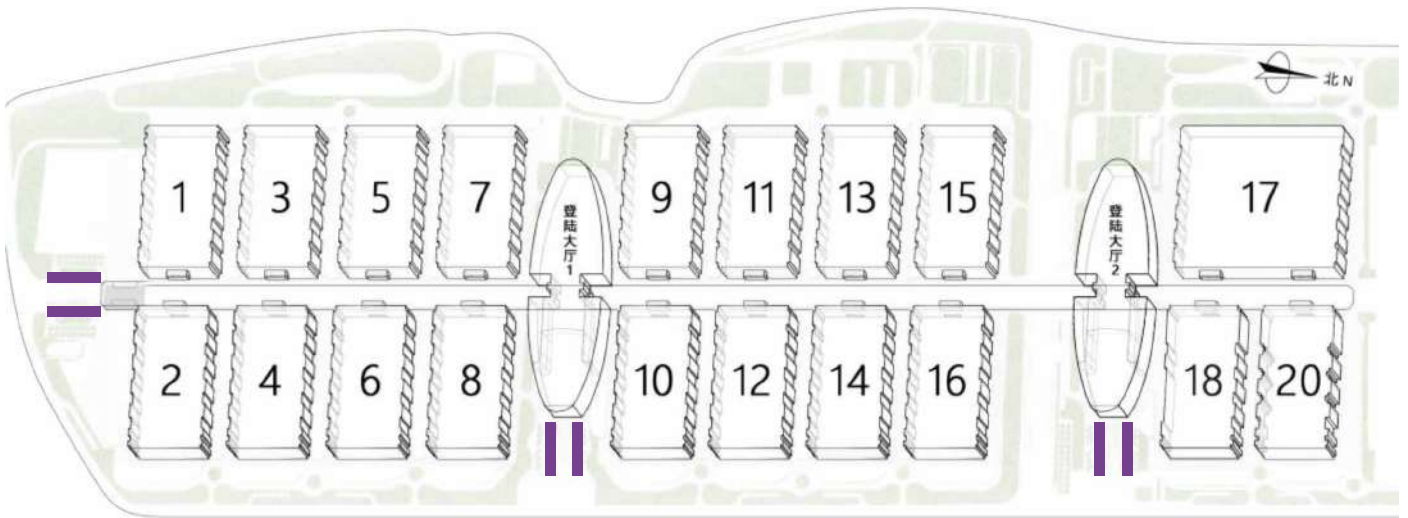


### Price

**30,000** RMB



## Advertisement board outside exhibition hall



Advertisement board outside exhibition hall



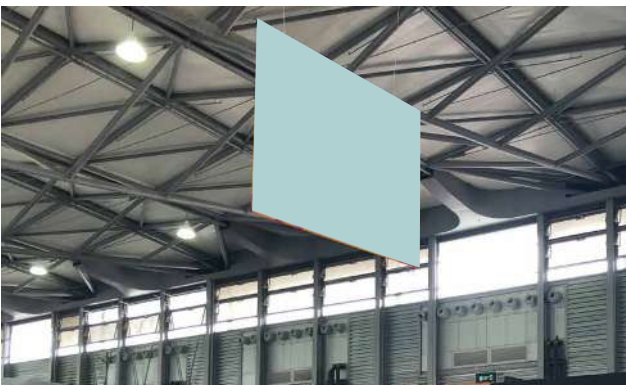
### Notes:

Size: 8mW\*4mH

### Price

20,500 RMB / piece

## Hanging flag inside exhibition hall



### Notes:

Size: 5mW\*5mH

### Price

13,250 RMB / piece

\*For more information on on-site advertising requirements, please contact the organisers.

# Conferences & Events

A wide range of events are available on site to help promote your company, including gala dinner / press conferences / forums.

## New product launches / press conferences



Sponsors can launch and promote their companies' new products at the new product launch. (50 minutes / period)

### Notes:

1. Organized by sponsors, pax 200
2. Up to 2 hours, including preparation
3. Produced by sponsor
4. Involved room rental and basis AV equipment
5. Programme will be listed on official materials

### Price

**20,000** RMB / slot (50 minutes)

## Gala dinner sponsor

Exclusive



The organisers and sponsors jointly invite guests and VIP visitors for a high-end VIP dinner. The sponsor can make a brief speech during the dinner, show the company image video, etc. (Scale: 200 people)

### Price

**100,000** RMB

## Speech on forums

International conferences will invite professors, engineers, managing level of renowned companies to exchange the knowledge and latest expertise on new technologies and solutions.



Opportunity to speak for 20 minutes at a high profile forum event with a strong line-up of distinguished guests

### Notes:

Presentations are subject to review by the organisers

### Price

50,000 RMB / slot (20 minutes)

## 1 iRACE Robotics + Automation Summit



Robotics + Automation Summit on November 9th-12nd, 2022 will invite experts from the Chinese and European Robotics & Automation industry to share the state-of-the-art technology and products to continue to promote the healthy and rapid development of this exciting technology.

We are calling for the keynote speeches for the iRACE Experts Forum from following industries:



Industrial Robotics



Machine Vision



Integrated Assembly Solutions



Other related automation technologies



## 2 Umati Technical Talk



Live demonstration of umati (universal machine technology interface based on OPC UA companion specification for machine tools and manufacturing) in China will be arranged, visitors will have the chance to deep understand it via "Umati Technical Talk" organized.





# Online Promotion Opportunities

## Official website home page banner



The official website ([www.fumatech.com.cn](http://www.fumatech.com.cn) & [www.i-race.com.cn](http://www.i-race.com.cn)) has always been the most important online promotional channel for the show. Placing your Banner on the home page will give the viewer a more visual impression.

### Notes:

Banner provided by sponsor

### Price

20,000 RMB / 1 banner (up to 3 sponsors)

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