

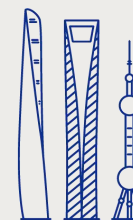
Brand Promotion Scheme

2025上海国际
发泡材料技术工业
展览会

INTERFOAM
CHINA 2025



Nov. 5-7, 2025 Shanghai New International Expo Center (SNIEC)



What "Brand Promotion Scheme" can do for you?

Enhance the influence of enterprises

Based on online and offline exhibitions, combined with other effective exposure opportunities, accurately promote your enterprises to senior management, purchasing and R&D departments in the industry and application fields.

01

02

03

Improve the effect of participating in the exhibition

In professional exhibitions, there are always some professional competitors. The fixed booth makes it limited to contact with more customers. Therefore, you should select the appropriate advertising opportunities, comprehensively match the target customers.

Increase the exposure opportunities of products

Through obvious advertising pictures and printed materials and so on, you can widely display your excellent products to professionals in the industry on site and on line.



Official Sponsor Program



Sponsor's Rights	Diamond Sponsor \$ 16,800	Platinum Sponsor (A) \$ 11,500	Platinum Sponsor (B) \$ 11,500	Golden Sponsor (3 Quotas) \$ 4,500
Sponsor Acknowledgements	√	√	√	√
Lanyard (Exclusive)	√			
Exhibition Handbag (Exclusive)			√	
Directory Back Cover (Exclusive)	√			
Onsite Guide Back Cover (Exclusive)		√		
Back of the Badge (2 Quotas)		√	√	
Onsite Guide Inner Page	1			1
Directory Inner Page (Title Page)	2	1	1	1
Floor Sticker	2	2	2	1
Hanging Flag / One side	1	1	1	1
Social Media Posts	3 times	2 times	2 times	2 times
Customized EDM Posts	4 times	3 times	3 times	2 times

Value-added rights of official sponsors

Pre-Connecting & F2F Connecting priority services, Logo displayed on Floor Plan, posts on Foamer Alliance, etc.

Onsite Brand Promotion



- 01 Onsite Guide**
- 02 Directory**
- 03 Visitor Badge**
- 04 Lanyard for Visitor Badge**
- 05 Hand Bag**
- 06 Publicity Materials in Exhibition Hand Bag**
- 07 Image Display Inside & Outside of Exhibition Hall - Outdoor Display Board**
- 08 Image Display Inside & Outside of Exhibition Hall - Hanging Flag**
- 09 Image Display Inside & Outside of Exhibition Hall - Floor Sticker**
- 10 Gift Sponsorship**
- 11 Gift Sponsorship - Drinking Water**
- 12 Become a Speaker**





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Onsite Brand Promotion



01 Onsite Guide

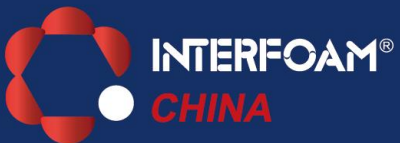
Visitor Guide is the most important material for professional visitors to visit the exhibition. They can get them free of charge when they take their badges. Each person has a copy, so that the image of your company can appear in front of the customers at the first time.



ADs Items	Size	Price (USD)	Notes
Back Cover	140mm*210mm (Portrait)	7,000	Exclusive
Inside Pages	140mm*210mm (Portrait)	3,500	2 quotas only

* Design requirements:

- Trim with bleed TBC, 3mm each side for reference.
- Content from the edge: 10mm (with bleed)
- Format: pdf format, jpeg (300 pixels), ai file, psd file(300 pixels),



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02 Directory

Show Guide is the only official publication of Interfoam, through which professional visitors can know your products and find your contact information at any time. It plays an important role in the connection between visitors and exhibitors.

There will be electronic version and paper version. The electronic version will be available to download from the official media of the organizer until the next exhibition. The paper version will be sold on site to professional visitors who need it.



ADs Items	Size	Price (USD)	Notes
Back Cover	146mm*210mm (Portrait)	3,500	Exclusive
Gatefold	294mm*210mm (Landscape)	3,500	Exclusive
Inside Front Cover	146mm*210mm (Portrait)	1,500	Exclusive
Inside Back Cover	146mm*210mm (Portrait)	1,000	Exclusive
Inside Pages	146mm*210mm (Portrait)	600	

*** Design requirements:**

- Cover and Page trim with bleed size : 152mm* 216mm. Gratefold Trim with bleed size: 300*216mm.
- Content from the edge: 15mm (with bleed).
- Format: pdf format, jpeg (300 pixels), ai file, psd file (300 pixels).



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03 Visitor Badge

The full-page advertisement on the back of the badges is direct and clear for visitors to get information. All professional visitors will wear the badges with the full-page advertisement of your company, so that the image of your company will appear on site with all the visitors.

ADs Items	Size	Price (USD)	Notes
Back of the Badge	9.3cm*12cm (Portrait)	10,000	Exclusive

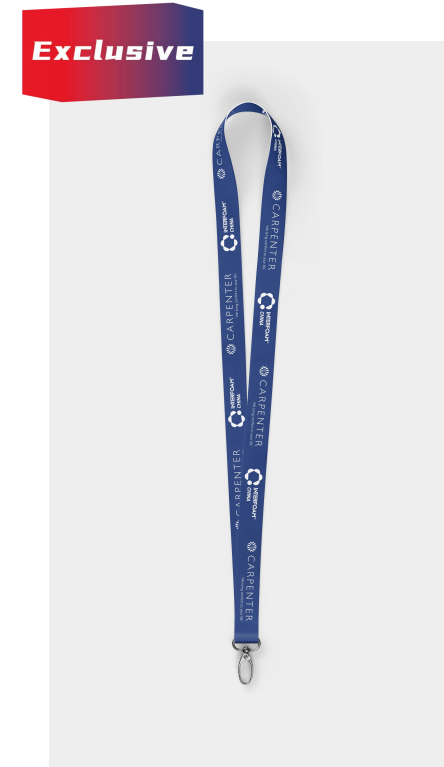




04 Lanyard for Visitor Badge

The most valuable advertising opportunity, all professional visitors will wear the lanyards printed with your company's Logo on site, which will maximize the recognition of your company's brand!

ADs Items	Size	Price (USD)	Notes
Lanyard	1.5cm*90cm	14,000	Exclusive





05 Hand Bag

When professional visitors get the badges, they will get a hand bag printed with your company's advertisement for free, which makes it convenient for visitors and meanwhile increases your company's exposure opportunity.

- No limitation for advertising scope
- No regional restriction
- Exclusive promotion floating onsite
- High reuse rate

ADs Items	Price (USD)	Notes
One side of the hand bags	10,000 (Contain production costs)	Exclusive

Exclusive



06 Publicity Materials in Exhibition Hand Bag

When professional visitors get the badge, they will receive a hand bag containing your company's publicity materials, which will help your company accurately distribute the materials to visitors, and widely increase your company's exposure opportunities.



ADs Items	Price (USD)	Notes
Exhibition publicity materials into the bag	1,500	5 quotas only



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07 Outdoor Display Board

As the only way to enter exhibition hall, the huge display board outside of exhibition hall brings a strong visual impact to the visitors, so it is a good choice to show your company's brand.

ADs Items	Size	Price (USD)	Notes
Outdoor display board	To be determined	4,000	3 quotas only

* The specific position and size for outdoor display boards need to be determined by exhibition center. The approximate size for reference is 5x4m.





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08 Hanging Flag

Hanging Flags will be displayed with a high position above the exhibition hall, which is easy to attract professional visitors to reach your booth and gain your company's information.



ADs Items	Size	Price (USD)
Hanging flags	To be determined	1,500 per piece

- * The specific position and size for hanging flag advertisements need to be determined by organizer and exhibition center.
- * The number of hanging flags needs to be determined based on the condition of the hanging points.



09 Floor Sticker

The floor stickers with your company's name and booth number will be pasted at the pre-selected location on the ground during exhibition, which would lead more potential buyers to you effectively as the floor stickers display clear and obvious indication in advertising.

ADs Items	Size	Price (USD)	Notes
Floor Sticker	To be determined	1,500/3 pieces	2 quotas only

* The specific position and design for floor stickers need to be determined by organizer and exhibition center.



10 Gift Sponsorship

Small gifts with your company's advertisement and logo could bring deep impression of your enterprise to visitors, which is a smart way to closer to your customers.



ADs Items	Price (USD)	Notes
Gift Sponsorship	4,000	All types of gifts shall be made by the sponsors.





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11 Drinking Water

As the onsite drinking water for Interfoam's guests and media receptions, conferences and VIP visitors, the advertisement affixed to the bottle can be directly reflected into the eyes, which not only plays a brand exposure effect, but also highlights your company's status in the industry during exhibition.

ADs Items	Price (USD)	Notes
Customized mineral water with your company's logo	8,500	Exclusive





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12 Become a Speaker

While attending the exhibition, if you want to quickly promote your latest products, technologies and services, concurrent conference is a very good choice.

In the professional "Redefine Foams" series forum of Interfoam Expo, you can share your company, products, technologies and solutions with professional audiences face to face. At the same time, during the conference, you can also timely receive consultation from target customers and answer their questions, so that quickly let many target customers have a deeper understanding of your company and its products.



Speechmaker	Booth Area	Price (USD)
Offline Exhibitors	> 54 m ²	Free for 1 quota
Offline Exhibitors	≤54 m ²	800
Online Exhibitors	X	1,200
Independent Speech (not exhibitors)	X	1,800

Online Brand Promotion



- 01 Image ADs on Visitor Pre-registration Page**
- 02 Brand Promotion on WeChat Official Account - Article Posts**
- 03 Brand Promotion on WeChat Official Account - Image ADs within Article Posts**
- 04 Brand Promotion on WeChat Official Account - Video Posts**
- 05 Brand Promotion on Official Website - Banner ADs on Home Page**
- 06 Customized EDM Posts**
- 07 Customized SMS Posts**
- 08 Overseas Social Media Promotion - Posts on LinkedIn, Facebook, Twitter**
- 09 Image ADs on Photo Live Platform**





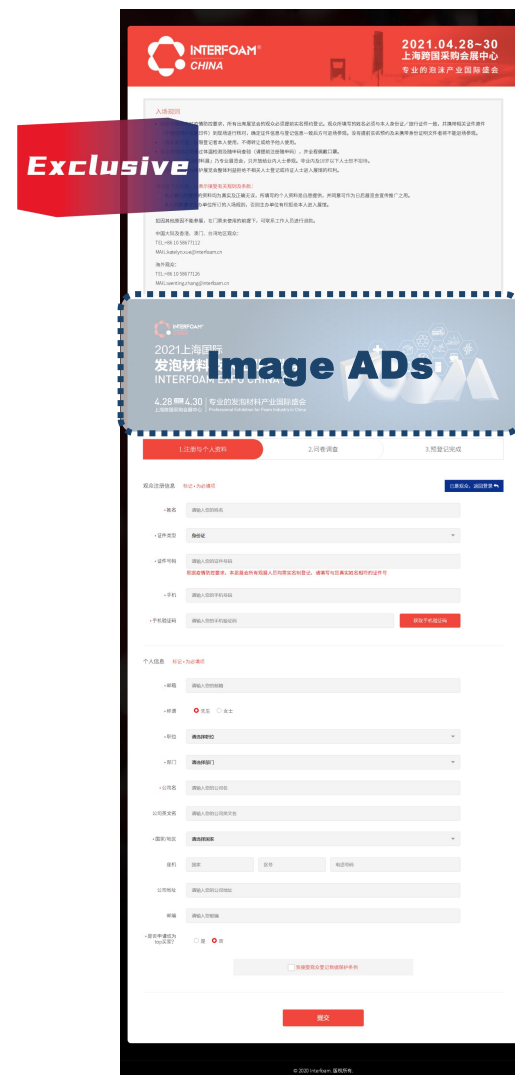
Online Brand Promotion



The registration page is the only channel for professional visitors to register, including pre-registration and onsite registration.

Advertisement on this page will help you to seize the opportunity of accurate exposure, enhance brand awareness.

ADs Items	Size	Price (USD)	Notes
Registration page of WeChat and official website	1400*394px (Landscape)	3,500	Exclusive





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02 Article Posts - "Foamer Alliance"

ADs Items	Cover Image Size	Price (USD)	Notes
Single release	900*383px (Landscape)	1,200	Article posts individually.
Multiple release (The top position)	900*383px (Landscape)	800	Multiple article post simultaneously with the top position.
Multiple release (The second position)	383*383px	500	Multiple article post simultaneously with the second position.

* The above prices are for publication only and do not include writing. For all types of article posts are required to provide final content by sponsor, and Interfoam reserves the right of platform audits and secondary edits for publication specifications.

* The fee for original writing is **RMB 2,000 per article**, including 3 times of revisions.

* The final published content needs to be confirmed 1 working day before the publication date, including but not limited to the text and images within the article, cover text and images, etc.

* To adjust the publication date, a request must be made to the project contact at least 1 working day in advance.

* If the cover image of the top article contains important information, please place it on the right side preferentially as there is a possibility of occlusion by the mask on the left side.

* All WeChat article posts will be synced to Interfoam official website for free.





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02 Article Posts - “ Interfoam ”

ADs Items	Cover Image Size	Price (USD)	Notes
Single release	900*383px (Landscape)	650	Article posts individually.
Multiple release (The top position)	900*383px (Landscape)	400	Multiple article post simultaneously with the top position.
Multiple release (The second position)	383*383px	300	Multiple article post simultaneously with the second position.

* The above prices are for publication only and do not include writing. For all types of article posts are required to provide final content by sponsor, and Interfoam reserves the right of platform audits and secondary edits for publication specifications.

* The publication of original writing needs to refer to the package of “ Foamers Alliance” , including 3 times of revisions.

* The final published content needs to be confirmed 1 working day before the publication date, including but not limited to the text and images within the article, cover text and images, etc.

* To adjust the publication date, a request must be made to the project contact at least 1 working day in advance.

* If the cover image of the top article contains important information, please place it on the right side preferentially as there is a possibility of occlusion by the mask on the left side.

* All WeChat article posts will be synced to Interfoam official website for free.





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20,000+
Followers

【Foamer Alliance】 The self-owned media platform founded by Interfoam of HJTEXPO. It regards promoting the technology development of foams industry and connecting the industry chains as its own responsibility and mission, which is committed to sharing industry news, advanced technology, application solutions and relevant industry knowledge in foams industry.



10,000+
Followers

【Interfoam】 The WeChat official account of Interfoam, an exhibition brand oriented by HJTEXPO, which is the official platform for conveying exhibition information. Exclusive articles would directly released to the followers who are actively concerned about foams industry and the exhibition, in which to help you promote products deeply, increase enterprise's exposure, and seize the opportunity.



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03 Image ADs within Article Posts

The WeChat Official Account platform is the most important channel to release the latest information of foam industry, and also the main way for professional visitors to know the activities of our exhibition.

ADs Items	Size	Price (USD)
Image ADs at the beginning of the articles	900*500px (Landscape)	1,000 / month

* For all types of publicity materials are required to provide final content by sponsor, and Interfoam reserves the right of platform audits for publication specifications.



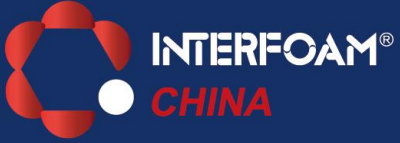
燃情“发泡”精彩不停！Interfoam
China 2024 同期活动全阵容一览

积极向上的 Interfoam发泡材料展

2024年07月31日 16:50 北京 1人听过



发泡材料，指能在物质能不气化产生气泡，使之成为多空物质的发泡物质，因为其用途广泛，所以在目前每年市场规模保持20%速度高速增长。在相关新材料领域，发泡材料的市场增速，是目前新材料应用领域增速较快的行业，也引发了行业的巨大关注。



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04 Video Posts

The official video account is an important platform for showcasing advanced industry information, which provides professional visitors core industry trends. Short videos have become a popular communication way with the ability to vividly demonstrate the characteristics of enterprises and the highlights of products. Therefore, the enterprise news will be precisely delivered to the followers of the exhibition, which achieving targeted brand exposure efficiently.

ADs Items	Size	Price (USD)
Video posts	The duration of each video should not exceed 30 mins. The minimum resolution should be 720p, the bitrate should be within 10Mbps, and the format should be MP4.	150 / video

* All videos are required to provide final version by sponsor, and Interfoam reserves the right of platform audits for publication specifications.
* Sponsors are required to showed as the feature exhibitors of Interfoam China 2025. Please contact us for further information.





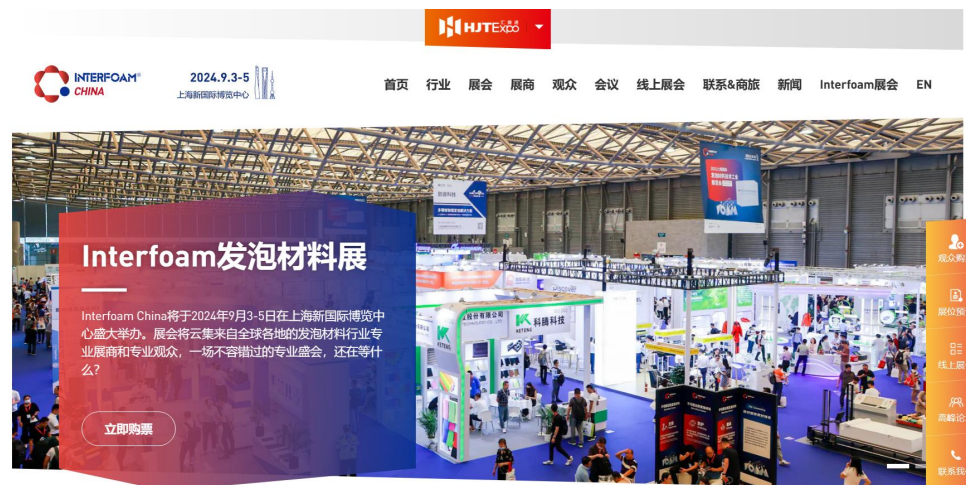
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Online Brand Promotion

05 Banner ADs on Home Page

The official website of Interfoam is the preferred platform for visitors to obtain the information of exhibition. Put your company's advertisement on the home page banner of Interfoam official website, so that the visitors will notice your company when they want to learn about Interfoam and have a deep impression on your company.



ADs Items	Size	Duration	Price (USD)	Language
Home page banner slideshow of official website	PC: 1920*768px (Landscape) Mobile: 750*750px	4 months (3 months prior and 1 month after the exhibition)	1,000	CN / EN

* For all types of publicity materials are required to provide final content by sponsor, and Interfoam reserves the right of platform audits for publication specifications.





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06 Customized EDM Posts

We will regularly send emails with different content to all the accurate data in the database. This way will accurately and widely convey the information of your company.

ADs Items	Size	Price(USD)
Customized emails	/	800 each time
Picture ADs within emails	900*400px (Landscape)	300 each time

* The above prices are for publication only and do not include writing. For all types of article posts are required to provide final content by sponsor, and Interfoam reserves the right of platform audits and secondary edits for publication specifications.



Interfoam发泡材料展是亚太地区专业的发泡材料产业展览会，是行业专业人士不容错过的年度盛会，将于2021年4月28-30日在上海跨国采购会展中心隆重开幕。为了方便观众顺利高效进馆、观展，全方面掌握展会亮点，Interfoam特别为您奉上“观展攻略”。快快收藏，或告知您的朋友和同事，助您乘兴而来，满载而归。



开发重量轻、缓冲性能好、造型结构可塑性强、无废弃公害的新型泡沫包装成为运输包装领域的新风向。上海青石塑料科技有限公司（简称青石塑料，下同）始终致力于节能减排为目的的聚烯烃环保高分子材料——物美价廉、安全耐用Lowcell PP发泡板：轻便、耐热、高强度、可循环、可塑形定制，为运输包装提供了优质选材。



07 Customized SMS Posts

We will regularly send text messages with different content to the mobile phone users in the database. Send your information to the professional visitors in short words before and during the exhibition, so as to arouse the attention and interest of them. At the same time, the direct and efficient customized SMS will also bring more customers to your booth.

ADs Items	Price (USD)	Notes
Customized SMS	1,000 each time	3 quotas only

- * The content of SMS must not contain personal names. If adding numbers or links, leave spaces before and after.
- * The number of characters in each SMS content should be limited to within 67 characters.
- * During the exhibition, each sponsor is allowed to send SMS messages once only.
- * Interfoam reserves the right of platform audits and secondary edits for publication specifications.





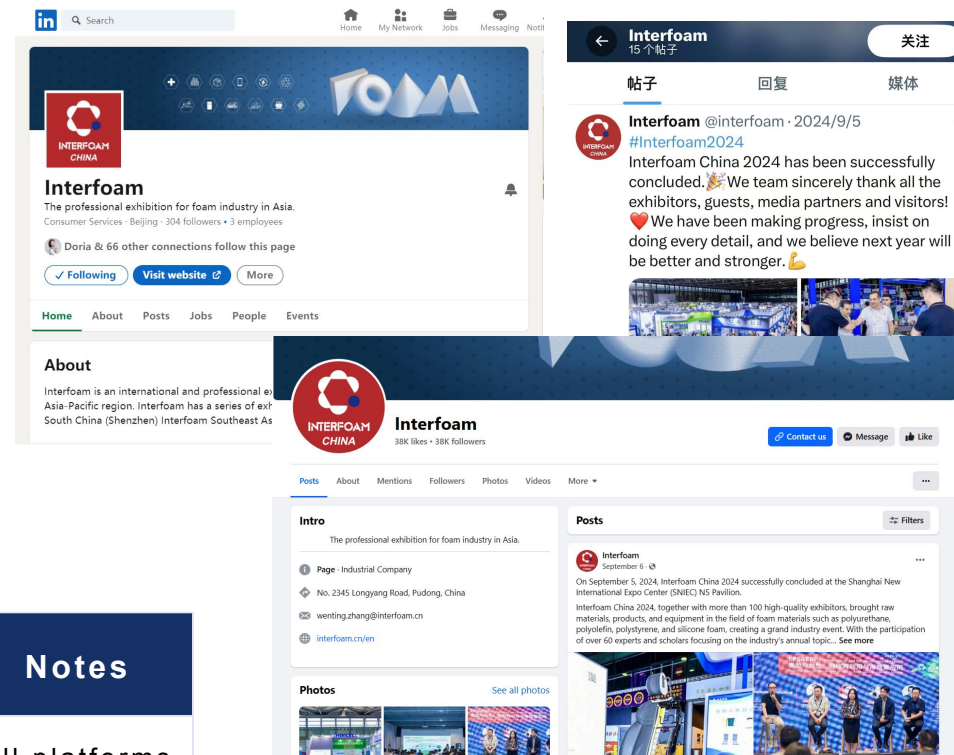
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08 Posts on LinkedIn, Facebook, Twitter

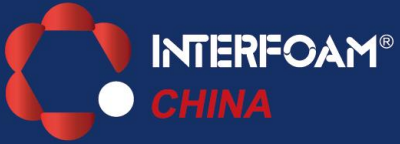
LinkedIn Facebook, and Twitter are the main international social media platforms of Interfoam. The followers are mainly professionals in foams industry and application fields. So it will promote the brand image of your company to people from different countries.



ADs Items	Price (USD)	Notes
Released by official accounts	800 each time	All platforms
Forwarded by official accounts	300 each time	All platforms

- * The above prices are for publication only and do not include writing. The content and materials are required to provide final content by sponsor, and Interfoam reserves the right of platform audits and secondary edits for publication specifications.
- * The language requirement is English only, and the number of pictures should be limited to within 9.





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09 Image ADs on Photo Live Platform

In this network era, Interfoam has photo live broadcast during the exhibition, so that the audience outside can keep abreast of the exhibition site through mobile terminals.

ADs Items	Size	Price (USD)	Notes
Cover	750*1360 px (Portrait)	3,500	Exclusive
Banner	750*352 px (Landscape)	1,800	Exclusive

* Picture requirements: 72dpi, in JPG format, with the size of a single file not exceeding 2M.



Cover



Banner



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