

Testing Expo

CHINA

AUTOMOTIVE

August 27, 28 & 29, 2025

Shanghai, China

SPONSORSHIP PROGRAM

Automotive Testing Expo sponsorship program provides additional opportunities to enhance visibility and reach prospective visitors and delegates before, during and after the event. **We are happy to discuss creating bespoke sponsorship packages or tailoring existing activities to suit your specific needs.**

Sponsorship Packages

Packages offer sponsors high-profile association and endorsement. If they are taken up at the start of the campaign you are ensured maximum exposure. This is an all-encompassing package that will profile your company to prospective visitors and attendees in association with all elements of the event before, during and after it takes place.

Visual branding opportunities at the show

Visitors and delegates are at their most receptive while they are at the show. This is also when they have a wide selection of products and services to choose from. We can help you attract more visitors. On-site branding opportunities will help to take your messages and images beyond your booth, giving you the edge over competitors.



Visual branding opportunities at the show

Relaxation Lounge Sponsor

Sponsorship of the Relaxation Lounge Sponsor Area. The area provides visitors with a high-quality comfortable setting for refreshments, meetings and a chance to plan the rest of their day. Logo and branding around the lounge.

- Two Floor-Standing Banners within the Relaxation Lounge allowing the Sponsors logo to be prominently branded
- The Relaxation Lounge will include 750 paper cups and napkins with company branding included
- The Relaxation Lounge will contain two literature racks for the Sponsor to display and distribute their company marketing materials
- Sponsoring branding and company link listed on the event website from day of agreement through to end of show
- Logo branding included in the event guide and all event marketing materials

Rate: £5,000

(for the whole event)

Badges and lanyards

Exclusive sponsor of all attendee badges OR lanyards

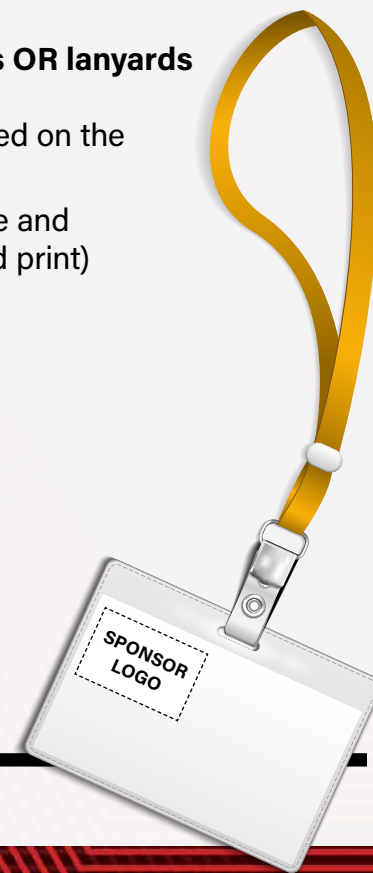
- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Rate: £7,000 (badges)

Rate: ~~£7,500~~ (lanyards)

SOLD

NOTE, lanyards to be provided by the sponsor



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Visual branding opportunities at the show

Registration area sponsor

Company branding featured in the entry registration areas of the show

One exclusive marketing emailer to all registered attendees before the event

- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Rate: £4,500



Exhibit hall drinks reception

Sponsorship of the drinks reception for all attendees on day 1 in the exhibition hall

- Branding around service and networking areas
- Branding around the sponsor's booth space
- One exclusive marketing emailer to all registered attendees before the event
- Logo branding and company web link listed on the event website
- Logo branding included in the event guide and event marketing paraphernalia (digital and print)
- Company profile listing (100 words) and contact details in the event guide

Sponsor to provide branded glasses/cup-holders/napkins

Rate: £10,000

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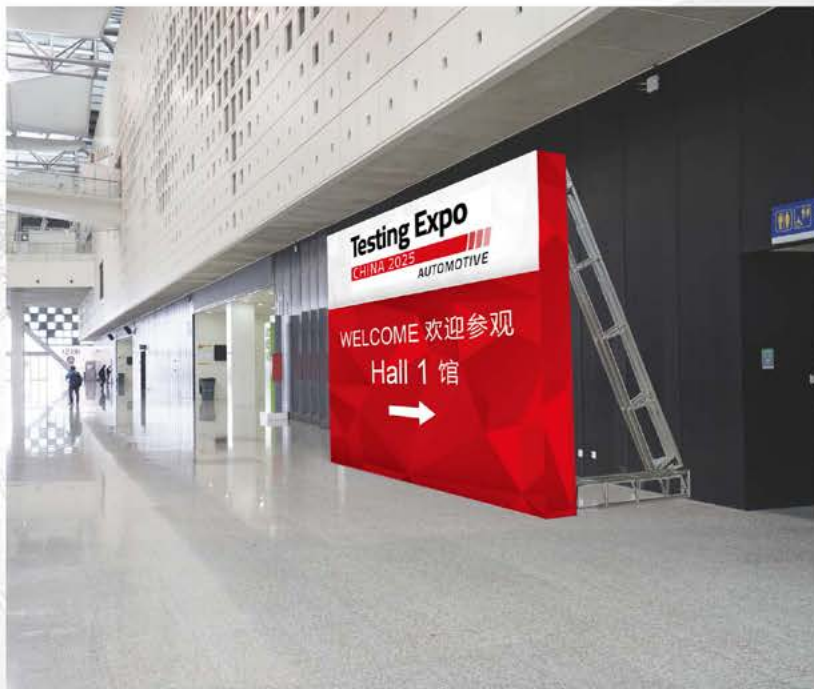
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➤ Sponsorship Options

广告位介绍
Advertising Introduction



BILLBOARD A – Material: painting cloth, truss structure – Size – 3m (W) x 3m (H)

Total Price for the whole event - £1,500

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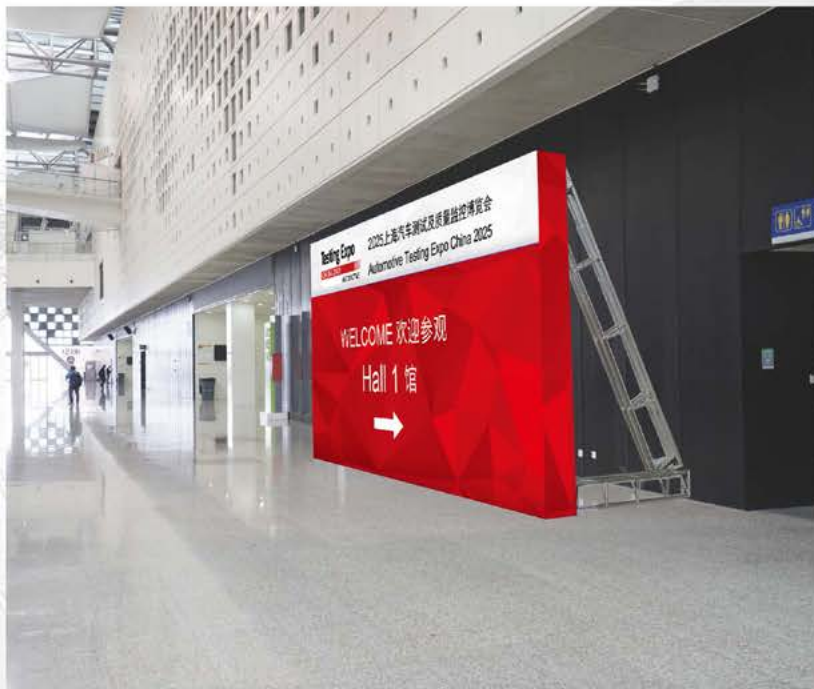
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BILLBOARD B - Material: painting cloth, truss structure – Size – 5m (W) x 3m (H)

Total Price for the whole event - £2,400

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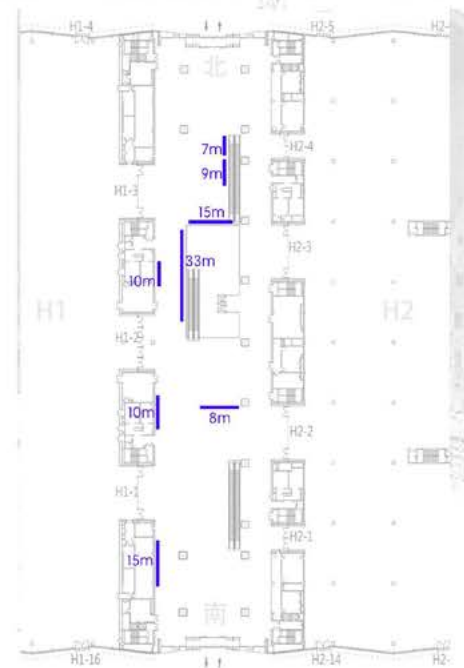
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BILLBOARD C - Material: painting cloth, truss structure – Size – 7m (W) x 4m (H)

Total Price for the whole event - £4,000

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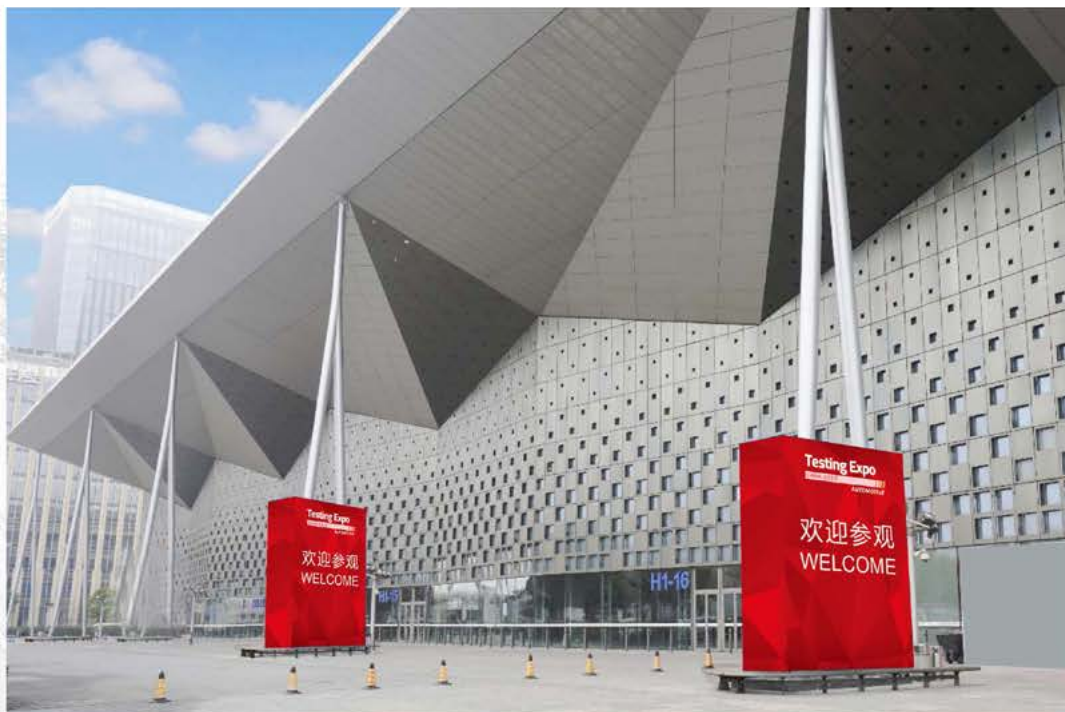
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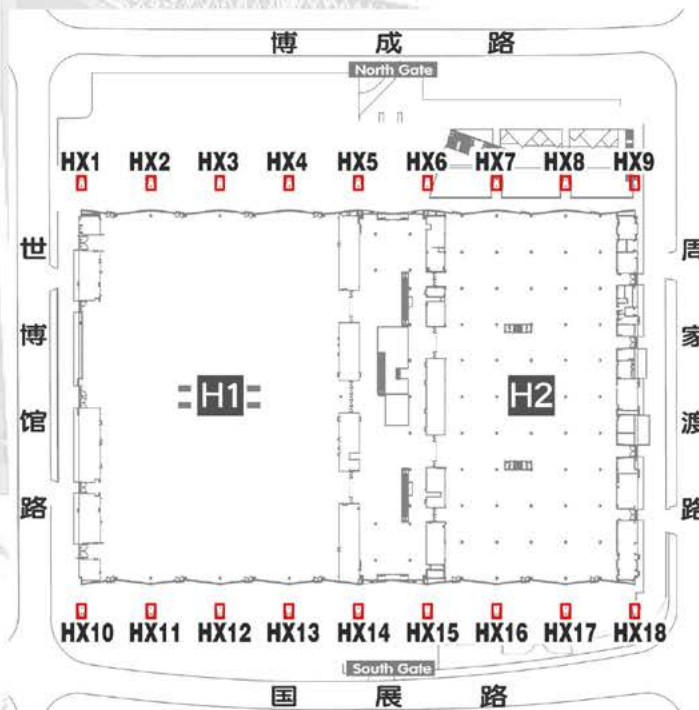
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➤ Sponsorship Options



OUTSIDE BILLBOARD - Material: painting cloth, truss structure –
Size – 4.5m (W) x 6m (H) x 2 sides and 1.5m (W) x 6m (H) x 2 sides
Total Price for the whole event - £6,000

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contact

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