



第11届世界福建同乡恳亲大会

世界福建同乡恳亲商贸展览会

THE 11th WORLD FUJIAN CONVENTION TRADE EXHIBITION

福聚大马
建业全球

豪华配套&赞助计划

PREMIUM PACKAGE & SPONSORSHIP PROGRAMME

日期:2024年11月7日至9日 | 地点:吉隆坡国际会展中心

Date: 7th – 9th November 2024 | Venue: Kuala Lumpur Convention Centre (KLCC)



SELANG HOKKIEN B.C.O.
HOKKIEN ASSOCIATION MALAYSIA
HOKKIEN ASSOCIATION MALAYSIA

马中建交50周年



马来西亚福建社团联合会 主办

THE FEDERATION OF HOKKIEN ASSOCIATIONS OF MALAYSIA



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2024第11届世界福建同乡恳亲大会 世界福建同乡恳亲商贸展览会 SPONSORSHIP PROGRAM CHART 赞助计划表

	PLATINUM USD 32,000 RM 148,800	GOLD USD 28,000 RM 130,200	SILVER USD 18,000 RM 83,700
Exhibition at premium location 优越展览地点	Raw Space 光地面积 54sqm 平方米	Raw Space 光地面积 54sqm 平方米	Raw Space 光地面积 36sqm 平方米
Speaking slots @ WFC Exhibition Mini Talks 展销会小型演讲时段	✓	✓	✓
e-Souvenir Programme 在线网站品牌推广计划	✓	✓	✓
Officially mentioned in our marketing & promotional collaterals / media / main webpage or event app. (where applicable)* 在营销和促销资料/媒体/主网页或活动应用程序中正式提及。(如适用) *	✓	✓	✓
Advertisement Banner @ Exhibition Hall Foyer 展览馆门厅广告横幅	✓	✓	✓
Logo display in all pre-event, on-site, online & collaterals 标志显示在所有活动前、现场、在线和宣传材料中	✓	✓	✓
Free use of Business Matching Centre 免费使用商贸配对中心	✓	✓	✓
Opportunity to display corporate video at the Mini Stage / Foyer area before the event. 迷你舞台活动前/门厅区域展示公司视频	✓	✓	✓
Networking Opportunities : Reserved seats at WFC Exhibition Welcome Dinner 交流机会于第11届福建同乡恳亲大会 - 商贸展销会欢迎晚宴	✓	✓	
Special mention in WFC Exhibition's Opening Ceremony officiated by Special Guest 在特邀嘉宾主持的第11届福建同乡恳亲大会 - 商贸展销会开幕仪式中特别提及	✓		

*All prices are subject to the prevailing exchange rate with the U.S. Dollar. 所有价格以美元汇率为基准。

OFFICIAL REGISTRATION KIOSK SPONSOR 官方登记柜台赞助商



Branding opportunity on the on-site Registration Kiosk (sponsor to provide artwork). 现场注册柜台的品牌推广 (赞助商提供广告文案、内容与设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section in related sponsor section 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 20 x VIP invitation cards 20张VIP邀请卡

OFFICIAL ONLINE REGISTRATION PORTAL SPONSOR 官方在线注册网站赞助商



Branding opportunity on the Online Registration Portal (sponsor to provide artwork). 在线上注册网站的品牌推广 (赞助商提供广告文案、内容与设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section in related sponsor section 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 20 x VIP invitation cards 20张VIP邀请卡

BUSINESS MATCHING LOUNGE SPONSOR 商业配对休息室赞助商



3m wall branding opportunity at side wall (sponsor provided artwork). 侧壁上的 3m 墙品牌推广机会。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section in related sponsor section 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 20 x VIP invitation cards 20张VIP邀请卡

EVENT PROGRAMME BOARD 活动节目板



Branding opportunity on the Event Programme Board (sponsor to provide artwork). 活动板上的品牌推广 (赞助商提供广告文案、内容与设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section 在相关赞助商部分列为“赞助商”

OFFICIAL SHOW BAG SPONSOR 方秀袋/环保袋赞助商



10,000 pieces of Event Bags inclusive of Sponsor's logo will be handed out to VIPs, buyers, visitors and media. (sponsor to cover production of event bag, event logo must be included). 10,000个官方秀袋/环保袋印有赞助商标志将分发给贵宾、买家、参观者和媒体。(赞助商提供制作与印刷设计环保袋)

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 10 x VIP invitation cards 10张VIP邀请卡

ENTRANCE ARCH 博览会入口拱门



Branding opportunity on the Entrance Arch (sponsor to provide artwork). 展销会入口拱门上的品牌推广机会 (赞助商提供印刷设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 20 x VIP invitation cards 20张VIP邀请卡

OFFICIAL VISITOR LANYARD SPONSOR

官方访客挂绳赞助商

Branding opportunity on the Visitor Lanyard (sponsor to provide artwork). 官方访客挂绳上的品牌推广机会 (赞助商提供印刷设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section in related sponsor section as 'sponsor' 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 30 x VIP invitation cards 30张VIP邀请卡



OFFICIAL VISITOR BADGE SPONSOR

官方访客证赞助商

Branding opportunity on the Visitor Badges (sponsor to provide artwork). 官方访客证上的品牌推广机会 (赞助商提供印刷设计图)。

- Logo acknowledgement on-site, official event website and show guide. 赞助商标志展示于官方活动网站和展销会指南
- Listing as 'sponsor' on the relevant sponsor section in related sponsor section as 'sponsor' 在相关赞助商部分列为“赞助商”
- 1 x social media shout-out 社交媒体推广
- 15 x VIP invitation cards 15张VIP邀请卡



DIRECTIONAL SIGNAGES 方向标牌

Branding opportunity on the directional signage (advertiser to provide artwork).

方向标牌上的品牌推广机会 (赞助商提供广告文案、内容与设计图)。



HANGING BANNER 悬挂横幅布条

1 Hanging banner, 4m x 2m in dimension (advertiser to provide artwork)

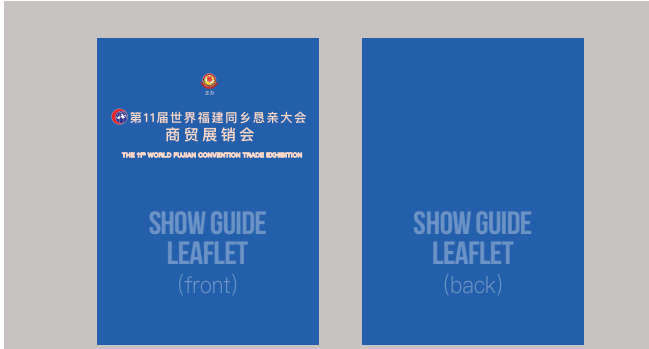
1 个悬挂横幅布条，
尺寸 4m x 2m (赞助商提供
广告文案、内容与设计图)。



SHOW GUIDE ADVERTISEMENT

观展指南广告

- 1 x full color advertisement page on Show Guide.
- 1 x 展会指南广告页 (赞助商提供广告文案、内容与设计图)。



WFCITE WEBSITE LEADERBOARD BANNER

网站排行榜横幅

- 1 x web banner 728(w) x 90(h) on WFC Exhibition website (homepage).
- 1 x 网页横幅728(宽) x 90(高)在商贸展销会网站在 (主页) 上。
- Banner will be place in 3 months prior to the show advertiser to provide artwork based on given dimensions.
横幅将在展会3个月前刊登于商贸展销会网站 (主页) 推出, (赞助商提供给定尺寸网页横幅印刷文案、内容与设计图)。



WFCITE WEBSITE ANCHOR BOARD

网站锚定板

- 1 x web anchor board 1200(w) x 630(h) on WFC Exhibition website (homepage).
- 1 x 网络锚板1200(宽) x 630(高)在商贸展销会网站在 (主页) 上。
- Anchor board will be place in 3 months prior to the show advertiser to provide artwork based on given dimensions.
锚板将在展会3个月前刊登于商贸展销会网站 (主页) 推出, (赞助商提供给定尺寸网页横幅印刷文案、内容与设计图)。



WFCITE WEBSITE BILLBOARD RECTANGLE

网站广告牌矩形

- 1 x web billboard rectangle 300(w) x 250(h) on WFC Exhibition website (homepage).
- 1 x 矩形广告 300(宽) x250(高)在商贸展销会网站在 (主页) 上。
- Anchor board will be place in 3 months prior to the show advertiser to provide artwork based on given dimensions.
锚板将在展会3个月前刊登于商贸展销会网站 (主页) 推出, (赞助商提供给定尺寸网页横幅印刷文案、内容与设计图)。

