# Sponsorship opportunities



en.caclp.com







@CACLP













Since 1991, China Association of Clinical Laboratory Practice Expo - widely known as CACLP - has been firmly committed to showcasing the IVD industry by bringing industry professionals together and creating the highest-quality IVD community worldwide.

As one of the world's largest in vitro diagnostic professional exhibition, CACLP always provides the best services to the whole IVD industry worldwide. Our service is not only limited to the exhibition and booth stand, but also include efficient integrated branding solutions in the IVD field.



120,000 sqm Exhibiting space



1,400+ Exhibitors



30,000+ Professional players





### www.caivd-org.cn

China Association of In-Vitro Diagnostics (CAIVD) is the national industry association for the manufacturers and distributors of IVD products in China and it currently represent around 80% of the industry. In addition, CAIVD also maintains long-term contact and cooperative relations with more than 5,000 experts in Chinese IVD related fields.

Adhering to the purpose of building an international platform which integrates manufacturing, academy, research, application, education and management, CAIVD helps the sustainable development of the IVD industry.



10+
Partner associations



5,000+ Academic professionals



300+ Reports per year

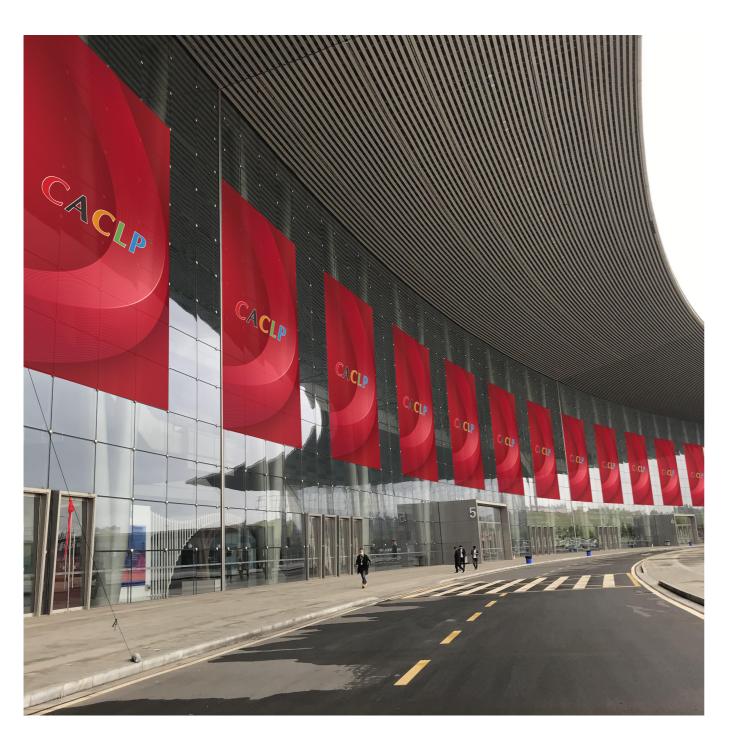
# Onsite sponsorship



26-30 May 2023
Nanchang Greenland International Expo Center & Primus Hotel



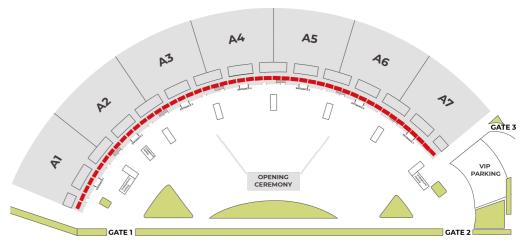
# Hall entrance branding - A1-A7



Covering the front side of the glass, the branding will be seen by all the visitors on site.

Placement	Per
A1-A5 Hall	CNY 39,000
A6-A7 Hall	CNY 26,000

### Format: 10m length x 15m height





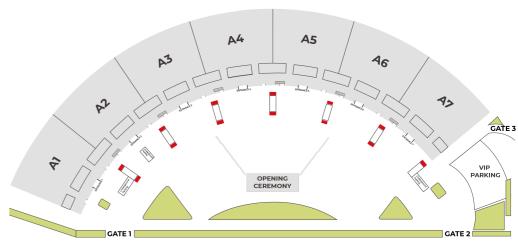
# Outdoor square graphic



Lining up along the exhibition halls on the sides of the entrances, close to the gates of underground parkings. This unique opportunity is limited to one advertiser only.

# Price: CNY 97,500 for 13 sites

Format: 5.5m length x 5.5m height





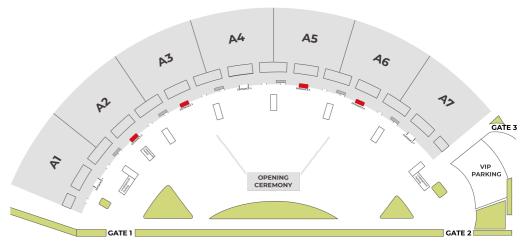
# Hall entrance banner



An exclusive advertising site above the hall entrance, this banner will impress all the professional visitors accessing the exhibition halls through A2, A3, A5 and A6 entrances. This branding opportunity is limited to one advertiser.

# Price: CNY 20,000 for 4 sites

Format: 10.8m length x 1.8m height





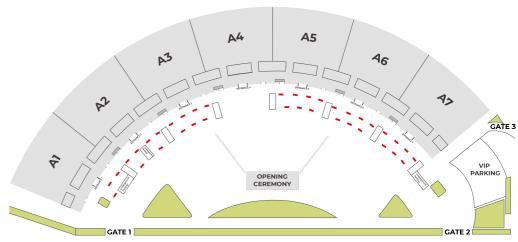
# Parking truss



This visible opportunity is wrapped on 4 sides and is located at the outdoor parking lot. This truss will deliver diversified message to the visitors.

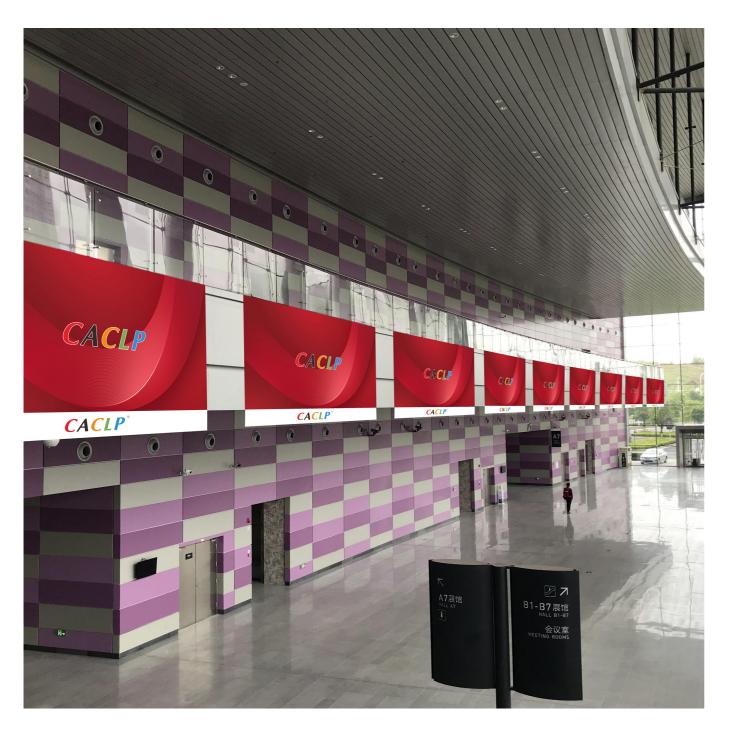
# Price: CNY 6,500 per truss

Format: 10.8m length x 1.8m height





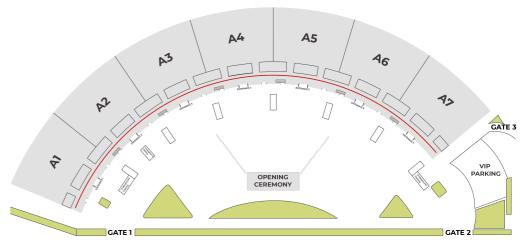
# Hall hanging banner



Located in the concourse, this eyecatching location attracts the right audiences as they pass through the entrance.

# Price: CNY 7,200 per banner

Format: 6m length x 3m height





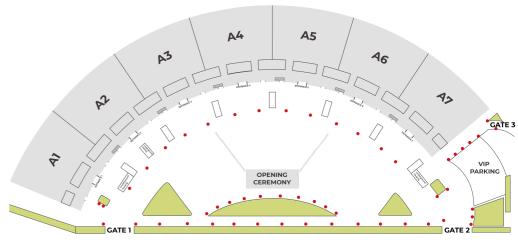
# Outdoor double sided flag



The flags is hung from light poles, building a network of flags alongside the driveways and outdoor parking lot. This attractive opportunity is limited to one advertiser only.

# Price: CNY 83,200 for 52 poles 2 flags on each pole

Format: 0.6m length x 1.8m height





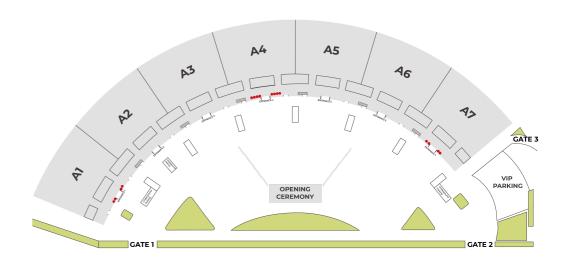
# Rotating tower box



Located in the concourse, these eyecatching rotating tower boxes make a deep impression on the right audiences. The tower box providing a comprehensive display with 4 sides.

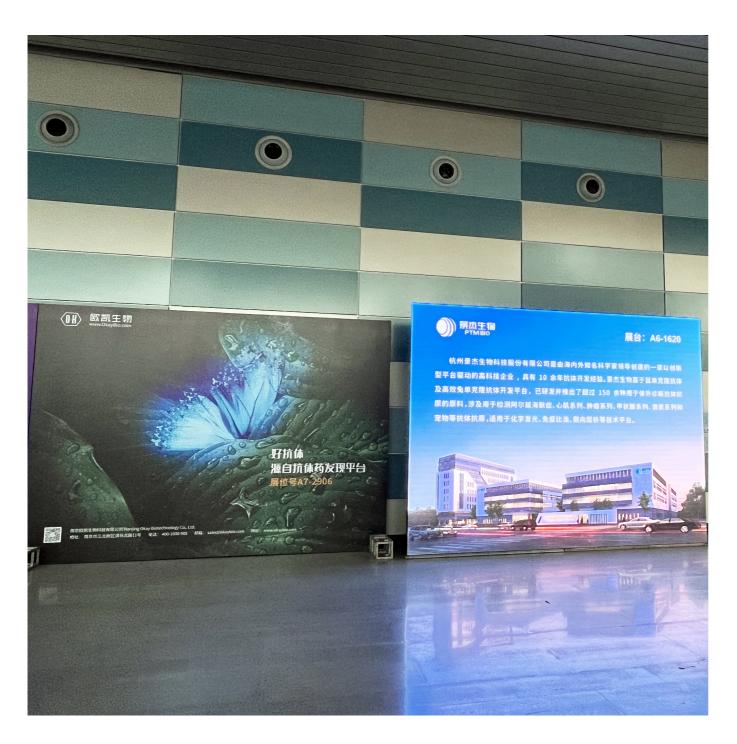
# Price: CNY 20,000 per box

Format: 1.2m length x 2.4m height each side



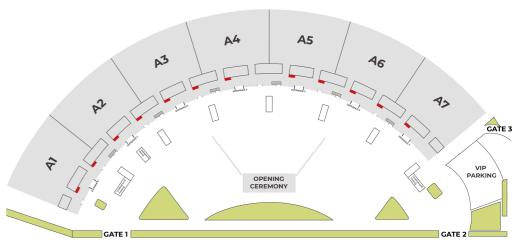


# Hall entrances digital screens



Next to each hall entrance, these digital screens are highly notable for all the onsite visitors.

Length	Height Screen	
4m	3m	CNY 20,000
8m	4m	CNY 60,000



# Digital marketing & Social media





# WeChat 🎨

WeChat is a Chinese instant messaging, social media, and mobile payment app. It became the world's largest standalone mobile app in 2018 with over 1 billion monthly active users, 92% of which use it on a daily basis. WeChat users spend an average of 66 minutes on the app a day as opposed to Facebook's 50 minutes.

## **CACLP WeChat platform**



Followers: 120,000+



### **Content**

- Business news
- Exhibition & events
- Advanced technology & products
- Capital activities
- CACLP expo service

• ..

# **CAIVD WeChat platform**



Followers: 150,000+



### **Content**

- Industry research & analysis
- The latest policy & regulation
- Character interview of influencers
- Clinical laboratory
- Academic activities

• ...



## CACLP体外诊断资讯 Articles Channel Services ≡ Monday 重磅! 国际首个PCR-荧光探针法 Headline 定量测定 HBV-RNA 试剂盒获批... 9422 read(s) 32 like(s) 23 friend(s) read Secondary 京达生物·海纳英才! 3742 read(s) 13 like(s) 16 friend(s) read 什么是5′-腺苷酸化修饰rApp? 1391 read(s) 10 like(s) 12 friend(s) read 联合国糖尿病日 | 糖化血红蛋白分 析仪生产企业助力诊断 185 read(s) 13 like(s) 18 friend(s) read **Others** 北京、天津、河北、山东已实现50 个临床检验结果互认! 295 read(s) 10 like(s) 11 friend(s) read IVD供需对接: 赛默飞款磁棒套、 早孕试纸条、PG II质控品、八联... 328 read(s) 13 like(s) 14 friend(s) read

# WeChat article ad

Ad unit	Per article
Headline	CNY 12,000
Secondary	CNY 6,000
Others	CNY 2,000

### **Article Guidelines & Requirements**

- Articles should be informative and factual. The words such as "first" and "best" should not be used unless there is solid evidence.
- Language: Chinese
- · Length: Up to 10,000 words
- Image format: < 10MB PNG/JPEG</li>
- References: References are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers.





### CACLP体外诊断资讯

智奥瑞和(上海)展览有限公司 🧇

中国国际检验医学暨输血仪器试剂博览会(CACLP)官

方视频号。...Show More

Official Account: CACLP体外诊断资讯

2 live stream recently

IP: Shanghai

47 friends following

✓ Following

Message

**Videos** Replay



# WeChat video ad

## Price: CNY 4,000 per video

### **Video Guidelines & Requirements**

- · Video should be original, clear and no license issue. Video description and hashtags are required for publishing.
- · Language: Chinese
- Kind: mp4, m4v
- Dimensions: > 720p
- Duration: 1-3 mins
- Size: Up to 500 MB

### **Description Requirements**

- · Language: Chinese
- · Length: Up to 80 words



# Website 👀

The Chinese official websites of CACLP (<u>www.caclp.com</u>) and CAIVD (<u>www.caivd-org.cn</u>) update comprehensive industrial news, policies & regulations and other IVD related news in real time.

At present, the websites have more than 16 million total visits.

## **CACLP Website (CH)**



Average UV: 5617 /day



### **Content**

- Business news
- · Exhibition & events
- · Advanced technology & products
- Capital activities
- · CACLP expo service

• ..

# **CAIVD Website (CH)**



Average UV: 4101 /day



### Content

- Industry research & analysis
- The latest policy & regulation
- Character interview of influencers
- Clinical laboratory
- Academic activities
- ..



# Website ad



Ad unit	Dimensions	Price	Note
Top banner	1200 x 240 pixels (CACLP) 1200 x 400 pixels (CAIVD)	CNY 30,000 /quarter	
Floating ad	260 x 760 pixels	CNY 4,000 /month	CAIVD only

Format: PNG, JPEG

# CACLP

# Website ad



Ad unit	Dimensions	Month	Note
Middle banner	1200 x 100 pixels	CNY 12,000	
Bottom banner	600 x 100 pixels	CNY 6,000	CACLP only

Format: PNG, JPEG





在浏览器中查看此封邮件

# CACLP'

第十九届中国国际检验医学暨输血仪器试剂博览会 The 19th China Association of Clinical Laboratory Practice Expo (CACLP)

第二届中国国际IVD上游原材料制造暨流通供应链博览会 The 2<sup>nd</sup> China IVD Supply Chain Expo (CISCE)

2022年10月26日-28日 | 南昌绿地国际博览中心

### **Bottom banner**

Image format: < 10MB PNG/JPEG

# E-newsletter



### **Exhibition registration confirmation**

Confirmation letter to all the registered visitors during CACLP 2023.

Ad unit: Bottom banner

Targeted audience: 30,000-40,000

• Unique open rate: 14%

Price: CNY 20,000 (one advertiser only)

### **Exhibition promotion email**

Marketing email directly to more than 40,000 CACLP members in 3-6 times every year.

Ad unit: Bottom banner

Targeted audience: 40,000+

• Unique open rate: 14%

Price: CNY 8,000 per email





# **CACLP Online app**



CACLP Online is a digital application that serves the whole industry chain of in vitro diagnostics. The app has a solid and broad user base with 80,000+ registered users.

Ad unit	Dimensions	Month
Splash screen	3750 x 8120 pixels	CNY 10,000
Top banner	3480 x 1600 pixels	CNY 8,000
Middle banner	3480 x 1100 pixels	CNY 6,000

Format: PNG, JPEG





# Live stream & webinar service

As a leading provider of integrated branding solutions in the IVD field, CACLP provides diversified live stream services and organises several webinar activities every year.

We own an independent live broadcast platform, which supports simultaneous live broadcast on popular Chinese video platforms such as WeChat video and Blibili channel.

Ad unit	Duration	Price
Online report	20-40 mins	CNY 20,000
Live streaming service	Up to 6 hrs	CNY 30,000
Customised webinar	Up to 6 hrs	CNY 120,000 (Up to 6 invited guests)

\* Translation not included



# Live stream & webinar service



Ad unit	Duration	Price		Service
Online report	20-40 mins	CNY 20,000	1. 2. 3. 4. 5.	Report opportunities  Media promotion  Design service  Technical support  Playback video for 1 year
Live streaming service	Up to 6 hrs	CNY 30,000	1. 2.	Technical support Playback video for 1 year
Customised webinar	Up to 6 hrs	CNY 120,000 (Up to 6 invited guests)	1. 2. 3. 4. 5.	Brand exposure Media promotion Invite Chinese guests Design service Technical support Playback video for 1 year

<sup>\*</sup> Translation not included

# Publications





# IVD News

Circulation: 20,000

IVD News is a non-profit professional news magazine in the Chinese in vitro diagnostic market. The magazine, organised by China Association of In-Vitro Diagnostics (CAIVD) and Professional Community of Experimental Medicine (PCEM), provides the latest trusted news analysis, regulation interpretations, advanced technologies and methodologies, character interviews in the IVD field.

*IVD News* delivers practical, insightful, and cutting-edge content that enables readers to adapt and thrive in a rapidly changing environment. The magazine is published quarterly with a print run of 20,000 copies.







# IVD News ad prices & specs

### Millimetres

Placement	Trim	Bleed	Issue
Cover	210 x 285	216 x 291	CNY 25,000
Gatefold	210 x 285	216 x 291	CNY 13,000
Cover 2	210 x 285	216 x 291	CNY 13,000
Title page	210 x 285	216 x 291	CNY 10,500
Cover 3	210 x 285	216 x 291	CNY 8,000
Back cover	210 x 285	216 x 291	CNY 16,000
2 page spread	420 x 285	426 x 291	CNY 8,000
Full page	210 x 285	216 x 291	CNY 5,000

### **Format**

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.





# 2023 Editorial Calendar

	Deadlines	
	Space	Materials
Mar. issue	1 Mar.	5 Mar.
Jun. issue	1 Jun.	5 Jun.
Sep. issue	1 Sep.	5 Sep.
Dec. issue	1 Dec.	5 Dec.





# **CACLP Catalogue 2023**

CACLP Catalogue 2023 is a publication used extensively by exhibitors and participants during and after CACLP 2023. The content of CACLP Catalogue includes conferences, sessions, speakers, schedule and exhibitor information.

Circulation: 10,000



# CACLP Catalogue 2023 ad prices & specs

### **Millimetres**

Placement	Trim	Bleed	Price
Cover	210 x 285	216 x 291	CNY 70,000
Cover 2	210 x 285	216 x 291	CNY 50,000
Title page	210 x 285	216 x 291	CNY 46,000
Cover 3	210 x 285	216 x 291	CNY 46,000
Back cover	210 x 285	216 x 291	CNY 64,000
2 page spread	420 x 285	426 x 291	CNY 21,500
Full page	210 x 285	216 x 291	CNY 13,000
Gatefold	210 x 285	216 x 291	CNY 42,000
Bookmark	65 x 200	71 x 206	CNY 36,000

### **Format**

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.



# **CACLP Newsflash 2023**

Circulation: 50,000

CACLP Newsflash 2023 is a newspaper used extensively by exhibitors and participants during and after CACLP 2023. The content of CACLP Newsflash includes conferences, sessions, speakers, schedule, exhibitor list and floor plan.





# CACLP Newsflash 2023 ad prices & specs

### **Millimetres**

Placement	Trim	Bleed	Price
1/2 Cover	245 x 235	251 x 241	CNY 70,000
Cover 2	250 x 335	256 x 341	CNY 52,800
Back cover	250 x 335	256 x 341	CNY 65,000
Full page	250 x 335	256 x 341	CNY 42,000
1/2 Page	250 x 168	256 x 174	CNY 21,600

### **Format**

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

# Partnership & Recognition



26-30 May 2023
Nanchang Greenland International Expo Center & Primus Hotel





# **Badge**

The badge is the only identification for visitors and exhibitors to access the exhibiting halls on the exhibition days. The badge ad helps in creating a professional impression of your company on all the attendees.

Badge	Amount	Price
Visitor badge	50,000 pcs	CNY 150,000
Exhibitor badge	20,000 pcs	CNY 60,000

### **Format**

- 13cm height x 10.2cm width.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.





# Lanyard

The lanyard is the most wearable item imaginable. There are no issues with sizing or colours as anyone can simply slip on around their neck and your brand is visible to all.

Lanyard	Amount	Price
Visitor lanyard	50,000 pcs	CNY 100,000
Exhibitor lanyard	20,000 pcs	CNY 46,000

### **Format**

- 90cm length x 2cm width.
- The logo of CACLP and concurrent activities must be showed in the design.
- · PDF High Quality Print is the preferred file format.
- · All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- All advertising is subject to Publisher's approval.





# Handbag

Canvas handbags have a large, flat surface area for branding purposes. These highly cost effective bags will carry your logo everywhere.

# Price: CNY 100,000 for 5,000 bags

### Requirements

- A high-resolution company's logo with transparent background is required.
- PDF High Quality Print is the preferred file format.
- · All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.





# **Bottled water**

Branding water bottles is an effective and cost-efficient way to build your brand image. Thousands of professional visitors use these bottles in most places during the exhibition, putting your brand at eye level and in front of your customers every time they take a sip.

## Price: CNY 100,000 for 15,000 bottles

### Requirements

- A high-resolution company's logo with transparent background is required.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.



# **Onsite report**

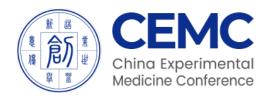


Save your seat for a reporting opportunity, accurately reaching your target audience in the Chinese market



\* Translation not included, Chinese is preferred onsite.











# CACLP

# Ateam at your service

### Follow us







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en.caclp.com

### **AUSTRIA, GERMANY, SWITZERLAND**



Katja HAMMELBECK kh@interpress-media.ch Tel. +41 71 5520212 Mob. +41 79 430 16 41

### CANADA, USA



Kristofer HERLITZ kris@herlitz.com Tel. +1 845 243 2906 Mob. +1 914 424 4247

### **TAIWAN REGION**



Nick YANG info@tradewinds.com.tw Tel. +886 4 2258 6850

### **BENELUX, FRANCE**



eric@stradex.be
Tel. +32 498 33 12 26

### **ITALY**



Roberto PUCCETTI
roberto.puccetti@gtrotter.it
Tel. +39 (0) 532 909396
Mob. +39 320 7447807

### **OTHER COUNTRIES & REGIONS**



**Joy MA** joy.ma@gl-events.com Tel. +86 21 5255 8210



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