



5th

CHINA GLOBAL
WOOD TRADE
CONFERENCE

第五届世界木材与木制品贸易大会——宣传推广方案
Sponsorship Program for the 5th China Global Wood Trade Conference

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世界木材与木制品贸易大会创办于 2011 年，由中国木材与木制品流通协会主办。每年在中国木材与木制品主要贸易口岸城市举办。来自 20 多个国家的 350 余名高层政府、知名企业、权威专家、国际组织代表齐聚一堂，围绕中国以及世界范围内木材与木制品贸易热点话题，“从战略高度和现实问题出发，研究探索世界木材与木制品贸易可持续发展之路”，被誉为“中国最好的国际木材贸易产业交流平台”。

GWT China is an annual event where global wood traders meet in China. It's an extraordinary opportunity to learn the latest Chinese and global wood markets information, and to expand your business network.

Established to facilitate and promote information exchange and business cooperation for global wood trade community in 2011, GWT China takes place in one of China's major port cities each year. Till now, four cities, which are Tianjin, Taicang, Guangzhou and Qingdao, have witnessed the remarkable success of previous GWT China Conferences.

Every year, GWT China attracts more than 350 participants, including wood suppliers, importers, wholesalers, distributors, manufacturers as well as trade associations, industry experts, government officials and representatives of international organizations, from more than 20 countries.

国际木材贸易商在中国的年度聚会

Where Global Wood Traders Meet in China

有效利用推广工具可助于您

We offer you with a perfect promotion platform to

- ☆ 展示产品及形象 ✓
Show your company's image and the products
- ☆ 获取大量潜在客户 ✓
Reach enormous potential customers
- ☆ 提升品牌影响力 ✓
Promote your brand and raise your popularity

“我每年都来参加‘世界木材与木制品贸易大会’，因为这是我在中国参加过的最好的针对国际木材贸易的交流平台。”

——乌拉圭 Agroempresa Forestal 公司总裁 Lautaro Perez

“Every year I attend the GWT China Conference, because it is the best platform I've participated in for international timber and wood products trade in China.”

——Lautaro Perez, CEO of Agroempresa Forestal, Uruguay



一. 综合宣传 Advertisement with full coverage

项目 Items	铂金级赞助商	黄金级赞助商	白银级赞助商
	Platinum Sponsor	Gold Sponsor	Silver Sponsor
价格 Price	(¥ 80,000)	(¥ 60,000)	(¥ 40,000)
宣传组合策略 Promotion Package	5+1	4+1	3+1
9月15日大会午餐冠名(餐券广告) Sponsor the lunch reception on 15 Sept (advertisement on lunch coupon)	√		
大会现场宣传(9月15日大会背板 logo 宣传; 大会签到台宣传; 代表证宣传) Advertisement during the first day of the conference (logo on conference background board; place a poster on the registration desk)	√	√	
大会网站(大会网站首页 LOGO; 网站赞助单 位介绍) Website (Logo on the homepage of the conference website; introduction on the website)	√	√	√
大会邮件推广宣传(赞助单位介绍, 大约 20,000 个国内外行业代表会收到邮件) E-newsletter promotion (Logo and introduction of sponsor in the E-newsletter, which will be received by about 20,000 industry representatives in China and worldwide)	√	√	√
会刊宣传(会刊封面 LOGO; 赞助单位彩页广告) Conference Journal (Logo on the front cover; one- page advertisement in color in the journal)	√	√	√

除以上宣传机会，大会赞助商还可享有以下宣传机会的其中一项。
Apart from the promotion package, all sponsors can also choose one of the following promotion opportunities.

项目 Items		铂金级赞助商	黄金级赞助商	白银级赞助商
		Platinum Sponsor	Gold Sponsor	Silver Sponsor
选项一 Option 1	1. 展位（赞助方可在商务洽谈区设置展示区，展示产品样品及其他宣传材料） Booths (display samples of products and promotion materials)	Booth (3*8, 24 m ² , 光地展位)	Booth (3*6, 18 m ² , 光地展位)	Booth (3*4, 12m ² , 光地展位)
选项二 Option 2	2. 宣传组合 Combination of promotion opportunities on other communication materials	电子月报《中国木材与木制品进出口月报》广告 Advertisement on E-Monthly Report of China Timber and Wood Products Import & Export (Logo and brief introduction in color in the report)		
		会议袋材料广告 Put your promotion materials in the conference bags		
		会刊封面广告 (中文 / 英文) Front cover advertisement (Chinese / English)	封面内跨版 (全彩) the 1st Spread Page (in color)	彩色插页 Inside Cover (in color)
		会场广告牌 Advertising board		

截止日期：2015年5月30日
Deadline for reservation: 30 May 2015



二. 晚宴冠名 Name the dinner on 15 Sept

价格: ¥100000 元

Prcie: ¥100,000

<p>赞助单位致辞</p> <p>发给受邀嘉宾的晚宴券上展示赞助商 LOGO</p> <p>会议官网首页展示赞助商 LOGO</p> <p>会议新闻通稿中对赞助商进行鸣谢</p> <p>会刊彩页宣传</p>	<p>Dinner Speech</p> <p>Advertisement on dinner coupon</p> <p>Logo on the homepage of the conference website</p> <p>Special thanks in the press release of the conference</p> <p>One page advertisement in the Conference Journal</p>
<p>截止日期: 2015 年 6 月 30 日</p> <p>Deadline for reservation: 30 June 2015</p>	



三. 其他方案 Other Types

编号 No.	类型 Type	赞助金额 Pricing	说明 Details
1	会议资料袋 Conference bag	¥25,000	由资助方赞助本次大会的资料袋。资料袋上可印刷企业信息和大会信息。 Sponsor will fund conference bags (with promised quality). On the bags, both sponsor and conference's information will be presented.
2	USB 存储器 USB Flash Disk	¥30,000	由资助方赞助本次大会的 USB 存储器。外包装上可印刷企业信息和本次大会信息, 并可在内部存储企业宣传资料。 Both sponsor's and conference's information will be showed in the surface of the USB, and sponsor's electronic promotion materials will be saved in the USB.
3	代表证 Representative Badge	¥15,000	由资助方赞助本次大会的代表证。代表证正面可印刷企业 Logo, 背面可印刷企业信息。 Sponsor will fund the representatives badge. On the front side, sponsor's logo will be showed, while the presentation of the sponsor will be presented on the reverse side.
<p>截止日期: 2015 年 6 月 30 日</p> <p>Deadline for reservation: 30 June 2015</p>			

附录 Appendix

附录 1 展位

Appendix 1. Sample of Booths

(不含设计、制作、运输及安装、拆除费用)

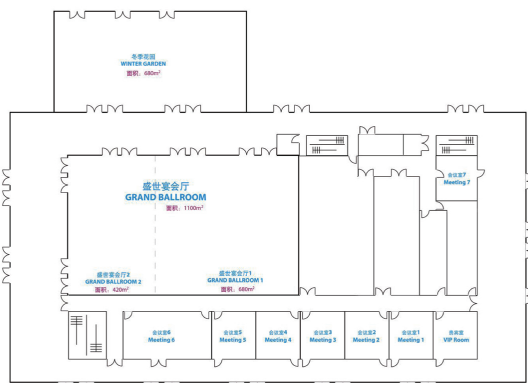
(Design, manufacture, transportation, installment and removing costs are not included.)

展位, 将带给参会者对于赞助商公司产品和形象的最直接感知。展位设置在商务洽谈区, 赞助商可通过陈列产品, 展示形象, 在为期两天的会议和商务洽谈环节对参会者形成持续影响。

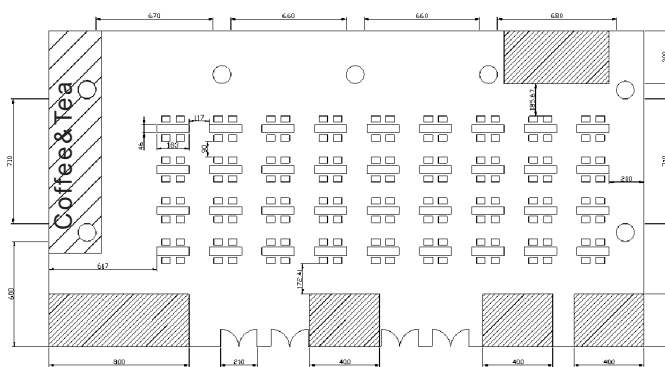
By displaying your products in the booths in the business matching area for whole 2 days, you will promote your company brand.

规格: 24 m² (3*8), 18 m² (3*6), 12 m² (3*4)

Size: 24 m² (3*8), 18 m² (3*6), 12 m² (3*4)



(会场平面图 Master floor plan)



(展位摆放图 Booths)

附录 2 会刊
Appendix 2. Sample of Conference Journal

类 型 Type	收费标准 Pricing
封面 (全彩) Front Cover (In color)	¥10,000
封底 (全彩) Front Cover (In color)	¥10,000
封面内跨版 (全彩) the 1st Spread Page (In color)	¥8,000
封二 (全彩) Inside Front Cover (In color)	¥4,000
封三 (全彩) Inside Front Cover (In color)	¥4,000
彩色插页 (全彩) Inside Cover (In color)	¥2,500
黑白插页 Inside Cover (Black&White)	¥1,000
500 字以内简介 Brief introduction within 500 words (English / Chinese)	¥600



附录 3 网站
Appendix 3. Website



附录 4 E-newsletter
Appendix 4. E-newsletter

共八期的电子邮件宣传，约 20,000 个国内外行业代表通过大会邮件渠道了解会议最新动态。

Email promotion, by sending monthly newsletters, from April to October, which will be received by about 20,000 industry representatives in China and worldwide.



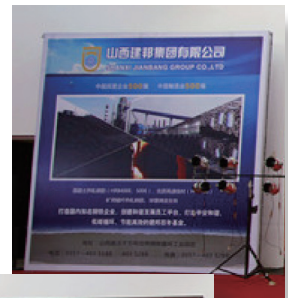
附录 5 会场广告牌
Appendix 5. Sample of Advertising board

(不含设计、制作、运输及安装、拆除费用)
(Design, manufacture, transportation, installment and removing costs are not included.)

会场广告牌位于会议茶歇区，将对会议代表形成直接印象，进一步提升公司知名度。

Advertising board is located in the coffee & Break area.

文件提交格式：限 PSD 或 AI
Format: PSD&AI



附录 6 代表证

Appendix 6. Sample of Representative Badge

每位参会代表均需佩戴代表证入场,在代表证上印上贵公司的标识,使每位参会代表都认知您的品牌。

Print your logo on the representative badge which every delegate will wear in this conference.Raise the awareness of your brand.

文件提交格式: 限 PSD 或 AI

Format: PSD & AI



附录 7 手提袋

Appendix 7. Sample of Conference bag

(限一位赞助商) (One sponsor only)

每位参会代表在入场前,均会领取一个印有贵公司广告及大会信息的环保手提资料袋,会议结束后,参会代表仍会利用该资料袋,从而起到持续宣传的效果。

Every participant will get a conference bag,with your logo and introduction of the conference on it, and will keep it as a daily work tool,making it a long-time used promotional material.

文件提交格式: 限 PSD 或 AI

Format: PSD & AI



附录 8 USB 存储器

Appendix 8. Sample of USB Flash Disk

(限一位赞助商) (One sponsor only)

(含设计、制作、运输费用)

(Including design, produce and transportation cost)

每位参会代表均会领取到含有大会演讲内容的 USB 存储器。并在未来的工作中持续使用。对于赞助商公司形成持续宣传。

Every participant will get one USB Flash Disk and will keep it as a daily work tool making it a long-time and frequently used promotional material.



附录 9 餐券广告

Appendix 9. Sample of Advertisement on lunch coupon

每位参会代表均需佩戴代表证入场,在代表证上印上贵公司的标识,使每位参会代表都认知您的品牌。

Print your logo on the representative badge which every delegate will wear during this conference which can raise the awareness of your brand.

文件提交格式: 限 PSD 或 AI

Format: PSD & AI



获取更多信息, 请联系

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