



第八·届世界木材与木制品贸易大会

8th China Global Wood Trade Conference

国际木材贸易商在中国的年度聚会
Where Global Wood Traders Meet in China

宣传推广方案
Sponsorship Programs

2018年9月16-17日
September 16-17, 2018
中国·重庆
Chongqing • China

www.gwtchina.org



CHINA GLOBAL
WOOD TRADE
CONFERENCE

第八届世界木材与木制品贸易大会 8th China Global Wood Trade Conference

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有效宣传方案有助于您

We offer you with a perfect promotion platform to

✓ 展示产品及形象

Show your company's image and 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

国际木材贸易商在中国的年度聚会

Where Global Wood Traders Meet in China

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”。

As global wood market situation changes rapidly, the China Global Wood Trade Conference (GWT China) was established to facilitate and promote information exchange and business cooperation for global wood trade community. Initiated by China Timber and Wood Products Distribution Association (CTWPDA) in 2011, every year, GWT China takes place in one of the major port cities in China. GWT China is the only annual event where global wood traders meet in China, and attracted more than 350 participants, including high level officials, experts, representatives of international organizations, industrial associations and outstanding companies, from more than 20 countries every year.

会议历程

History of GWT China



参会企业

Types of Participants

林场主 Forest owners

锯材生产商 Sawmillers

木材出口商 Wood exporters

木材进口商 Wood importers

木材经销商 Wood distributors

家具制造企业 Furniture manufacturers

地板生产企业 Wooden flooring manufacturers

木门窗生产企业 Wooden door and window manufacturers

装饰材料生产及经销商 Producers and distributors of decoration materials

促进木材贸易发展相关机构 Related organizations and stakeholders in wood trade industry

地点

Venue of the 8th GWT China

重庆市永川区卫星湖街道 999 号 乐和乐都两江酒店

电话 86-023-85380888 传真: 86-023-85380999

The River Hotel of Leheledu, No.999 Satellite Lake Street, Yongchuan District, Chongqing.

Tel: 86-023-85380888 Fax: 86-023-85380999

第八届世界木材与木制品贸易大会赞助方案

The Sponsorship Programs for the 8th China Global Wood Trade Conference

铂金赞助商 Platinum Sponsor	10 万人民币 100,000 RMB
<p>荣誉回报： Rewards:</p> <p>1. 会议铂金赞助单位冠名； All platinum sponsors have naming right in conference.</p> <p>2. 企业形象 LOGO, 铂金赞助商称号均会出现在论坛的活动现场，并作醒目标示；与本次会议 相关的平面、电视、电台和网络媒体宣传推广中凸现企业品牌； The conference sponsors' logo and title will be markedly exhibited in conference. Moreover, the present medias will publicize and emphasize the image of brands in TV and network.</p> <p>3. 电视台及其他媒体对赞助方在会场上的活动展开系列跟踪报道； Plenary medias will publish tracking reports in regard to the news of the sponsors in conference.</p> <p>4. 会议纪念 U 盘背面刻制赞助方形象 LOGO, U 盘内拷贝赞助方电子宣传材料，设计版式及内容 由大会秘书处和赞助商共同商定； The back of USB flash disks will engrave the enterprises' logo and the USB will copy the advertising materials for the platinum sponsors. The detailed content and layout in USB would be checked by both secretariat of conference and the sponsors.</p> <p>5. 会刊封面内跨版广告宣传； Cross-page advertising inside the cover of conference proceeding.</p> <p>6. 会议袋内放置赞助方纸质宣传册一份； The brochures of platinum sponsors will be put into the conference bag.</p> <p>7. 《中国木材与木制品》封面广告一期； Sponsors can acquire cover position on 《China timber and wood products》 for one publication.</p> <p>8. 在《中国木材与木制品网》上设置赞助方首页广告一个，为期一年； All platinum sponsors obtain one advertisement in the home page of 《China timber and wood products》 for one year.</p> <p>9. 会议官方媒体及其他网络媒体宣传，包括网站、刊物、微信等。 Official media and other network medias, including websites, magazines and wechat platform, will advertise the sponsors' brands.</p>	
<p>展位：3*9 m² 的光地展位 1 个 Mini exhibition: One 3*9 m² booth</p>	
<p>免费参会名额：3 个 Complimentary registration: 3 person</p>	
<p>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 advertising promotion (Introduction of sponsors in the E-newsletter will be sent to about 20,000 global industry representatives)</p>	

黄金赞助商 Golden Sponsor	6 万人民币 60,000 RMB
<p>1. 会议黄金赞助单位冠名 ; The naming right of Golden sponsor in conference.</p> <p>2. 企业形象 LOGO, 黄金赞助商称号均会出现在论坛的活动现场, 并作醒目标示 ; 与本次会议 相关的平面、电视、电台和网络媒体宣传推广中凸现企业品牌 ; The sponsors' logos and titles will be markedly exhibited in conference. Moreover, the present medias will publicize and emphasize the image of brands in TV and network.</p> <p>3. 电视台及其他媒体对赞助方在会场上的活动展开系列跟踪报道 ; Plenary medias will publish tracking reports in regard to the news of the sponsors in conference.</p> <p>4. 会议参会代表证背面印刷赞助方宣传信息, 设计版式及内容由大会秘书处和赞助商共同商定 ; The back of conference badges will print the enterprises' information, the detailed content and layout in USB would be checked by both secretariat of conference and the sponsors.</p> <p>5. 会刊内跨版广告宣传 ; Cross-page advertising in conference proceeding.</p> <p>6. 会议袋内放置赞助方纸质宣传册一份 ; The brochure of golden sponsors will be put into the conference bag.</p> <p>7. 《中国木材与木制品》封面广告一期 ; Sponsors can acquire cover position on 《China timber and wood products》 for one publication.</p> <p>8. 在《中国木材与木制品网》上设置赞助方首页广告一个, 为期半年 ; The sponsors can obtain one advertisement in the home page of 《China timber and wood products》 for half year.</p> <p>9. 会议官方媒体及其他网络媒体宣传, 包括网站、刊物、微信等。 Official media and other network medias, including websites, magazines and wechat platform, advertise the conference sponsors' brands.</p>	
<p>展位 :1 个 3*6 m² 的展位 Mini exhibition: One 3*6 m² booth</p>	
<p>免费参会名额 :2 人 Complimentary registration: 2 people</p>	
<p>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 advertising promotion (Introduction of sponsors in the E-newsletter will be sent to about 20,000 global industry representatives)</p>	

白银赞助商 Silver Sponsor	3 万人民币 30,000 RMB
<p>1. 会议白银赞助单位冠名 ; The naming right of silver sponsor in conference.</p> <p>2. 企业形象 LOGO, 白银赞助商称号均会出现在论坛的活动现场 , 并作醒目标示 ; 与本次会议 相关的平面、电视、电台和网络媒体宣传推广中凸现企业品牌 ; The conference sponsors' logo and title will be markedly exhibited in conference. Moreover, the present medias will publicize and emphasize the image of brands in TV and network.</p> <p>3. 会刊内彩页广告宣传 ; Color page advertising in conference proceeding.</p> <p>4. 会议袋内放置赞助方纸质宣传册一份 ; The brochures of sponsors will be put into the conference bag.</p> <p>5. 《中国木材与木制品》封面广告一期 ; Acquire cover position on 《China timber and wood products》 for one publication.</p> <p>6. 在《中国木材与木制品网》上设置赞助方首页广告一个 , 为期三个月 ; The silver sponsors can obtain one advertisement in the home page of 《China timber and wood products》 for three months.</p> <p>7. 会议官方媒体及其他网络媒体宣传 , 包括网站、刊物、微信等。 Official media and other network medias, including websites, magazines and wechat platform, will advertise the conference sponsors' brands.</p>	
<p>展位 : 一个 3*3 m² 的展位 ; Mini exhibition: One 3*3 m² booth</p>	
<p>免费参会名额 :1 人 Complimentary registration: 1 person</p>	
<p>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 advertising promotion (Introduction of sponsors in the E-newsletter will be sent to about 20,000 global industry representatives)</p>	

2 会刊 Conference Proceedings

中英文版会刊将被发放至每一位参会代表手中，并在会议结束后寄送至国内主要进口地区的当地协会及相关机构。

Conference proceedings, in English and Chinese, will be delivered to every participant, and also to the local associations and related organizations in China.



类 型 Type	收费标准 Price
封面（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

3 代表证 Representative Badges

每位参会代表均需佩戴代表证入场，在代表证上展示贵公司标示及简要介绍，使每位参会代表都认知您的品牌。

Display company logo and brief introduction on the representative badges which every delegate will wear in this conference. Raise the awareness of your brand.



价格 Price

¥20,000

4 手提袋 Conference Bags

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 GWT China Conference on one side of and will keep it as a daily work tool, making it a long-time used promotional material.

（限一位赞助商）(One sponsor only)

注：含设计、制作、运输费用

(Including designing, producing and transportation cost)



价格 Price

¥30,000

5 USB 存储器 USB Flash Disks

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。

All participants will get this USB Flash Disk and keep it as a tool in daily work, which could make your brand rooted in participants.

限一位赞助商 (One sponsor only)

注：含设计、制作、运输费用

(Including designing, producing and transportation cost)



价格 Price

¥30,000

6 餐券广告 Advertisement on Coupons

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。

Displaying your logo on coupons could help to raise the awareness of your brand.



文件提交格式：限 PSD 或 AI

Format: PSD & AI

价格 Price

¥20,000

7 礼品 Presents

由资助方资助本次大会的礼品（一份），在参会代表报到注册期间进行发放。

Your presents will be delivered to every participants.

价格 Price

¥10,000

8 X- 展架 X-banners

由资助方自备易拉宝（一个），在会场指定显眼区域摆放。

Place your X-banner in the designated areas.

价格 Price

¥3,000

其它宣传 Off-site Promotion

新闻发布会 Press Conference

2016 年 3 月 22 日，相关新闻发布会将在北京举行。我们的合作伙伴、媒体及相关使馆、驻华机构将会被邀请参加。

A Press Conference will be held on 22rd March, 2016. Our partners, media partners, related embassies and most of our member companies will be invited to the conference.

系列报道宣传 Serial Reporting

我们将分别使用中文、英文和俄文采用不同的形式，在以下渠道为您进行系列报道：

1+ 国际木材 / 木制品贸易网	中文 / 英文 / 俄文
3+ 专业杂志	中文
3+ 权威新闻报	中文
7+ 木材 / 木制品信息 / 贸易网	中文 / 英文
9+ 合作自媒体	中文 / 英文

A series of special press releases and reports will be published in the following ways;

1+ International Timber Network	Chinese / English / Russian
3+ Timber Magazines	Chinese
3+ Newspapers	Chinese
7+ National Timber Network	Chinese / English
9+ Individual medias	Chinese / English

获取更多信息，请联系

电话：+86 010-6839 2607 邮箱：int@cnwood.org 网址：www.gwtchina.org

For more details, please contact us via +86 010-6839 2607 or int@cnwood.org.

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