



10th

CHINA GLOBAL
WOOD TRADE
CONFERENCE

第十届

世界木材与木制品贸易大会

10th 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
Promotion Programs

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 over 20 countries every year.

History of GWT China



林场主 Forest owners

锯材生产商 Sawmillers

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 Wood 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 industry

Time & Venue

2020年11月19-20日

Nov. 19-20, 2020

中国·浙江·湖州

Huzhou, Zhejiang Province, China

第十届中国木材与木制品贸易大会

10th China Global Wood Trade Conference

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第十届世界木材与木制品贸易大会赞助方案

The Promotion Programs for the 10th China Global Wood Trade Conference

金牌赞助 Gold Sponsor	10 万人民币 100,000 RMB
<p>1. “世界木材与木制品贸易大会金牌合作伙伴”冠名，并颁发“世界木材与木制品贸易大会金牌合作伙伴”荣誉证书； All “Gold sponsor of GWT” have naming right in conference and the certificate of “Gold sponsor of GWT”;</p> <p>2. 11 月19日下午企业推介会演讲 15 分钟。 You will have the opportunity to giving a presentation for 15 minutes at the press launch in the afternoon of Nov 19.</p> <p>3. 赞助方可在一年内使用“世界木材与木制品贸易大会金牌合作伙伴”称号，进行企业自身的市场媒体宣传活动； The sponsor has the right to use the title of “Gold sponsor of GWT” within one year to conduct its own marketing media publicity activities;</p> <p>4. 企业形象 LOGO，将体现在大会的活动现场，并作醒目标示；与本次会议相关的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 media network.</p> <p>5. 会场外围可摆放赞助方企业背景板 1 个，具体内容及布置方式由赞助方和协会共同商定； Background board of the sponsor may be placed outside the venue, and the specific content and arrangement mode should be jointly agreed by the sponsor and CTWPDA;</p> <p>6. 会刊封底及内页跨页广告宣传； Back cover and cross-page advertising in the cover of conference proceeding.</p> <p>7. 《中国木材与木制品》内页广告一期； One edition of inside-page advertising in magazine 《China wood and wood products》.</p> <p>8. 可在会议专用手提袋的一面用于赞助方的整体形象宣传； Sponsor's advertisement on one side of the conference handbag;</p> <p>9. 会议袋内放置赞助方宣传材料一份；现场播放赞助方电子宣传视频； One brochures of sponsors will be put into the conference bag. Live broadcast of the sponsor's promotional material.</p> <p>10. 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：4 个 Complimentary registration: 4 persons</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>	



银牌赞助 Silver Sponsor

6 万人民币 60,000 RMB

1.“世界木材与木制品贸易大会银牌合作伙伴”冠名，并颁发“世界木材与木制品贸易大会银牌合作伙伴”荣誉证书；

All“Silver sponsor of GWT”have naming right in conference.and the certificate of "Silver sponsor of GWT";

2.赞助方可在一年内使用“世界木材与木制品贸易大会银牌合作伙伴”称号，进行企业自身的市场媒体宣传活动；

The sponsor has the right to use the title of "silver sponsor of GWT" within one year to conduct its own marketing media publicity activities;

3.企业形象 LOGO 将体现在大会的活动现场，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.

4.会场外围可摆放赞助方企业背景板 1 个，具体内容及布置方式由赞助方和协会共同商定；

Background board of the sponsor may be placed outside the venue, and the specific content and arrangement mode shall be jointly agreed by the sponsor and the association;

5.电子版会刊内页跨页广告宣传；

One electronic Cross-page advertising inside the cover of conference proceeding.

6.会议参会代表证背面印刷赞助方宣传信息，设计版式及内容由赞助方和协会共同商定；

The back of conference badges will print the sponsor's information, the detailed content and layout would be checked by both secretariat of conference and the sponsors.

7.《中国木材与木制品》内页广告一期；

One edition of Inside-page advertising inside the cover of magazine *China wood and wood products*.

8.会议袋内放置赞助方纸质宣传册一份；

One brochure of sponsors will be put into the conference bag.

9.现场播放赞助方电子宣传材料；

Live broadcast of the sponsor's electronic promotional material.

10.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.

展位：1 个 3*6 m² 的展位

Mini exhibition: One 3*6 m² booth

免费参会名额：3 人

Complimentary registration:3 persons

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)

铜牌赞助 Bronze Sponsor	3 万人民币 30,000 RMB
<p>1. “世界木材与木制品贸易大会铜牌合作伙伴”冠名，并颁发“世界木材与木制品贸易大会铜牌合作伙伴”荣誉证书； All“Bronze sponsor of GWT”have naming right in conference.and the certificate of "Bronze sponsor of GWT";</p> <p>2. 赞助方可在一年内使用“世界木材与木制品贸易大会铜牌合作伙伴”称号，进行企业自身的市场媒体宣传活动； The sponsor has the right to use the title of "bronze sponsor of GWT" within one year to conduct its own marketing media publicity activities;</p> <p>3. 企业形象 LOGO 将体现在大会活动现场，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>4. 会刊内页广告宣传一篇； One Inside-page advertising inside the cover of conference proceeding.</p> <p>5. 《中国木材与木制品》内页广告一期； One edition of Inside-page advertising inside the magazine 《China wood and wood products》.</p> <p>6. 会议袋内放置赞助方纸质宣传册一份； One brochure of sponsors will be put into the conference bag.</p> <p>7. 餐券背面印刷赞助方宣传广告，设计版式及内容由赞助方和协会共同商定； The back of meal coupon will print the sponsor's information, the detailed content and layout would be checked by both secretariat of conference and the sponsors.</p> <p>8. 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：一个 3*3 m² 的展位； Mini exhibition: One 3*3 m² booth</p>	
<p>免费参会名额：2 人 Complimentary registration:2 persons</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>	



会议现场宣传 On-site Promotion

1 展位 Booths

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，您可通过陈列产品，展示形象，在会议和商务洽谈环节对参会者形成持续影响。

Displaying your products in booths during whole conference period is an effective way to promote your company brand among participants.

(注：费用不含设计、制作、运输及安装、拆除费用)
(Designing, manufacturing, transportation, installment and removing costs are not included.)

价格 Price

¥ 9000/9 m²

2 会刊 Catalogue

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。

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



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 II (In color)

¥ 4,000

封三 (全彩)
Inside Front Cover III (In color)

¥ 4,000

彩色插页 (全彩)
Inside Cover (In color)

¥ 3,000

黑白插页
Inside Cover (Black & White)

¥ 2,000

500 字以内简介
Brief introduction within 500 words (English / Chinese)

¥ 1,500

3 代表证 Representative Badges

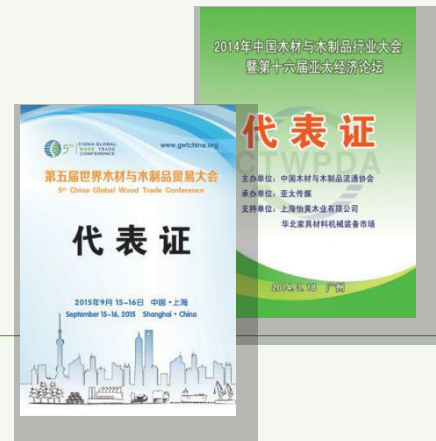
每位参会代表均需佩戴代表证入场，在代表证上展示贵公司标示及简要介绍，使每位参会代表都认知您的品牌。

（限一位赞助商）(One sponsor only)

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 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

¥ 20,000

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 will raise the awareness of your brand.



文件提交格式：限 PSD 或 AI

Format: PSD & AI

价格 Price

¥ 10,000

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

注：不含礼品制作，运输费用（Presents production cost and delivery fee are not included）

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

9 背景板广告 Backboard Advertising

在会场外围，我们将设有特定的企业展示区，企业可以通过背景板上的信息对参会企业进行展示。
Outside the conference hall, we will set up a specific exhibition area. Companies could display the profile to participants through the advertisement.

价格 Price
¥ 15,000

10 资料入袋 Publicity Material

企业宣传资料放置于会议资料袋内，使每位参会人员可以全方位了解贵公司的产品。
Publicity materials will be placed in the conference information bag, all participants could fully understand your company's products and brand.

价格 Price
¥ 6,000



获取更多信息，请联系

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