

Floor Plan

After a successful launch in 2018, the Official Floor Plan is back and will be hand distributed as well as inserted in the official show bag.

The brochure-style publication will still contain a floor plan of the two levels of the 2019 show, as well as editorial on the must-see highlights.

The brochure measures 6" x 9" folded and becomes a 24" x 9" map-style publication when unfolded.

This exclusive sponsorship includes logo placement on the floor plan cover, **plus 6"x9" ad space** on one of the panels. It's being offered as part of a package to Show Guide advertisers on a first-come, first-served basis. The floor plan publication will only be printed in English in 2019.

Floor plan distribution

There will be 7,000 copies distributed daily. A different exclusive sponsor is featured each day. The publication will be hand-distributed at the entrance of the show.

Sponsorship price (For full page advertisers in the Buyer's Guide)

\$1,695 + cost of 2 full page ads (English and/or Chinese)

\$2,995 + cost of 1 full page ad

Sponsorship booking deadline: January 31, 2019