



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

Shenzhen World Exhibition &
Convention Center
深圳国际会展中心(宝安)

Sponsorship marketing opportunities



messe frankfurt

广州力通法兰克福展览有限公司



广东省玩具协会

Guangdong Toy Association

Sponsorship marketing opportunities



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

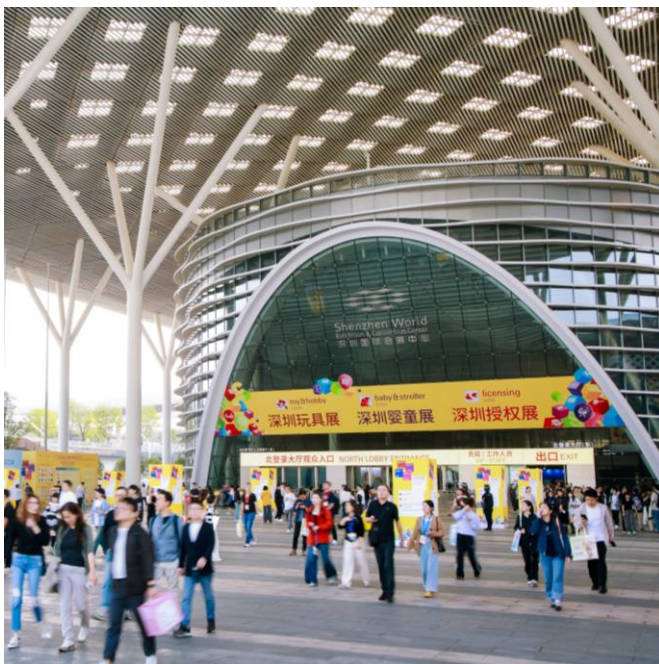
9 – 11.4.2026

Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



A

Sponsorship options



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

A01 Show bag (VIP, concurrent programmes) – Toy & Baby Fairs

Show bags will be distributed to the VIPs and attendees at designated locations/ events of Toy, Baby and Licensing Fairs. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side, the show logo and / or advertisement will appear on the other side of the show bag
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor
Price: RMB 80,000

SOLD

Application deadline: 12 January 2026



A02 Display area for fiberglass figures/ model cars – Licensing Fair

Debut display area for figures/ model in Licensing Fair allows exhibitors to promote their brands beyond the booth areas, also help attract visitors to visit their booths.

- Price includes display area with carpet
(Sponsors are responsible for transporting the figures/ models to/ from assigned area and following specific move-in/ move-out schedule)
- The design of the displayed figures/ models must be approved by the organisers in advance
- The exact location of display area will be decided by the organisers

Size limitation of figure/ model: 2m(H) x 1.8m(W) x 1.8m(D)
Location of display area: Hall entrance area (ground floor), Hall 16

Quantity: Joint sponsor (max. 6 units)
Price: RMB 9,000

Application deadline: 12 January 2026



A

Sponsorship options



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

A03 Souvenir

Sponsored advertisements or logos will be printed on the souvenirs together with show logo and distributed to the visitors. There are a wide range of souvenirs, sponsors are welcomed to specify the type and the quantity of the souvenirs.

- Sponsors should submit materials and information according to the souvenir specifications
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity:

Joint sponsor

Price:

On request

Application deadline: 12 January 2026



B

Onsite advertising



toy & hobby
CHINA

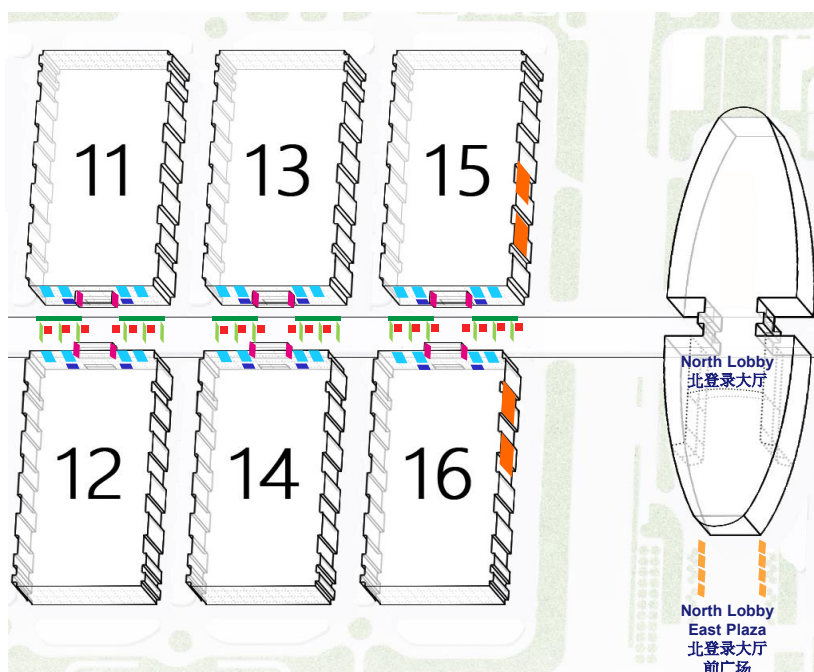


baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026



Position	No.	Item	Price
	B01	Billboard – North Lobby East Plaza	RMB 40,000 / pc
	B02	Glass sticker on escalator – Central corridor (Level 2): Outside Halls	RMB 38,000 / pc
	B03(a)	Banner – Hall entrance (external): Facing North Hall	RMB 100,000 / pc
	B03(b)	Banner – Hall entrance (external): Central corridor (upper)	RMB 88,000 / pc
	B03(c)	Banner – Hall entrance (external): Central corridor (lower)	RMB 48,000 / pc
	B04	Glass sticker – Hall entrance (external): Entrance on Level 2 (side)	RMB 55,000 / pc
	B05	Hanging banner – Central corridor (Level 1)	RMB 60,000 / 3 pcs
	B06(a)	Pillar wrap – Central corridor (Level 1)	RMB 68,000 / 3 pillars
	B06(b)	Pillar wrap – Central corridor (Level 1)	RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 9 February 2026.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



toy & hobby
CHINA



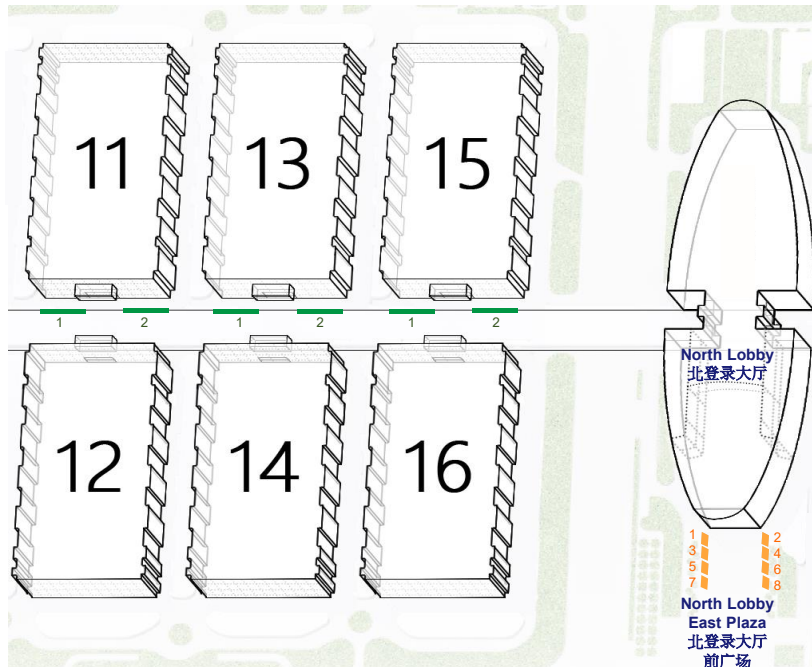
baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

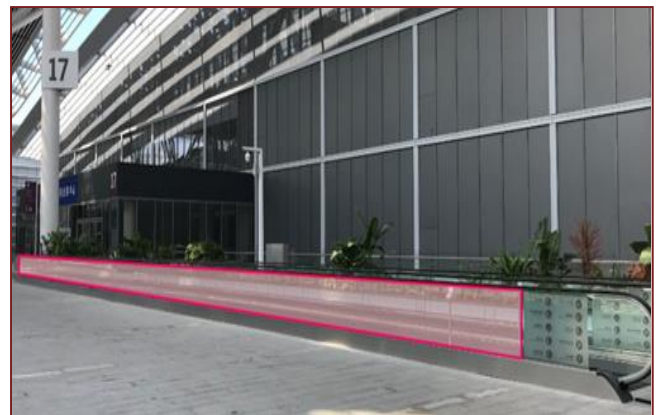
 B01
 B02



B01 Billboard – North Lobby East Plaza

Specification: 4m(H) x 8m(W)

Price: RMB 40,000 / pc



B02 Glass sticker on escalator – Central corridor (Level 2): Outside Halls

Specification: 0.72m(H) x 36m(W)

Price: RMB 38,000 / pc

Note: The submission deadline of application and material production files is 9 February 2026.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



toy & hobby
CHINA

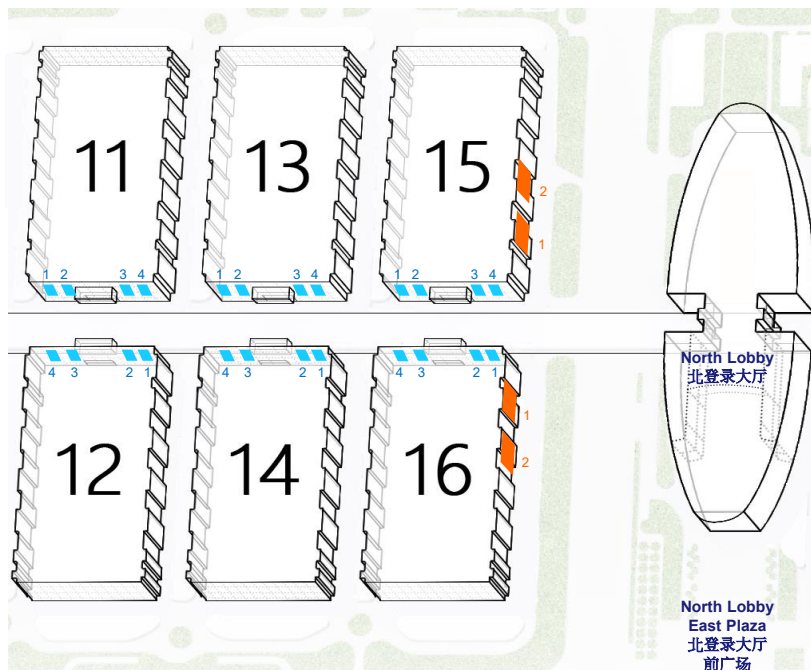


baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026



B03(a) Banner – Hall entrance (external): Facing North Hall

Specification: 9m(H) x 15m(W)

Price: RMB 100,000 / pc



B03(b) Banner – Hall entrance (external): Central corridor (upper)

Specification: 10m(H) x 9m(W)

Price: RMB 88,000 / pc

Note: The submission deadline of application and material production files is 9 February 2026.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



toy & hobby
CHINA



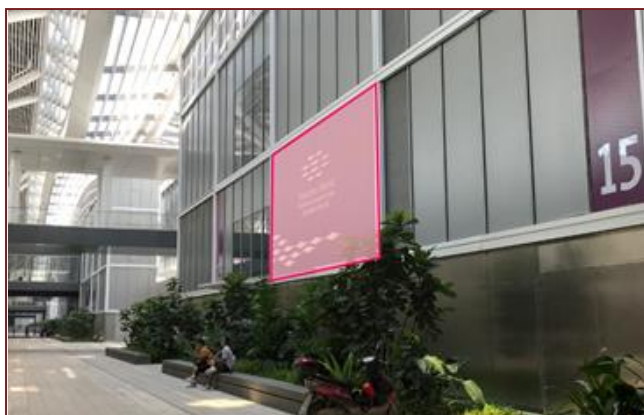
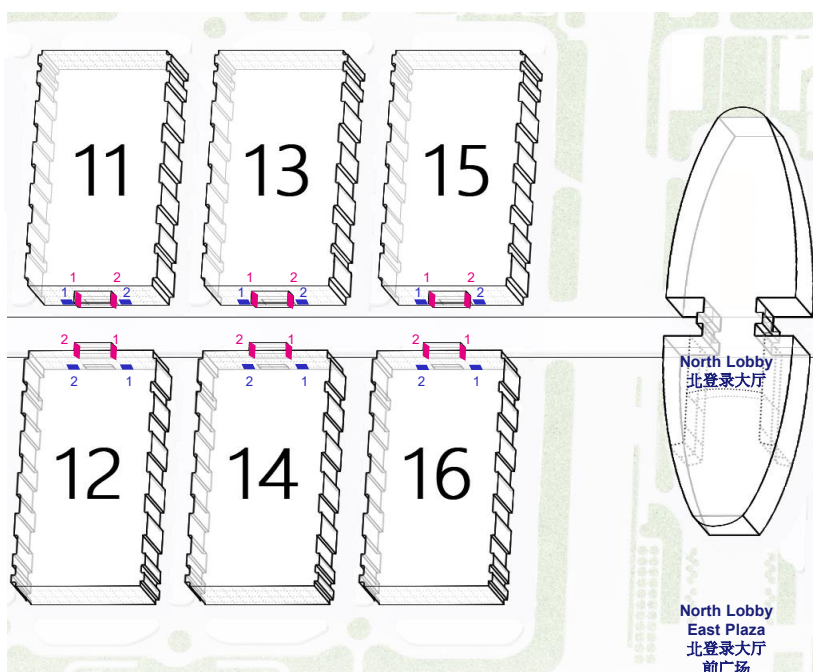
baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

B03(c)
 B04



B03(c) Banner – Hall entrance (external): Central corridor (lower)

Specification: 5m(H) x 9m(W)

Price: RMB 48,000 / pc



B04 Glass sticker – Hall entrance (external): Entrance on Level 2 (side)

Specification: 4m(H) x 12m(W)

Price: RMB 55,000 / pc

Note: The submission deadline of application and material production files is 9 February 2026.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising



toy & hobby
CHINA

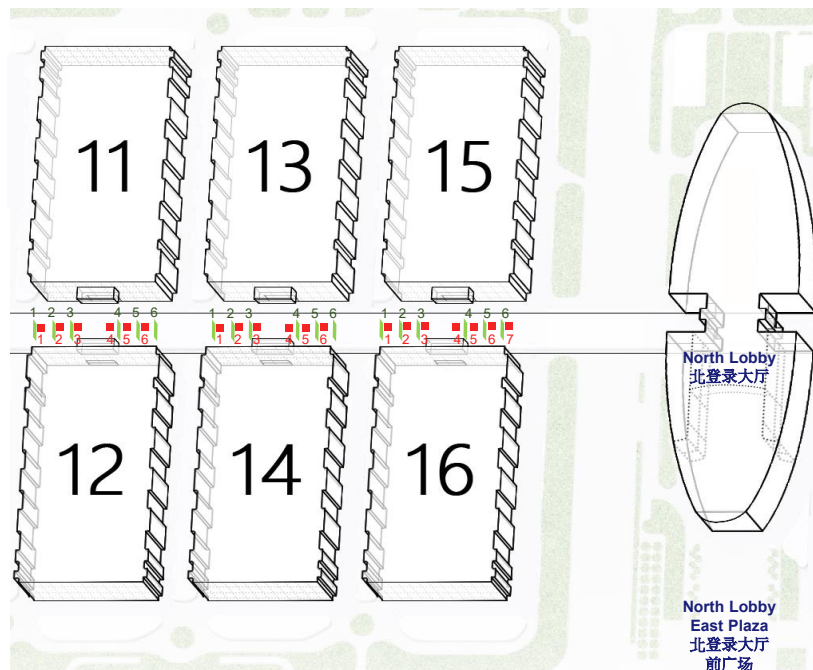
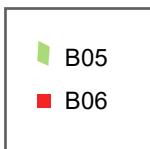


baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026



B05 Hanging banner – Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x double-sided

Price: RMB 60,000 / 3 pcs



B06 Pillar wrap – Central corridor (Level 1)

Specification: 4m(H) x 2m(W) x 4-sided

Price: (a) RMB 68,000 / 3 pillars
(b) RMB 25,000 / pillar

Note: The submission deadline of application and material production files is 9 February 2026.

Prices include release and production.

The above pictures are for reference only. The real object should be considered as final.

Onsite advertisements are subject to availability. Please check with the organisers for the available location.

C

Publication advertising



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

C01 Fair catalogue – Toy & Baby Fairs

The fair catalogue (Toy & Baby) will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

- The design must be approved by the organisers in advance
- Price includes production fee

Catalogue trim size: 285mm(H) x 210mm(W)
Bleeding size: +3mm bleeding on each side

	Position		Price
(a)	Cover	SOLD	RMB 18,000
(b)	Front page	SOLD	RMB 8,000
(c)	ROP		RMB 4,000

Application deadline: 12 January 2026



C02 Fair catalogue – Licensing Fair

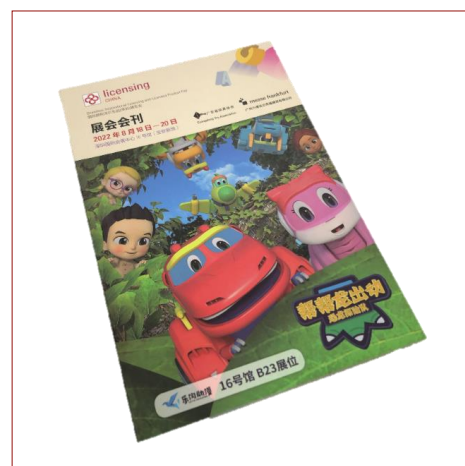
The fair catalogue (Licensing) will be available free of charge during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

- The design must be approved by the organisers in advance
- Price includes production fee

Catalogue trim size: 210mm(H) x 140mm(W)
Cover advertisement size: 155mm(H) x 140mm(W)
Bleeding size: +3mm bleeding on each side

	Position	Price
(a)	Cover	RMB 18,000
(b)	Front page	RMB 8,000
(c)	ROP	RMB 4,000

Application deadline: 12 January 2026



C

Publication advertising



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

C03 Visitor guide – Licensing Fair (Chinese version)

The visitor guide (Licensing) will be distributed free of charge to visitors at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

- The design must be approved by the organisers in advance
- Price includes production fee

Visitor guide trim size: 210mm(H) x 140mm(W)
Bleeding size: +3mm bleeding on each side

Position: ROP
Price: RMB 10,000

Application deadline: 12 January 2026



Sponsorship marketing opportunities



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

9 – 11.4.2026

**For more details,
please contact:**

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Devin Li
Tel: +86 21 6160 1155 ext. 325

Contact: Mr Kevin Tang
Tel: +852 2230 9289

Email:
sponsorship@hongkong.messefrankfurt.com