

AUTO
MAINTENANCE & REPAIR

13 – 15.4.2026

Capital International Exhibition &
Convention Center, Beijing, China

**Sponsorship
Marketing
Opportunities**



中国汽车保修设备行业协会
China Automotive Maintenance Equipment Industry Association



中国汽车维修行业协会
China Automotive Maintenance and Repair Association



中机国际
SINOMACHINT



messe frankfurt

Sponsorship marketing opportunities



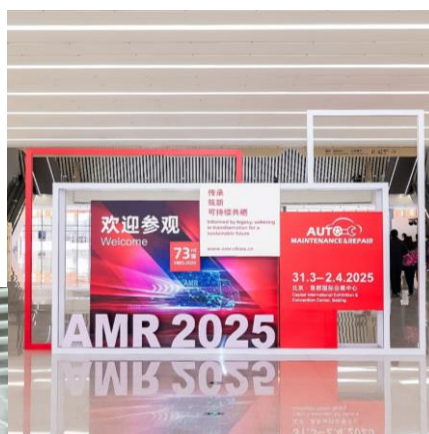
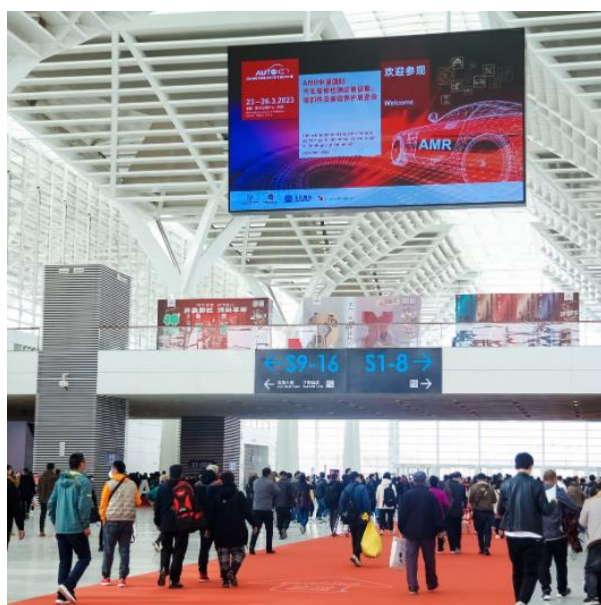
13 – 15.4.2026

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 functional areas 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



13 – 15.4.2026

A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's advertisement will appear on the back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity (a) Exclusive – full size: RMB 80,000
& Price: (b) Joint – half size: RMB 50,000 (max. 2 sponsors)

Application deadline: 3 February 2026



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo (single unit) will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity (a) Exclusive: RMB 80,000
& Price: (b) Joint: RMB 50,000 (max. 2 sponsors)

Application deadline: 3 February 2026



A

Sponsorship options



13 – 15.4.2026

A03 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls and / or information counters. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's 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 (max. 5 sponsors)
Price: RMB 50,000 / 6,000 pcs

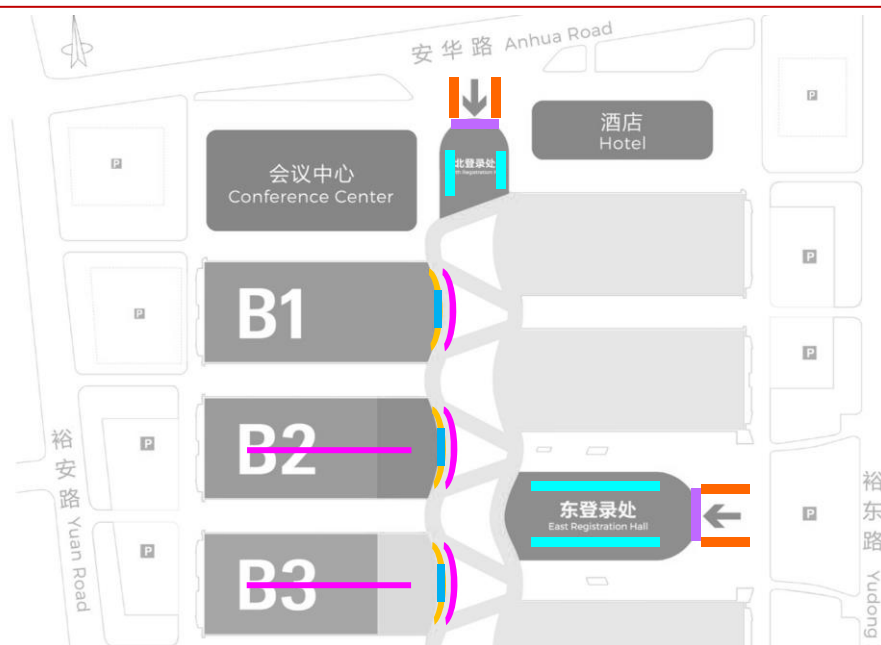
Application deadline: 6 March 2026



B

Onsite advertising

13 – 15.4.2026



Location	No.	Item	Price
Orange	B01	Outdoor billboard – at East/ North entrances	RMB 38,000 / unit
Orange	B02	Flag post advertisement – at East/ North entrances	RMB 32,000 / 10 poles
Purple	B03	Glass wall advertisement – above East/ North entrances	(a) East entrance: RMB 90,000 / unit (b1) North entrance: RMB 70,000 / unit (b2) North entrance: RMB 55,000 / unit (b3) North entrance: RMB 105,000 / unit
Cyan	B04	Billboard – at East/ North Registration Halls	RMB 30,000 / unit
Cyan	B05	Flag post advertisement – at East/ North Registration Halls	RMB 28,000 / 10 poles
Magenta	B06	Pillar wrap	(a) At corridor area: RMB 13,000 / pillar (b) Inside halls: RMB 20,000 / pillar
Yellow	B07	Wall advertisement – at hall entrance area	RMB 1,700 / sqm
Blue	B08	Hanging banner – above hall entrances	RMB 18,000 / unit

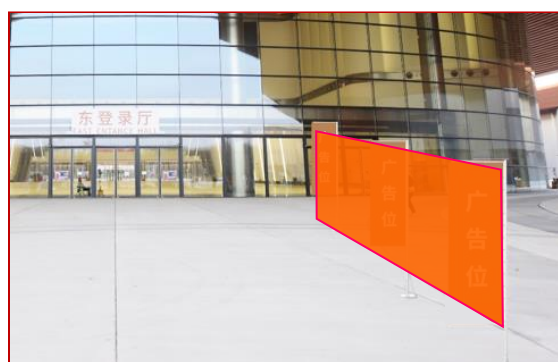
Note: The submission deadline of application and material production files is 20 March 2026.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

B

Onsite advertising

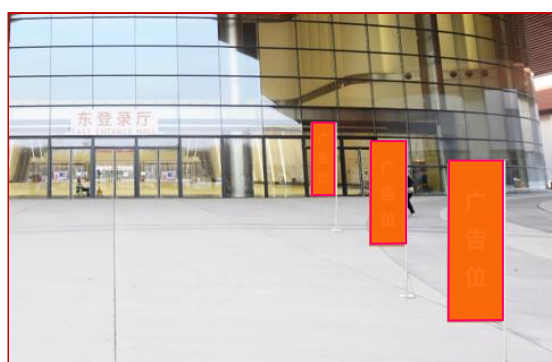


13 – 15.4.2026



B01 Outdoor billboard – at East/ North entrances

Specification: 4m(H) x 8m(W)
Price: RMB 38,000 / unit



B02 Flag post advertisement – at East/ North entrances

Specification: 3m(H) x 1.2m(W) x double-sided
(pole height: 5m)
Price: RMB 32,000 / 10 poles

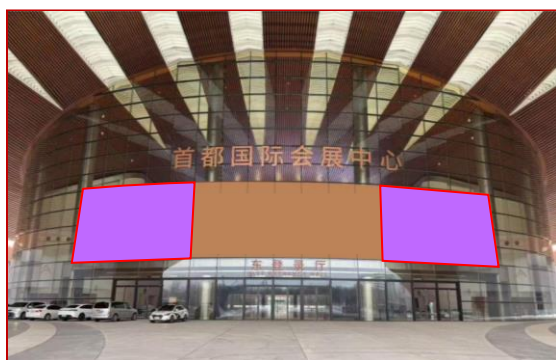
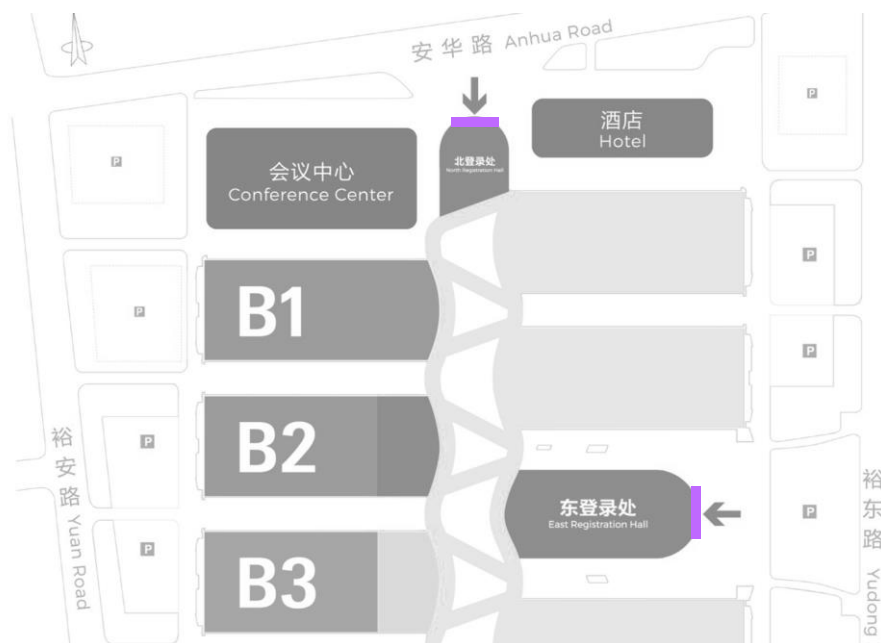
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13 – 15.4.2026



B03(a) Glass wall advertisement – above East entrance

Specification: 8m(H) x 10m(W)
Price: RMB 90,000 / unit



B03(b) Glass wall advertisement – above North entrance

Specification & Price:
(b1) 4.5m(H) x 14m(W) RMB 70,000 / unit
(b2) 3.4m(H) x 14m(W) RMB 55,000 / unit
(b3) 12m(H) x 8m(W) RMB 105,000 / unit

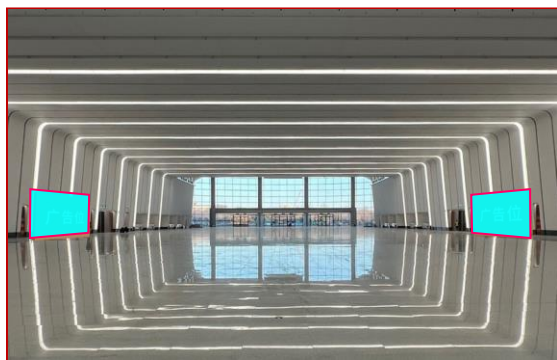
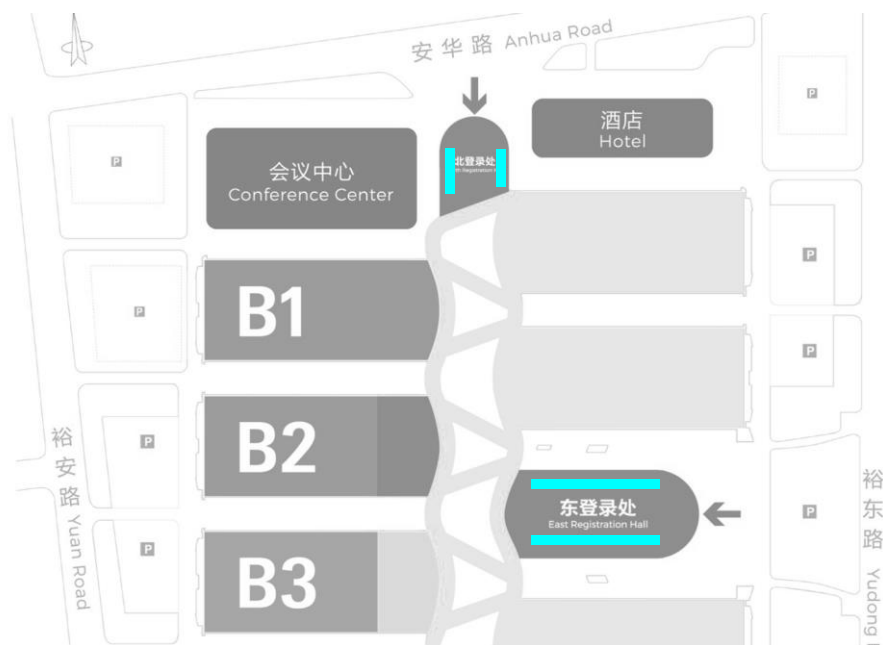
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13 – 15.4.2026



B04 Billboard – at East/ North Registration Halls

Specification: 3m(H) x 6m(W)

Price: RMB 30,000 / unit



B05 Flag post advertisement – at East/ North Registration Halls

Specification: 3m(H) x 1.2m(W) x double-sided
(pole height: 5m)

Price: RMB 28,000 / 10 poles

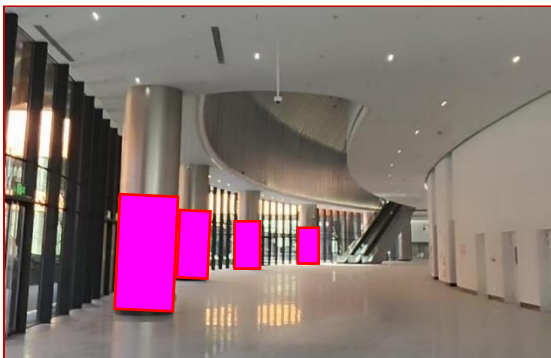
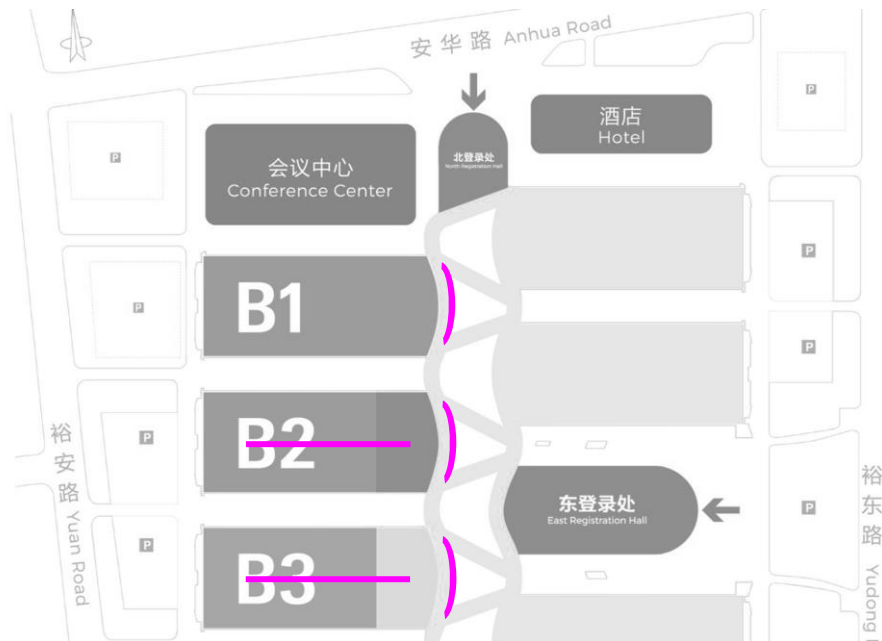
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Onsite advertising

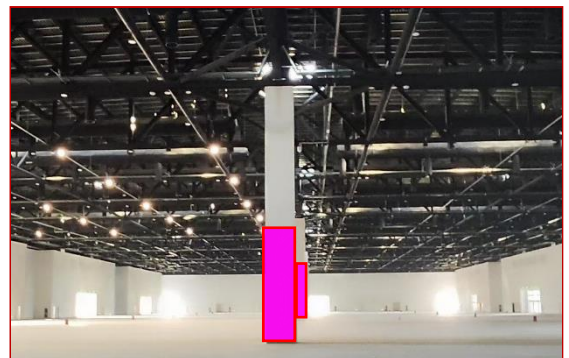
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13 – 15.4.2026



B06(a) Pillar wrap – at corridor area

Specification: 3.5m(H) x 5m(Perimeter)
Price: RMB 13,000 / pillar



B06(b) Pillar wrap – inside halls (Limited to Halls B2 & B3)

Specification: 4m(H) x 5m(Perimeter)
Price: RMB 20,000 / pillar

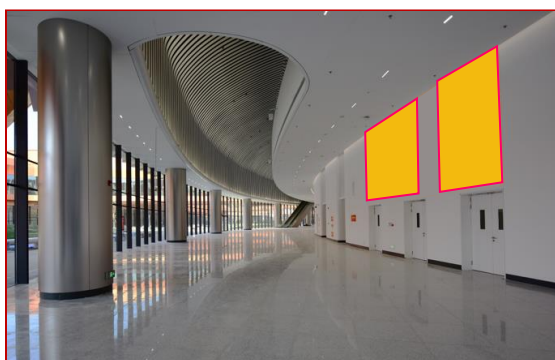
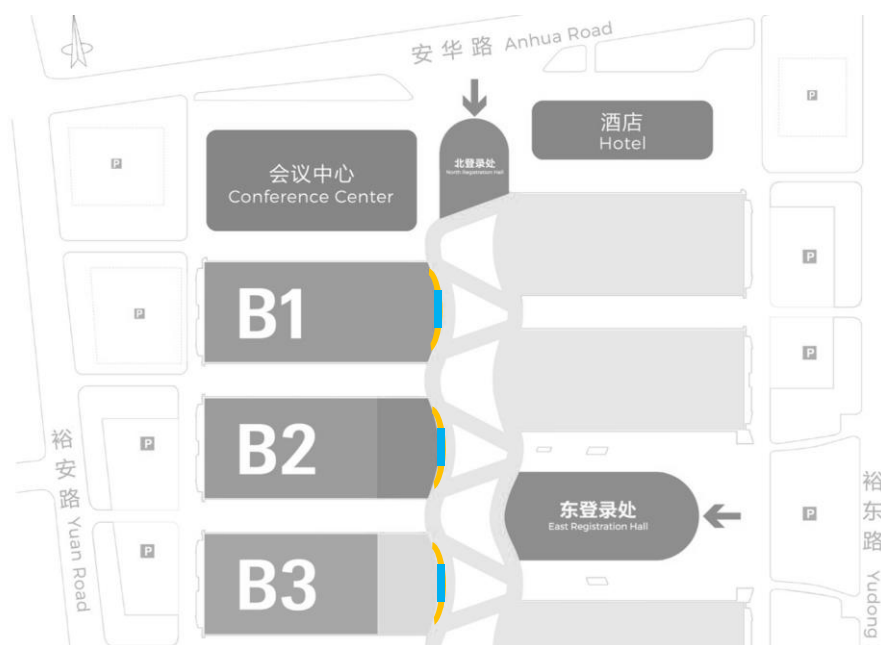
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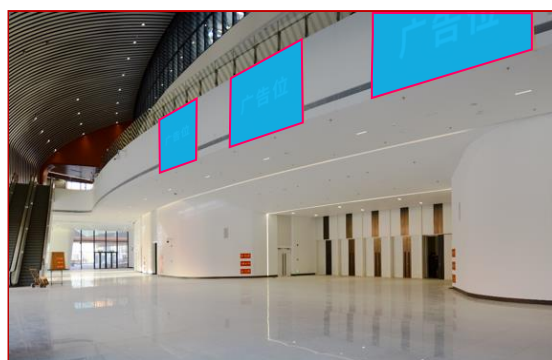
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13 – 15.4.2026



B07 Wall advertisement – at hall entrance area

Specification: On request
Price: RMB 1,700 / sqm



B08 Hanging banner – above hall entrances

Specification: 3m(H) x 5m(W)
Price: RMB 18,000 / unit

Note: The submission deadline of application and material production files is 20 March 2026.
Prices include release and production.
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Onsite advertisements are subject to availability. Please check with the organisers for the available location.

C01 Official catalogue (e-version)

The fair catalogue (e-version) will be available 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

Publication trim size: 297mm(H) x 210mm(W)
+3mm bleeding on each side

Item	Price (RMB)
(a) Inside front cover	7,000
(b) Inside back cover	6,000
(c) Run-of-page	5,000

Application deadline: 6 March 2026



C02 Visitor guide

The visitor guide 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
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Publication trim size: 260mm(H) x 165mm(W)
+3mm bleeding on each side

Item	Price (RMB)
(a) Front cover gate fold	10,000
(b) Inside front cover	5,000
(c) Inside back cover	4,000
(d) Opposite inside back cover	4,000
(e) Opposite content page	4,000
(f) Run-of-page	3,000

Application deadline: 6 March 2026



Sponsorship marketing opportunities



13 – 15.4.2026

For more details, please contact:

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