



MARKETING SPONSORSHIP

March 25-27, 2026

Shanghai New International Expo Centre

 www.productronicachina.com.cn/en



Intelligent manufacturing,
scan the code to follow

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01 Digital Marketing

Digital marketing utilizes the organizer's big data and multi-channel platform to effectively help exhibitors carry out online marketing, with the advantages of wide dissemination and large radiation range of target audience, which can flexibly plan marketing channels according to the marketing strategy of the exhibitors, enhance the adhesion with the target customers, increase the exposure of exhibitors before and during the exhibition and gain the attention of more high-quality audience. Please see below for all online promotional programs provided by the organizer:

Note: No prohibited words are allowed in the pictures and text content involved in the exhibitors' marketing sponsorship, and the fonts used are free commercial fonts (Founder's Black Simplified, Founder's Regular Simplified, Alibaba, Puhui). **All publicity content must be confirmed by the sponsor before placement.**

1.1 Official Website Promotion

www.productronica.china.com.cn.

1.1.1 Home Banner

Visitors and exhibitors will frequently log in to the exhibition's official website. With approximately 900,000 visits throughout the year, your company's name and logo will get plenty of exposure. Meanwhile, all web banners can be hyper-linked to your company's official website.

- The website is an adaptive website, so the same advertisement needs to be provided in 2-4 sizes in order to adapt to the display of each scale down computer screen.
- Additional sizes: 1000*80 pixels、872*70 pixels、728*90 pixels、320*100 pixels
- Only appear on the front page of the site.
- Only one advertising space at the same time.
- First-come, first-served.
- File format: JPG, GIF.
- Exclude banner design.

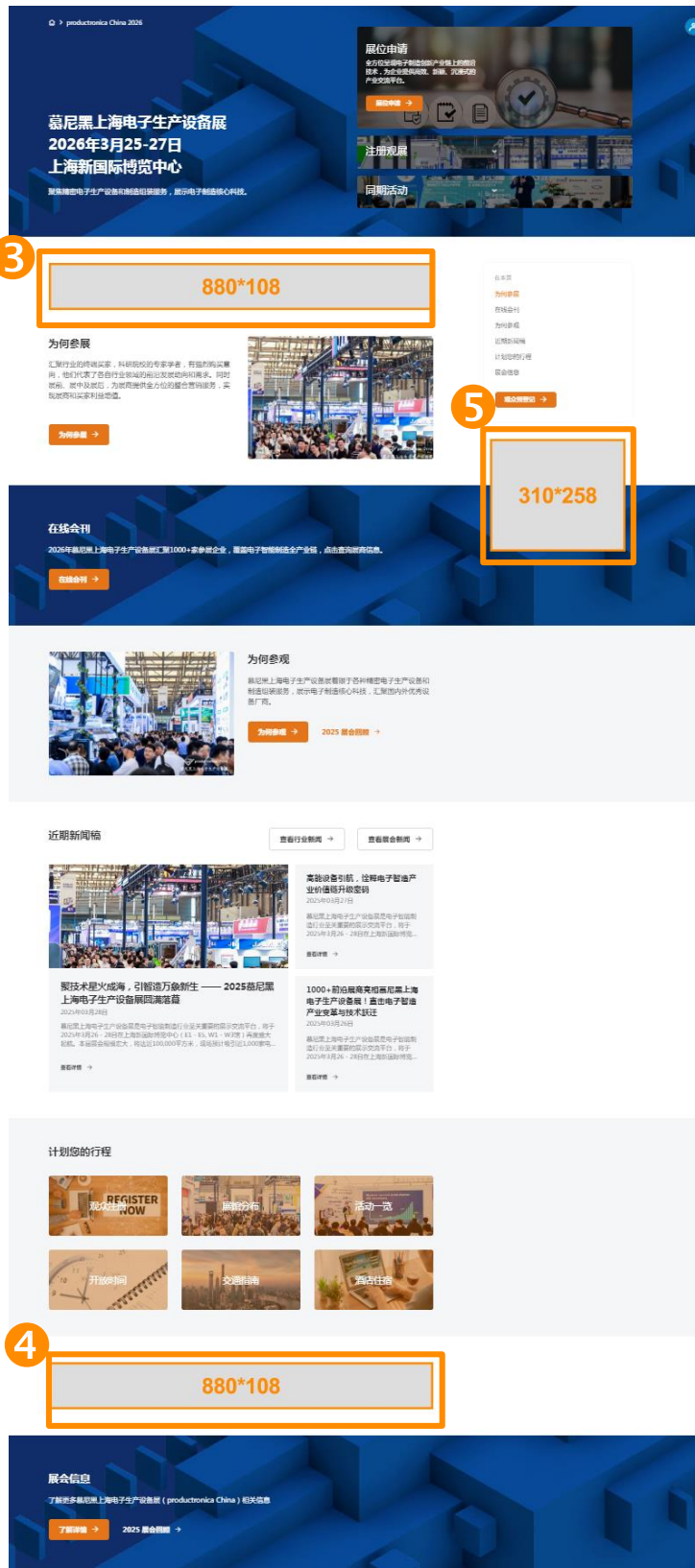
• Deadline for Submitting the Image:

3 days before the agreed launch date.



Position	Size (width x height)	Price
1-Top	1336 * 108 pixels	CNY 15,000 / two weeks
2-Bottom		CNY 12,000 / two weeks

1.1.2 Inside Page Banner

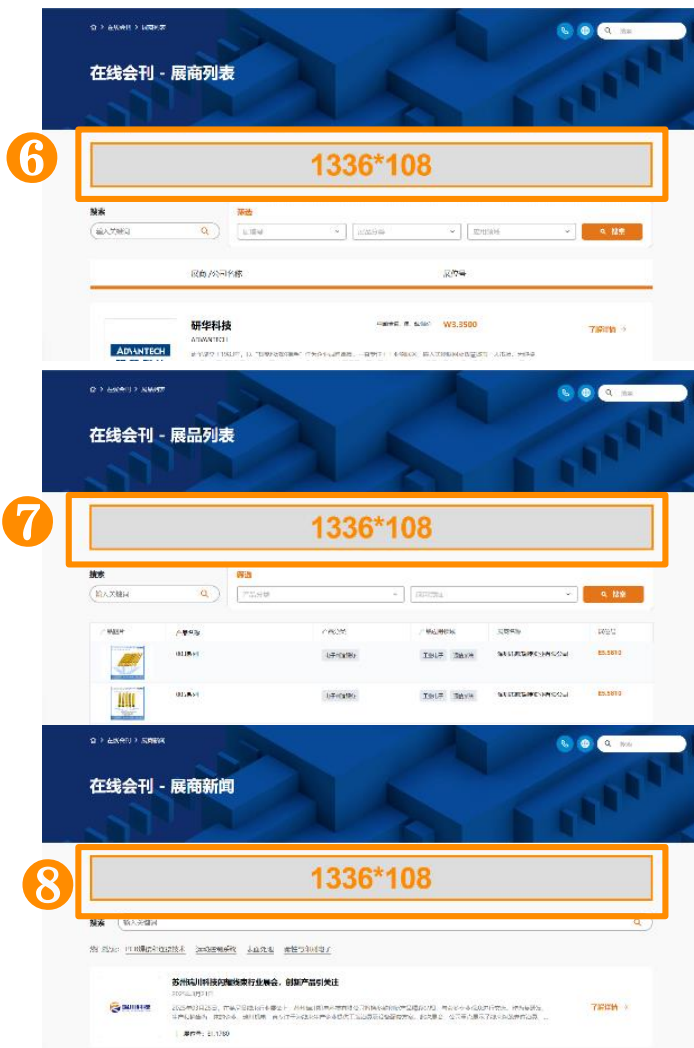


- The website is an adaptive website, so the same advertisement needs to be provided in 2-4 sizes in order to adapt to the display of each scale down computer screen.
- Inside banners will appear on the Exhibition News, Concurrent Events, Visitor Center and other pages of the website (excluding Visitor Pre-registration and Exhibitor Center pages).
- Only one advertising space at the same time.
- File format: JPG, GIF
- Exclude banner design.

- **Deadline for Submitting the Image:**
3 days before the agreed launch date.

position	Size (width x height)	Price
3-Top	880*108 pixels	CNY 8,000 / two weeks / any two inner pages
	Please provide three additional sizes: 728*90 pixels 656*81 pixels 320*100 pixels	
	880*108 pixels	
4-Bottom	880*108 pixels	CNY 3,000 / two weeks / any two inner pages
	Please provide three additional sizes: 728*90 pixels 656*81 pixels 320*100 pixels	
	880*108 pixels	
5-Right	310*258 pixels	CNY 5,000 / two weeks / any two inner pages
	Please provide two additional sizes: 226*188 pixels 320*100 pixels	

1.1.3 Online Catalogue Page Banner



- The website is an adaptive website, so the same advertisement needs to be provided in 5 sizes in order to adapt to the display of each scale down computer screen.
- The advertising space can be selected from three pages: exhibitor list, exhibitor products, and exhibitor news.
- Only one advertising space at the same time.
- File format: JPG, GIF
- Exclude banner design.
- **Deadline for Submitting the Image:**
3 days before the agreed launch date.

Position	Size (width x height)	Price
6-Exhibitor list or 7-Exhibitor products or 8-Exhibitor news	1336*108 pixels	CNY 8,000 / two weeks
	Please provide four additional sizes: 1000*80 pixels 872*70 pixels 728*90 pixels 320*100 pixels	

1.2 Email Direct Marketing

1.2.1 Banner on EDM



The organizer will send exhibition information, latest industry news and exhibitors information to high-quality visitors every week. Through regular reaching out to the target visitors, your company's brand image can be enhanced. All the banners can be hyper-linked to your official website.

- Target audience includes pre-registered visitors from past exhibitions, on-site visitors, VIP visitors, and conference.
- Each of Position 1 & 2 can accept at most two sponsors simultaneously.
- EDM single phase only one per location, First-come, first-served.
- File format: JPG, GIF
- Exclude banner design.

Position	Size (width x height)	Period	Price
1-Top	700 x 100 pixels	Other Months	CNY 10,000 / 3 period
		3 months prior to the exhibition (incl.)	CNY 15,000 / 3 period
2-Bottom	650 x 90 pixels	Other Months	CNY 8,000 / 3 period
		3 months prior to the exhibition (incl.)	CNY 12,000 / 3 period

* **Deadline for Submitting the Image:** 5 days before the agreed launch date.

1.2.2 EDM Release



Customized emails can be delivered to targeted audience to develop potential customers. Your customized content will be sent in conjunction with the organizer's exhibition information.

- The email content provided by the sponsors will be reviewed by the organizer and should not include any information about competing exhibitions.
- Delivery report will be provided one week later, including sending volume, receiving rate, opening rate, clicking rate, etc.
- First-come, first-served.
- File format: HTML (for sending e-newsletter)
- Exclude content and format design.

Period	Frequency	Price
3 months prior to the exhibition(incl.)	2 times / months	CNY 10,000 / 5,000 email addresses
Other Months	4 times / months	CNY 5,000 / 5,000 email addresses

* **Deadline for Submitting the Image:** 7 days before the agreed launch date. 6

1.3 Mini Program Promotion

1.3.1 Homepage Pop-up Ad



- Once users open the Mini Program, the ads will be presented immediately. This move helps sponsors enhance brand exposure more effectively.
- Only one advertising space at the same time.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Exclude banner design.

Size (width x height)	Price
680*830 pixels	CNY 15,000 / two weeks

- **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.3.2 Carousel Ad

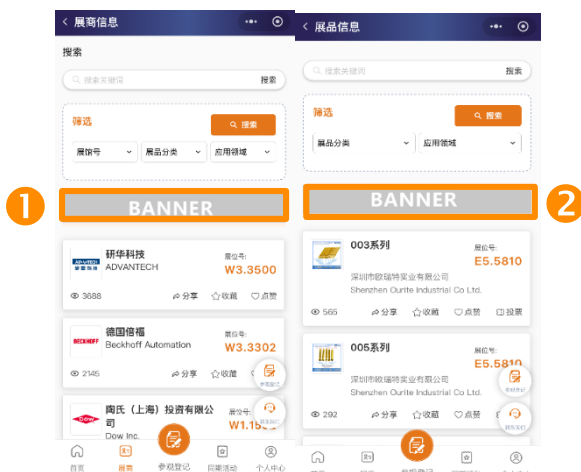


- After users open the Mini Program, the ads will be displayed in a carousel format, providing sponsors with a high-quality channel for brand exposure and assisting in brand promotion.
- Only three advertising space at the same time.
- File format: JPG, PNG
- File size: Not exceeding 150kb
- Exclude banner design.

Size (width x height)	Price
750*387 pixels	CNY 12,000 / two weeks

- **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.3.3 Inside Page Banner



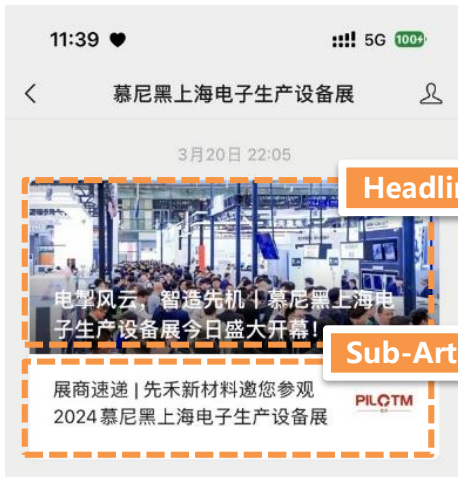
- When users open the Mini Program to search exhibitor list or exhibitor products, the ads will be presented immediately. Sponsors can utilize this page for brand promotion.
- Only one advertising space at the same time.
- File format: JPG, PNG
- File size: Not exceeding 150kb

Position	Size (width x height)	Price
Exhibitor list or Exhibitor products	690*90 pixels	CNY 8,000 / two weeks

- **Deadline for Submitting the Image:**
3 days before the agreed launch date.

1.4 Social Media Promotion

1.4.1 WeChat Press Release



productronica China's official WeChat account has more than 80,000 followers. Each press release has a considerable amount of read clicks.

- The official customer service account "Xiaomu" has nearly 20,000 friends and 10 industry groups simultaneously reposts your WeChat releases in Moments.
- Exclude content design.
- No delivery will be arranged two weeks before the exhibition.
- The specific schedule is subject to the actual delivery by the organizer.

Period	Position	Price
3 months prior to the exhibition (incl.)	Headline	CNY 8,000 / issue
	Sub-Article	CNY 5,000 / issue
Other Months	Headline	CNY 5,000 / issue
	Sub-Article	CNY 3,000 / issue

* **Deadline for Submitting the Image:** 7 days before the agreed launch date.

1.4.2 Banner on WeChat Press Release

1,000+展商、近10万平米展示规模，慕尼黑上海电子生产设备展【展商名单&展馆平面图】正式公布！

慕尼黑上海电子生产设备展

2025年03月17日 17:26 上海 1人



慕尼黑上海电子生产设备展是电子智能制造行业至关重要的展示交流平台，将于2025年3月26-28日在上海新国际博览中心（E1-E5&W1-W4馆）再度盛大起航。本届展会规模宏大，将达近100,000平方米，现场预计吸引超1,000家电子制造行业的优质企业加入，这些企业将展示涵盖整个电子制造产业链的产品和技术，包括电子和化工材料、点胶与粘合技术、电子组装自动化、测试测量与质量保证、电子制造服务、表面贴装技术、线束加工与连接器制造、元器件制造、运动控制与驱动技术、工业传感器、机器人及智能仓储等。



*点击查看大图



慕尼黑上海电子... 7 20 推荐 写留言

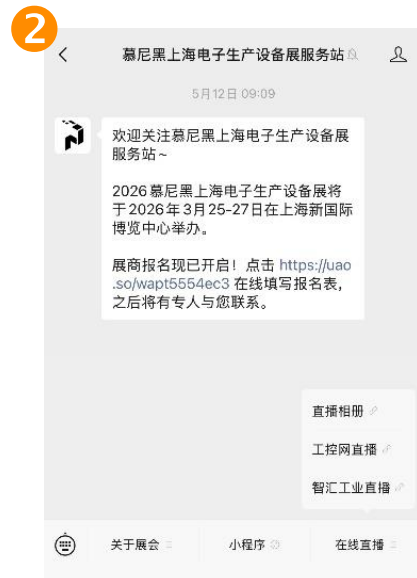
productronica China's official WeChat account has more than 80,000 followers, and will regularly publish industry news, exhibition news and other content.

- For headline articles only, and the banner will not appear in articles that sponsored by other companies.
- Position 1 is at the top of the article; Position 2 is at the bottom of the article.
- Each position can accept up to two sponsors at the same time.
- File format: JPG, GIF
- Exclude banner design.

Position	Size (width x height)	Period	Price
1-Top	640*100 pixels	3 months prior to the exhibition (incl.)	CNY10,000 / 3 issues
		Other Months	CNY 8,000 / 3 issues
2-Bottom		3 months prior to the exhibition (incl.)	CNY 8,000 / 3 issues
		Other Months	CNY 5,000 / 3 issues

* **Deadline for Submitting the Image:** 5 days before the agreed launch date.

1.4.3 Short Video Promotion



Short videos can highlight your booth and products at the exhibition, help enhance company's brand image, and broaden company's publicity during the exhibition period.

- Video Duration: 30 seconds for the final video
- Total number of videos: no more than 5
- Video Content: includes booth effect display, exhibits display, and some exciting moments of communication.(excluding animation effects and subtitles).Before shooting the video, it is necessary to communicate with the exhibitors in advance about the shooting script and video editing.
- Delivery Platform: 1 - productronica China's official website
2 - WeChat service account
3 - One post-show WeChat press release (sub-article)

Video Resolution: 720p or 1080p

Period: 6 months after the exhibition

Price: CNY 12,000 / video

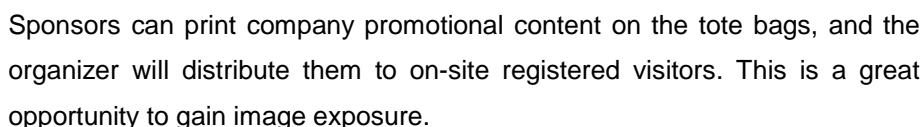
Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: After signing the sponsorship contract, at least two weeks should be reserved before the exhibition to communicate on-site shooting scripts and editing plans.

* The font, background music and other materials in the video shall meet the copyright requirements of the organizer

Note: No prohibited words are allowed in the pictures and text content involved in the exhibitors' marketing sponsorship, and the fonts used are free commercial fonts (Founder's Black Simplified, Founder's Regular Simplified, Alibaba, Puhui). **All publicity content must be confirmed by the sponsor before placement.**

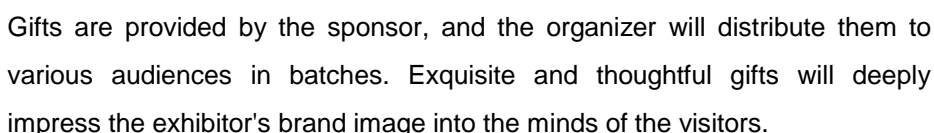
2.1 Tote Bag Sponsorship



- Exhibition logo must be printed on the lower right corner of the tote bag, and the size should not be less than 10cm (width).
- The pictures/logos/promotional content on the tote bag need to be confirmed with the organizer first.
- The sponsor is responsible for design, production, procurement and transportation; the organizer is responsible for distribution.

Booking Deadline: February 6th, 2026

2.2 Gift Sponsorship



- Gifts must be confirmed with the organizer first. The sponsor will purchase physical gifts and add the exhibition logo, and the organizer will distribute them on site.
- The sponsor is responsible for design, production, procurement and transportation.
- Distribution points for general visitors include but are not limited to forum area, gift distribution area and lounge area.
- Distribution points for VIP visitors include but are limited to VIP lounge.

Standards for Gift Price Levels:

10

2.3 Lunch Coupon Sponsorship



Meal coupons will be distributed to more than 8,000 group visitors and high-quality pre-registered visitors. The sponsor can use the front of the meal coupon to print company name and logo, and the back of the meal coupon to print other promotional images.

Size (width x height): 90mm*45mm

Price: CNY 5,000 / 1,000 pieces (design by the sponsor and produce by the organizer)

Booking Deadline: February 6th, 2026

Deadline for Submitting the Image: March 6th, 2026

03 Offline Advertising

Taking advantage of the exhibition atmosphere to do publicity is one of the more effective and successful ways: your company can print your logo or publicity content on the visitor's badge, sling or Visitor's Guide to give the visitors more intuitive impression. The organizers offer a wide range of promotional items to help your company become more and more visible during the exhibition! Please see below for all offline promotional programs offered by the organizer:

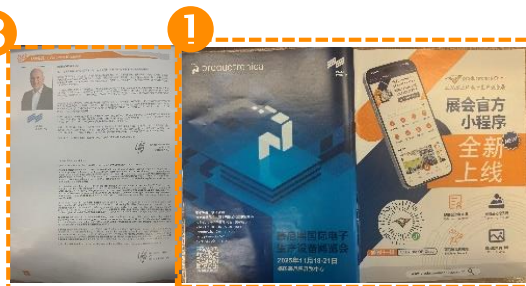
Note: No prohibited words are allowed in the pictures and text content involved in the exhibitors' marketing sponsorship, and the fonts used are free commercial fonts (Founder's Black Simplified, Founder's Regular Simplified, Alibaba, Puhui). **All publicity content must be confirmed by the sponsor before placement.**

3.1 Visitor Guide

3.1.1 Insert Page Advertising

The visitor guide is an on-site printed material, which will be distributed to every visitors. It provides all the main information, such as exhibitor list, conference agenda, exhibit information and floor plan.

- File format: AI, PDF (with 300 dpi)
- Include production but exclude image design.



	Position	Trim Size (width x height)	Price
1	Outside Back Cover Gatefold (2 full pages)	420mm x 285mm	CNY 50,000
2	Outside Back Cover (full page)	210mm x 285mm	CNY 37,000
3	Inside Front Cover (full page)	210mm x 285mm	CNY 35,000
4	Inside Back Cover (full page)	210mm x 285mm	CNY 35,000
	Inside Full Page	210mm x 285mm	CNY 18,000
	Inside Half Page	185mm x 120mm	CNY 10,000

Booking Deadline: Outside Back Cover Gatefold - January 16th, 2026

Others - January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.1.2 Logo on Floor Plan



The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Mark your logo on the floor plan to increase brand exposure and it helps your clients to find your booth easily.

Price: CNY 3,000

Booking Deadline: February 13th, 2026

Deadline for Submitting the Image: February 15th, 2026

3.1.3 Logo on Exhibitor List

展商名单 \ Exhibitor List			
展位号 / Booth No.	展商 / Exhibitors	展位号 / Booth No.	展商 / Exhibitors
E1.1900	德康威	E6.6110	上海申通快递有限公司
E2.2580	库迈思	E4.4062	深圳市博创科技有限公司
E2.2183	库迈思	C9.3211	深圳市博创科技有限公司
E6.6766	库迈思	E1.1376	上海申通快递有限公司
E3.3191	库迈思	E4.4500	库迈思
E3.3202	库迈思	E2.2127	库迈思
E6.6202	库迈思	E5.5140	库迈思
E4.4078	库迈思	E5.5318	库迈思
E5.5480	库迈思	E6.6210	库迈思
E4.4139	库迈思	E6.6292	库迈思
E3.3890	库迈思	E2.2716	库迈思
E1.1373	库迈思	E6.6852	库迈思
E6.6912	库迈思	E6.6910	库迈思

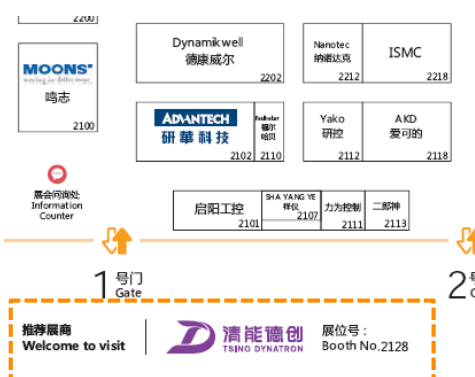
The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Publish your logo in front of your company name to help visitors to find you easily.

Price: CNY 3,000

Booking Deadline: February 13th, 2026

Deadline for Submitting the Image: February 15th, 2026

3.1.4 Recommended Exhibitor Logo



The visitor guide contains all important information, including floor plans, conference agenda, exhibitor list, hall layout and is distributed free of charge to all on-site visitors. Those recommended logos will be listed individually below the floor plan to highlight your booth.

- Ten sponsors limited
- First-come, first-served

Price: CNY 4,000

Booking Deadline: February 13th, 2026

Deadline for Submitting the Image: February 15th, 2026

3.2 Visitor Badge & Lanyard

3.2.1 Visitor Badge Promotion



This is an independent card separate from the visitor badge. You can print your booth number, new product information or slogan to deepen the impression of your company to the registered visitors on site. After confirming the submitted design, only the electronic version will be confirmed.

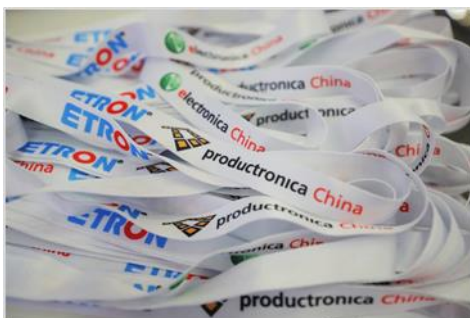
- First-come, first-served
- Include production but exclude image design.

Design	Trim size (width x height)	Price
One Side	100mm x 50mm	CNY 20,000 / 10,000 copies
Two Sides	100mm x 50mm	CNY 30,000 / 10,000 copies

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 27th, 2026

3.2.2 Logo on Visitor Lanyard



Lanyards are given to all on-site visitors when they collect their badges.

- Company logo and exhibition logo appear on the lanyards crosswise.
- First-come, first-served

Price: CNY 50,000 / 10,000 lanyards (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3 On-Site Promotion

3.3.1 LED Billboard on Main Entrance Hall



The LED screen is located at the main entrance of the exhibition hall (South Hall), with unquestionable exposure.

- Limited to 6 homes only, with a video length of no more than 2 minutes, rotating on a loop about once every half hour.

Price: CNY 20,000 / period

Video Resolution : 1080p

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.2 Poster on Corridor Glass Wall



advertising banner

The poster is located on the outside of the corridor leading from the main entrance hall (South Hall) to Halls E1 and W1, it can attract the attention of visitors.

- 1 sponsor only

Size (width x height) : 8.8m x 3.36m (single-sided)

Price: CNY 35,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.3 Outdoor Billboard (South Hall Square)



The billboards are located at the main entrances (at south hall square). Undoubtedly, it is one of the most prominent on-site branding opportunities at productronica China to catch the attention of all the incoming and outgoing visitors.

Size (width x height) : 8m x 5m (single-sided)

Price: CNY 40,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.4 Billboard in Connecting Corridor



The billboards are located in the connecting corridors between each halls, which is a must-visit place for visitors.

Size (width x height) : 4m x 3m (single-sided)

Price: CNY 20,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.5 Indoor Hanging Banner



The banners are hung above the aisles of halls. The eye-catching, two-sides banners make visitors find your booth easily. The hanging point should be confirmed with the organizer.

Size (width x height) : 2m x 5m (portrait, two sides)

Price: CNY 35,000 / banner (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.6 Floor Sticker



The floor sticker will be laid out at key locations in the pavilions, guiding visitors to your company's booth.

Size (width x height) : 2m x 2m

Price: CNY 8,000 (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.7 Hall Corridor Hanging Banner



Using banners in the corridor for advertising can attract the attention of visitors. The advertisements can be printed with your company pictures, company name, logo and booth number, giving visitors more intuitive booth information.

Quantity	Price(Include production but exclude image design)
2 Consecutive Banners (Double sided)	CNY 20,000
4 Consecutive Banners (Double sided)	CNY 30,000

Location: South Hall - E1 Hall, W1 Hall & W1-W3 & E1-E5 Halls Center Corridor

Size (width x height) :

South Hall - E1 Hall Corridor: 1.75m x 1.2mH

South Hall - W1 Hall & W1-W3 & E1-E5 Hall Center Corridor: 2.5m x 1.2mH

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

*The organizer reserves a part for the design of the conference guidelines, please refer to the diagram.

3.3.8 Inner Square Billboard

Billboard can be printed with pictures, company names, logos or booth numbers, etc. Facing the direction of pedestrian flow, visitors coming and going between exhibition halls will not ignore such eye-catching large advertisements. Include production but exclude image design.

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

Promotional Space 1: Halls E1-E5, near the inner square

1



Specification ONE:

Sign post in first position located at the inside square of SNIEC. Two sides are all available for advertising. Visitors will not miss the eye-catching sign post.

- File format: JPG, TIF, PDF

Size (width x height)	Quantity	Price
5m x 4m	1 banner (single side)	CNY 20,000
5m x 4m	2 banners (double sides)	CNY 35,000

2



Specification TWO:

The sign post shows image, company's name, logo and booth number on it in order to make sure your most important information will not be missing.

- Six sponsors at most
- First-come, first-served

Size (width x height): 1m x 2m

Price: CNY 30,000 (4 banners, single-sided)

Promotional space 2: South Hall - E1, outside of the connecting corridor



The billboard is placed on the square outside the corridor of No. 1 registration hall and Hall E1. There is no doubt that this is one of the eye-catching live advertisements, and the exposure rate undoubted.

- File format: AI, EPS and other source files (with 300 dpi)

Size (width x height) : 5m x 4m (single-sided)

Price: CNY 35,000 / banner

(Only accept one sponsor)

3.3.9 Tetrahedron at Visitor Registration Area



Company name and logo published on the registration form filling counter catches the attention of all the onsite visitors as they fill in the registration form.

- A company LOGO can be printed on each side of a tetrahedron.
- File format: JPG, TIF, PDF

Size (width x height) : 1m x 1m (each side)

Price: CNY 15,000 / column (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.10 Column Advertising



All the columns located outside each hall and four ads for display. Company image, name, logo or booth number can be shown on it.

- **Size (width x height) :** 3m x 6m
- **File format:** AI, EPS and other source files (with 300 dpi)

Price: CNY 55,000 / column (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.11 Service substation fences advertising



Located at Gate 6 of W2. Image, company's name, logo and booth number can be shown on both sides.

- Exclusive
- Due to the special property, light colored images may have holes that allow light to pass through
- **Flag size (width x height):** 10.4m x 3.8m



Price: CNY 35,000/ two sides (production included, design excluded)

File format: AI, EPS and other source files (with 300 dpi)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.12 Poster on Glass Wall

1



Posting on glass wall outside exhibition hall at the north entrance of it. The poster shows company's name, logo or booth number.

- The specific location needs to be communicated and confirmed by the organizer and exhibitors.
- Each hall is limited to one sponsor, first-come, first-served.

Flag size (width x height): 3.7m x 3.7m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 28,000 (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

2



Pic.2 posting on glass wall outside exhibition hall. The poster shows company's name, logo or booth number on it.

- 8 sponsors limited, first-come, first-served

Flag size (width x height): 25m x 6m or 30m x 5m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 150,000 (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3



Pic.3 posting on glass wall outside connecting corridor between the exhibition halls. The poster shows company's name, logo or booth number.

- 4 sponsors limited, first-come, first-served

Flag size (width x height): 28.4m x 5m

File format: AI, EPS and other source files (with 300 dpi)

Price: CNY 140,000 (production included, design excluded)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.13 Banner on Shuttle Bus



The shuttle bus picks up visitors at the bus stop out of registration halls. Advertising on the shuttle bus that provides round trip service between E1 and E6.

- Company image, name, logo or other information can be shown on triangle billboard at top or at back of the shuttle bus.
- First-come, first-served
- File format: AI, EPS and other source files (with 300 dpi)



Position	Size (width x height)	Price
Triangle billboard	2.4m x 0.7m	CNY 20,000 / three buses
Back billboard (KT board)	1.3m x 0.9m	CNY 15,000 / three buses

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.3.14 Banner on Shuttle Bus Stop



Circular advertisement above (two pieces on two sides)

Shuttle stations in the exhibition hall are set up outside halls E1 & E6. Station advertisements can print important information such as company image, name, logo, and other important information.

- Company image, name, logo or other information can be shown on the bus stop.
- First-come, first served
- File format: AI, EPS and other source files (with 300 dpi)
- Include production but exclude image design.

Position	Size (width x height)	Price
Circular advertisement above	1.8m x 1.3m	CNY 10,000 / piece
Rectangle advertisement above	4m x 0.8m	CNY 15,000 / piece
Rectangle advertisement below	2m x 1m	CNY 12,000 / piece



Rectangle advertisement below (four pieces on two sides)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.4 Functional Area Sponsorship

3.4.1 Tetrahedron at Visitor Lounge



The tetrahedral advertisement is located in the audience rest area, where the audience stops to rest and recharge. Exhibitors can use most of the images on each side of the tetrahedron for advertising.

- File format: JPG, TIF, PDF

Available size (width x height): 1m x 2m (each side)

Price: CNY 20,000 / column (Including production, excluding design)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.4.2 Acrylic Stand at VIP Lounge



The VIP audience rest area serves the highest quality audience and exhibitors, providing communication space, lunch, afternoon tea and other services. Acrylic double-sided standing cards will be placed on each negotiation table.

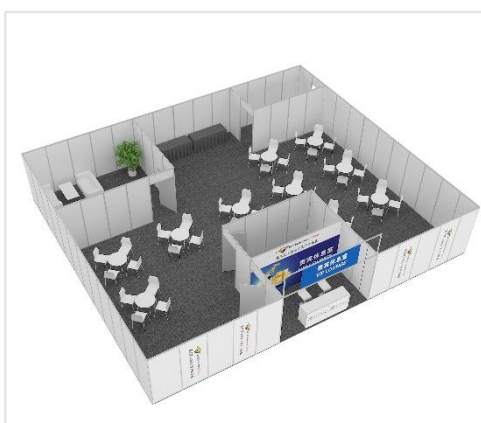
- **Exclusive**
- File format: AI or PDF

Price: CNY 10,000/10 pages (Including production, excluding design)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.4.3 Poster at Functional Area



The on-site functional areas (forum area, audience rest area, VIP audience rest area, etc.) are crowded with people. The posters on the outer wall can help the audience to better and faster understand the location of your company's products or booth, and increase exposure.

- File format: AI or PDF

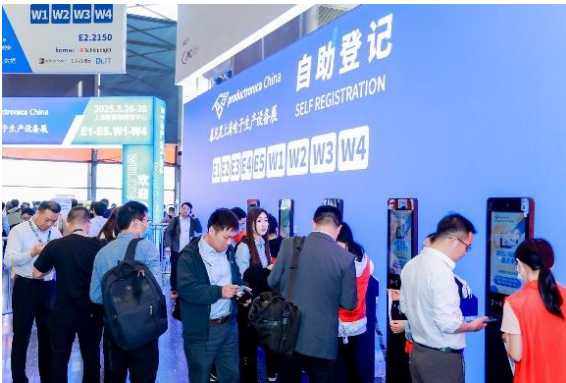
Size (width x height) : 0.95m x 2.4m

Price: CNY 5,000 / posters (Including production, excluding design)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

3.4.4 Self-service printer for visitor badges



The self-service printers for visitor badges are located in the South and North Lobbies, and exhibitors can utilize the screens of the self-service printers for brand promotion.

- **Exclusive**

- File format: AI or PDF
- **Size(width x height):**260mm x 470mm
- **image resolution:**1080*1920

Price: CNY 100,000/10 (Including production, excluding design)

Booking Deadline: January 23rd, 2026

Deadline for Submitting the Image: February 13th, 2026

Application Form

Company Name (Chinese & English)

Company Name for Promotion Usage (Chinese & English)

Tel

Fax

Mobile (Important)

Contact Person: Mr. / Ms.

Title

Email (Important)

Digital Marketing

Home Banner <input type="checkbox"/> CNY 15,000 <input type="checkbox"/> CNY 12,000	Inside Page Banner <input type="checkbox"/> CNY 8,000 <input type="checkbox"/> CNY 3,000 <input type="checkbox"/> CNY 5,000	
Online Catalogue Page Banner <input type="checkbox"/> CNY 8,000		
Banner on EDM <input type="checkbox"/> CNY 10,000 <input type="checkbox"/> CNY 15,000 <input type="checkbox"/> CNY 8,000 <input type="checkbox"/> CNY 12,000	EDM Release <input type="checkbox"/> CNY 10,000 <input type="checkbox"/> CNY 5,000	
Homepage Pop-up Ad <input type="checkbox"/> CNY 15,000	Carousel Ad <input type="checkbox"/> CNY 12,000	Inside Page Banner <input type="checkbox"/> CNY 8,000
WeChat Press Release (Remarks Specifications) <input type="checkbox"/> CNY 8,000 <input type="checkbox"/> CNY 5,000 <input type="checkbox"/> CNY 5,000 <input type="checkbox"/> CNY 3,000		
Banner on WeChat Press Release (Remarks Specifications) <input type="checkbox"/> CNY 10,000 <input type="checkbox"/> CNY 8,000 <input type="checkbox"/> CNY 8,000 <input type="checkbox"/> CNY 5,000	Short Video Promotion <input type="checkbox"/> CNY 12,000	

Joint Sponsorship

Tote Bag Sponsorship <input type="checkbox"/> CNY 15,000	Gift Sponsorship <input type="checkbox"/> CNY 1,000	Lunch Coupon Sponsorship <input type="checkbox"/> CNY 5,000
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Offline Advertising

Insert Page Advertising <input type="checkbox"/> Outside back cover gatefold / CNY 50,000 <input type="checkbox"/> Outside back cover / CNY 37,000 <input type="checkbox"/> Inside front cover / CNY 35,000 <input type="checkbox"/> Inside back cover / CNY 35,000 <input type="checkbox"/> Inside page 1/1 (4c) / CNY 18,000 <input type="checkbox"/> Inside page 1/2 (4c) / CNY 10,000		
Logo on Floor Plan <input type="checkbox"/> CNY 3,000	Logo on Exhibitor List <input type="checkbox"/> CNY 3,000	Recommended Exhibitor Logo <input type="checkbox"/> CNY 4,000
Visitor Badge Promotion <input type="checkbox"/> CNY 20,000 <input type="checkbox"/> CNY 30,000	Logo on Visitor Lanyard <input type="checkbox"/> CNY 50,000	
LED Billboard on Main Entrance Hall <input type="checkbox"/> CNY 20,000	Poster on Corridor Glass Wall <input type="checkbox"/> CNY 35,000	Outdoor Billboard <input type="checkbox"/> CNY 40,000
Billboard in Connecting Corridor <input type="checkbox"/> CNY 20,000	Indoor Hanging Banner <input type="checkbox"/> CNY 35,000	Floor Sticker <input type="checkbox"/> CNY 8,000
Hall Corridor Hanging Banner <input type="checkbox"/> CNY 20,000 <input type="checkbox"/> CNY 30,000	Inner Square Billboard (Remarks Specifications) <input type="checkbox"/> CNY 20,000 <input type="checkbox"/> CNY 35,000 <input type="checkbox"/> CNY 30,000 <input type="checkbox"/> CNY 35,000	
Tetrahedron at Visitor Registration Area <input type="checkbox"/> CNY 15,000	Column Advertising <input type="checkbox"/> CNY 55,000	Service substation fences advertising <input type="checkbox"/> CNY 35,000
Poster on Glass Wall <input type="checkbox"/> CNY 28,000 <input type="checkbox"/> CNY 15,000 <input type="checkbox"/> CNY 14,000	Banner on Shuttle Bus <input type="checkbox"/> CNY 20,000 <input type="checkbox"/> CNY 15,000	
Banner on Shuttle Bus Stop <input type="checkbox"/> CNY 10,000 <input type="checkbox"/> CNY 15,000 <input type="checkbox"/> CNY 12,000	Tetrahedron at Visitor Lounge <input type="checkbox"/> CNY 20,000	
Acrylic Stand at VIP Lounge <input type="checkbox"/> CNY 10,000	Poster at Functional Area <input type="checkbox"/> CNY 5,000	Self-service printer for visitor badges <input type="checkbox"/> CNY 100,000

Total: CNY _____ Remark _____

Date _____ Company Stamp & Legally Binding Signature _____

* The applicant has carefully read and acknowledge the application form and sponsorship terms, and accepts the sponsorship terms attached to this application form. The applicant fully understands the terms that exempt the organizer from liability and limit the applicant's rights, and agrees to be bound by them.

Terms of Sponsorship

1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – by affixing with company seal or contract seal - the application form ("Application Form") and submitting it to Messe Muenchen Shanghai Co., Ltd. ("MM-SH") (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor ("Sponsor").

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract ("Sponsorship Contract") shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and the sponsorship package (if any) made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as consultation and planning advice, sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (**i.e. bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor**), by credit transfer to the account specified in the invoices. The beneficiary's bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department
Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4. Withdrawal from Contract

If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for actual cost occurred in relation to the matters of sponsorship and compensation for all direct losses incurred by MM-SH for such withdrawal.

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose "in time" means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH's right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (e.g. natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics, hacker attacks, network failures, power outages, major disruptions due to technical adjustments by the telecommunications department, shutdowns due to government controls, virus attacks, etc.) or other circumstances beyond its control, to postpone or change any sponsorship service, the Sponsor shall not be entitled to withdraw or cancel the Contract, nor have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels or no longer provides the sponsorship services as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to provide the sponsorship services, MM-SH is not liable for damages and disadvantages to the Sponsor arising from such no more provision of the sponsorship services as a result of the above situations.

6. Sponsor's Undertakings and Warranties

6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.

6.2 If the sponsorship services involve any link to the Sponsor's website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.

6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.

6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the "Published Contents") shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the "Infringement Proceedings"), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:

- 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
- 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.
- 3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.

6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

7. Disclaimer

7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.

7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.

7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.

7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.

7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.

7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as nonconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Special Terms on Live-streaming

8.1 Published Contents for Live-streaming

When it submits the Application Form, the Sponsor shall also submit the information to MM-SH such as the theme, time, hosting speaker of the live-streaming and the Published Contents for the live-streaming. The Published Contents of the Sponsor shall be subject to the confirmation by MM-SH, and the time schedule of the Sponsor's live-streaming shall be arranged by MM-SH in light of the actual condition. MM-SH has right to review the Published Contents provided by the Sponsor. If it finds that any Published Content provided by the Sponsor does not comply with national laws and regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as nonconformity, MM-SH is entitled to refuse to publish such contents without any liability. However, this provision shall not be deemed as a guarantee provided by MM-SH on the legitimacy of the Published Contents of the Sponsor. The Sponsor itself shall guarantee the authenticity and legitimacy of the Published Contents and bear all the liabilities arising therefrom.

8.2 Code of Conduct for the Sponsor

The Sponsor shall not conduct any of the followings:

- ① To transfer the ordered sponsorship services to any third party without prior written consent of MM-SH.
- ② To modify by any means the Published Contents and relevant elements (including but not limited to the theme, hosting speaker, pictures, links, etc. of the live-streaming), and to connect the link to any product that is irrelevant to the live-streaming.
- ③ To try to crack the source code of the live-streaming software by reverse engineering, decompile or other means.
- ④ To generate invalid traffic and/or fake traffic, impressions, clicks, etc. by any technical means or other improper means (including but not limited to underground industry, traffic purchase, forcing/inducing users to repeatedly click/visit, to repeatedly click/visit links/websites through technical scripts or cheating software).
- ⑤ To get traffic in the live-streaming platform, improper benefits by improper means, disturbing the order of the live-streaming platform.
- ⑥ To spread junk mails, harassing mails and e-mail advertisements, and make junk phone calls, harassing phone calls, all of which violate relevant national laws and regulations or are adverse to MM-SH.
- ⑦ To spread advertisements that are undesirable or without request, or spread texts, voice messages and videos that contain reactionary, pornographic and other harmful information through live-streaming service. To sell its own or a third party's products or services during the live-streaming.
- ⑧ To livestream following information or contents by using the source and services provided by the live-streaming service or to facilitate the livestreaming of such information by other people:
 - a) political propaganda and/or news and information that violate national regulations;
 - b) information involving national secrets and/or security;
 - c) feudal and superstition information and/or obscene, pornographic, indecent information or information on abetting crime;
 - d) lottery, gambling games, "private servers", "cheating plugs-in" and other illegal internet publication activities;
 - e) information that violates national ethnic and religious policies;
 - f) information that interferes with the security of the Internet operation;
 - g) information that infringes on the legitimate rights and interests of others and/or other information or contents that are harmful to the social order, social security and public morality;
 - h) other contents that violate laws and regulations, departmental rules or national policies.

- ⑨ To build or use relevant devices or configuration to run programmes or process that is irrelevant to the purchased services, resulting in taking up the server memory, CPU or the internet bandwidth source in the platform formed by large amount of the sources of the live-streaming platform (such as the internet bandwidth or the storage space), interrupting the smooth connection between the live-streaming and the Internet, or between the live-streaming and the specific network or server, and within the live-streaming, or causing the server to go down or crash where the website of the products and services in the live-streaming platform is or where other live-streaming users are, or causing the products/application in the live-streaming platform inaccessible by users, etc.
- ⑩ To make or try to make any alteration to the system configuration of the live-streaming platform or to break the system security.
- ⑪ To reversely decompile the source code of the live-streaming platform without permission, including but not limited to obtaining the video source address, stream-extract address without permission, or extracting stream by a video download address.
- ⑫ To conduct other activities that violate laws, regulations, these terms and conditions or infringe on a third party's lawful rights, and influence (or may influence) the reputation of MM-SH and its affiliates or any third party.

If the Sponsor violates the above provisions, MM-SH or the live-streaming platform has the right to take corresponding measures according to the situation, including but not limited to terminating/suspending this service immediately, maintaining relevant records, reporting to relevant competent authority or deleting relevant information.

8.3 Regulations on the Live-streaming Contents

- 1) The Sponsor shall warrant that, its Published Contents shall comply with laws, regulations and other regulatory documents, these terms and conditions, and shall not infringe on the intellectual property rights and other lawful rights and interests of MM-SH and/or any third party. The Published Contents shall be present in healthy forms and shall be objective and real.
- 2) All the contents published or spread by the Sponsor through the live-streaming service shall not violate relevant laws and regulations such as the Advertising Law, and shall not contain any content that is prohibited from publishing by the live-streaming platform or MM-SH.
- 3) The sponsor shall warrant that the live-streaming contents published or spread (including the live-streaming theme, guiding image, video trailer, etc.):
 - a) shall not contain untrue, false or exaggerated promotion, or mislead audience by any means;
 - b) shall not contain negative information about any other third party and/or its commodities, or derogate such third party and/or its commodities, maliciously or by comparison;
 - c) shall not use any improper marketing means (including but not limited to marketing by using trending topics and contents, marketing by using fake and fictional experience, or using false promises (e.g. promising users a free gift with purchase when there is no free gift), etc.);
 - d) shall not, during the live-streaming and without approval, allow access to any link or any QR code of a third party's platform, or present information such as QR codes and contact information of any individual (including We-media influencers themselves) or seller, and/or other pictures or texts with advertising and sales intention.

8.4 Liability Assumption

- ① The Sponsor is aware and acknowledges that, given the special nature of computers and the Internet, the followings will not be considered as a breach of contract by MM-SH:
 - a) Short interruptions in service when the live-streaming platform or live-streaming service is undergoing server configuration and maintenance;
 - b) Reduced uplink or downlink speed to the Sponsor's website due to problems such as blocked access or weakened signals on the Internet;
 - c) Interruption of live-streaming service or failure to meet the requirements of the Sponsor due to force majeure, computer virus or hacker attack, adjustment of relevant competent national authorities and operators, system instability, location of the Sponsor, shut-down by the Sponsor and any other problems of technologies, the Internet and telecommunication lines, etc.;
 - d) Defects in the live-streaming service due to unavoidable defects in the state of the art of the industry (e.g. MM-SH is unable to guarantee that the Sponsor's data storage is absolutely secure);
 - e) MM-SH is unable to guarantee that the data and materials stored by the Sponsor under this Agreement will not lose, and will not bear any liability for the Sponsor's data storage or results of data backup. The Sponsor is obligated and has responsibility to the secondary storage and backup of its own data and materials.
- ② The Sponsor shall be aware and acknowledge that its use of the live-streaming sponsorship service may be exposed to risks from any third party, including threatening, libel or illegal contents or activities, or anonymous or impostor information infringing upon other people's lawful rights and interests, and the Sponsor shall bear all the risks above by itself. MM-SH will not provide any type of guarantee, whether express or implied, for the provided live-streaming sponsorship services, including any implied guarantee and conditions on the truthfulness, applicability, ownership and non-infringement of all relevant information, and will not bear any liability for any direct, indirect, incidental, special and subsequent damages caused by the improper or illegal use of the live-streaming sponsorship service by the Sponsor arising therefrom.

- ③ The Sponsor shall bear all the following liabilities and compensation on its own and fully compensate MM-SH if MM-SH suffers any damages because of the followings:
- Any claim or request by any third party arising out of any infringement of any rights or interests of others by data stored or live content initiated by the Sponsor through the live streaming;
 - Claims or requests by any third party due to the Sponsor's breach of these terms and conditions;
 - Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
 - Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
 - Any legal liability caused by the data and materials stored during the live-streaming service by the Sponsor.

9. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

10. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

11. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

12. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

13. Data Protection

① Definition

"**Data**" refers to all kinds of information recorded electronically or otherwise, including (but without limitation) Personal Information, Sensitive Personal Information, Important Data, and other general information.

"**Personal Information**" refers to all kinds of information, recorded electronically or otherwise, that relates to an identified or identifiable natural person, excluding anonymized information. Typical examples of Personal Information include (but are not limited to) name, date of birth, ID number, biometric information, residence, phone number, cellphone number, email address, health information, and tracking information.

"**Sensitive Personal Information**" refers to Personal Information that, if leaked or illegally used, could easily result in infringement of a natural person's dignity or endangering of personal or proprietary security, which includes (but is not limited to) biometric information, religious belief, special identity, medical and health information, financial account, tracking and whereabouts, and information of minors below the age of 14.

"**Important Data**" refers to Data that, once tampered with, destroyed, leaked, illegally obtained or illegally used, may endanger national security, economic operation, social stability, public health and security, etc.

"**Data Subject**" refers to identified or identifiable natural person whose Personal Information is collected and processed.

② MM-SH and Sponsor shall at all times be aware of and comply with all applicable PRC laws and regulations in relation to cyber security and data protection.

③ Before providing (or making accessible) to MM-SH any Data, the Sponsor shall notify MM-SH in advance of any special regulatory requirements applicable to Data and any security and compliance measures based on such special regulatory requirements that MM-SH needs to implement before processing such Data.

④ The Sponsor agrees and undertakes to (i) only provide (or make accessible) to MM-SH the Data limited to the scope as required to enable both parties' fulfillment of obligations under this Terms of Sponsorship and other relevant business purposes, (ii) strictly follow the respective requirements on content, format, quantity, channel, etc. as agreed between the parties (if any), (iii) in case of providing any Personal Information to MM-SH (e.g. Personal Information of the Sponsor's staff or contacts), guarantee and secure that it has properly obtained statutorily required consent (including separate consent for e.g. sharing Personal Information with MM-SH, processing Sensitive Personal Information, or allowing MM-SH to further transmit such data to a third party either in the PRC or outside the PRC) from corresponding Data Subjects in advance so as to enable MM-SH to legally process such Personal Information.

⑤ The Sponsor hereby grants MM-SH an irrevocable right to process the Data to the extent as permitted by applicable PRC laws and regulations, including but not limited to processing by MM-SH itself, entrusting a third party to process, transferring / exporting the Data to a third party, etc.

⑥ The Sponsor understands and agrees that MM-SH may disclose the Data received or accessed under this Terms of Sponsorship or during the course of cooperation in the event that MM-SH is required to do so by any ruling of a regulatory authority or court or by applicable PRC laws or regulations (collectively "**Statutory Requirements**"). MM-SH will notify the Sponsor in a practical way of such disclosure after MM-SH becomes aware of the Statutory Requirements and is legally allowed to notify the Sponsor to this effect.

⑦ The Sponsor acknowledges and confirms that except for Personal Information, Data provided under this Term of Sponsorship or during the course of cooperation shall not contain those regulated under PRC laws and regulations (e.g. Important Data). Particularly, the Sponsor hereby confirms that any Data provided (or made accessible) by the Sponsor to MM-SH has not been classified or defined as Important Data according to any publicly available official documents (including but not limited to laws, regulations, national and industrial standards, irrespective of regions or departments) and / or any Chinese regulators / officials. Nevertheless, insofar as later on any Data (excluding Personal Information) provided qualifies as regulated Data, the Parties shall actively cooperate with each other and use their best effort to jointly assess and work out legally feasible measures to sustain this Term of Sponsorship and the cooperation between the Sponsor and MM-SH, and mitigate any potential negative impact therefrom.

⑧ The Sponsor shall fully indemnify MM-SH and hold MM-SH harmless from any claims, penalties or damages incurred due to the Sponsor's failure (including the Sponsor's staff, agents or other representatives commissioned by the Sponsor) to comply with applicable PRC laws and regulations or the obligations under this Data Protection section.

14. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.