

China Education Expo (CEE) 2020

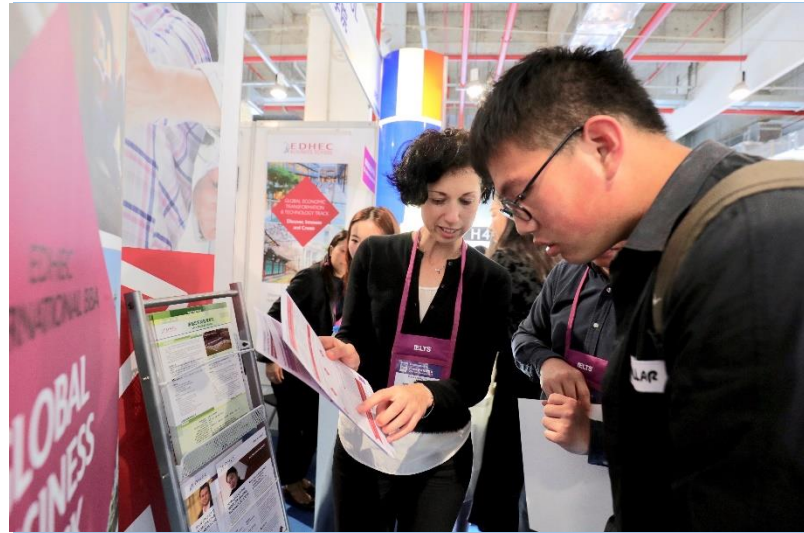
Oct. 24 - Nov. 1, 2020

Beijing ▪ Chengdu ▪ Guangzhou ▪ Shanghai

Promotion Kit



Advertisement



Sponsorship



Print

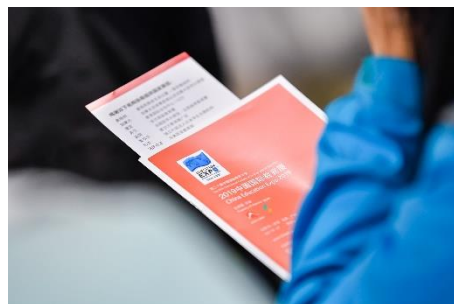


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2/10



Why advertise at CEE?

Maximizing your visibility and deepening brand awareness at the leading student recruitment event in China, CEE 2020 in Beijing, Chengdu, Guangzhou and Shanghai.

Advertisement and sponsorship opportunities at CEE offer valuable opportunities to reach nearly 2,000 exhibitors and 40,000 visitors in 4 cities across China. Advertising at CEE will:

- Showcase your excellent international courses
- Highlight your school in the comprehensive CEE exhibition materials
- Build your brand with current and prospective students and parents
- Attract visitors and speed up the networking
- Increase your visibility and generate your exposure in the best possible way

Review the different level of CEE advertisement and sponsorship opportunities before, during and after the event. Don't miss out the opportunities! All the advertisements are available on a 'first-come, first-served' basis.

For the latest advertisement availability, please check with us via email lily@fairlink.com.cn

China Education Expo (CEE) 2020

Tel +86-10 8580 0790/91/87

lily@fairlink.com.cn

www.ChinaEducationExpo.com

www.jiaoyuzhan.com

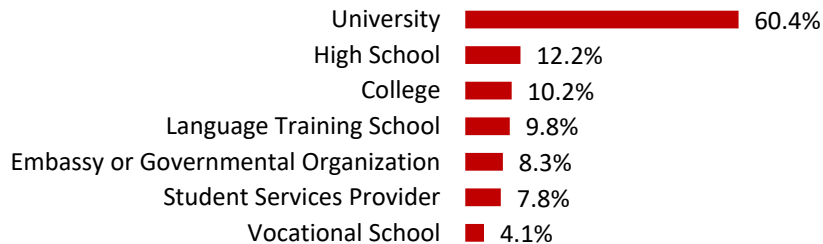


Post Event Statistics

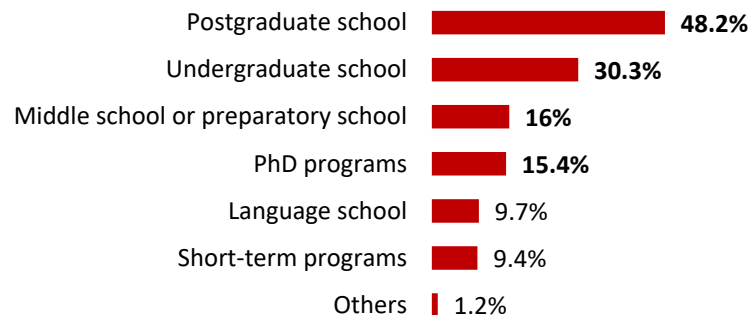
36 Participating Countries and Regions	37,800 Visitors	15 National Pavilions
459 Exhibitors	77 Seminars	
11 Learning Stage Sessions	15 OCS*	8 Live Streaming

* OCS: Online Course Sharing at WeChat

Exhibitor Categories

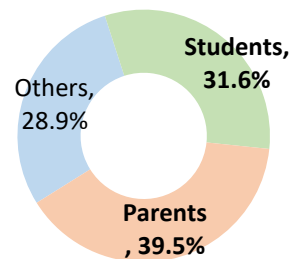


Target Level For Studying Abroad *



Going for higher education is still the mainstream in China, also teenager and PhD study keep increasing.

Your Present Occupation *



71.1% You saw students and Parent are main visitors here.

Visitors Preferred Destinations *

- | | |
|---------------------|--------------|
| 1. UK | 11. Ireland |
| 2. USA | 12. Spain |
| 3. Canada | 13. HK SAR |
| 4. Japan | 14. Russia |
| 5. Germany | 15. Austria |
| 6. Australia | 16. Malaysia |
| 7. France | 17. Belgium |
| 8. New Zealand | 18. Czech |
| 9. Singapore | 19. Thailand |
| 10. The Netherlands | 20. UAE |

* For Beijing expo data ONLY



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① Visitor's Guide



Visitor's Guide will be given to visitors during the exhibition free of charge. It will be used over and over by more than 40,000 visitors during the exhibition.

It is your pocket guide with exhibitor list, booth number, floor plan, schedule and study abroad seminar. Visitors and exhibitors use it extensively so it is an ideal place to get your institution noticed.

Back Cover	CNY 20,000
Center Spread	CNY 19,000
Inside Front Cover	CNY 11,000
Inside First Page	CNY 11,000
Inside Back	CNY 9,600
Inside Full Page	CNY 8,500

② Admission Ticket



Admission Tickets will be distributed in more than 4 cities before the exhibition by CEE media partners and students before the exhibition. In Beijing and Shanghai, it is also the must-have card for all visitors entering the exhibition.

Beijing	CNY 30,000
Shanghai	CNY 30,000
Guangzhou	CNY 10,000
Chengdu	CNY 10,000

③ Pillars Wraps



This Ad will display on site in the exhibition hall in Beijing and Shanghai. Your ads with message will have high visibility and will drive traffic to your stand.

Beijing	CNY 15,000 per wrap (multiple choice)
Shanghai	CNY 12,000 per wrap (only four)

④ Carpet Sign



Carpet Sign can call attention to visitors when they pass by your stand and increase your exposure and visibility in the exhibition hall with your logo or brand information on the carpet of the main public aisle.

Beijing	CNY 5,000 (1.5m x 1.5m)
Shanghai	CNY 5,000 (1.5m x 1.5m)



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Exhibitor Bag

Sponsorship



Price: CNY 50,000

Sponsor's logo will be printed on one side of the exhibitor bag provided to each stand. Your brand will be seen from the exhibition hall to the streets.

Exhibitor Badge Holder

Sponsorship



Price: CNY 50,000

All exhibitors are required to wear exhibitor badge, and sponsor's logo will display above and can be seen in each city.

Learning Stage

Sponsorship



Price: CNY15,000

Special benefits of sponsor learning stage in Beijing and Shanghai, include:

- Acknowledgement with logo in the backdrop and information board.
- One session(30 mins).

Coffee Cup

Sponsorship



Price: CNY25,000

Special benefits of sponsor coffee cup include:

- Acknowledgement with logo in the coffee cup and general board on the main entrance.
- 50 coupons.



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Visitor Bag

Sponsorship



Price: CNY 60,000

Sponsor in the must-have information source for all visitors to reach your target students during the exhibition and also after the exhibition, continue to their classroom, dorms as well as to their family members.

Visitor Bag Insert (limited number)

Price: CNY12,000

A4-sized (or smaller)flyer/USB

Visitor Pen

Sponsorship



Price: CNY 30,000

Sponsor's logo and brief message will be seen by all visitors at the visitor registration counter on-site.

CEE Event Mobile Page

Sponsorship



Price: CNY 15,000

Display your banner and URL on the first view of CEE event mobile page incl. on visitor online registration page.

Preparing your advert:

- All advertisements must be provided: in PDF, 300dpi, with crop marks and bleed if applicable.
- The ad rates are all net and do not include the costs for design.
- For the pillar wraps, please be kindly noted that exhibitors will have to design, build and remove their advert construction by themselves or pay separately to the booth contractor to do it.
- The sponsor logo should be sent by vector file, like .AI or .EPS format.
- 10% off for every two sponsorship items before Aug 20, 2020.
- The image shown here is indicative only. The actual product may differ.



Advert Size

Visitor's Guide	Trim Size	Bleed Size
Back Cover	130 × 210 mm	136 × 216 mm
Inside Front Cover		
Inside Back Cover		
Inside First Page		
Inside Full Page		
Center Spread	260 × 210 mm	266 × 216 mm

Admission Ticket Back Cover		
Beijing	210 × 90 mm	216 × 96 mm
Chengdu		
Guangzhou		
Shanghai		

CEE Event Mobile Page	Size
www.chinaeducationexpo.com	1080 × 1920 pixel

Pillar Wraps	Size
Beijing	1.5 × 3.5 m × 4 sides
Shanghai	1.2 × 2.5 m × 4 sides

Carpet Sign	Size
Beijing	1.5 × 1.5 m
Shanghai	1.5 × 1.5 m

For sponsorship items, you are only required to submit your logo with information in .AI format.



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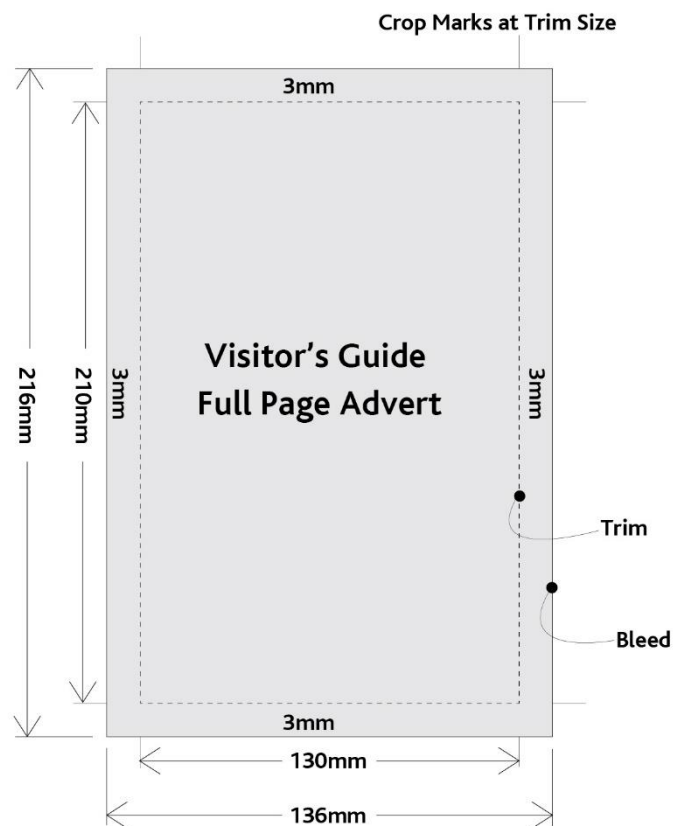
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8/10

How to submit your ad files for printing material?

Trim vs. Bleed Size



Please read carefully and follow instructions to insure that your ad is received and placed correctly into the printing materials. Bleed size is trim size + 3mm on each side. All image should leave 3mm for bleed on each side to ensure the image isn't lost if the page moves. Trim size is the size of actual page.

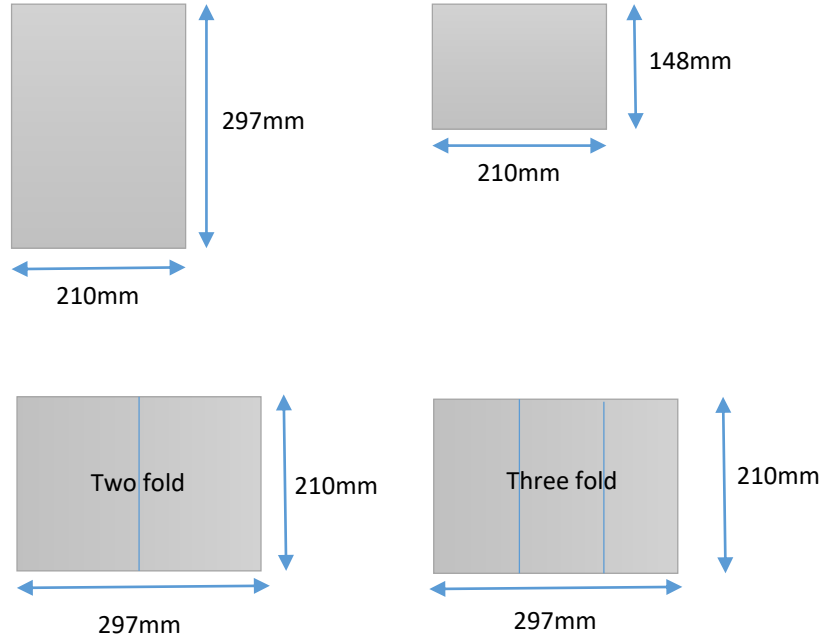
Email high resolution .pdf file before Sep. 10, 2020

Email your high resolution .pdf file to Lily@fairlink.com.cn also send a low-resolution pdf of the same file to Lily@fairlink.com.cn so that we may verify we are receiving the correct ad from you. Please note that files greater than 10MB are too large to be received by email.

Note: CEE reserves the right to return electronic submissions that are incompatible with these specification or do not contain all necessary elements.

Any cost to publisher resulting from problems with supplied materials will be billed to the advertiser or agency.

Please contact Lily at lily@fairlink.com.cn with any questions.



For other printing material services

For the convenience of exhibitors and to save transportation troubles and charges, we highly recommend our exhibitors to choose printing materials services provided by the organizer. The printing material will include various leaflet, folding flyer, brochure and poster etc. The quotation will be sent to exhibitor in 5 working days upon we get the printing specifications.

Leaflet

210 × 297mm color: double-side price CNY1800 per 500 copies / single side price: CNY1000 per 500 copies

210 × 148 mm color: double-side price CNY1300 per 500 copies / single side price: CNY700 per 500 copies

- Paper: copperplate paper

210 × 297mm b/w: two sides price CNY900 per 500 copies / single side price: CNY500 per 500 copies

210 × 148 mm b/w: two sides price CNY800 per 500 copies / single side price: CNY450 per 500 copies

- Paper: 80g paper

Two fold

Actual size is 210 x 148.5 mm, full size is 210 x 297mm. Color price: CNY1900 per 500 copies, b/w price: CNY900 per 500 copies.

Three fold

Actual size is 210 x 99 mm, full size is 210 x 297mm. Color price: CNY2300 for 500 copies, b/w price: CNY1200 per 500 copies.



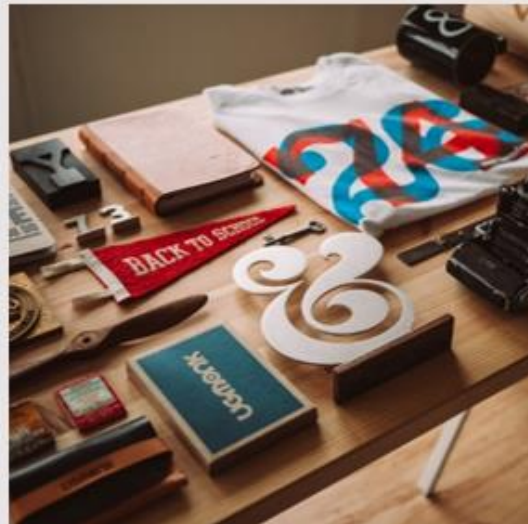

Chengdu
Oct. 27
Shangri-La Hotel Chengdu




Shanghai
Oct. 31 – Nov. 1
Shanghai World Expo
Exhibition & Convention Center



Beijing
Oct. 24 - 25
China National Convention Center




Guangzhou
Oct. 29
Shangri-La Hotel Guangzhou



CEE 2020 Show Management Office

Fairlink Exhibition Services Ltd.

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Email: lily@fairlink.com.cn | sophie@fairlink.com.cn | hd@fairlink.com.cn

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中国国际教育展