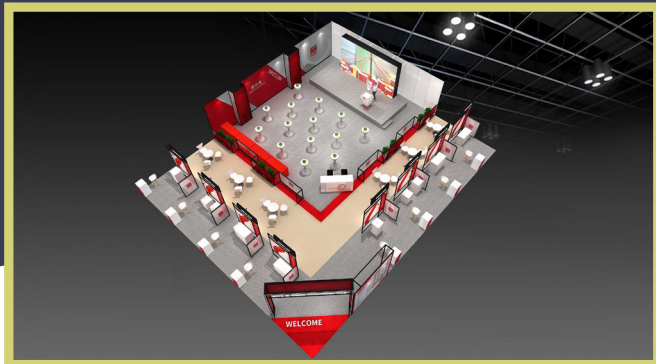


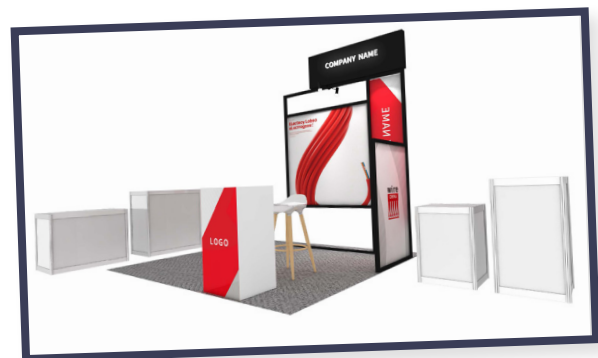


Exhibit at the Wire & Cable Innovation Hub at wire China 2026



We're excited to partner with Messe Düsseldorf Shanghai at wire China 2026 to offer IWMA members a new opportunity to exhibit and connect at the Wire & Cable Innovation Hub.

This unique concept combines dedicated exhibition space with a technical conference zone - your chance to showcase your business, share your ideas, and gain premium exposure at one of the wire and cable industry's leading global exhibitions.



Innovation Hub Exhibitor Package - just 2,850 EUR.

Everything you need to succeed and stand out - all in one great-value offer.

Key features:

6 sqm individual exhibitor space | Printed fascia board with company name | **Info counter with company logo (4 size options available)** | 1x 220v power outlet, spotlights and barstool | **All printing of company graphics to display board sizes included - no hidden costs** | Access to a 30+ sqm shared meeting lounge with round tables and seating | **20-minute speaking slot in the IWMA technical programme** | Feature in a special edition Innovation Hub showcase preview | **PR opportunities through official wire China media channels** | IWMA support before, during and after the exhibition | **Setup made simple with a dedicated stand builder**

Secure your space today by emailing jessica@iwma.org for full package details and an application form.

Limited availability - open exclusively to companies who did not exhibit at wire China 2024.
Allocated on a first-come, first-served basis.

Want to increase your visibility even further at wire China?

Exclusive Innovation Hub sponsorship packages are available from only 975 EUR / 7,800 RMB.

Each package includes a speaking slot, premium branding, and promotion before, during and after the exhibition through official IWMA and wire China media channels.

Sponsor the wire China Innovation Hub -

You don't need to be an exhibitor to sponsor - opportunities are open to all companies looking to raise their profile at this major international event. Choose your package below.

Sponsor Level	Diamond (max: 3 sponsors)	Gold (max: 5 sponsors)	Silver
Logo display onsite	On the hanging flag & logo wall	On the logo wall	On the logo wall
Company logo exposure online, logo displayed on promotional material	Yes	Yes	-
Company name mentioned in press release for WCIH	Yes	Yes	-
Logo display on LED screen of the WCIH backdrop	Yes	Yes	Yes
WCIH Speaking slot	30 min	30 min	30 min
Company introduction video (max. 5 minutes) played on the LED screen	Yes	Yes	-
Pre & post exhibition publicity of company article	Pre-show & post-show online	Pre-show only online	-
Company brochure/gift packed into document bag	Yes - brochure & gift (with logo exposure on bag)	Yes - brochure & gift	-
Promotional banner for display onsite	2 banners	1 banner	-
1 page AD inclusion in wire China visitor guide	1 page AD on visitor guide	1 page AD on E-catalogue	-
Package Price	3'800 EUR/ 30'000 RMB	2'100 EUR/ 16'800 RMB	975 EUR/ 7'800 RMB

Sponsorship packages are limited so secure yours early!

Email katie@iwma.org to find out more or to reserve your spot.

