



# Stand out in Shanghai with sponsorship that puts your brand centre stage!

## Align with the Innovation Hub, the focal point of wire China 2026, and gain unrivalled global visibility.

One of the exhibition’s most high-profile features, the Wire & Cable Innovation Hub is a dedicated focal point that combines exhibition space, technical presentations and industry networking.

Hub sponsorship places your brand in front of a global audience, with premium exposure before, during and after the show through IWMA and wire China media channels. With prime on-site visibility and exclusive opportunities to connect with attendees, it’s the perfect way to showcase your company to the international wire and cable industry.

**Open to all companies - you don’t need to be an exhibitor to get involved. Choose your sponsorship 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	-
<b>Package Price</b>	<b>3'800 EUR/ 30'000 RMB</b>	<b>2'100 EUR/ 16'800 RMB</b>	<b>975 EUR/ 7'800 RMB</b>

**Act fast - opportunities are limited and allocated on a first-come, first-served basis.**

**Email [katie@iwma.org](mailto:katie@iwma.org) to find out more or to reserve your spot today!**

