

IWMWIRE
NETWORKING



Your **IWMW** Networking Event at wire China
23 September 2026, CHAR Bar at Hotel Indigo, Shanghai

Sponsorship Packages

WHY SPONSOR?

As the international wire and cable community gathers for wire China 2026, **The Great Connection** offers sponsors a valuable opportunity to position their brand at the centre of one of the week's key networking occasions.

- **Align your brand** with a relaxed and highly engaged audience
- **Enhance visibility** beyond the exhibition hall
- **Demonstrate your support** for bringing the global industry together

Through sponsorship, your company becomes part of an event designed to encourage meaningful conversation and lasting professional connections, ensuring your brand remains associated with a memorable IWMA experience.

GET INVOLVED!

Position your brand at the heart of The Great Connection and be part of the conversations that continue long after the exhibition closes.

All sponsorship opportunities are allocated on a first-come, first-served basis.
To secure your preferred package, please contact **Katie Houston**; katie@iwma.org.



TRANSPORT SPONSOR

Exclusive Opportunity

Put your brand in front of guests from the very start of the evening. As the Transport Sponsor, your company will be featured on event transport signage, including visibility at the coach departure point and onboard the coaches transferring guests to the networking venue.

£500

+ VAT Applicable for UK companies



WELCOME DRINKS SPONSOR

Exclusive Opportunity

Make a memorable first impression as guests arrive. As the Welcome Drinks Sponsor, your company will be featured on drinks toppers and event signage, placing your brand directly alongside the first hospitality moment of the evening.

£800

+ VAT Applicable for UK companies



BAR SPONSOR

Exclusive Opportunity

Raise your brand's profile at one of the busiest areas of the event. As the Bar Sponsor, your company will be featured on branded bar coasters and signage, ensuring strong visibility as guests gather, network and enjoy the evening.

£1500

+ VAT Applicable for UK companies



ENTERTAINMENT SPONSOR

2 Opportunities Available

Align your brand with the evening's atmosphere. As an Entertainment Sponsor, your company will be featured on signage placed near the entertainment area, giving your brand visibility as guests enjoy the evening's live entertainment.

£500

+ VAT Applicable for UK companies



CATERING SPONSOR

Exclusive Opportunity

Showcase your brand throughout the evening's hospitality offering. As the Catering Sponsor, your company logo will be featured on branded serving ware and catering signage, giving your business visibility as guests enjoy a selection of delicious food during the event.

£1000

+ VAT Applicable for UK companies

INMA®