

Loving Jiefangbei—Italian Cultural Festival 2017

Brand Cooperation Program of the Italian Fair Activity

I. Organizing Committee

Sponsor: Management Committee of Jiefangbei CBD

Supported by: Consulate General of Italy in Chongqing

China-Italy Chamber of Commerce

Chongqing Guotai Plaza

Chongqing World Financial Centre (WFC)

Managed by: Sparkle China

II. Schedule

Duration: From May, 17th to 27th 2017

Rudown:

17-27th May: Open Italian Lifestyle Market

17-18th May: F&B Festival

19-21st May: Italian Automotive Festival

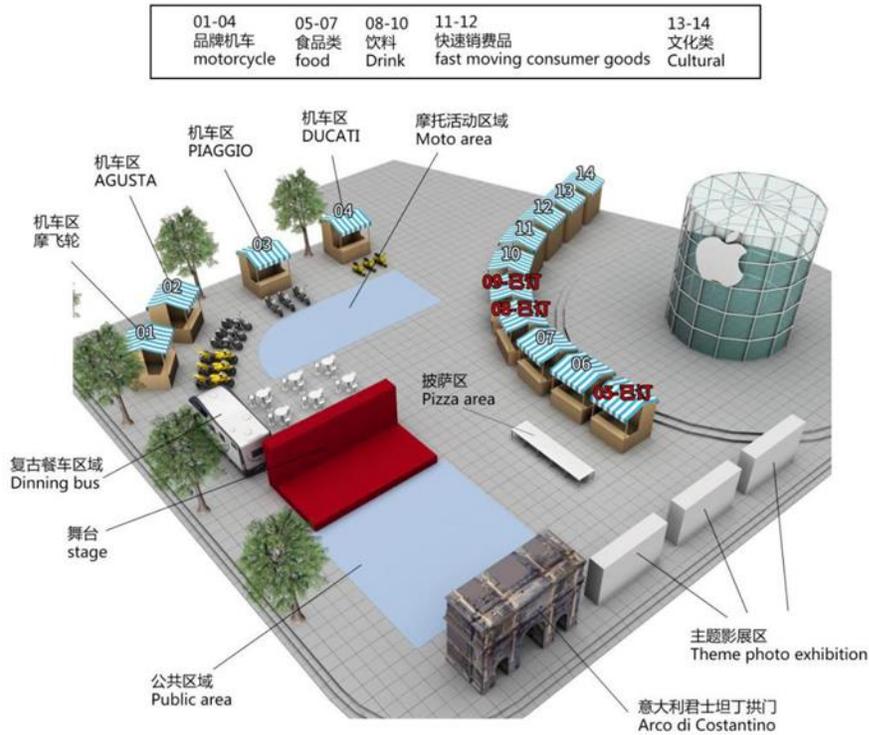
22-23rd May: Smoking Pipe Festival

24th May: Football Day

25-27th May: Italian Fashion Show, brands products exposition/sales and Fashion Forum.

III. Overall Event Map

Outdoor: motorcycle brands, food and beverage, consumer goods and lifestyle.



Indoor: lifestyle products, education brand, travel brand and handcraft



IV. Booth Specification

Area: 9M² (3M*3M)

Booth price (Guotai Square): 10.000 RMB for 11 days

Booth price (Guotai Shopping Mall): 5000 RMB for 11 days

Style: Modern

Dominant hue: White

Equipment: Interior space with 1 desk, 3 chairs, counter and sunshades

Auxiliary Equipment: Interior and exterior illumination.

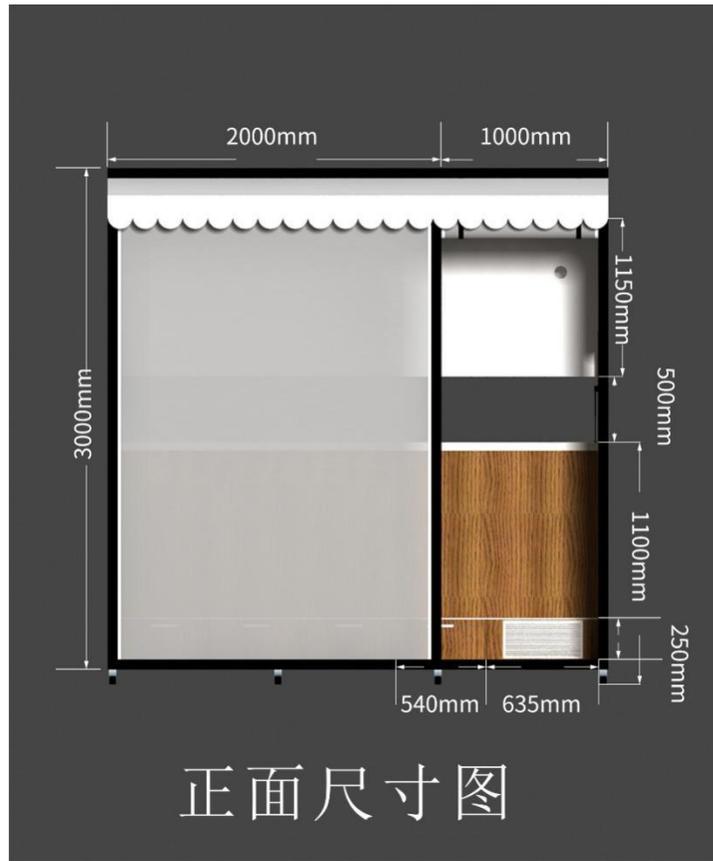
Booth Decoration: Cooperative brands are entitled to costume their booths with

1. Brand Logo (use inkjet on PP self-adhesive sticker/adhesive sticker; recommended size 1300mm*520mm; stick on the flank of the exterior area.)
2. Hanging flags
3. Display rack for brand promotion

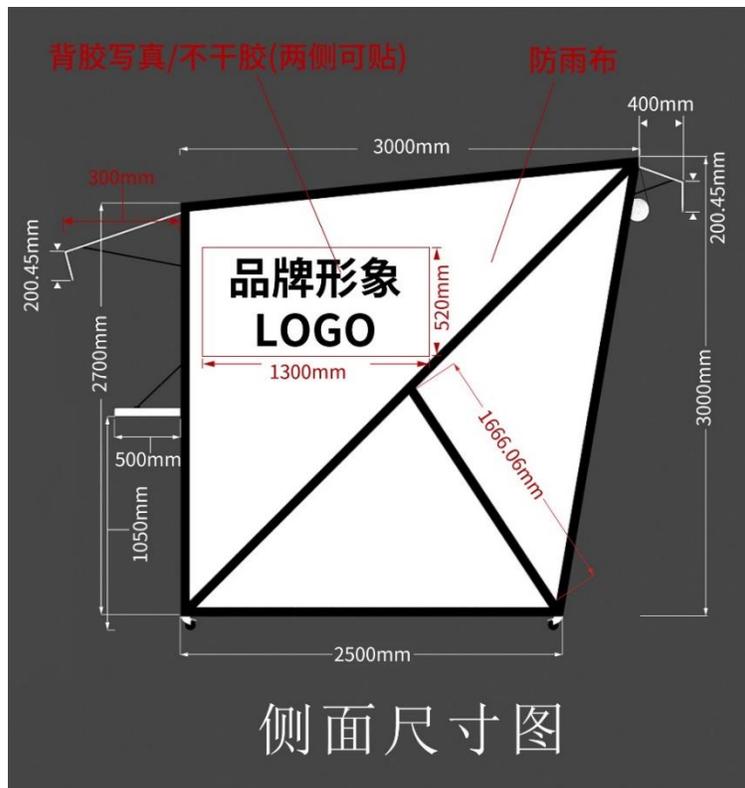
Rendering



Booth Specification



Logo-Making Instruction



Realistic Booth on-site

(Flag Hanging Illustration)



V. Marketing via Official Media

Online Media: Tengxun Dayuwang <http://cq.qq.com/>

Official Media: Wechat official account “Love-Jiefangbei”, official website of People’s Government of Chongqing, Yuzhong District, Weibo and Wechat official account of Consulate General of Italy in Chongqing and the website and Wechat official account of China-Italy Chamber of Commerce.

For more information contact us!

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