



2027 第三届杭州国际 The 3rd Hangzhou International 人形机器人与机器人技术展览会 Humanoid Robot and Robotics Technology Exhibition 2027

赞助方案

 2027.05.27-29

 杭州大会展中心-浙江
Hangzhou Grand Convention and Exhibition Center-Zhejiang



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赞助方案

Sponsorship Proposal

01

赞助条例 Sponsorship Packages

赞助项目	金额(万元)	规格/权益说明	限量
展会协办冠名	60	展会协办单位	独家
展会支持单位	40	展会支持单位	限3家
钻石·独家总冠名赞助	168	享有XX品牌之夜	独家
黄金·战略合作赞助	138	享有晚宴VIP独立餐桌与现场展示位	限3家
白银·战略合作赞助	98	享有晚宴标准席位与官方荣誉证书	限6家
指定品类·专项赞助	38	享有晚宴品类独家冠名	独家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Exhibition Co-organizer Title	60	Exhibition Co-organizer	Exclusive
Exhibition Support Partner	40	Exhibition Supporter	Limited to 3
Diamond - Exclusive Title Sponsor	168	Includes "[Brand Name] Night"	Exclusive
Gold - Strategic Partner	138	VIP dinner table + on-site display booth	Limited to 3
Silver - Strategic Partner	98	Standard dinner seat + official certificate	Limited to 6
Designated Category Sponsor	38	Exclusive category naming rights at dinner	Exclusive

02

外墙广告 Exterior Wall Ads

赞助项目	金额(万元)	规格/权益说明	限量
东登录厅广场广告	80	25.3m×6m入口上方玻璃贴纸	独家
东登录厅广场两侧桁架广告	10	5m×3m两侧桁架	限6家
东登录厅广场左右两侧广告	30	18.1m×15m墙贴	限2家
东登录厅内左右两侧广告	20	18.3m×6m墙贴	限2家
东登录厅正面二层广告	60	13.66m×3.5m墙贴	独家
东/中登录厅展厅通道入口广告	30	20.2m×6m玻璃贴	限2家
中登录厅左右两侧墙面广告	20	55Lm×3.5Hm	限2家
商业通道一层吊旗广告	15	5m×1.5m吊旗	限4家
商业通道一层方形包柱广告	5	1.6×3m方形包柱	限10家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
East Hall Plaza Billboard	80	25.3mx6m entrance glass sticker	Exclusive
East Hall Plaza Truss Ads (both sides)	10	5mx3m truss on both sides	Limited to 6
East Hall Plaza Left & Right Wall Ads	30	18.1mx15m wall sticker	Limited to 2
East Hall Interior Left & Right Wall Ads	20	18.3mx6m wall sticker	Limited to 2
East Hall 2nd Floor Front Wall Ad	60	13.66mx3.5m wall sticker	Exclusive
East/Central Hall Corridor Entrance Ad	30	20.2mx6m glass sticker	Limited to 2
Central Hall Left & Right Wall Ads	20	55Lmx3.5Hm	Limited to 2
Commercial Corridor 1F Hanging Flag Ads	15	5mx1.5m hanging flag	Limited to 4
Commercial Corridor 1F Square Pillar Ads	5	1.6mx3m square pillar	Limited to 10

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馆内外广告

Indoor/Outdoor Hall Ads

赞助项目	金额(万元)	规格/权益说明	限量
8号展厅入口吊旗广告	12	4m×1.5m 6个吊旗	独家
8号展厅入口两侧桁架广告	6	5m×3m桁架	限2家
8号展厅入口门口广告	10	3L×3Hm/5L×3H	独家
8号展厅内部出入口横幅广告	20	17.6m×2.1m墙贴	独家
8号展厅内部出入口包柱广告	12	3m×6m 6个柱子	独家
8号展厅入口右边拐墙贴广告	15	12.2m×10.7m墙贴	独家
8号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
7号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
6号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
6号、7号馆馆间墙贴广告	20	40m×3.1m墙贴广告	独家
5号展厅入口吊旗广告	12	4 m×1.5m 6个吊旗	独家
5号展厅入口两侧桁架广告	6	5m×3m桁架	限2家
5号展厅入口门口广告	10	4.1L×3H/2.5L×3mH门口+26L×1.5mH门头	独家
5号展厅内部出入口横幅广告	20	17.6m×2.1m墙贴	独家
5号展厅内部出入口包柱广告	12	3m×6m 6个柱子	独家
5号展厅内部吊旗广告	5	5m×3m 9个吊旗	限9家
5号展厅入口右边拐墙贴广告	15	12.2m×10.7m墙贴	独家
外广场道旗	12	6杆, 树立品牌第一印象	限2家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Hall 8 Entrance Hanging Flag Ads	12	4mx1.5m (6 flags)	Exclusive
Hall 8 Entrance Truss Ads (both sides)	6	5mx3m truss	Limited to 2
Hall 8 Entrance Door Ad	10	3Lx3Hm/5Lx3Hm	Exclusive
Hall 8 Interior Entrance Banner Ad	20	17.6mx2.1m wall sticker	Exclusive
Hall 8 Interior Entrance Pillar Ads	12	3mx6m (6 pillars)	Exclusive
Hall 8 Entrance Right Corner Wall Ad	15	12.2mx10.7m wall sticker	Exclusive
Hall 8 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 7 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 6 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 6-7 Connecting Wall Ad	20	40mx3.1m wall sticker	Exclusive
Hall 5 Entrance Hanging Flag Ads	12	4mx1.5m (6 flags)	Exclusive
Hall 5 Entrance Truss Ads (both sides)	6	5mx3m truss	Limited to 2
Hall 5 Entrance Door Ad	10	4.1Lx3H/2.5Lx3H door + 26Lx1.5Hmheader	Exclusive
Hall 5 Interior Entrance Banner Ad	20	17.6mx2.1m wall sticker	Exclusive
Hall 5 Interior Entrance Pillar Ads	12	3mx6m (6 pillars)	Exclusive
Hall 5 Interior Hanging Flag Ads	5	5mx3m (9 flags)	Limited to 9
Hall 5 Entrance Right Corner Wall Ad	15	12.2mx10.7m wall sticker	Exclusive
Outdoor Plaza Flag Poles	12	6 poles, strong brand impression	Limited to 2

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登录大厅广告

Lobby Ads

赞助项目	金额(万元)	规格/权益说明	限量
东登录大厅入口LED屏	40	24.96m×1.28m, 人流最密集处	独家
中登录大厅入口LED屏	30	24.96m×1.6m, 第一视觉冲击	独家
展厅主通道喷绘广告	15	4m×7m, 主通道核心位置	限8家
展厅外门口两侧喷绘广告	10	3m×5m, 入口处两边位置	限8家
展厅之间通道喷绘广告	10	3m×6m, 通道两边位置	限24家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
East Lobby Entrance LED Screen	40	24.96mx1.28m, highest foot traffic	Exclusive
Central Lobby Entrance LED Screen	30	24.96mx1.6m, first visual impact	Exclusive
Main Hallway Banner Ad	15	4mx7m, core location	Limited to 8
Hall Entrance Side Banner Ads	10	3mx5m, both sides of entrance	Limited to 8
Hall-to-Hall Corridor Banner Ads	10	3mx6m, both sides of corridor	Limited to 24

05

会议广告

Conference Ads

赞助项目	金额(万元)	规格/权益说明	限量
论坛大屏两侧广告	40	3.5m×2m, 入口处两边位置	限2家
论坛外侧单面广告	15	2m×2m, 入口处两边位置	限10家
论坛椅背套广告位	10	论坛3天参会嘉宾宣传推广	独家
平行论坛	15	分论坛冠名	独家
专场发布会(1.5小时)	6	提供场地、设备及宣传组织	多家
海外买家对接会	0.35	与海外买家精准对接	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Forum Main Stage Side Ads	40	3.5mx2m, entrance sides	Limited to 2
Forum External Single-sided Ad	15	2mx2m, entrance sides	Limited to 10
Forum Chair Back Cover Ad	10	3-day promotion to attendees	Exclusive
Parallel Forum	15	Sub-forum naming rights	Exclusive
Exclusive Press Conference (1.5h)	6	Venue, equipment, promotion	Multiple
Overseas Buyer Matchmaking	0.35	Direct engagement with overseas buyers	Multiple

06

视频广告

Video Ads

赞助项目	金额(万元)	规格/权益说明	限量
深度专访	1.2	3分钟剪辑成片+官媒宣发	多家
展商推荐	6	45秒剪辑成片+官媒宣发	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
In-depth Interview	1.2	3-min edited video + official media release	Multiple
Exhibitor Feature	6	45-sec edited video + official media release	Multiple

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印刷广告 Print Ads

赞助项目	金额(万元)	规格/权益说明	限量
参观指南封面广告	15	最高级别印刷品曝光	独家
参观指南封底广告	10	次高级别印刷品曝光	独家
参观指南内页广告	5	精准投放至所有观众	限8家
展商/VIP证赞助	15	单面, 品牌伴随全程	独家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Visitor Guide Cover Ad	15	Top-tier print exposure	Exclusive
Visitor Guide Back Cover Ad	10	Second-tier print exposure	Exclusive
Visitor Guide Inside Page Ad	5	Targeted reach to all attendees	Limited to 8
Exhibitor/VIP Badge Sponsor	15	Single side, brand visibility throughout	Exclusive

08

品类广告 Category Ads

赞助项目	金额(万元)	规格/权益说明	限量
服装赞助	15	工作人员服装	独家
礼品袋赞助	30	约2万个移动的广告	独家
礼品赞助	20	约2万个展会赠品	独家
伴手礼赞助	30	约1000个嘉宾赠送	独家
咖啡/饮品赞助	10	VIP与海外买家见面会休息区	独家
饮用水赞助	10	瓶身贴标, 品牌触达高频	限2家
奖杯/奖牌/证书赞助	10	优秀展商与合作伙伴授牌	独家
官方指定用车	6	嘉宾接送	独家
合作银行	10	提供相关金融服务	独家
合作航空	20	提供日韩等国航空服务	独家
官方推文合作	5	官方公众号头条发布	多家
官方推文合作	3	官方公众号普通发布	多家

Sponsorship Item	Amount (10K RMB)	Specifications / Benefits	Availability
Apparel Sponsor	15	Staff uniforms	Exclusive
Gift Bag Sponsor	30	~20,000 mobile ads	Exclusive
Giveaway Sponsor	20	~20,000 expo giveaways	Exclusive
Souvenir Sponsor	30	~1,000 gifts for VIPs	Exclusive
Coffee/Beverage Sponsor	10	VIP & overseas buyer lounge	Exclusive
Drinking Water Sponsor	10	Bottle labels, high-frequency brand exposure	Limited to 2
Trophy/Medal/Certificate Sponsor	10	Awards for outstanding exhibitors & partners	Exclusive
Official Designated Vehicle	6	VIP shuttle service	Exclusive
Partner Bank	10	Financial services	Exclusive
Partner Airline	20	Air travel services for Japan, South Korea, etc.	Exclusive
Official WeChat Post Partnership	5	Headline post on official public account	Multiple
Official WeChat Post Partnership	3	Standard post on official public account	Multiple



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