



## Media Membership & Partner Packages on Global Packaging Media Alliance

The Global Packaging Media Alliance (GPMA), initiated by Reed Exhibitions and promoted by SinoCorrugated and SinoFoldingCarton invites your media outlet to become a VIP member.

### Definition of the Global Packaging Media Alliance:

GPMA initiated by Party A is a professional media consortium with main business in information exchange and resource sharing. This Alliance consists of international media partners within the corrugating, printing and packaging industry who have signed with Party A and are willing to join.

### Core Values of the Alliance:

Strengthen the core values of global media partners for a better information sharing within the corrugating, printing and packaging sector. GPMA will focus on all aspects of related industry, including but not limited to qualified services, advanced technologies, leading products, latest industry news, academic knowledge, innovative ideas as well as other business opportunities.

### SinoCorrugated:

SinoCorrugated, Asia-Pacific's professional trade show for corrugated equipment and consumables with over 19 years of history. SinoCorrugated is concurrently held with SinoFoldingCarton, China Packaging Container Expo, SinoFlexPack and SinoPaper, in Shanghai as well as Guangdong, covering the whole industry chain of the corrugating, printing and packaging industry. The 5-in-1 Mega Expo in 2019 attracted 89,248 visitors from 130+ countries and regions within 4 days.

### A. Promotional Benefits of a GPMA Member

- ❖ Listing as official GPMA member & event media partner on the official website of SinoCorrugated, SinoFoldingCarton, SinoFlexPack, SinoPaper, China Packaging Container Expo;
- ❖ Featured logo with dedicated link & brief introduction to your media outlet's website on the official website of SinoCorrugated and SinoFoldingCarton;
- ❖ Free access to SinoCorrugated E-newsletter, get the first-hand information of global corrugating, printing and packaging industry;

### B. Promotional Benefits of a Media Partner

Barter Agreement (2 event access+ 1 print & 2 digital promotion; customized barter packages will be considered.)

- ❖ A media partner is an official GPMA member and enjoys all the member benefits;

### **Event Access**

- ❖ Media invitation to SinoCorrugated and SinoFoldingCarton;
  - VIP reception with access to VIP Lounge and onsite F&B service;
  - Exclusive press area to conduct interview;
  - Media-kit;
  - Support of onsite networking activities when required;
- ❖ booth/ book bins/ roll-ups for distributing print magazines and other promotional materials onsite;
- ❖ Signage at the expo venue;
- ❖ Payment of USD 50/ person if a partner organizes and leads more than 15 delegates to the exhibition;
- ❖ Invitation to the Annual Media Conference of GPMA concurrently held with SinoCorrugated;
  - Provided with VIP reception; support with onsite networking;
- ❖ Listing as supporting media partner of global events organized by Reed Exhibitions including but not limited to World Corrugated Awards (WCA), Road Shows, Study Tours, Gala Events to maximize exposure;
- ❖ One representative access to all onsite activities;
- ❖ Access to Media Center, distributing Party B's print magazine and promotional materials onsite;

### **Print & Digital Promotion**

- ❖ 1 page color ad in the Show Directory;
- ❖ Web banner on the official website of SinoCorrugated & SinoFoldingCarton;
- ❖ Featured logo with dedicated link on E-Newsletters Banner Ad, 4 times a year, spreading over a database of 150,000 industry contacts;
- ❖ Increased readership in China by reposting reports/articles with source link on the official website of SinoCorrugated and SinoFoldingCarton;
- ❖ Promotional Tweets, 4 times a year;
- ❖ Promotional post on Facebook, 4 times a year;
- ❖ Promotional post on LinkedIn, 4 times a year;
- ❖ Global corrugating and packaging market report composed by and circulating within Reed Exhibitions;

### **C. Media Agent Services**

On the basis of mutual benefits:

- ❖ GPMA acts as Agent in Chinese market for media and provides direct sales service, able to create stable income for media;
  - 1 press release to Reed's exhibitors in Asia and beyond, including translation service (content in English version provided by member);

- Include members media information into Reed's media brochure, distributing to Reed's exhibitors in Asia and beyond;
- ❖ GPMA provides global media channel networks in corrugating, folding carton, printing, packaging, labeling, intralogistics industries, able to maximize media's exposure in targeted markets;
- ❖ Media offers exclusive partner-price to GPMA;
- ❖ Media promotional opportunities of different forms are accepted, including but not limited to publications- advertisement, press release, cover page; digital- website banner, logo, quick link, event list, news release, editorial article, interview, E-newsletter banner, etc.