

Full-year round Sponsorship opportunities

en.caclp.com



@CACLP

CACLP[®]

2024



THE LARGEST IVD EXHIBITION
& CONFERENCE IN CHINA

@CACLP



Debuted in 1991, CACLP, the China Association of Clinical Laboratory Practice Expo, is well established as one of the largest exhibitions in the in vitro diagnostic industry worldwide. CISCE, China IVD Supply Chain Expo, successfully launched since 2021, further expand the product sectors from upstream to downstream. The great number of high-level academic and educational programs taking place concurrently onsite and year-round promotional solutions make CACLP one of the most important platforms for global IVD players.

Every year, CACLP & CISCE brings together over 40,000 professionals including entrepreneurs, scholars, users and thought leaders in the clinical laboratory industry from around the globe to exchange the latest developments in the industry, enhance the partnerships and shape the future of IVD industry all together.



130,000 sqm
Exhibiting space



1,300+
Exhibitors



40,000+
Professional visitors



China Association of In-Vitro Diagnostics (CAIVD)

www.caivd-org.cn

CAIVD is a national professional association that represents a wide range of players across the entire in-vitro diagnostic (IVD) industry in China. Our association connects **2,000+** manufacturers, distributors, agents, service providers and other players in the IVD industry.



Professional Community of Experimental Medicine (PCEM)

PCEM is a national association of specialists focused on the field of laboratory medicine. The association currently has more than **900** members, who are academicians and from hospitals, independent clinical laboratories, colleges and other research institutions around the world.



10+
Partner associations



900+
Scientists



2,000+
Member companies



Content

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Digital marketing solutions

CACLP[®] 2024

Trade shows: 16-18 March 2024

Academic conferences: 15-17 March 2024

WeChat



WeChat is a Chinese instant messaging, social media, and mobile payment app. It became the world's largest standalone mobile app **in 2018 with over 1 billion monthly active users**, 92% of which use it on a daily basis. WeChat supports **different types of ads such as graphic, article, video and live**. Posted ads will be quickly spread as instant messages, notifications and moments.

CACLP WeChat platform



Followers: 150,000+



Content

- Business news
- Exhibition & events
- Advanced technology & products
- Capital activities
- CACLP expo service

...

CAIVD WeChat platform



Followers: 180,000+



Content

- Industry research & analysis
- The latest policy & regulation
- Character interview of influencers
- Clinical laboratory
- Academic activities

...

WeChat article ad

< CACLP 体外诊断资讯 🔍 ...

Articles Channel Services

Monday

重磅！国际首个PCR-荧光探针法定量测定HBV-RNA试剂盒获批...
9422 read(s) 32 like(s) 23 friend(s) read

京达生物·海纳英才！
3742 read(s) 13 like(s) 16 friend(s) read

什么是5'-腺苷酸化修饰rApp?
1391 read(s) 10 like(s) 12 friend(s) read

联合国糖尿病日 | 糖化血红蛋白分析仪生产企业助力诊断
185 read(s) 13 like(s) 18 friend(s) read

北京、天津、河北、山东已实现50个临床检验结果互认！
295 read(s) 10 like(s) 11 friend(s) read

IVD供需对接：赛默飞款磁棒套、早孕试纸条、PG II质控品、八联...
328 read(s) 13 like(s) 14 friend(s) read

Headline

Secondary

Others

Ad unit	Per article
Headline	CNY 12,000
Secondary	CNY 6,000
Others	CNY 2,000

Article Guidelines & Requirements

- Articles should be informative and factual. The words such as “first” and “best” should not be used unless there is solid evidence.
- Language: Chinese
- Length: Up to 10,000 words
- Image format: < 10MB PNG/JPEG
- References: References are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers.
- Content is subject to Publisher's approval.

Chinese website



The Chinese official websites of CACLP (www.caclp.com) and CAIVD (www.caivd-org.cn) update comprehensive industrial news, policies & regulations and other IVD related news in real time.

At present, the websites have more than **16 million total visits**.

CACLP Website (CH)



Average UV: 5617 /day



Content

- Business news
- Exhibition & events
- Advanced technology & products
- Capital activities
- CACLP expo service

...

CAIVD Website (CH)



Average UV: 4101 /day



Content

- Industry research & analysis
- The latest policy & regulation
- Character interview of influencers
- Clinical laboratory
- Academic activities

...

Chinese website ad



Ad unit	Dimensions	Price	Note
Top banner	1200 x 240 pixels (CACLP) 1200 x 400 pixels (CAIVD)	CNY 30,000 /quarter	
Floating ad	260 x 760 pixels	CNY 4,000 /month	CAIVD only

Format: PNG, JPEG

Chinese website ad

Middle banner

Bottom banner

The screenshot shows the CACLP website with a navigation bar at the top. Below the navigation bar, there are several featured articles and banners. The 'Middle banner' section includes a 'babio' banner for the XA-960 automatic nucleic acid extraction instrument and a 'HENGGEN' banner for precise detection. The 'Bottom banner' section features a '专家讲堂' (Expert Lecture) section with a '急诊解决方案专题论坛' (Emergency Solution Special Forum) and a '电子书刊' (E-book) section with '体外诊断资讯' (In vitro diagnosis information).

Ad unit	Dimensions	Price	Note
Middle banner	1200 x 100 pixels	CNY 12,000/month	
Bottom banner	600 x 100 pixels	CNY 6,000/month	CACLP only

Format: PNG, JPEG

CACLP
4,091 followers
1d • Edited •

Event | #CACLP & #CISCE 2024 will come back to the vibrant city of #Chongqing 🇨🇳 after 2021.

As currently and 🌟 the most populated city and 🌟 the fourth-largest economic hub in China, Chongqing is home to 32.13 million residents 🧑 and abundant medical resources with 857 hospitals 🏥 and 22,243 medical institutions 🏢 at all levels.

It can be expected that Chongqing will offer an open and innovative backdrop for the event that fosters collaboration, inspires new ideas for products and technologies.

For further information, please check out the official website 🖱️
<https://en.caclp.com/>

#exhibition #expo #IVD #clinicallaboratory #venue #markyourcalendar



International platforms

Showcase your company's latest news and advanced solutions to more IVD and laboratory medicine followers on **CACLP's English website, LinkedIn and Facebook.**

Price: CNY 5,000 per post (on 3 platforms)

Guidelines & Requirements

- The words should be informative and factual.
- Length: Up to 1,000 words
- Image format: < 3MB PNG/JPEG
- References: References are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers.


[View this email in your browser](#)


VISIT OUR BOOTH AT

Come say Hi!

Your gateway to China IVD market



Complete information

We provide the first-hand information all about the Chinese IVD market.



Networkings

We connect thousands of IVD professionals, scientists and end users, and we help to build new networks between you and your customers.



Academic Resources

We have a large number of members and maintain close relationships with global experts, universities, publishers, and institutes.

Stay in touch with the latest IVD news!

Don't miss important updates about laboratory medicine and the in vitro diagnostic industry.

Subscribe Now



Room 2209, Cloud Nine Plaza, 1118 West Yan'an Road,
Shanghai, China 200052

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E-newsletter

Send your personalized email to **150,000+ industrial professionals**. Promote your products, build your brand image or invite booth visiting by emailing.

Price: CNY 6,000 one-time use

Format: HTML code

Targeted audience: 150,000+

CACLP app



CACLP app is a digital application that serves the whole industry chain of in vitro diagnostics. The app has a solid and broad user base with **80,000+ registered users**.

Ad unit	Dimensions	Month
Splash screen	3750 x 8120 pixels	CNY 10,000
Top banner	3480 x 1600 pixels	CNY 8,000
Middle banner	3480 x 1100 pixels	CNY 6,000

Format: PNG, JPEG





Live stream & filming service

As a leading provider of integrated branding solutions in the IVD field, CACLP owns an independent live broadcast platform and provides diversified live stream and filming services.

Film and create video

Film service at CACLP 2024 onsite to create a 3-minute video to use for the website, social media, and connect with prospects that can't make it to China.

Price: CNY 15,000 per video

Onsite live stream

Broadcast your booth activities or business seminars via video and picture live streaming together. It is a perfect opportunity to help to reach a wider Chinese audience during CACLP 2024.

Price: CNY 25,000 (up to 4 hours)

* Translation not included

Outdoor sponsorship

CACLP[®] 2024

Trade shows: 16-18 March 2024

Academic conferences: 15-17 March 2024

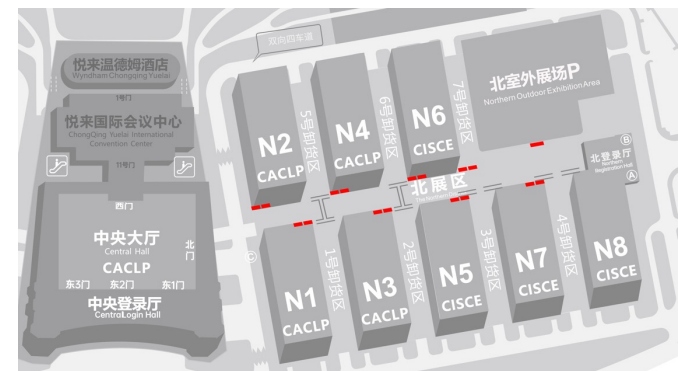
LED screens – exhibiting halls concourse



Located at the concourse area of the northern exhibiting halls, these LED screens are highly notable for all the onsite visitors.

Price: CNY 10,000 each screen

Format: 5m length x 3m height



Rotating cube



Located in the central hall, these eye-catching rotating tower boxes make a deep impression on the right audiences. The tower box providing a comprehensive display with 4 sides.

Price: CNY 20,000 each cube

Format: 1.2m length x 2.4m height



Pavement truss



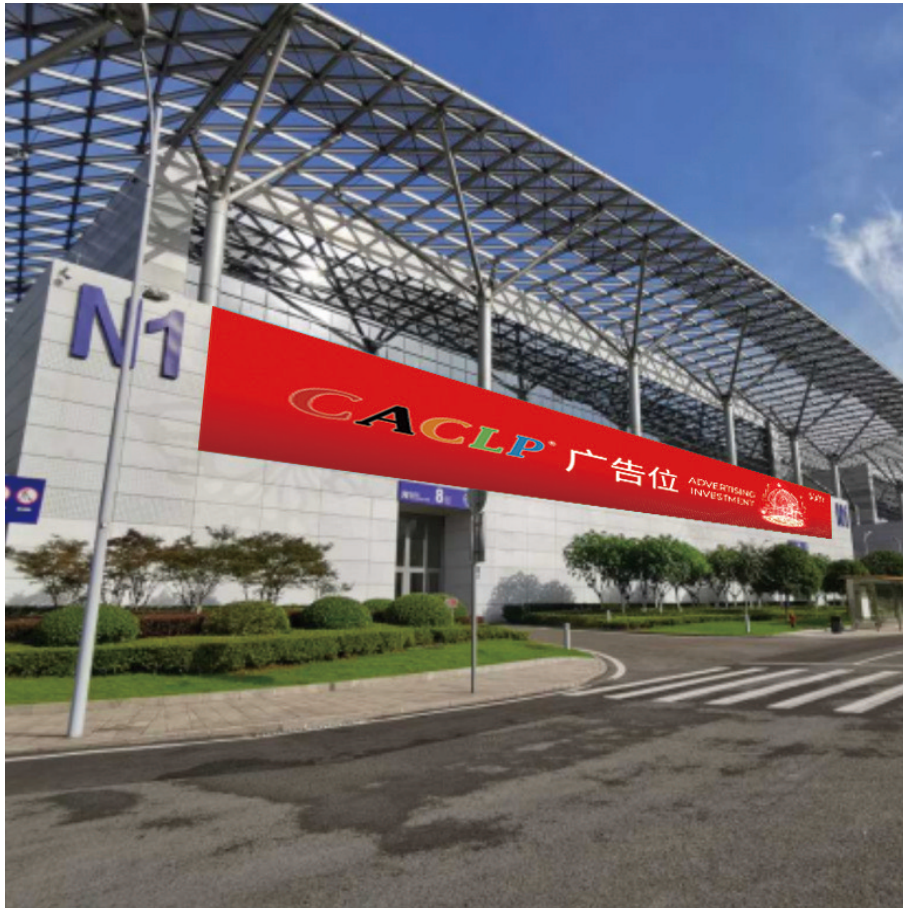
This visible opportunity is wrapped on 4 sides and is located on the both sides of the pavement. This truss will deliver diversified message to the visitors.

Price: CNY 6,000 each truss

Format: 5m length x 3m height x 2m width



Outdoor graphics



Running alongside the exhibition halls, this eye-catching graphics offer high visibility for all people driving past the venue.

Price: CNY 40,000 each graphic

Format: 68m length x 6m height



Publications

CACLP[®] 2024

Trade shows: 16-18 March 2024
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Featured exhibitor

Featured exhibitor services provide a greater exposure to your targeted audience. Help you standing out in the CACLP Catalogue, CACLP Newsflash, and CACLP app by featured exhibitor listing, colour printed company logo and acknowledge listing.

Service	Basic	Featured exhibitor CNY 10,000
Company name and booth number	✓	✓
Address	✓	✓
Website address	✓	✓
Contacts	✓	✓
300 character description	✓	✓
Company logo in exhibitor list		✓
Company logo on floor plan		✓
Inclusion in featured exhibitor list		✓
Inclusion in acknowledge list		✓
Recommended exhibitors in CACLP app		✓

***Featured exhibitor will be printed in colour.**



CACLP Catalogue 2024

CACLP Catalogue 2024 is a publication used extensively by exhibitors and participants during and after CACLP 2023. The content of CACLP Catalogue includes conferences, sessions, speakers, schedule and exhibitor information.

Circulation: 10,000

CACLP Catalogue 2024 ad prices & specs

Placement	Millimetres		Price
	Trim	Bleed	
Cover	210 x 285	216 x 291	CNY 70,000
Cover 2	210 x 285	216 x 291	CNY 50,000
Title page	210 x 285	216 x 291	CNY 46,000
Cover 3	210 x 285	216 x 291	CNY 46,000
Back cover	210 x 285	216 x 291	CNY 64,000
2 page spread	420 x 285	426 x 291	CNY 21,500
Full page	210 x 285	216 x 291	CNY 13,000
Gatefold	210 x 285	216 x 291	CNY 42,000
Bookmark (Exclusive opportunity)	65 x 200	71 x 206	CNY 36,000

Format

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

CACLP Newsflash 2024

Circulation: 50,000

CACLP Newsflash 2024 is a newspaper used extensively by exhibitors and participants during and after CACLP 2024. The content of CACLP Newsflash includes conferences, sessions, speakers, schedule, exhibitor list and floor plan.

CACLP[®] • CISCE 2022年8月5日-7日 (南昌绿地国际博览中心) | Z3 层
August 5-7th Nanchang Greenland International Expo Center

CL-1000
微型全自动管式多份液相试剂化学发光免疫分析系统
Full-automatic Chemiluminescence Immunoassay Analyzer

TIACHEN 天辰医疗
全球领先的一体化快速检测解决方案提供商

床旁快诊专家

快	准	小	简
100T/h 检测速度快 批量检测	磁微粒 经典酶促 高灵敏度	0.14m³ 小巧精密 占地面积	10个 多试剂 随机组合
10min 单人一步 全流程	CV<5% 批内批间 高度相关	25人份 批内批间 检测量	全血 一键启动 精准诊断

深圳天辰医疗科技有限公司
Shenzhen Tiachen Medical Technology CO., Ltd.

诚邀您莅临天辰医疗展位
A2-3501

CACLP[®]

会期报
CACLP Newsflash

主办单位 / Organizer:
CACLP

第十九届中国国际检验医学暨输血仪器试剂博览会
The 19th China Association of Clinical Laboratory Practice Expo (CACLP)
第二届中国国际IVD上游原材料制造暨流通供应链博览会
The 2nd China IVD Supply Chain Expo (CISCE)
“创之声”第七届中国实验医学大会
The 7th China Experimental Medicine Conference
第九届中国体外诊断产业发展大会
The 9th China IVD Industry Development Conference

2022年10月26日-28日 中国·南昌 26th-28th October, 2022 Nanchang, China **A1 版**

EDAN 理邦仪器

精密理邦 智能检验

NEW H60S 全自动血细胞分析仪
智能检测, 为临床赋能

NEW 神秘新品重磅亮相
干式血机, 血气新时代, 即刻到来

m36X系列 磁敏免疫分析仪
灵敏度提升1000000倍
一键9分钟, 免疫检测更高效

i15 血气生化分析仪
智能检测, 床旁干式血气

CACLP Newsflash 2024 ad prices & specs

Millimetres

Placement	Trim	Bleed	Price
1/2 Cover	245 x 235	251 x 241	CNY 70,000
Cover 2	250 x 335	256 x 341	CNY 52,800
Back cover	250 x 335	256 x 341	CNY 65,000
Full page	250 x 335	256 x 341	CNY 42,000
1/2 Page	250 x 168	256 x 174	CNY 21,600

Format

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

VIEW

Circulation: 3,000/Issue

[VIEW](#) is an **open access journal** co-published by PCEM and Wiley. It is a high-quality, interdisciplinary, and rapid-publication open access journal focusing on “biodiagnostics” in the field of biomaterials. From in vitro to in vivo, small to mega, fundamentals to application, with an emphasis on the biomaterials used particularly in biotechnology and medicine.

Abstracting and Indexing

- CAS: Chemical Abstracts Service (ACS)
- COMPENDEX (Elsevier)
- Directory of Open Access Journals (DOAJ)
- Emerging Sources Citation Index (Clarivate Analytics)
- Health & Medical Collection (ProQuest)
- Health Research Premium Collection (ProQuest)
- INSPEC (IET)
- ProQuest Central (ProQuest)
- ProQuest Central Basic (Korea) (ProQuest)
- ProQuest Central Essentials (ProQuest)
- ProQuest Central Student (ProQuest)
- SCOPUS (Elsevier)
- Web of Science (Clarivate Analytics)



VIEW ad prices & specs

Placement	Millimetres		Issue
	Trim	Bleed	
2 page spread	420 x 276	426 x 282	CNY 18,000
Full page	210 x 276	216 x 282	CNY 12,000

Format

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

IVD News

Circulation: 20,000/Issue

IVD News is a non-profit professional news magazine in the Chinese in vitro diagnostic market. The magazine, organised by China Association of In-Vitro Diagnostics (CAIVD) and Professional Community of Experimental Medicine (PCEM), provides the latest trusted news analysis, regulation interpretations, advanced technologies and methodologies, character interviews in the IVD field.

IVD News delivers practical, insightful, and cutting-edge content that enables readers to adapt and thrive in a rapidly changing environment. The magazine is published quarterly with a print run of 20,000 copies.



IVD News ad prices & specs

	Millimetres		
Placement	Trim	Bleed	Issue
Cover	210 x 285	216 x 291	CNY 25,000
Gatefold	210 x 285	216 x 291	CNY 13,000
Cover 2	210 x 285	216 x 291	CNY 13,000
Title page	210 x 285	216 x 291	CNY 10,500
Cover 3	210 x 285	216 x 291	CNY 8,000
Back cover	210 x 285	216 x 291	CNY 16,000
2 page spread	420 x 285	426 x 291	CNY 8,000
Full page	210 x 285	216 x 291	CNY 5,000

Format

- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

2024 Editorial Calendar



Deadlines

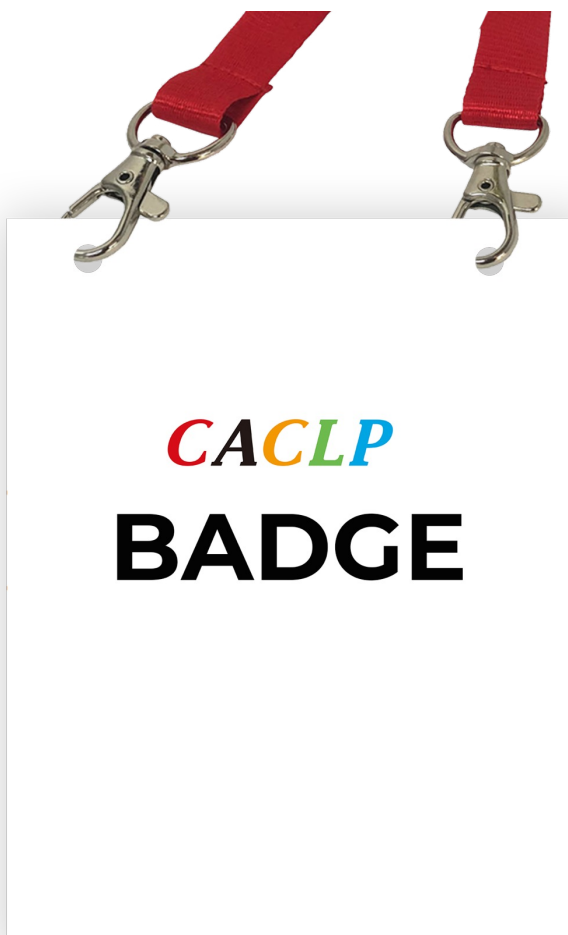
	Space	Materials
Mar. issue	1 Mar.	5 Mar.
Jun. issue	1 Jun.	5 Jun.
Sep. issue	1 Sep.	5 Sep.
Dec. issue	1 Dec.	5 Dec.

Partnership & Recognition

CACLP[®] 2024

Trade shows: 16-18 March 2024

Academic conferences: 15-17 March 2024



Badge

The badge is the only identification for visitors and exhibitors to access the exhibiting halls on the exhibition days. The badge ad helps in creating a professional impression of your company on all the attendees.

Badge	Quantity	Price
Visitor badge	50,000 pcs	CNY 150,000
Exhibitor badge	20,000 pcs	CNY 60,000

Format

- 13cm height x 10.2cm width.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- Do not use compression on any images; make sure all the images are embedded in case of missing.
- All advertising is subject to Publisher's approval.

Lanyard

The lanyard is the most wearable item imaginable. There are no issues with sizing or colours as anyone can simply slip on around their neck and your brand is visible to all.



Lanyard	Quantity	Price
Visitor lanyard	50,000 pcs	CNY 100,000
Exhibitor lanyard	20,000 pcs	CNY 46,000

Format

- 90cm length x 2cm width.
- The logo of CACLP and concurrent activities must be showed in the design.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- All advertising is subject to Publisher's approval.



Handbag

Canvas handbags have a large, flat surface area for branding purposes. These highly cost effective bags will carry your logo everywhere.

Price: CNY 120,000 for 5,000 bags



Requirements

- All advertising is subject to Publisher's approval.
- A high-resolution company's logo with transparent background is required.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- All advertising is subject to Publisher's approval.

Bottled water

Branding water bottles is an effective and cost-efficient way to build your brand image. Thousands of professional visitors use these bottles in most places during the exhibition, putting your brand at eye level and in front of your customers every time they take a sip.

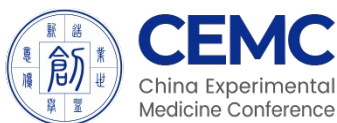


Price: CNY 120,000 for 15,000 bottles

Requirements

- A high-resolution company's logo with transparent background is required.
- PDF High Quality Print is the preferred file format.
- All colours should be CMYK process, no spot colours.
- Create outlines for all the text in case of the font missing.
- All advertising is subject to Publisher's approval.

Onsite report



The 11th China IVD Industry Development Conference (CIIDC), the 9th China Experimental Medicine Conference (CEMC) and their sub-forums will take place at the convention centre next to Chongqing International Expo Center from 15-17 March. 300+ speakers have been invited to share around business strategy, clinical laboratory, R&D, distribution, mass spectrometry and other popular topics.

Save your seat for a reporting opportunity, accurately reaching your target audience in the Chinese market.

Onsite	Duration	Price
CIIDC/CEMC	20 mins	CNY 200,000
Sub forums	20 mins	CNY 100,000

*** Translation not included, Chinese is preferred onsite.**

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CACLP[®]

2024

See you in Chongqing!

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