

CACLP 2026 Sponsorship opportunities

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CACLP

2026

CACLP[®] | THE LARGEST IVD EXHIBITION & CONFERENCE IN CHINA



With over 30 years of industry expertise, China International In Vitro Diagnostic Expo by CACLP, is well established as one of the largest exhibitions in the global in vitro diagnostic industry. Each year, it brings together more than 45,000 professionals—including entrepreneurs, scholars, users, and thought leaders from around the world—to exchange insights, foster partnerships, and collectively shape the future of IVD.

The event covers the entire diagnostics value chain from upstream to downstream, offering a comprehensive showcase of products, technologies, and services. Alongside a great number of high-level academic and educational programs held concurrently onsite, and year-round promotional solutions, CACLP continues to serve as a vital platform for global IVD players.



130,000 sqm
Exhibiting space



1,300+
Exhibitors



45,000+
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.



China 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[®] 2026

21-23 March 2026, Xiamen

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: 185,000+



Content

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

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CAIVD WeChat platform



Followers: 210,000+



Content

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

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WeChat article ad

Special price for exhibiting period from 1 Mar to 31 Mar 2026

Ad unit	Per article	Special price
Headline	CNY 12,000	CNY 24,000
Secondary	CNY 6,000	CNY 12,000
Others	CNY 2,000	CNY 4,000

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.

The screenshot shows a WeChat article feed for 'CACLP 体外诊断资讯'. The feed is categorized into three ad units:

- Headline:** Includes the top article '重磅! 国际首个PCR-荧光探针法定量测定HBV-RNA试剂盒获批...' with a red '喜报' icon.
- Secondary:** Includes the second article '京达生物·海纳英才!' with a blue '人才招聘' icon.
- Others:** Includes the remaining three articles: '什么是5'-腺苷酸化修饰rApp?', '联合国糖尿病日 | 糖化血红蛋白分析仪生产企业助力诊断', and '北京、天津、河北、山东已实现50个临床检验结果互认!'. These are grouped together in a rounded rectangle.

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 2026 onsite to create a 5-minute video to use for the website, social media, and connect with prospects that can't make it to China.

Price: CNY 26,000 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 2026.

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

* Translation not included

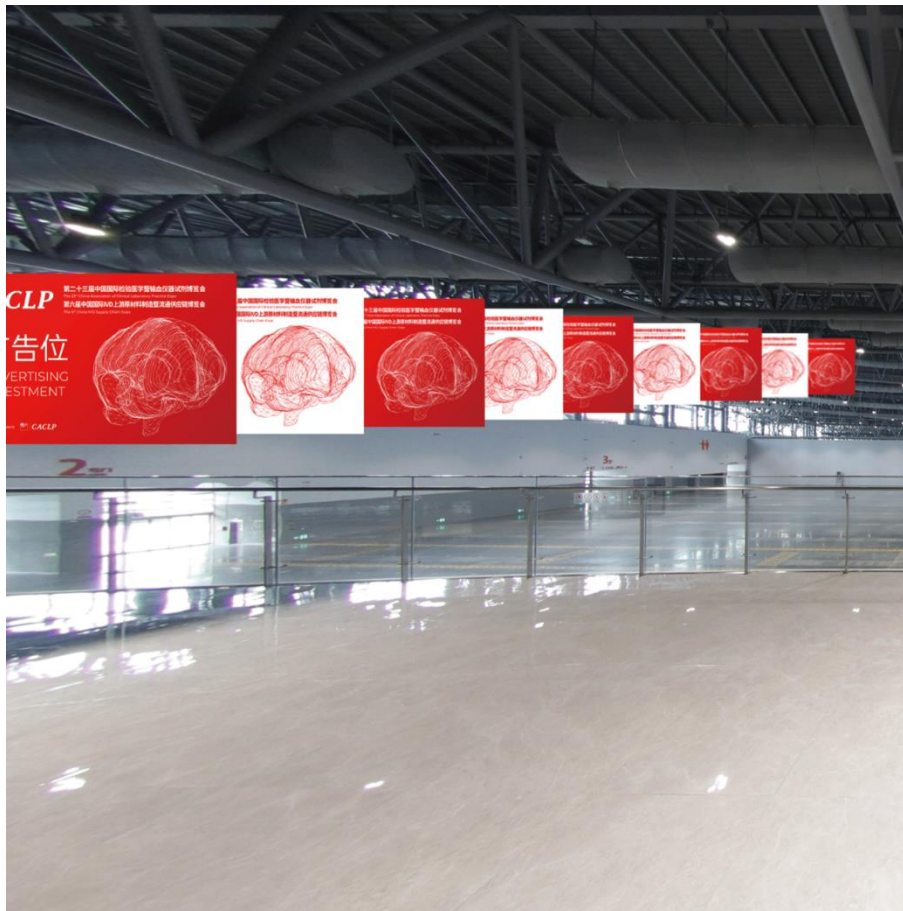
Outdoor sponsorship



CACLP[®] 2026

21-23 March 2026, Xiamen

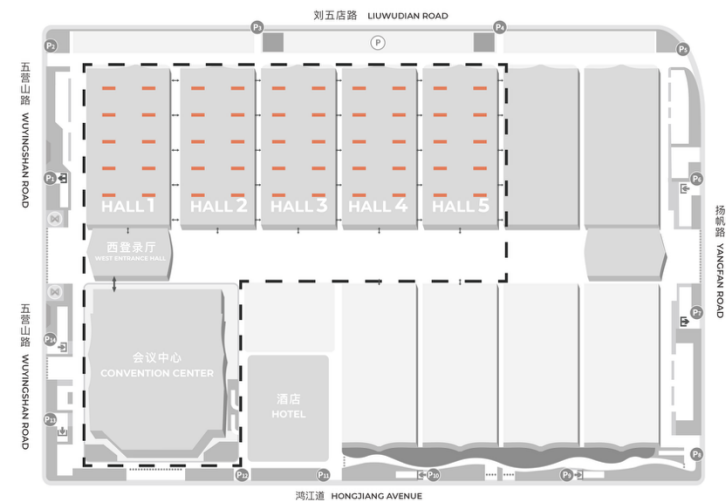
Hall hanging banner



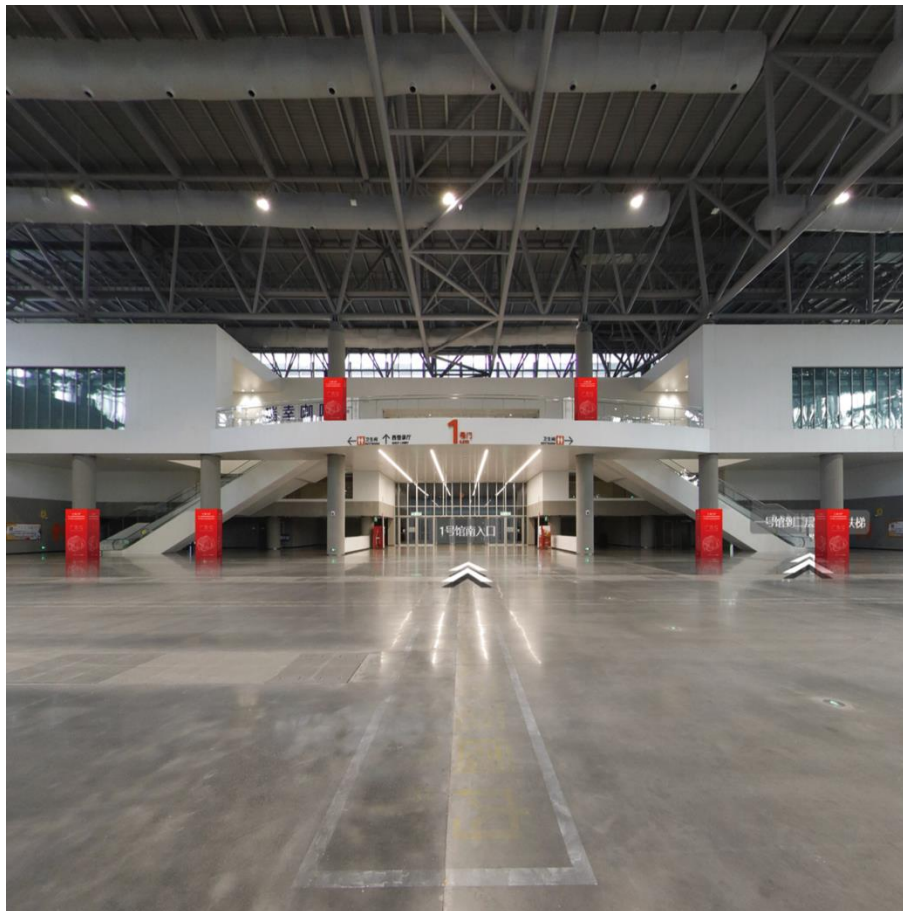
Located in the exhibition hall, these eye-catching locations ensure high exposure for your brand & unforgettable impression among the right audience.

Price: CNY 80,000 for 10 hanging banners (one hall)

Format: 5m length x 3m height



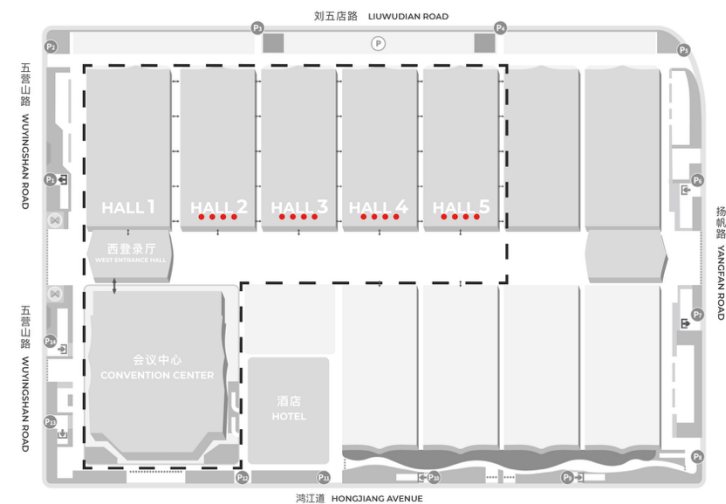
Column cladding - tower box



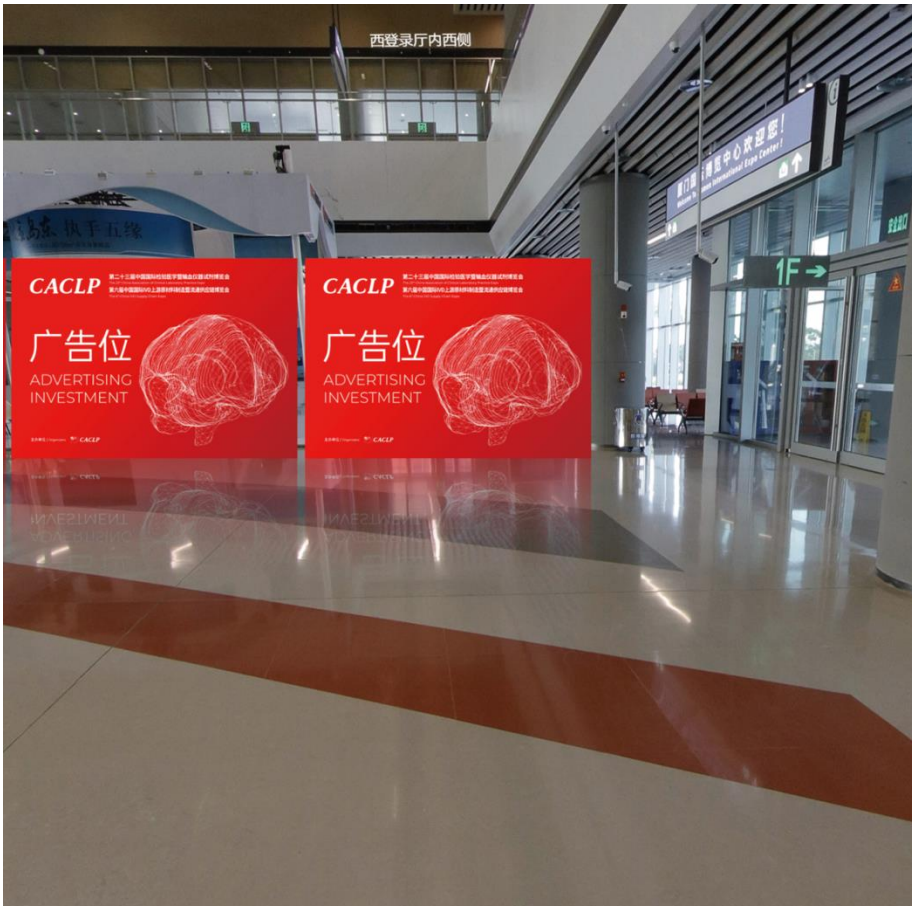
Located along the concourse area these eye-catching locations ensure high exposure for your brand & unforgettable impression among the right audience.

Price: CNY 40,000 for 4 graphic in 4 columns

Format: 1.6m length x 3.2m height /graphic



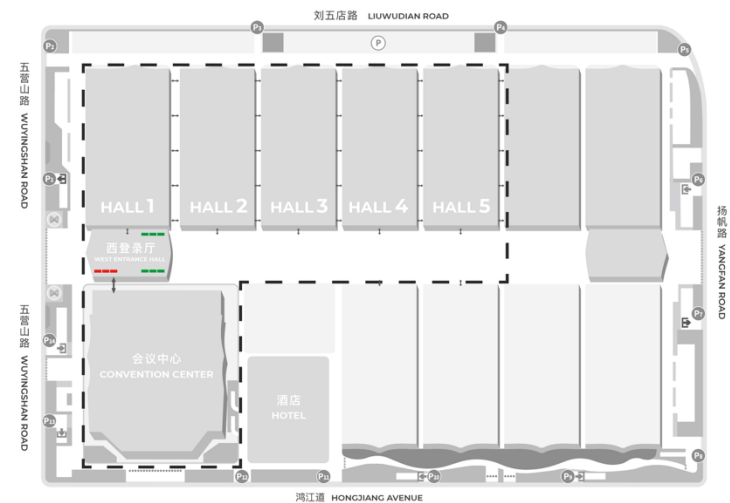
LED screens – West Entrance Hall



Located in the main entrance – the West Entrance Hall, these digital screens are highly notable for all the onsite visitors.

Price:
CNY 45,000 each screen (red)
CNY 35,000 each screen (green)

Format: 5m length x 3.5m height



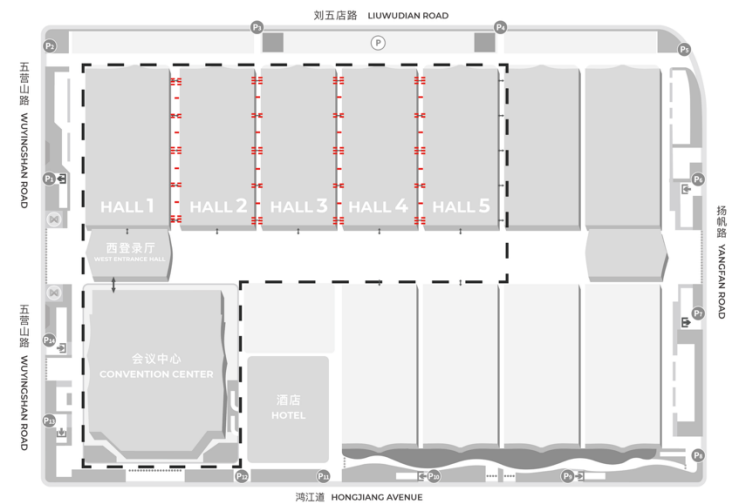
Entrance truss



This visible opportunity is wrapped on 4 sides and is located at each entrance outside the hall. This truss will deliver diversified message to the visitors.

Price: CNY 12,000 each truss

Format: 6m length x 3m height x 1m weight



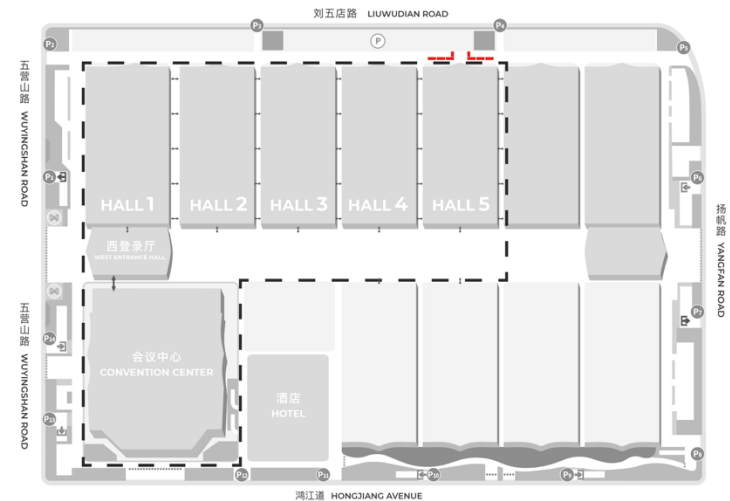
Outdoor truss – North Entrance Hall



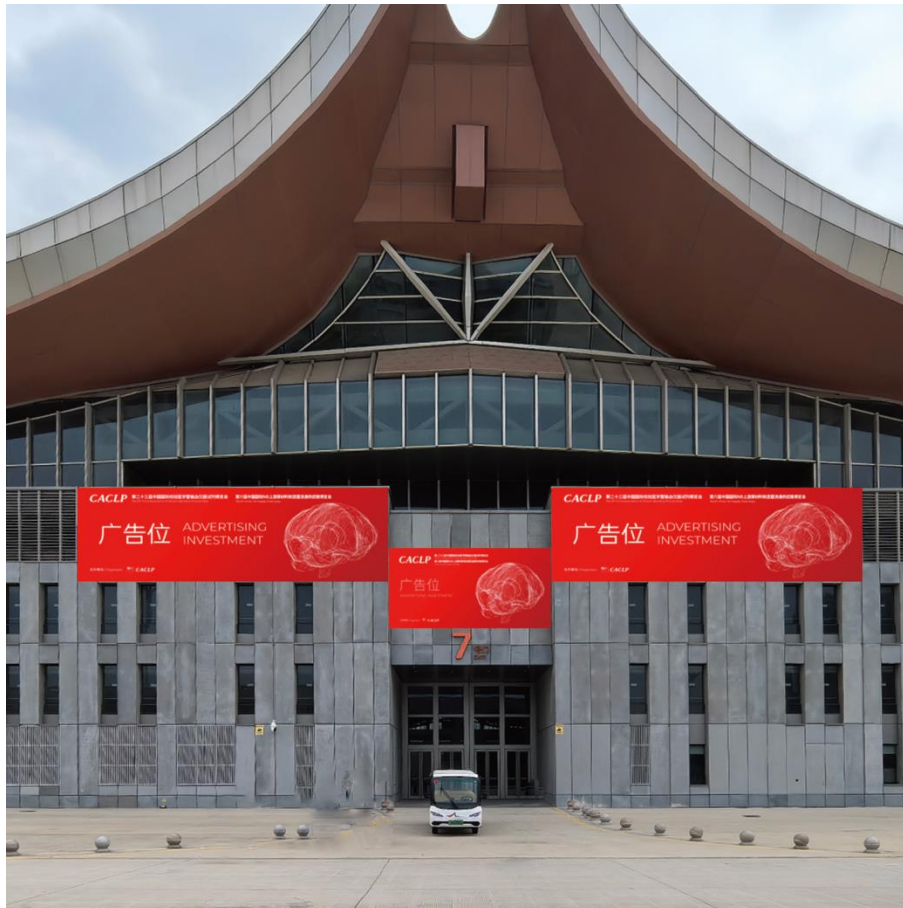
This visible opportunity is wrapped on 4 sides and is located at the entrance outside the North Entrance hall. This truss will deliver diversified message to the visitors.

Price: CNY 12,000 each truss

Format: 6m length x 3m height x 1m weight



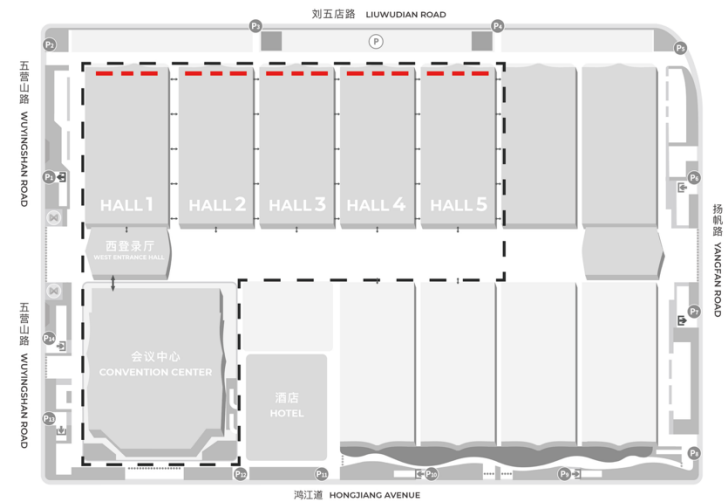
Outdoor graphics



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

Price: CNY 25,000 for 3 banners

**Format: 12m length x 4m height for 2 banners
7.5m length x 4m height for 1 banner**



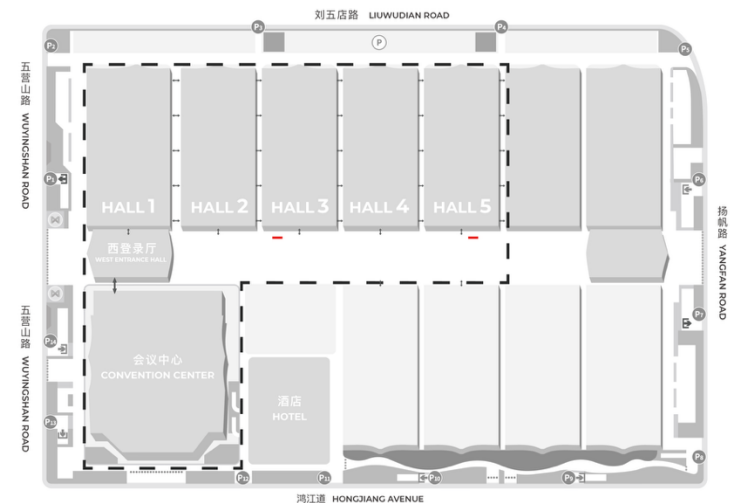
Escalator glass wrap



Distinctive location in the concourse area that ensure your branding awareness to the audience.

Price: CNY 15,000 for 2 graphics

**Format: 14m length x 1.6m height
+ 14m length x 0.4m height**



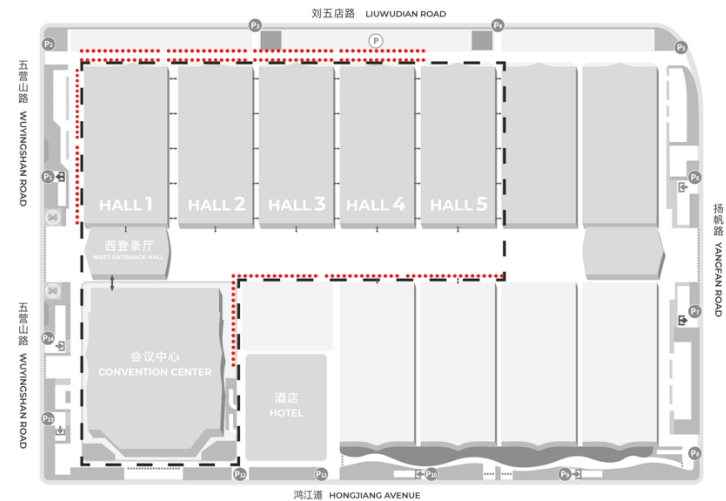
Outdoor double-sided flag



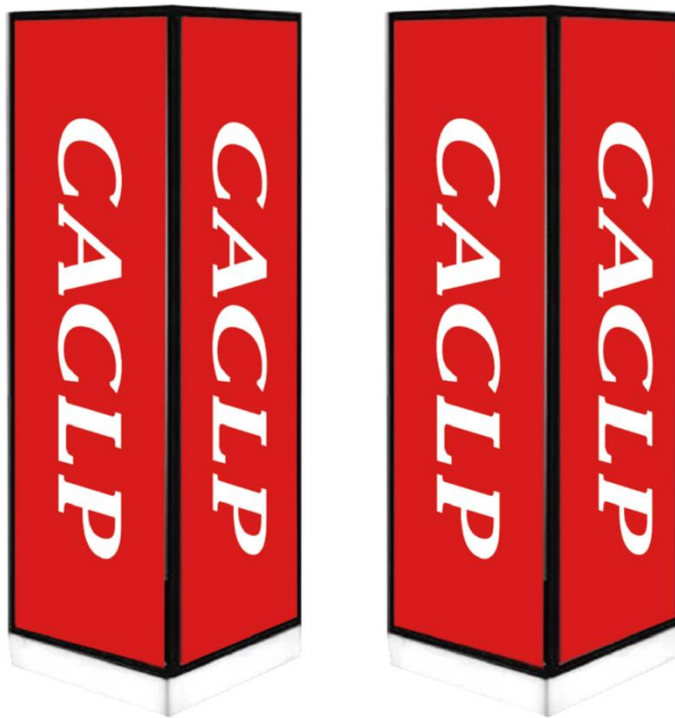
A network of stand-alone flags placed alongside the driveways, attracting the right audiences as they pass through.

Price: CNY 21,000 for 14 flags

Format: 1.2m length x 3.5m height



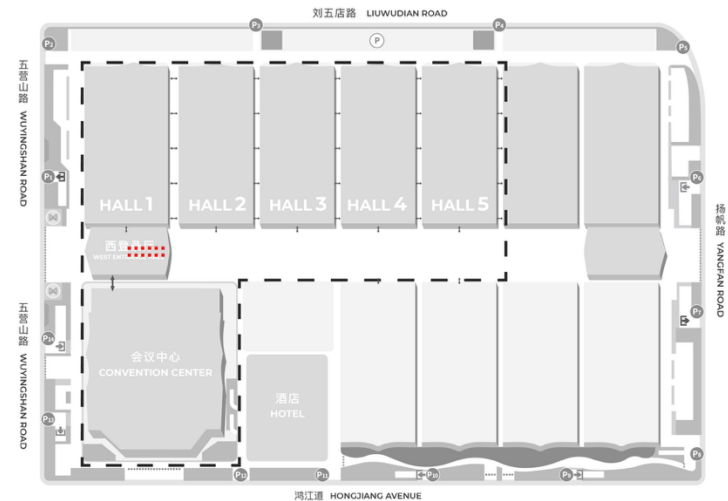
Rotating cube



Located in the West Entrance 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



Publications

CACLP[®] 2026

21-23 March 2026, Xiamen

CACLP Catalogue 2026

CACLP Catalogue 2026 is a publication used extensively by exhibitors and participants during and after CACLP 2026. The content of CACLP Catalogue includes conferences, sessions, speakers, schedule and exhibitor information.

Circulation: 10,000



CACLP Catalogue 2026 ad prices & specs

Millimetres

Placement	Trim	Bleed	Price
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 2026

Circulation: 50,000

CACLP Newsflash 2026 is a newspaper used extensively by exhibitors and participants during and after CACLP 2026. The content of CACLP Newsflash includes conferences, sessions, speakers, schedule, exhibitor list and floor plan.



CACLP Newsflash 2026 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.

Ad flyer

A fully designed and printed promotional flyer gives you a lot of space to create and promote your brand. The flyers will be placed in the official material bag and handed out to every exhibitor and professional visitor.

Price: CNY 40,000 (Min 30,000 copies)

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.
- A4 format (210mm x 297mm) is preferred.

EXHIBITION FIGURES

**THE 21ST CHINA ASSOCIATION OF CLINICAL LABORATORY PRACTICE EXPO
THE 4TH CHINA IVD SUPPLY CHAIN EXPO**

Dates: 15-18 March, 2024 **City:** Chongqing, China




2

TRADE SHOWS

130.000

EXHIBITING SPACE SQM

1.346

EXHIBITORS

42.751

PROFESSIONAL VISITORS

462.150

ONLINE VIEWS

125

SCIENTIFIC LECTURES

315

ACADEMIC SPEAKERS

5.000+

DELEGATES



Partnership & Recognition

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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.

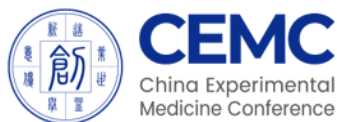


Price: CNY 60,000 for 15,000 bottles

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 13th China IVD Industry Development Conference (CIIDC), the 11th China Experimental Medicine Conference (CEMC) and their sub-forums will take place at the Convention Centre and the Hall 3 of Xiamen International Expo Center from 21-23 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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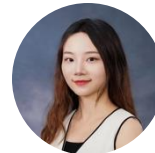


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