

# 2009 Ringier Event Sponsorship Package

## Your Integrated Marketing Solution

### Why Choose Ringier?

With 11 years of publishing experience in Asia, Ringier Trade publishes 37 specialized industry magazines targeting China, Southeast Asia and the Middle East, to provide cutting-edge technology and market information to over 600,000 decision-makers in the manufacturing industries. The company has developed a large, high-quality readership database through its multimedia channels of print, online, trade shows and conferences.

### Why Choose A Ringier Event Sponsorship?

- **Minimum investment with Maximum return:** Custom-designed sponsorship packages to fit your budget and marketing objectives;
- **Reach targeted markets:** Brand promotion through multimedia channels of websites, magazines, direct mails and trade shows;
- **Ongoing promotion campaign:** Strategic promotion plan from pre-event to post-event period
- **Face to Face communication with clients:** Conference platform and on-site display for product promotion effectively aimed at your targeted clients;
- **Build your own conference:** Invite delegates according to your requirements;
- **Buyer-Meet-Seller platform:** Recommend your target clients and allow you private business discussion opportunity.

### One-Stop Service

Upgrade your brand by pre-event, on-site, post-event promotion

#### Pre-event

- **Magazine Ads** - Print Ads in leading international journals
- **EDM** - Cover a wide range of targeted markets efficiently
- **Online Ad** - Professional online B2B platform for better opportunity of brand exposure
- **Trade show**- Promotion at authoritative industrial trade shows

#### On-site

- **Speech Slot**- Demonstrate your expertise through non-commercial presentations
- **Display Area**- Demonstrate your product and service among targeted clients
- **Clients Recommendation**- Find your potential clients and arrange for business negotiation

#### Post-event

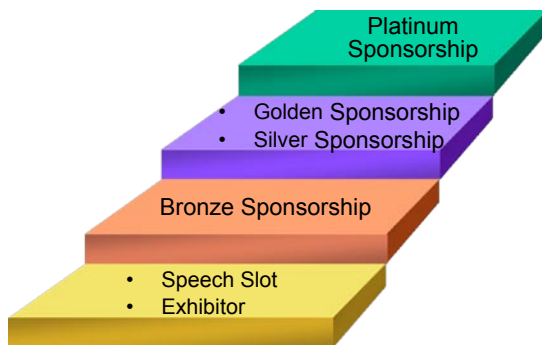
- **Delegate list**
- **Post-event Report**- Conference highlights and sponsor information through website, magazines and EDM
- **Speech Download**- Share your speech with more clients through website and EDM
- **Potential Client Reports**- Provide you with the contacts of those who download your speech

### Integrated Marketing Plan



Display area attracts the attention of a large number of delegates for inquiry and discussion

### Ringier Conference Sponsor Package



#### Overall Sponsor Benefits (Enjoyed by all the sponsors)

- Before conference, your logo will be displayed on a wide range of promotion materials including magazines, websites, EDM, brochures, to be sent to clients by fax and emails;
- Promotion by Ringier's international strategic partners such as associations and media endorsers;
- Flyers and brochures with sponsor's introduction to be sent out, plus onsite quick signs will be displayed at relevant authoritative industrial trade shows;
- Your logo will be displayed on all on-site materials such as backdrops, roll-up banners and conference folders.
- You will get the delegate list with contact details.

#### Exhibitor (US\$ 3,000):

- 1 standard display table for promotion and business negotiation
- 2 free delegate passes

#### Speech Slot (US\$ 3,800):

- One speaker chosen by sponsor, up to 40 minutes presentation
- 2 free delegate passes
- 1/2 page Ad in conference folder

#### Bronze Sponsorship (US\$ 5,000):

- One speaker chosen by sponsor, up to 40 minutes presentation
- Sponsor's company logo and technical paper be displayed on industrysourcing.com for 3 months after event (with download service and link to sponsor's website) *Extend Your Market*
- Post-event potential client report: conference report and highlights will be sent out with on-site speech download service. Company list and contacts of those who download speeches will be provided to sponsors
- 1 standard display table for promotion and business negotiation
- 2 free delegate passes
- 1/2 page Ad in conference folder
- Company promotion material be inserted in conference folder

#### Silver Sponsorship (US\$ 8,000)

- ★ Besides the Bronze sponsor benefit, also enjoy:
- 1/2 page 4C Ad promotion in Ringier selected magazine
- Face to Face communication: Business negotiation with your target client (1 company)
- Opportunity for a company representative to be a session moderator
- 3 free delegate passes
- Company introduction in invitation letters
- 10 wish-to-meet clients to be invited

# 2009 Ringier Event Sponsorship Package

## Golden Sponsorship (US\$ 13,000)

★ Besides the Bronze sponsor benefit, also enjoy:

- 1 page 4C Ad promotion in Ringier selected magazine
- Sponsor's company logo and technical paper displayed on www.industrysourcing.com for 6 months after event (with download service and link to sponsor's website)
- Lead 1 specific workshop of event
- Face to Face communication: Business negotiation with your target clients (2 companies)
- Opportunity for a company representative to be a session moderator
- 5 free delegate passes
- Company introduction & product promotion in invitation letters
- 15 wish-to-meet clients to be invited
- 2 standard display tables for promotion and business negotiation
- 1 page Ad in conference folder

## Platinum Sponsorship(US\$ 19,000) – Besides the Bronze sponsor benefit,also enjoy:

- 2 pages 4C Ads promotion in Ringier selected magazine
- Sponsor's company logo and technical paper displayed on industrysourcing.com for 6 months after event (with download service and link to sponsor's website)
- Lead 2 specific workshops of event
- Face to Face communication: Business negotiation with your target clients (4 companies)
- Opportunity for a company representative to be a session moderator
- 7 free delegate passes
- Company introduction & product promotion in invitation letters
- 20 wish-to-meet clients to be invited
- 3 standard display tables for promotion and business negotiation
- 1 page Ad in conference folder
- Access to VIP room- Communicate with clients in quiet and private environment
- Promotion video be played at the best time and to the right people
- **Online Interactive Seminar**  
(Original price RMB 42,800) ——  
Custom designed online seminar to meet your market targets. Invite delegates according to your seminar theme and topics. Delegates (50-70 people) log into the seminar (last 2-3 hours) by email or phone for their questions. Post-event report and delegate contacts will be provided to sponsor after seminar.

## Ringier Specific Conference Sponsor Item

★ Besides the "Overall sponsor benefit", also enjoy:

Sponsor Item	Price	Detail
Cocktail Party	US\$ 5,000	<ul style="list-style-type: none"> <li>• Welcome remarks by sponsor. Sponsor's banner within reception area.</li> <li>• 4 free delegate passes</li> <li>• Opportunity of promotion material distribution</li> <li>• Recommended gift be presented by sponsor or host lucky draw</li> <li>• 1 page Ad in conference folder</li> </ul>
Event Dinner	US\$ 5,800 (Exclusive)	<ul style="list-style-type: none"> <li>• Welcome remarks by sponsor. Sponsor's banner within reception area.</li> <li>• 4 free delegate passes</li> <li>• Opportunity of promotion material distribution</li> <li>• Recommended gift be presented by sponsor or host lucky draw</li> <li>• 1 page Ad in conference folder</li> </ul>
Event Luncheon	US\$ 3,000	<ul style="list-style-type: none"> <li>• Welcome remarks by sponsor. Sponsor's banner within reception area.</li> <li>• 4 free delegate passes</li> <li>• Opportunity of promotion material distribution</li> <li>• Recommended gift be presented by sponsor or host lucky draw</li> <li>• 1 page Ad in conference folder</li> </ul>
Event Bags	US\$ 1,000	<ul style="list-style-type: none"> <li>• Event bag with sponsor logo</li> <li>• 1/2 page Ad in conference folder</li> <li>• 1 free delegate pass</li> </ul>
Event Folder	US\$ 1,300	<ul style="list-style-type: none"> <li>• Event folder with sponsor logo</li> <li>• 1 page Ad in conference folder</li> <li>• 1 free delegate pass</li> </ul>
Event Notebook	US\$ 1,300	<ul style="list-style-type: none"> <li>• Event notebook with sponsor logo</li> <li>• 1 page Ad in conference folder</li> <li>• 1 free delegate pass</li> </ul>
Event Pen	US\$ 1,300	<ul style="list-style-type: none"> <li>• Event pen with sponsor logo</li> <li>• 1 page Ad in conference folder</li> <li>• 1 free delegate pass</li> </ul>
Event Name Tags	US\$ 1,300	<ul style="list-style-type: none"> <li>• Event passports with sponsor logo</li> <li>• 1 page Ad in conference folder</li> <li>• 1 free delegate pass</li> </ul>



## Contact Us



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Connecting industry through information exchange!

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