



The 5th AZ China Conference
September 7-9, 2016

Shanghai, China

“Brave New World”



Sponsorship Invitation

Join us as a sponsor for the 5th AZ China Conference.

This conference will be an exceptional opportunity for companies to put their brand in front of delegates from around the world. We expect to have between 150 and 200 delegates, coming from Europe, the Middle East, North and South America, Australia and of course China.

The theme of the conference is **“Brave New World”**. There is no escaping the market has been very tough. It is those companies who change their thinking, adopt new strategies and adapt to the times that will emerge as the winners. Those are the companies who are arising from the ashes of the tough market conditions, just like the phoenix, to survive and to thrive.

This is your opportunity to position your company among the leaders of the industry.

Tough times

Everyone is doing it tough at the moment, so AZ China is helping. We have slashed registration fees to as low as \$1000, and we have upped the value and reduced the fee for sponsorship. Our sponsorship packages are drastically lower in price, but with improved value. See the details for more information.

For more info on speakers and agenda, visit our web site: www.conference.az-china.com.

Event Sponsor Package Options

Event Sponsor (1) \$15,000

Benefits:

- Exclusive host of the first day, Monday, May 5, 2014
- Signage around the room and on the tables.
- Special mentions and thank you from the MC and other announcers.
- Up to six (6) standard hotel rooms for the duration of the conference (2 nights)
- Up to six (6) free registrations to the conference
- Largest logo on all marketing materials and a one page ad in the conference guide
- Largest logo on website & hotlink to your company's website
- Banners on site showing logo in most prominent position
- Delegate name list in advance
- VIP airport transfer (1)
- Opportunity to address the guests
- One meeting room inside the hotel for your use (2 days)
- An exhibition booth or display stand inside the conference ante-room (equipment at your cost)
- Full page advertisement in AZ China's main monthly reports
- Conference lanyards will feature your logo

Plus, New to our sponsorship offerings for the first time in 2016

- You can run your company video or still advertisement inside the Black China Blog. The Black China Blog attracts hundreds of views per day, and you will have the opportunity to put your company or brand name in front of this audience. Conditions apply. Contact AZ China for more information about this.

Total Value of all these marketing and advertising opportunities exceeds US\$20,000
But we are offering this package for a total cost of US\$15,000.
One package only. First come basis.



Gold Sponsors \$10,000



Benefits:

- Signage around the room and on the tables.
- Special mentions and thank you from the MC and other announcers.
- Up to three (3) hotel rooms for the duration of the conference (2 nights)
- Up to three (3) free registrations to the conference
- Logo on all marketing materials and a one page ad in the conference guide
- Logo on conference website & hotlink to your company's website
- Banners on conference website showing logo in a key position
- Signage around the room and on the tables.
- Half page advertisements in AZ China's main Monthly reports
- An exhibition booth or display stand inside the conference ante-room (equipment at your cost)

Plus, New to our sponsorship offerings for the first time in 2016

You can run your company video or still advertisement inside the Black China Blog. The Black China Blog attracts hundreds of views per day, and you will have the opportunity to put your company or brand name in front of this audience. Conditions apply. Contact AZ China for more information about this.

Total Value of all these marketing and advertising opportunities exceeds US\$14,000
But we are offering this package for a total cost of US\$10,000.

Silver Sponsors \$5,000



Benefits:

- Host of a coffee break on Wednesday or Thursday, May 6 & 7, 2014
- Special mentions and thank you from the MC and other announcers
- Up to two (2) free registrations to the conference
- Logo on all marketing materials and a one page ad in the conference guide
- Logo on website & hotlink to your company's website
- Logo on print ads
- Banners on site showing logo

Merchandising Opportunities

Delegate Bags

\$2,500



Every delegate will receive a high quality, environmentally-friendly delegate bag. This will be a practical gift, with one full side dedicated for your logo.

Notebook

\$2,000



How often at conferences do you see a few flimsy sheets of paper put in front of delegates, usually with the Hotel logo? We have something different in mind. This notepad will be designed specifically for taking notes, and will be good quality paper with a cover. Delegates will be able to use this notepad at any meeting but your logo will be front and center. Additional company details can be included within.

Business Card Holder

\$1,000



A useful item for every business person, and one which they will use for years to come. Put your logo there!

USB

Contact us for pricing and order information



Why not put your name on an item that all delegates will find useful long after the conference. This is a 8GB stick, manufactured to best quality.

Pen

Contact us for a price for your specification



An inexpensive way of putting your company logo in front of delegates, on a high quality pen. A busy business person can never have too many pens!

Other ideas?

Contact us for a price for your specification



We can source almost anything. Contact us to discuss gift ideas to impress the conference delegates.

Special notes regarding merchandise. All prices are based on the manufacture of at least 200 pieces. In some cases the minimum production is greater than this, but by producing a bigger quantity, we can get a better price for you. Where the production run is greater, or not all items are given away, we are happy to ship the remainder to you after the conference. You will need to supply us with a high-resolution JPG file, together with any House Style rules for the use of your logo. All prices include the merchandise as well as the advertising rights. We prefer to source and supply the merchandising items ourselves (this is China after all), but we will consider your request to use your item. You will need to show us a sample of your item. We will insist on only high quality items and we reserve the right to only use our sources. We have retained the services of a local marketing company who will manage the production of all merchandise items to highest quality.

Terms and conditions of sponsorships and merchandising

Because there are limited opportunities for some sponsorship items, we will maintain a first-come first-served rule. As soon as we receive a firm booking, we will mark the event/item as "Booked." **Once you have booked the event, you will have 10 days in which to make payment.** Failure to make payment on time will cause the event to be changed back to "Open."

Others may register their interest in "booked" events, but will only be able to secure this event if the booking is not paid for in time. We will contact you in the order in which we received your nomination for the event or item. All events are priced on a basis of between 150 and 200 people. Should the conference fail to attract the minimum number, we will not be able to offer a refund, as we will have already firmed the numbers with the hotel or service provider. Airport transfer is defined as one Audi A6 or better, with driver awaiting you at the airport.

Should you wish to cancel your sponsorship, we will refund your sponsorship money less any costs already incurred. A cancellation fee of 20% will apply. In any case, cancellations will not be accepted once your company name and logo goes out to delegates on our marketing material or web site.

For more information on sponsorship packages or to tailor a special sponsorship according to your company's individual requirements, please contact us at: conference@az-china.com.



conference.az-china.com