

PCHi2011 /PCHi2011 Creative Marketing Activities

/ Pre-show Sponsorship

		Item	/Quantity	/Price (RMB)	/Note
#A01	(1)	1 hour hosted media program	8	5,000	
#A02	l ogo	Company Logo or mane present in visitor invitation	20	1,000	
#A03		Show Preview Ads	8	7,500	210*140mm(W*H)

e- / e-Marketing Sponsorship

		Item	/Quantity	/Price (RMB)	/Note
#B01	e-newsletter	Pre-show e-newsletter ads	10	3,000	3 Edit , 190x62 pix
#B02	e-newsletter	Post-show e-newsletter ads	10	1,800	2 Edit 190x62 pix
#B03	e-newsletter	Pre- and Post-show e-newsletter ads	10	7,000	5 Edit 190x62 pix
#B04	e-newsletter	Feature Article in e-newsletter	10	4,000	Uploaded on PCHi website 1Edit
#B05		Peel Banner	1	9,600	
#B06		Home Page Product Gallery	9	2,880	Large pic -- 645*250 pixel, Thumbnail -- 85x50 pixel
#B07		Home Page Vertical Banner	1	14,400	180*500 IMU, JPG/GIF, Max 40k
#B08		Inner Page Banner	3	8,000	180*90 pixel, JPG/GIF, Max 40k
#B09		Visitor Registration Page Banner	1	12,000	180*400 pixel, JPG/GIF, Max 40k
#B10		Exhibitor Listing Page Banner	1	12,000	180*400 pixel, JPG/GIF, Max 40k
#B11		Conference Schedule Page Banner	4	15,000	180*100 pixel, JPG/GIF, Max 40k
#B12		Visitor pre-registration confirm letter	1	50,000	

/ Printing Collateral Sponsorship

ID		Item	/Quantity	/Price (RMB)	/Note
#C01		Company logo on Opening Ceremony backdrop	9	30,000	/Only for
#C02	LOGO	Company Logo on onsite floor plan	8	15,000	
#C03	VIP ()	Company Ads on VIP guests and visitor badges (flip side)	1	80,000	
#C04	()	Company logo on lanyard (together with event logo)	1	50,000	
#C05		Visitor guide (company logo in color and marking out booth location)	8	20,000	4000
#C06		1 full-page company Ads on Visitor Guide	1	50,000	
#C07		1 full-page, full-color advertisement for one edition of show daily	2	15,000	230mmx340mm (WxH)
#C08		1 half-page, full-color advertisement for one edition of show daily	4	9,000	230mmx169mm (WxH)
#C09		1 quarter-page, full-color advertisement for one edition of show daily	8	6,000	114mmx169mm (WxH)

#C10		1 full-page feature article in one edition of show daily (content to be provided by sponsor)	8	10,000	1800-2000 1400-1600 Article is provided by exhibitor.1800-2000 words in Chinese, 1400-1600 words in English
/ Exhibition Catalogue Sponsorship					
		Item		/Price	/Note
#D01		Color front spread page	1	20,000	420mmx285mm H*W
#D02		Inside front cover	1	10,000	210mmx285mm H*W
#D03		Inside back cover	1	10,000	210mmx285mm H*W
#D04		Back cover	1	15,000	210mmx285mm H*W
#D05		1 full-page full-color advertisement	4	7,500	210mmx285mm H*W
#D06		1 half-page full-color advertisement	8	4,000	190mm*120mm H*W
#D07		1 quarter-page full-color advertisement	12	2,500	90mm*120mm H*W
#D08	()	Color spread page	2	15,000	420mmx285mm H*W
#D09		Color insert	6	10,000	210mmx285mm H*W
/ Onsite Sponsorship					
		Item	/Quantity	/Price (RMB)	/Note
#E01		Billboard in front of the main entrance	2	9,500	5*3m(W*H),
#E02		Billboard along the venue aisles	10	6,800	2m*3.5m W*H
#E03		Banner above the visitor entrance gate (West Gate)	1	32,000	23.5*11m (W*H)
#E04		Banners on the lift at the main visitor entrance (West Gate)	1	7000*2	3*10.2m(W*H)
#E05		Banners above the main visitor entrance (North Gate)	5	18,000	11.72*4.72m (W*H) ()
#E06		Banners (from the hall ceiling)	6	15,000	4*4m()
#E07		Directional Foot Mark	8	1000/	8 3 80cmx40cm W*H
#E08		Hospitality Suite	6	40,000	
#E09		Lunch Area Sponsor	6	12,000	
#E10		Company brochures displayed at visitor info counter	5	8,000	
#E11	PCHi	PCHi ingredients kit as pre-registration visitor gifts	1	20,000	5000
/ Conference Seminar Sponsorship					
		Item		/Price	/Note
#F01		New Technology Session slots	8	7,500	
#F02		Conference tickets advertisement	1	10,000	logo
#F03		Conference Room Sponsor	4	36,000	

Notes 1 All the items above are only available for PCH 2011 exhibitors. 2 Online sponsorship items will be end on 30th February, 2011. 3 Unless otherwise specified, the cost includes production and publication fees. 4 The organizer reserves the right to change of the details and the price. 5 All fees have to be paid within a month after the contract is signed.

Platinum Sponsorship/ (1)		
		250,000.00
Raw space of 54m2	54	183,600.00
1 full-page, full color advertisement in the showdi eactory	1	7,500.00
1 PCH Hspitality Suite	1	40,000.00
Address opportunity at PCH Industry Night	" PCH "	12,000.00
Feature of company Logo on	Logo	
- PCH Website	- PCH	10,000.00
- Visitor Guide	-	20,000.00
- Opening Ceremony Backdrop	-	30,000.00
- PCH Industry Night Backdrop	- " PCH "	20,000.00
- Event floor plan boards	-	15,000.00
2x hourly slots for presentations during the New Technology Sessions	2	15,000.00
1 full-page feature article in one edition of showdaily (content to be provided by sponsor)		10,000.00
1 full-page, full-color advertisement for one edition of showdaily		15,000.00
3 directional floor tiles	3	3,000.00
Nomination of hosted buyers		2,000.00
Interview opportunity by hosted medias (1 hour)	1	5,000.00
Total Value		388,100.00

Gold Sponsorship / 3		
		180,000.00
Raw space of 36m ²	36	122,400.00
1 full-page, full color advertisement in the showdi eactory	1	7,500.00
1 PCH Hospitality Suite	1	40,000.00
Feature of company Logo on	Logo	
- PCH Website	- PCH	10,000.00
- Visitor Guide	-	20,000.00
- Opening Ceremony Backdrop	-	30,000.00
- PCH Industry Night Backdrop	- " PCH "	20,000.00
- Event floor plan boards	-	15,000.00
1x hourly slots for presentations during the NewTechnology Sessi ons	1	7,500.00
1 full-page feature article in one edition of showdaily (content to be provided by sponsor)		10,000.00
1 full-page, full-color advertisement for one edition of showdaily		15,000.00
3 directional floor tiles	3	3,000.00
Nomination of hosted buyers		2,000.00
Interview opportunity by hosted medi as (1 hour)	1	5,000.00
Total Value		307,400.00

Silver Sponsorship / 5		
		100,000.00
Raw space of 18m ²	18	61,200.00
1 half-page, full color advertisement in the showdiectory	1/2	4,000.00
1 PCH Hospitality Suite	1	40,000.00
Feature of company Logo on	Logo	
- PCH Website	- PCH	10,000.00
- Visitor Guide	-	20,000.00
- Opening Ceremony Backdrop	-	30,000.00
- PCH Industry Night Backdrop	- " PCH "	20,000.00
- Event floor plan boards	-	15,000.00
1x hourly slots for presentations during the NewTechnology Sessions	1	7,500.00
1 half-page feature article in one edition of showdaily (content to be provided by sponsor)		10,000.00
Nomination of hosted Buyer		2,000.00
Interview opportunity by hosted medias (1 hour)	1	5,000.00
Total Value		224,700.00