



ASPAC 2016 Annual Conference List for Sponsorship & Returns

Primary Sponsors: Strategic Partner (one)

Amount of Sponsorship: One Million Yuan

Returns for the Sponsorship

1. Resources of Public Relations for Government Affairs

- a. Sign the 2016 Strategic Partnership Agreement with CSTM;
- b. Be honored as the Conference's Strategic Partner;
- c. A Leader from the sponsoring company will be invited as special guests to attend the Opening Ceremony, keynote speeches, parallel sessions and other events;
- d. The host of the Opening Ceremony will acknowledge the strategic partner;
- e. Representatives from the sponsoring company will be invited to attend the President's Reception, the Welcome Party and Farewell Banquet;
- f. A Leader from the sponsoring company will be invited to deliver remarks for 5 minutes at the Closing Party;
- g. The Farewell Banquet can be named after the sponsoring company, in such format as XX's Night;
- h. Along with CSTM executives, representatives from the sponsoring company will present awards to the winning science shows at the presentation of Science Shows.



- i. Some specific awards set up by CSTM (3 awards or so) can be named after the sponsor;
- j. After becoming the 2016 strategic partner, the sponsor will enjoy preferential policies for purchasing CSTM tickets (Including admission tickets to the Main Exhibition Hall, Children's Science Paradise and the four special effect theaters);
- k. After becoming CSTM's 2016 strategic partner, the sponsor will be given priority in renting venues in CSTM and will enjoy preferential policies in regard to rental fee.

2. Resources of On-site Presentation

- a. Display of Sponsor's name and logo on the backdrop of the main venue of the conference;
- b. Embedded advertisement of brand and corporate image on the giant screen in the main venue of the conference;
- c. Carousel of advertisement of the sponsor's brand or corporate image (no more than one minute) as a pre-opening warm-up and during tea-breaks of the parallel sessions;
- d. Sponsors name and LOGO are to be shown on the main venue of the conference and outdoor welcome boards;
- e. Free use of an exhibition booth in a prominent or advantageous location offered by the hosting institution of the conference (The size of the booth will be discussed in detail);
- f. Front cover advertisement on souvenir bags and a set of enterprise and product promotional material inside of souvenir bag;
- g. Advertisement on the inside front cover of the conference media news kit (if any);
- h. Advertisement on the Inside Back Cover of the conference information disc envelope and Video advertisement in disc (if any);
- i. Advertisement on the back cover of invited guests and journalists' badges;



ASPAC 2016

–Science Centres For All–

- j. Sponsor's name and LOGO on the inside back cover of the Conference Guide;
- k. Sponsor's name and LOGO on the inside back cover of conference guests and participants notepads;
- l. Advertisement spectaculars in Keynote speech venue and tea break areas (Roll up banner);
- m. Sponsor's name and LOGO on backdrop of the Conference reception and banquet.

3. Media Resources

- a. Sponsor's name, brand, LOGO and its website link (if any) will be displayed on the Conference official website (www.aspac2016.com), whereby visitors can directly link to sponsor's corporate website;
- b. Television, print and Internet media publicity of the conference will provide exposure for the sponsor accordingly (if any);
- c. Interviews of representatives from the sponsoring company will be published in Dimensions magazine (Chinese version) or on ASPAC official website in graphic and text form;
- d. LOGO or promotion of the sponsor will be shown on the road flags around CSTM (if any) and on the LED screen at the square of the museum.

Secondary Sponsors: Designated Partners (two)

Amount of Sponsorship: 300,000 Yuan from each sponsor
(Value in kind is allowed, further discussion is needed)

Returns for the Sponsorship

1. Resources of Public Relations for Government Affairs

- a. Sponsor will be honored with "Designated Partner";



ASPAC 2016

–Science Centres For All–

- b.** Leaders from the sponsoring companies will be invited as special guests to attend the Opening Ceremony, keynote speeches, parallel sessions and other events;
- c.** Representatives from the sponsoring companies will be invited to attend the President’s Reception, Welcome Party and Farewell Banquet.

2. On-site Display Resource

- a.** Sponsor’s name and logo will be displayed on the main venue backdrop of the conference;
- b.** Sponsor’s name and LOGO are to be shown on the main venue and outdoor welcome boards of the conference;
- c.** Free use of an exhibition booth in a prominent or advantageous location offered by the hosting institution of the conference (for the booth-related information please refer to the Trade Show Brochure);
- d.** Front cover advertisement on souvenir bags and a set of enterprise and product promotional material inside of souvenir bag;
- e.** Advertisement spectaculars in Keynote speech venue and tea break areas (Roll up banner);
- f.** Sponsor’s name and LOGO display on backdrop in the Conference reception and banquet.

3. Media Resources

Sponsor’s name, brand LOGO and its website link (if any) will be displayed on the Conference official website (www.aspac2016.com), whereby visitors can directly link to sponsor’s corporate website.



Tertiary Sponsors: Sustaining Partners (three)

Amount of Sponsorship: 100,000 Yuan from each sponsor
(Value in kind is allowed, further discussion is needed)

Returns for the Sponsorship

1. Resources of Public Relations for Government Affairs

- a. Sponsors will be honored as “Sustaining Partner”;
- b. Leaders from the sponsoring companies will be invited as special guests to attend the Opening Ceremony, keynote speeches, parallel sessions and other events.

2. On-site Display Resource

- a. Free use of a standard booth provided by the hosting institution of the conference (for the booth-related information please refer to the Trade Show Brochure);
- b. Sponsor’s name and logo will be displayed on the main venue backdrop of the conference;
- c. Sponsor’s name and LOGO are to be shown on the main venue and outdoor welcome boards of the conference;
- d. Advertisement spectaculars in Keynote speech venue and tea break areas (Roll up banner).

