

Sponsorship & Exhibition Prospectus

7th Annual Asia Gas Congress 2012

Date: 19th-20th, April 2012

Venue: Beijing, China



Contents

- Benefits of sponsoring AGC 2012
- Sponsorship at a glance
- Exhibition at a glance

Drive Your Global Sales and Marketing at AGC 2012!

Your business is about much more than just knocking on doors. Your marketing strategy is much more than a lead generator. To generate sales, you need brand credibility and a genuine leadership position. To generate awareness and response, you need targeted, decision-maker focused, geographically effective marketing. To generate profits, you need marketing service of AGC 2012. By being the sponsor of AGC 2012, you can easily deliver ideas and methodologies from your perspective and gain direct access to your potential clients and decision makers. AGC 2012 offers a number of sponsorship and exhibiting opportunities you can choose from to meet your goals before, during and after the event. If you would like to stand out from your competitors and outpace regional competition, you might leverage on highly targeted marketing, and we could roll out the tailor-made sponsorship package for you with the services you require.

With one cost-effective investment, the Sponsorship packages will provide you with:

- Put your CEO on a platform with your top prospects
- Build your brand with the decision-makers
- Give you the best global coverage of any marketing channel
- Target your message to your precise audience

- An unparalleled platform to network and do business with industry colleagues
- The ability to capture new prospects whilst enhancing your corporate profile to existing clients
- The opportunity to increase your brand recognition in the region with a decision- making audience
- We bring customers to you!

This is your best sales and marketing opportunity of the year. Benefits of sponsorship include:

- Enjoy **WORLDWIDE PUBLICITY** with our global advertising promotion
- Obtain **DIRECT ACCESS** to potential clients during and after the event
- Receive **KEY SPEAKING POSITIONS** to address an audience of top executives and potential clients
- Distribute **PERMANENT REMINDERS** of your products or services at the forum

For more sponsorship and exhibition opportunities, please contact:

Miss Sunny SONG, Conference Manager
Tel: 86 21 6393 1899 Email: gas@cdmc.org.cn



Marketing Opportunities

AGC 2012 implements a strategic marketing campaign that guarantees attendance quality. This campaign will ensure that all pertinent professionals and executives within the world's mining industry are informed of the event, its speakers and of its sponsors. Our team has the knowledge and understanding to develop and implement integrated and comprehensive marketing campaigns designed to identify and deliver all elements of the value chain. Highly flexible and dynamic combinations of marketing opportunities exist to enhance your organization's reputation, profile and awareness amongst your target markets.

Effective channels to promote AGC 2012:

Advertisements in mining and metal publications - We are working closely with industry publications and media partners, advertising and editorial campaigns will be strategically positioned throughout the campaigns for maximum impact.

Government agencies and Industry associations - We will work closely with relevant organizations to publicize this event.

Internet marketing - AGC 2012 website will be continually updated and open for online registration and partnering. Links to key industry sites will generate traffic onto our site. We invite you to link your website to ours for a more comprehensive reach. Forum updates will be emailed to a select group of clients when necessary.

Direct mail -We will send out periodically separate brochure mailings and branding flyers to corporate users within the industry chain. China Decision Makers Consultancy has a complete database of the industries we are dealing with, which allows precise targeting of key prospects.

Fax and email marketing campaigns - Printed newsletters and fax / e-mail marketing campaigns will be systematically rolled out to create awareness and drive businesses to the website. Frequency will increase to become weekly and then daily as the event approaches.

Telemarketing - A dedicated team of account managers will contact key target delegates to secure their attendance.

Mining community spreading the word - Linkedin, Twitter, and other networking platforms connected with AGC 2012 event website for event recommendation.

Continuous News Report - Pre-, after as well as on-site news report on popular mass media and financial publications to maximized your company exposure

Sponsorship/exhibiting opportunities include: presentation sponsors, exhibition sponsors, luncheon sponsor, cocktail reception sponsor, tea break sponsors, insertions, lanyard sponsor, bag sponsor and more.

Official Sponsor Overview

Type	PLATINUM(1)	GOLD(2)	SILVER(3)	BRONZE(4)	ASSOCIATE(5)
Price	USD50,000	USD40,000	USD30,000	USD20,000	USD15,000
During Event:					
Opening Remark	✓	○	○	○	○
Keynote Address	✓	✓	○	○	○
Pre-scheduled One-to-one Meetings	6	5	4	3	2
Featured Speech	✓	✓	✓	✓	✓
Chairperson	✓	✓	✓	○	○
Panel Discussion	✓	✓	✓	○	○
VIP Reception	✓	✓	✓	✓	✓
On Site Logo Exposure	✓	✓	✓	✓	✓
Exhibit Space	Luxury Booth (3m*3m)	Luxury Booth (3m*3m)	Standard Booth (3m*2m)	Standard Booth (3m*2m)	Table Top (2m*2m)
Insertion	1	1	1	1	○
Complimentary Sponsorship	Day One Cocktail or Luncheon	Day One Coffee Break	○	○	○
Press Interview	✓	✓	✓	○	○
Pre&Post-Event:					
Free delegate passes	10	8	6	4	3
Additional registration discount	50% off	40% off	30% off	20% off	10% off
Wishing Clients Invitation	✓	✓	○	○	○
Media Exposure	✓	✓	✓	✓	✓
Event Website Advertising	✓	✓	✓	✓	✓
Conference Facsimile Promotion	✓	✓	✓	✓	✓
Conference Email Promotion	✓	✓	✓	✓	✓
Color Glossy Summit Brochures	✓	✓	✓	✓	✓
Value-added Services	✓	✓	✓	✓	✓



Individual Sponsorship

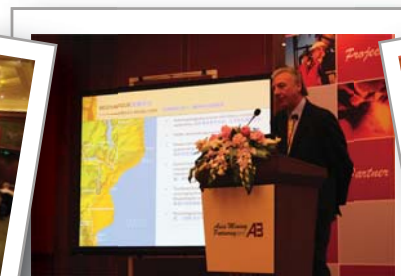
Individual Sponsorship	USD	Tickets	Brief Introduction	Speech	Remark	Rank
Presentation Sponsor	12,000	3	Take a 30 minutes keynote address	✓	Open	*****
VIP Dinner Sponsor	20,000	3	Exclusive sigange with company logo and host the dinner,	✓	Exclusive	*****
Cocktail Sponsor	15,000	3	Exclusive signage with company logo in cocktail area and a short opening address	✓	Reserved for Platinum Sponsor	*****
Luncheon Sponsor	15,000	3	Exclusive signage with company logo in luncheon area and short opening address	✓	Reserved for Platinum Sponsor	*****
Luxury Exhibition (3m*3m)	12,000	3	Customer -made booth decoration with spotlights, one table, two chairs and one electric power outlet on the floor (if required)		Number decieded by the venue	*****
Standard Exhibition (3m*2m)	8,000	2	Booth backdrop with/without spotlights,Decorated Standard Booth with skirting, one table, two chairs and one electric power outlet on the floor (if required)		Number decieded by the venue	*****
Tabletop Booth (2m*2m)	6,000	2	Exhibition space comes with skirting, one table, two chairs and one electric power outlet on the floor (if required)		Number decieded by the venue	*****
Insertion	4,000	1	One colorful A4 page of company profile or ads in the conference documentation		open, provide materials 2weeks in advance	*****
Lanyard Sponsor	10,000	2	Exclusive signage with company logo in reception area and logo on the name badge and lanyard		Exclusive	****
USB Sponsor	10,000	2	Logo on cover of USB and company information 2-pages include on USB in PDF format	✓	Exclusive	****
Delegate Bags Sponsor	10,000	2	Sponsor logo placement on the attendee bags	✓	Reserved for official sponsors	***
Workshop Sponsor	30,000	4	1.5 hours workshop led by the sponsor	✓	Limited to 2	***
Site tour Sponsor	30,000	4	VIP delegation no less than 30 people to visit sponsor's company/project		Exclusive	***
Morning Reception Sponsor	6,000	1	Sponsor logo and signage on service area for two days' morning registration coffee reception		Exclusive	***
Coffee Break Sponsor/Day	6,000	1	Sponsor logo and signage on service area for one day		Reserved for Gold sponsor	***
Entertainment Sponsor	6,000	2	Host the activities on day one evening or after the conference		The cost covered by sponsor	***
Lucky draw / Gift Sponsor(VIP)	6,000	2	Providing luckydraw gifts / Give special gift to the participants		Reserved for Platinum and Gold Sponsor	***
Documentation Sponsor	4,000	1	Sponsor logo on back cover page of conference documentation		Exclusive	***
Notebook Sponsor	6,000	2	Sponsor logo on notepads available in the conference room		Limited to 1	***
Pen Sponsor	4,000	1	Sponsor logo on pens available in the conference room		Exclusive	***



One-to-One meeting



Presentations



Showcase



Q&A



Networking

EXHIBITION



Tabletop Booth (2m*2m)	Complementary tickets	Price
Organizer-provided: <ul style="list-style-type: none"> One table (1.8m * 0.9m) & two chairs; One wall socket (electrical outlet), Silver Plate 	1 VIP Ticket; 1 Normal Ticket; 2 Working Passes (without luncheon or documentation)	USD6,000
Self-provided: 2 Roll-up Banners, laptop; Table cloth with Sponsor's logo		
Extra charge: LCD Screen		



Standard Booth (3m*2m)	Complementary tickets	Price
Organizer-provided: <ul style="list-style-type: none"> One table (1.8m * 0.45m) & two chairs; One wall socket (electrical outlet), Silver Plate 	1 VIP Ticket; 1 Normal Ticket; 2 Working Passes (without luncheon or documentation)	USD8,000
Self-provided: Booth backdrop with/without spotlights, laptop; Table cloth with Sponsor's logo		
Extra charge: Booth backdrop with/without spotlights; LCD Screen		



Luxury Booth (3m*3m)	Complementary tickets	Price
Organizer-provided: <ul style="list-style-type: none"> One table (size up to Sponsor's request) & two chairs; One wall socket (electrical outlet), Silver Plate 	1 VIP Ticket; 2 Normal Tickets; 2 Working Passes (without luncheon or documentation)	USD12,000
Self-provided: Customer -made booth decoration with spotlights, laptop, Table cloth with Sponsor's logo		
Extra charge: Customer -made booth decoration with spotlights; LCD Screen		

