**Sample One: AMPF2011 – SAP – First pitch email – Silver Sponsor**

Dear Choi Fun,

Thank you for your time on the phone this morning regarding the **5th Annual Asia Mining Partnering Forum 2011 (AMPF2011**). This is Karen Yau, project director with CDMC Shanghai office. CDMC is one of the world’s leading B to B conference organizers and also the winner of Special Contribution Award at The 3rd China Meetings Industry Convention <http://www.meetingschina.com/201011/Fair.asp>),   For more information about us, please visit our official website: <http://www.cdmc.org.cn/> or event website: <http://www.asiaminingforum.com/> .Please find enclosed a brief synopsis of AMPF2011 for your kind perusal. I’ll be your personal contact at CDMC for information and sponsorship advice.

The global economy is reviving from the recent recession and global mining industry is recovering with many mining projects expansion, Under such background, ERP implementation becomes an strategic movement for both MNC and Chinese domestic mining companies, herewith, the AMPF2011 organizing committee are looking for the world’s leading IT solution providers to lead this specially designed mining forum.  SAP as the pioneer in ERP practice, we are very much honored to work with SAP at our mining event in 2008 and we are very much looking forward to repeating the success with SAP, herewith,  I’m wondering if SAP is interested in taking the dominant **Silver Sponsor** position to lead this specially designed mining partnering forum? The total investment is only **USD 15,000** featuring the following marketing benefits:

* **30 min Featured Speech**
* **Panel Discussion**
* **VIP Reception (One-to-One Meetings)**
* **Logo on Site Exposure**
* **Exhibit Space (2m \*2m)**
* **One page A4 company insertion**
* **Press Interview**
* **4 complementary delegate passes**
* **30% off for additional registration**
* **Media Exposure**
* **Event Website Advertising**
* **Forum Facsimile Promotion**
* **Forum Email Promotion**
* **Color Glossy Forum Brochures**

Choi Fun, thanks to Ms. Gao’s introduction, I understand that you are coordinating SAP’s sponsorship opportunity at AMPF2011. I’m glad to inform you that the swell of interest of AMPF2011 has been remarkable! We have a nearly 40% old clients rebooking rate and KPMG, Rio Tinto, Sandvik, GV Gold, Willis, Milbank etc have already confirmed their interest in sponsoring this grand mining partnering forum.  We have been finalizing the forum agenda and the speech slots & exhibiting booths are running out quickly.  Per your request, please find enclosed a brief synopsis & sponsor proposal of AMPF2011 for your kind perusal.

Since the speech slots are running out quickly, if you think we might go ahead with the Silver Sponsor proposal, in order to catch up with all kinds of pre-event marketing activities, I look forward to hearing from you soon.

Best Regards

***Karen Yau***

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**From:** Ching, Choi Fun [mailto:choi.fun.ching@sap.com]   
**Sent:** Thursday, January 13, 2011 12:50 PM  
**To:** Karen Yau(CDMC)  
**Cc:** Ching, Choi Fun  
**Subject:** RE: Sponsorship Opportunity at the 5th Annual Asia Mining Partnering Forum 2011, June 2 - 3, Beijing, China

Hi Karen, thanks for connecting on this. A few queries please:

* When was the last time SAP participated and at what sponsorship level / package?
* What was the outcome of the forum – do you have a report to share?
* For 2011 forum, you mentioned different tier of sponsorship, I saw the Silver package proposed below, what about Gold or Platinum? If they are taken, who are the sponsors?
* The agenda below is a framework of focus areas, are they specific sessions topics and speakers identified and confirmed? Which are the available sessions / topics now for our consideration?
* Can you share the audience profile of past forum?

Look forward to hear back from you.

Cheers

Choi fun

**Ching Choi Fun**

Process Industry Marketing, | APJ Progams and Campaigns | APJ Field Marketing

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Dear Choi fun,

Thanks for your email. Regarding your questions:

* When was the last time SAP participated and at what sponsorship level / package?

SAP participated our 3rd Annual Northern Asia Metal Mining Forum as one of the Bronze Sponsors @ USD 10,000, please refer to the event website of mining 2008:

* What was the outcome of the forum – do you have a report to share?

Over the past four years, the high-level forums have provided a wonderful platform for global mining insiders to establish contacts, exchange ideas and experiences, as well as tap into the potential opportunities for market entry and projects expansion. This annual forum themed Asia’s mining industry has been well received and acclaimed by participants. To satisfy their demand for further communication and co-operations, we organize the 5th Annual Asia Mining Partnering Forum 2011(AMPF2011), looking forward to sharing with them the latest development and achievements of the Asia Mining industry and exploring the industry's future prospect. Apart from the keynote topics presented in the previous four forums, this year’s partnering forum will also cover the up-to-date topics and issues in the mining *indu*stry. (Please refer to attached past review for more details)

For our 08 mining forum, we had 20 corporate sponsors and 250+ senior level participants from global mining fraternity. For more info, please visit:  <http://www.chinadecisionmakers.com/metalmining/2008/Index.asp>

* For 2011 forum, you mentioned different tier of sponsorship, I saw the Silver package proposed below, what about Gold or Platinum? If they are taken, who are the sponsors?

Platinum (USD 35,000, exclusive event naming sponsor) is reserved for Rio Tinto and Gold ( USD25,000, limited to 2) have been taken by KPMG and Willis Group.

* The agenda below is a framework of focus areas, are they specific sessions topics and speakers identified and confirmed? Which are the available sessions / topics now for our consideration?

The speakers listed in the brochure are either confirmed or confirming. Our proposed speech slot and topic for SAP is as follows:

**10:00 - 10:30 June 3rd 2011 / Featured Speech**

**Where is E-Strategy Leading Asia Mining Industry?**

* Can you share the audience profile of past forum?

Please kindly refer to the page 2 of AMPF2011 brochure - Previous Attendees Breakdown for more details.

I look forward to hearing your initial ideas how SAP would like to benefit from AMPF2011!

Thanks and best regards,

Karen

**Sample Two: CVF2011 –ThermoFisher Scientific – Call back email – Workshop / Silver Sponsor**

Dear Cindy,

Nice talking with you this afternoon. First and foremost, I really appreciate your interest in upcoming “China Vaccine Focus 2011” .

I discussed with the management of CVF2011 organizing committee regarding the feasibility of your pre-conference workshop proposal, since additional workshops will increase huge meeting package costs for organizers, you might decide which option to take according to your marketing budget:

Option One: **Workshop Sponsor @ USD 30,000,** featuring the following marketing benefits:

* **3 hours pre-conference workshop** led by ThermoFisher Scientific**:  14:00 – 17:00, June 8th** (Topic to be confirmed) @ individual price of **USD 18,000**
* **Luxury Exhibition (3m\*2m; 1 VIP + 2 normal tickets)** @ individual price of **USD 10,000**
* **Insertion 1 page A4-color ad in the Forum document + 1 VIP ticket** @ individual price of **USD 4,000**
* **WISHING LISTING service: up to 100 top prospects to be invited to the workshop in name of ThermoFisher Scientific (30% off for clients’ registration on the WISHING LIST)** – Additional value-added complimentary benefits
* **Hyperlinked company logo listing on event website with 200-word company introduction** - Additional value-add complimentary benefits
* **Forum facsimile / email / color glossy brochures promotion reaching over 10,000+ global vaccine key clients** - Additional value-add complimentary benefits
* **Press interview** - Additional value-add complimentary benefits

Option Two: **Silver Sponosr @ USD 15,000,** featuring the following marketing benefits:

* **30 min Featured Speech (14:00 – 14:30 June 10 / Advanced Solutions to Protein Based Vaccine Bioprocessing,** topic to be confirmed @ individual price of **USD 3,000**
* **Luxury Exhibition (3m\*2m; 1 VIP + 2 normal tickets)** @ individual price of **USD 10,000**
* **Insertion 1 page A4-color ad in the Forum document + 1 VIP ticket** @ individual price of **USD 4,000**
* **Hyperlinked company logo listing on event website with 100-word company introduction** - Additional value-add complimentary benefits
* **Forum facsimile / email / color glossy brochures promotion reaching over 10,000+ global vaccine key clients**- Additional value-add complimentary benefits
* **Press interview -** Additional value-add complimentary benefits

Cindy, enclosed please find the CVF2011 latest agenda & floor plan for your kind perusal. Please kindly be advised that we are going to finalize the CVF2011 agenda by end of Feb and will focus on more MNC and Chinese domestic key vaccine clients’ invitation until May 1st. Our whole team will move on with the  next Pharma-Bio-CRO Partnering event and close the registration of CVF2011 by then. On the other hand, we are issuing our next round March advertisement campaign in 20+ international vaccine related medias soon and besides and EN\_CN official event website, our international marketing partner, Global Information Inc will also launch the Korean, Japanese, Chinese Traditional CVF2011 websites this week to maximize the event exposure, herewith, due to the event production and to catch up with all kinds of pre-event marketing activities, please kindly confirm back which package & booth (**No. 2, 3, 11 available**) your company decide to take.

Should you have any inquires – please let me know.

Best Regards

***Karen Yau***

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