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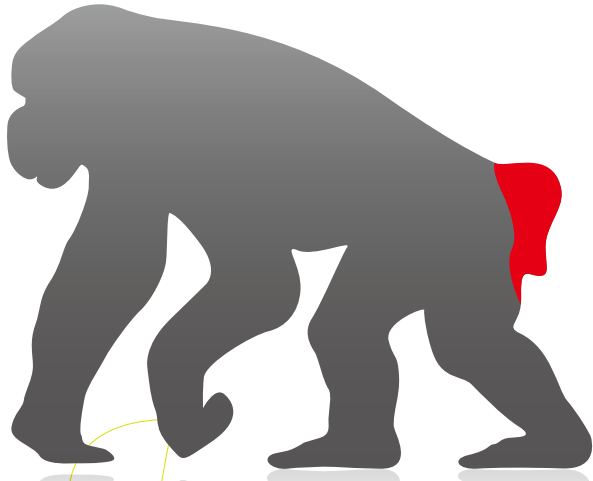
marcom *beijing 2010*

MARCOM BEIJING International Conference with Exhibition
on Marketing Communication and Advertising Media

中国国际营销传播大会
北京国际营销传播暨广告业展览会

Conference Call for Papers
& Sponsorship
会议论文征集 & 赞助方案

August 25-27, 2010 China National Convention Center (CNCC), Beijing
2010年8月25日-27日 国家会议中心, 北京



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Approved by 批准单位

Ministry of Commerce P.R. China
中华人民共和国商务部

Conference Hosts 会议主办单位

China Association of National
Advertisers (CANA)
中国广告主协会
MESAGO HOLDING Exhibitions China Co., Ltd.
美沙霍氏（北京）会展有限公司

Exhibition Organizers 展览主办单位

China Advertising Association of
Commerce (CAAC)
中国商务广告协会
MESAGO HOLDING Exhibitions China Co., Ltd.
美沙霍氏（北京）会展有限公司

Conference and Exhibition Management

会议和展览承办单位

MESAGO HOLDING Exhibitions China Co., Ltd.
美沙霍氏（北京）会展有限公司

Supporters 支持单位

China Advertising Association (CAA)
中国广告协会
World Advertising Media Association (WAMA)
国际广告媒体协会
World Federation of Advertisers (WFA)
世界广告主联合会

Special Affiliation 特别关联项目

DLD Digital Life Design – the Pre-Event
to the World Economic Forum in Davos
DLD数码、生活及设计全球大会—达沃斯
世界经济论坛的前奏

Date 日期

August 25-27, 2010
2010年8月25日-27日

Venue 场馆

China National Convention Center (CNCC),
Beijing
国家会议中心, 北京

Event Website 官方网站

www.marcom-conference.com
www.marcom-exhibition.com

Greeting from the Hosts

Dear Friends of the Marcom Community,

As Hosts and on behalf of the Organizing Committee, we would like to extend a warm invitation to you to join us at our conference, the **MARCOM BEIJING 2010**, in the **China National Convention Center (CNCC), Beijing, P.R. China** from **August 25 to 27, 2010**.

Along with the MARCOM BEIJING Advisory Board, the Organizing Committee and with the full support from **China Advertising Association of Commerce, China Advertising Association, World Advertising Media Association and World Federation of Advertisers**, we are lining-up a highly interesting selection of topics and speakers for you this year. The two days conference will present renown speakers in keynote and theme sessions from China and abroad.

Main topics include: Brand Building, Sustainable Development, IT Solutions in Marketing, Mobile Marketing, Search Marketing, SNS Marketing, Online Marketing, Sports Marketing, Automotive Marketing, Financial Marketing, Traditional Media in the Digital Age, Risk Assessment & Management, Media Efficiency Control and Media Audit, E-Commerce as well as The Right Marketing-Mix.


The MARCOM BEIJING Organizing Committee has all been working hard to make this conference an enjoyable and informative experience.

With your participation we can make this a meeting of the best that the global Marketing and Advertising community has to offer.


We look forward to seeing you all there.

Sincerely Yours,

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Duan Ruichun
Executive President
China Association of National Advertisers
Chairman of the Organizing Committee



Klaus Michael Hilligardt
Chairman
MESAGO HOLDING
Vice Chairman of the Organizing Committee

欢迎函



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广告和营销界的朋友们,

2010中国国际营销传播大会(MARCOM BEIJING)组委会诚挚地邀请您参加于2010年8月25日-27日在北京国家会议中心举办的此次盛会。

在中国商务广告协会、中国广告协会、国际广告媒体协会、世界广告主联合会及顾问委员会的大力支持下,今年的大会安排了诸多热门话题和演讲。两天的会议将呈现众多行业知名人士和国际企业在主旨论坛和分论坛的精彩演讲。

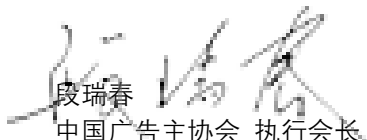
大会议题将包括品牌建设、可持续发展、IT技术与营销、移动营销、搜索营销、SNS营销、网络营销,体育营销、汽车营销、金融营销、传统媒体、风险评估与管理、媒体效率控制和媒介审计、电子商务及市场营销组合。

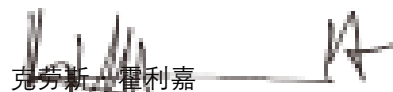
中国国际营销传播大会组委会致力于为每位来宾创造一次愉悦而富有成果的体验。

您的加入将使中国国际营销传播大会成为全球营销和广告界的盛事。

期待您的参与!

中国国际营销传播大会组委会


段瑞春
中国广告主协会 执行会长
中国国际营销传播大会组委会 主席


克劳新·霍利嘉
德国美沙集团 主席
中国国际营销传播大会组委会 副主席

Advisory Board Members

(names in alphabetical order)

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2. Chen Gang, Deputy Dean, School of Journalism & Communication, Peking University
3. Chen Xubin, General Manager, Advertising Panorama Magazine
4. Wolfram Diener, Vice President, Conventions & Exhibitions, Venetian Macao Resort Hotel
5. Du Guoqing, Director, Advertiser Research Institute, Communication University of China
6. Guo Zhengxi, President, CCTV Business Channel
7. John L. Holden, Managing Director, Hill & Knowlton (China) Public Relations Co., Ltd.
8. Hu Yanping, President, DCCI Data Center of China Internet
9. Huang Shengmin, Dean, Communication University China Advertising School
10. Huang Tao, Chairman of the Board, Asia Outdoor Media
11. Jin Ling, Vice President, Phoenix New Media
12. Liu Baofu, Chief Consultant, CTV Golden Bridge International Media Co., Ltd.
13. Liu Jinlan, CEO, CTV Golden Bridge International Media Co., Ltd.
14. Ma Qiji, Vice President, CR-Nielsen
15. Sakae Ohashi, President & CEO, Kyodo Public Relations Co., Ltd.
16. T.B. SONG, Greater China Chairman, Ogilvy & Mather
17. Tian Tao, Vice President, CTR Market Research Co., Ltd.
18. Zeng Shuyun, Editor in Chief, Famous Brand Times: China Brand Report Weekly



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(按照姓氏拼音顺序)

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15. 大桥荣 Sakae Ohashi，共同PR株式会社代表取缔役社长/共同拓信公关顾问（上海）有限公司董事长
16. 宋秩铭，奥美整合行销传播集团大中华区董事长
17. 田涛，央视市场研究股份有限公司副总裁
18. 曾叔云，名牌时报·中国品牌报告周刊主编

Call for papers



MARCOM BEIJING 2010 now calls for communicative, creative and inspiring papers.

The 2 day conference will present renown speakers in keynote and theme sessions from China and abroad.

Topics of this year's event include:

- Harmonious Guidelines
- Going Global
- Brand Building
- Mobile Marketing
- Online Marketing
- Advertising in Games
- Sports Marketing
- Risk Assessment and Management
- Media Efficiency Control/Media Audit
- Traditional Media in the Digital Age
- Marketing in the Automotive Industry
- Marketing in the Financial Area
- Sustainable Development (1) – CSR (Corporate Social Responsibility)
- Sustainable Development (2) – Environment Friendly Advertising Technology and Equipment
- IT Solutions in Marketing (1) – CRM & ERP
- IT Solutions in Marketing (2) – Data Storage & Mining
- E-Commerce
- The Right Marketing-Mix

Please see the full program draft on the following pages.

Authors of the papers have the chance to be chosen by the Organizing Committee to speak on the specific topics at MARCOM BEIJING 2010.

Please note that all papers that are chosen by the Organizing Committee will be printed in the MARCOM BEIJING 2010 Conference Proceedings even if the author does not have the chance to give a presentation at MARCOM BEIJING 2010 Conference.

Please submit your paper and abstract (in pdf, ppt or word doc) on your desired presentation and session topic latest by June 30, 2010!

Contact Person: Ms. Nancy Ji

Tel: +86 10 8322 6658

Email: nancy.ji@mesago-holding-exhibitions.com

论文征集

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中国国际营销传播大会现征集相关主题论文，要求感染力强、有新意。

为期两天的会议将汇聚国内外众多知名发言人在主旨论坛及各个分论坛的精彩发言。

主要议题包括：

- 和谐标准
- 全球化营销
- 品牌塑造
- 移动营销
- 在线营销
- 游戏内置广告
- 体育营销
- 风险评估和管理
- 媒体效率控制/媒介审计
- 数字时代的传统媒体
- 汽车营销
- 金融营销
- 可持续发展(1) — 企业社会责任
- 可持续发展(2) — 环保的广告技术和设备
- 营销的IT解决方案 (1) — CRM & ERP
- 营销的IT解决方案 (2) — 数据存储 & 数据挖掘
- 电子商务
- 市场营销组合

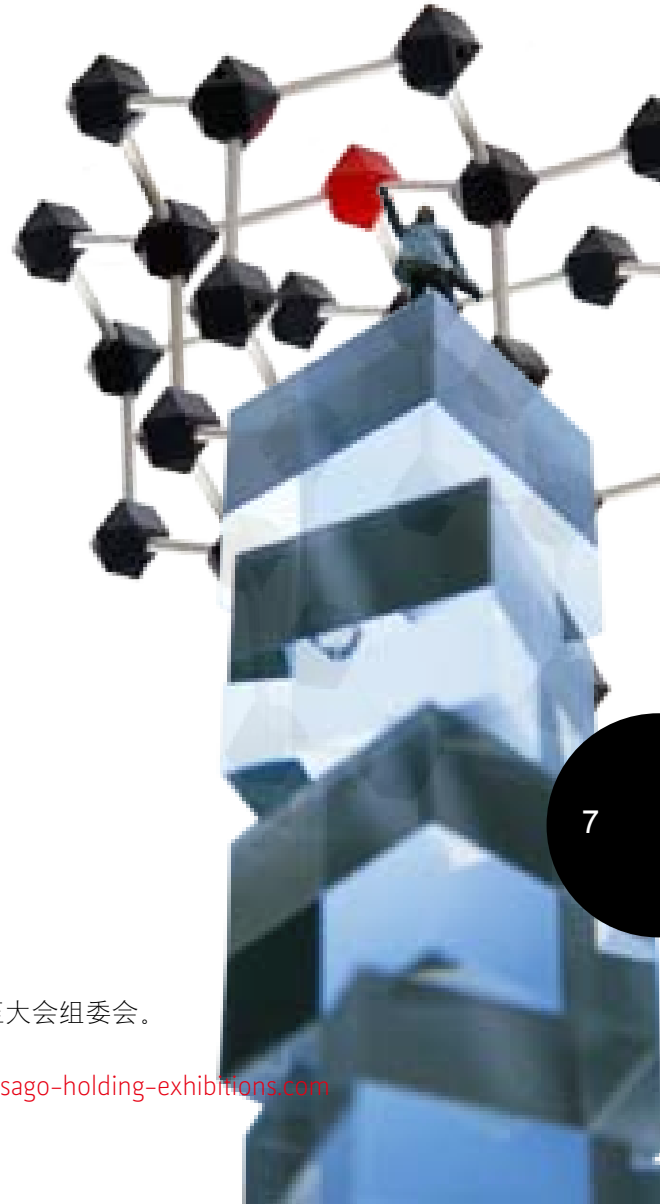
大会日程草案参见后页。

论文作者将有机会被大会组委会邀请出席相关论坛并发言。

所有入选的论文都将被收录在中国国际营销传播大会论文集中。

论文格式需为PDF、PPT 或 WORD 文档，并请于2010年6月30日前提交至大会组委会。

联系人：籍楠 小姐 电话：+86 10 8322 6658 邮箱：nancy.ji@mesago-holding-exhibitions.com



MARCOM BEIJING Program Draft 中国国际营销传播大会 日程草案

2010年8月25日 August 25, 2010	
14:00-18:00	注册 Registration
18:30	欢迎晚宴 Welcome Gala Dinner
21:00	MARCOM聚会 The MARCOM community meets at - 兰会所 (由Philippe Starck设计) LAN Club (designed by Philippe Starck) - CJW Cigar Jazz Wine 在最具奢华和品位的会所, 会见营销行业的精英、结识新的合作伙伴, 并可享用由美沙集团赞助的指定饮品。

2010中国国际营销传播大会 日程草案 MARCOM BEIJING 2010 Program Draft-Subject to be Changed

2010年8月26日 August 26, 2010			
08:30-09:00	全体会议 Plenary Session		
	开幕式 Opening Ceremony		
09:00-10:30	主旨论坛: 和谐标准下的全球营销 Keynote: Going Global under Harmonious Guidelines		
10:30-11:00	茶歇 Coffee & Tea Break		
11:00-12:30	主旨论坛: 品牌塑造-品牌延续-品牌价值 Keynote: Brand Building – Brand Living – Brand Value		
12:30-14:00	午餐 Lunch		
14:00-15:30	分论坛 Stream 1	分论坛 Stream 2	分论坛 Stream 3
	体育营销 Sports Marketing	在线营销 Online Marketing	品牌塑造 Brand Building
	体育营销的中国和全球化策略。 Chinese and global strategies.	在线营销-营销组合新利器。 Online Marketing – a new tool in the marketing mix.	顶级品牌的营销策略—赢家。 Strategies of Top Brands – The winners.
15:30-16:00	茶歇 Coffee & Tea Break		

The best Places in town. Welcome Drink sponsored by Mesago. Be there, relax, enjoy, and make friends.

分论坛 Stream 4	分论坛 Stream 5
<p>可持续发展⁽¹⁾ — 企业社会责任 Sustainable Development (1) — CSR (Corporate Social Responsibility)</p>	<p>营销的IT解决方案 (1) — CRM & ERP IT Solutions in Marketing (1) — CRM & ERP</p>
<p>品牌与社会责任。 Brand and social responsibility.</p>	<p>社交媒体时代的CRM—正确的使用方法。 CRM in the Social Media Age - the right use.</p>

MARCOM BEIJING Program Draft 中国国际营销传播大会日程草案

16:00-17:30	户外广告 Outdoor Advertising	搜索营销 Search Marketing	汽车营销 Marketing in the Automotive Industry	
	户外广告的未来：创新、新媒体、B2C对话、利润优化、规则制订、竞争对手。 The future of outdoor adverting: innovations, new media, B2C dialogue, margin optimization, regulations, players.	搜索市场的未来。 The Search Market of the future.	在充满挑战的时期，成功的汽车广告营销案例和广告理念。 Successful marketing and product concepts in a challenging world.	
18:00	招待酒会 Cocktail Reception			
21:00	MARCOM聚会 The MARCOM community meets at - 兰会所（由Philippe Starck设计） LAN Club（designed by Philippe Starck） - CJW Cigar Jazz Wine 在最具奢华和品位的会所，会见营销行业的精英、结识新的合作伙伴，并可享受由美沙集团赞助的指定饮品。			

2010中国国际营销传播大会日程草案 MARCOM BEIJING 2010 Program Draft-Subject to be Changed

2010年8月27日 August 27, 2010

09:00-10:30	全体会议 Plenary Session			
	主旨论坛：营造和谐社会的营销和广告的责任		Keynote: Marketing and Advertising Responsibility for a	
10:30-11:00	茶歇 Coffee & Tea Break			
11:00-12:30	分论坛 Stream 1		分论坛 Stream 2	
	移动营销 Mobile Marketing		社交网络营销 SNS Marketing	
	移动社会：移动媒体和营销—下一次变革？ The mobile Society: Mobile media and marketing – the next revolution?		社交媒体营销的挑战：谁是赢家？ Challenges of social media marketing: Who are the Winners?	
12:30-14:00	午餐 Lunch			
14:00-15:30	游戏内置广告 Advertising in Games		数字时代的传统媒体 Traditional Media in the Digital Age	
	游戏内置广告的市场潜力及付费系统。 Market potential and pay systems for in-game advertising.		传统媒体如何面对数字时代的挑战。/ 网络传播策略。 21世纪全球电视娱乐发展趋势及其对广告行业的影响。 How traditional Media face and deal with the challenges of the digital age. / Broadcasters strategies for the Internet. Showtime: Global TV entertainment trends in the 21 st century and its effects to the adverting industry.	

<p>可持续发展(2) — 环保的广告技术和设备 Sustainable Development (2) — Environment Friendly Advertising Technology and Equipment</p>	<p>营销的IT解决方案 (2) — 数据存储&数据挖掘&信息安全 IT Solutions in Marketing (2) — Data Storage & Mining & Information Security</p>
<p>低碳经济下LED技术在未来广告市场的前景。 The outlook of LED technology in the advertising market and the low-carbon economy.</p>	<p>CRM的未来—21世纪我们应该有什么期待。 Future trends in CRM – what can we expect in the 21st century.</p>

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Harmonious Society

分论坛 Stream 3	分论坛 Stream 4
<p>媒体效率控制/媒介审计 Media Efficiency Control/Media Audit</p>	<p>电子商务 E-Commerce</p>
<p>营销预算效益最大化。 国际媒体审计系统。 Maximize the outcome of your marketing budget. International Media Audit Systems.</p>	<p>电子商务的未来—货币化趋势和成功经验。 销售策略：网上商店—赢利的电子商务渠道。 The future of e-commerce – monetarisation trends and best practice. Sales Tactics: Make your online shop a profitable e-commerce channel.</p>
<p>风险评估和管理 Risk Assessment and Management</p>	<p>适合的市场营销组合 The Right Marketing-Mix</p>
<p>国际营销理念本地化：评估和管理风险—全球营销理念的局限。 Global marketing concepts going local: risk assessment and management – Limitation of global concepts.</p>	<p>媒体整合与营销：电视/广播、纸质和线上媒体、户外广告、展览和会议、直销。 Media in evaluation: TV/Radio, Print and Online Media, Outdoor Advertising, Exhibitions and Conferences, as well as Direct Marketing.</p>

Sponsorship Package

Diamond Sponsor (Up to 3) ----- RMB 500,000

- 1 One speaking opportunity in a keynote session
- 2 One speaking opportunity in a parallel session
- 3 One chairing opportunity in a parallel session
- 4 One minute video play before keynote sessions start
- 5 54 m² booth at the international or 90 m² booth at the domestic exhibition area
- 6 12 complimentary conference delegate passes, and 30 complimentary exhibition passes
- 7 Double page color ad in the Conference Catalogue
- 8 Logo on backdrops of each session
- 9 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 10 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 11 Logo on on-site banners
- 12 Insertion of company's marketing materials (one piece, A4) into delegate bags
- 13 Marketing materials can be distributed at the reception area
- 14 Chairman / CEO's VIP arrangements
- 15 Interview arrangement for Chairman / CEO with the assistance of MARCOM Press Centre



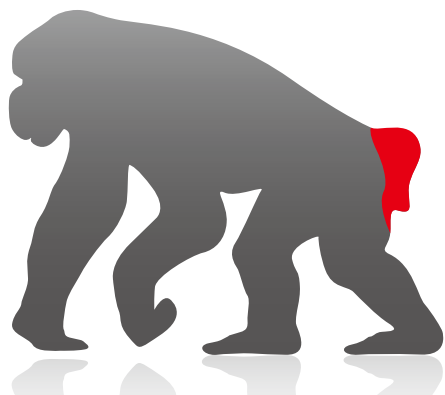
赞助方案

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钻石赞助商 (仅限3名) ----- RMB 500,000

- 1 在大会主旨论坛中安排演讲
- 2 在大会分论坛中安排发言
- 3 在大会分论坛中安排主持机会
- 4 在大会主旨论坛开始前为赞助商播放1分钟的视频
- 5 提供国际展区54平米展位或国内展区90平米展位
- 6 12个免费参会名额和30个免费参观展览名额
- 7 会刊对开页的广告
- 8 在每个论坛的背板上放置公司logo
- 9 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 10 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 11 在会议现场宣传品上放置公司logo
- 12 将企业宣传资料（1页A4纸）放入会议用包
- 13 在大会注册区域放置企业宣传资料
- 14 公司总裁/CEO的VIP安排
- 15 大会新闻中心协助安排媒体采访公司领导



Sponsorship Package

Platinum Sponsor (Up to 5) ----- RMB 400,000

- 1 One speaking opportunity in a keynote session
- 2 One speaking opportunity in a parallel session
- 3 40 seconds video play before keynote sessions start
- 4 36 m² booth at the international or 54 m² booth at the domestic exhibition area
- 5 8 complimentary conference delegate passes, and 20 complimentary exhibition passes
- 6 One page color ad in the Conference Catalogue
- 7 Logo on backdrops of each session
- 8 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 9 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 10 Logo on the on-site banners
- 11 Insertion of company's marketing materials (one piece, A4) into delegate bags
- 12 Marketing materials can be distributed at the reception area
- 13 Chairman / CEO's VIP arrangements
- 14 Interview arrangement for Chairman / CEO with the assistance of MARCOM Press Centre



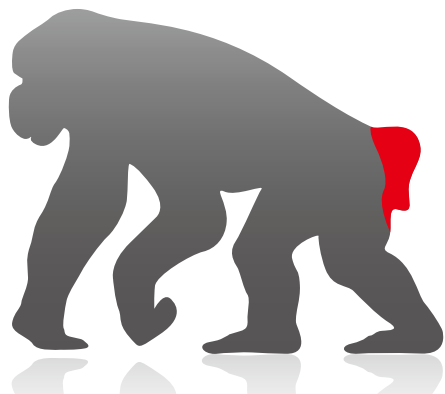
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白金赞助商 (仅限5名) ----- RMB 400,000

- 1 在大会主旨论坛中安排演讲
- 2 在大会分论坛中安排发言
- 3 在大会主旨论坛开始前为赞助商播放40秒的视频
- 4 提供国际展区36平米展位或国内展区54平米展位
- 5 8个免费参会名额和20个免费参观展览名额
- 6 会刊广告 (一页)
- 7 在每个论坛的背板上放置公司logo
- 8 大会官方网站上放置公司logo和链接, 并在赞助商页面放置100字以内的公司介绍
- 9 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 10 在会议现场宣传品上放置公司logo
- 11 将企业宣传资料 (1页A4纸) 放入会议用包
- 12 在大会注册区域放置企业宣传资料
- 13 公司总裁/CEO的VIP安排
- 14 大会新闻中心协助安排媒体采访公司领导



Sponsorship Package

Gold Sponsor ----- RMB 300,000

- 1 One speaking opportunity in a keynote session
OR one speaking opportunity in a parallel session + one chairing opportunity in a parallel session
- 2 20 seconds video play before keynote sessions start
- 3 18 m² booth at the international or 36 m² booth at the domestic exhibition area
- 4 6 complimentary conference delegate passes, and 10 complimentary exhibition passes
- 5 One page color ad in the Conference Catalogue
- 6 Logo on backdrops of each session
- 7 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 8 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 9 Logo on the on-site banners
- 10 Insertion of company's marketing materials (one piece, A4) into delegate bags
- 11 Marketing materials can be distributed at the reception area
- 12 Chairman / CEO's VIP arrangements
- 13 Interview arrangement for Chairman / CEO with the assistance of MARCOM Press Centre

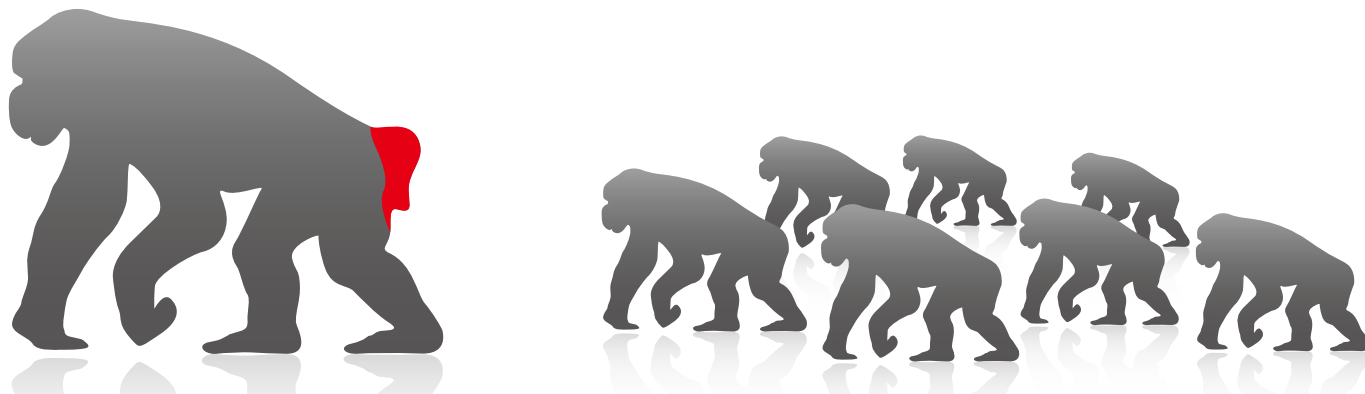
赞助方案

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黄金赞助商 ----- RMB 300,000

- 1 在大会主旨论坛中安排演讲
或在大会分论坛中安排发言及主持机会
- 2 在大会主旨论坛开始前为赞助商播放20秒的视频
- 3 提供国际展区18平米展位或国内展区36平米展位
- 4 6个免费参会名额和10个免费参观展览名额
- 5 会刊广告（一页）
- 6 在每个论坛的背板上放置公司logo
- 7 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 8 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 9 在会议现场宣传品上放置公司logo
- 10 将企业宣传资料（1页A4纸）放入会议用包
- 11 在大会注册区域放置企业宣传资料
- 12 公司总裁/CEO的VIP安排
- 13 大会新闻中心协助安排媒体采访公司领导



Sponsorship Package

Welcome Gala Dinner (25 Aug.) (1 Available) ----- RMB 200,000



- 1 One speaking or chairing opportunity in a parallel session
- 2 3 minutes welcoming remarks during the Welcome Gala Dinner
- 3 Opportunity to play a 5 minutes PowerPoint or video presentation before Welcome Gala Dinner starts
- 4 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 5 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 6 Special logo placement in the Welcome Gala Dinner area
- 7 Exclusive sponsor logo on the Welcome Gala Dinner ticket
- 8 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 9 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 10 Logo in the Conference Catalogue
- 11 Logo on the on-site banners
- 12 Marketing materials can be distributed at the reception area
- 13 Announcement of the Welcome Gala Dinner Sponsor in the conference rooms at the end of the last session before the Welcome Gala Dinner (Chairs will be informed; organizer cannot guarantee announcement)

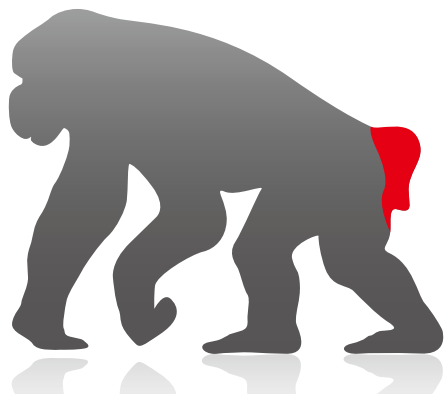
赞助方案

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欢迎晚宴 (8月25日) (独家) ----- RMB 200,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在欢迎晚宴安排3分钟的致词
- 3 在欢迎晚宴开始前播放5分钟的公司介绍幻灯片或视频短片
- 4 提供国际展区9平米展位或国内展区18平米展位
- 5 3个免费参会名额和5个免费参观展览名额
- 6 在欢迎晚宴区域放置公司logo
- 7 在欢迎晚宴入场券上放置独家公司logo
- 8 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 9 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 10 会刊中放置公司logo
- 11 在会议现场宣传品上放置公司logo
- 12 在大会注册区域放置企业宣传资料
- 13 主持人在欢迎晚宴开始前的论坛结尾宣布欢迎晚宴赞助商
(组委会将告知主持人，但无法保证主持人一定会宣布)



Sponsorship Package

Cocktail Reception (26 Aug.) (1 Available) ----- RMB 150,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 3 minutes welcoming remarks during the Cocktail Reception
- 3 Opportunity to play a 5 minutes PowerPoint or video presentation before Cocktail Reception starts
- 4 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 5 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 6 Special logo placement in the Cocktail Reception area and exclusive sponsor logo on the Cocktail Reception ticket
- 7 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 8 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 9 Logo in the Conference Catalogue and the on-site banners
- 10 Marketing materials can be distributed at the reception area
- 11 Announcement of the Cocktail Reception Sponsor in the conference rooms at the end of the last session before the Cocktail Reception (Chairs will be informed; organizer cannot guarantee announcement)

Lunch (2 Available) ----- RMB 150,000/two; 100,000/one

- 1 One speaking or chairing opportunity in parallel session
- 2 Opportunity to play a 5 minutes PowerPoint or video presentation during lunch
- 3 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 4 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 5 Special logo placement for the sponsor in the lunch area and exclusive sponsor logo on the lunch ticket
- 6 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 7 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 8 Logo in the Conference Catalogue and the on-site banners
- 9 Marketing materials can be distributed at the reception area
- 10 Announcement of the Lunch in the conference room(s) at the end of the last session before lunch (Chairs will be informed; organizer cannot guarantee announcement)

赞助方案

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招待酒会 (8月26日) (独家) ----- RMB 150,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在招待酒会安排3分钟的致词
- 3 在招待酒会开始前播放5分钟的公司介绍幻灯片或视频短片
- 4 提供国际展区9平米展位或国内展区18平米展位
- 5 3个免费参会名额和5个免费参观展览名额
- 6 在招待酒会区域放置公司logo，并在招待酒会入场券上放置独家公司logo
- 7 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 8 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 9 会刊和会议现场宣传品中放置公司logo
- 10 在大会注册区域放置企业宣传资料
- 11 主持人在招待酒会开始前的论坛结尾宣布赞助商（组委会将告知主持人，但无法保证主持人一定会宣布）

午餐 (2次机会) ----- RMB 150,000/2次; 100,000/次

- 1 在大会分论坛中安排发言或主持机会
- 2 在午餐时播放5分钟的公司介绍幻灯片或视频短片
- 3 提供国际展区9平米展位或国内展览18平米展位
- 4 3个免费参会名额和5个免费参观展区名额
- 5 在午餐区域放置公司logo，并在午餐券上放置独家公司logo
- 6 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 7 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 8 会刊和会议现场宣传品中放置公司logo
- 9 在大会注册区域放置企业宣传资料
- 10 主持人在午餐开始前的论坛结尾宣布午餐赞助商（组委会将告知主持人，但无法保证主持人一定会宣布）



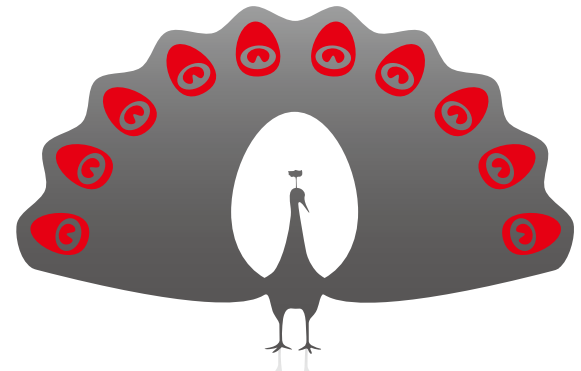
Sponsorship Package

Registration Centre (1 Available)-----RMB 200,000

- 1 One speaking or chairing opportunity in parallel session
- 2 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 3 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 4 Exclusive sponsor logo on the backdrop of the registration center
- 5 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 6 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 7 Logo in Conference Catalogue
- 8 Logo on the on-site banners
- 9 Marketing materials can be distributed at the reception area

Carpet (1 Available) -----RMB 200,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 3 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 4 Exclusive sponsor logo on the carpet guiding the way between the exhibition and conference area
- 5 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 6 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 7 Logo in the Conference Catalogue
- 8 Logo on the on-site banners
- 9 Marketing materials can be distributed at the reception area



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注册中心 (独家) ----- RMB 200,000

- 1 在大会分论坛中安排发言或主持机会
- 2 提供国际展区9平米展位或国内展区18平米展位
- 3 3个免费参会名额和5个免费参观展览名额
- 4 在注册中心背板上放置独家公司logo
- 5 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 6 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 7 会刊中放置公司logo
- 8 在会议现场宣传品上放置公司logo
- 9 在大会注册区域放置企业宣传资料

地毯 (独家) ----- RMB 200,000

- 1 在大会分论坛中安排发言或主持机会
- 2 提供国际展区9平米展位或国内展区18平米展位
- 3 3个免费参会名额和5个免费参观展览名额
- 4 展览会场至会议会场走道的地毯上放置独家公司logo
- 5 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 6 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 7 会刊中放置公司logo
- 8 在会议现场宣传品上放置公司logo
- 9 在大会注册区域放置企业宣传资料



Sponsorship Package

Internet Area (1 Available) ----- RMB 150,000

- 1 One speaking or chairing opportunity in parallel session
- 2 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 3 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 4 Exclusive sponsor logo in the internet area
- 5 Exclusive sponsor logo on the desktop of all PCs within the internet area
- 6 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 7 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 8 Logo in the Conference Catalogue
- 9 Logo on the on-site banners
- 10 Marketing materials can be distributed at the reception area

Conference Proceedings (1 Available)----- RMB 100,000

- 1 One speaking or chairing opportunity in parallel session
- 2 Exclusive sponsor logo on the front cover of the conference proceedings
- 3 One page ad in the conference proceedings
- 4 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 5 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 6 Logo in the Conference Catalogue
- 7 Logo on the on-site banners
- 8 Marketing materials can be distributed at the reception area
- 9 3 complimentary conference delegate passes, and 5 complimentary exhibition passes



赞助方案

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上网区 (独家) ----- RMB 150,000

- 1 在大会分论坛中安排发言或主持机会
- 2 提供国际展区9平米展位或国内展区18平米展位
- 3 3个免费参会名额和5个免费参观展览名额
- 4 上网区放置独家公司logo
- 5 上网区所有电脑的桌面图片设置独家公司logo
- 6 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 7 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 8 会刊中放置公司logo
- 9 在会议现场宣传品上放置公司logo
- 10 在大会注册区域放置企业宣传资料

大会论文集 (独家) ----- RMB 100,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在论文集封面独家放置公司logo
- 3 论文集内页广告 (一页)
- 4 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 5 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 6 会刊中放置公司logo
- 7 在会议现场宣传品上放置公司logo
- 8 在大会注册区域放置企业宣传资料
- 9 3个免费参会名额和5个免费参观展览名额



Sponsorship Package

Delegate Bag (1 Available)----- RMB 100,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 Insertion of company's marketing materials (one piece, A4) into delegate bags
- 3 Exclusive sponsor logo on the delegate bag
- 4 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 5 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 6 Logo in the Conference Catalogue
- 7 Logo on the on-site banners
- 8 Marketing materials can be distributed at the reception area
- 9 3 complimentary conference delegate passes, and 5 complimentary exhibition passes

VIP Cigar Lounge (1 Available) ----- RMB 80,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 3 Special logo placement within the VIP Cigar & Wine Lounge
- 4 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 5 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 6 Logo in the Conference Catalogue
- 7 Logo on the on-site banners
- 8 Marketing materials can be distributed at the reception area
- 9 3 complimentary conference delegate passes, and 5 complimentary exhibition passes
- 10 The sponsor has the right to sell cigars within the VIP Cigar & Wine lounge

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会议用包 (独家) ----- RMB 100,000

- 1 在大会分论坛中安排发言或主持机会
- 2 将企业宣传资料 (1页A4纸) 放入会议用包
- 3 在会议用包上印制独家公司logo
- 4 大会官方网站上放置公司logo和链接, 并在赞助商页面放置100字以内的公司介绍
- 5 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 6 会刊中放置公司logo
- 7 在会议现场宣传品上放置公司logo
- 8 在大会注册区域放置企业宣传资料
- 9 3个免费参会名额和5个免费参观展览名额

贵宾休息室雪茄赞助 (独家) ----- RMB 80,000

- 1 在大会分论坛中安排发言或主持机会
- 2 提供国际展区9平米展位或国内展区18平米展位
- 3 在雪茄 & 酒贵宾休息室放置公司logo
- 4 大会官方网站上放置公司logo和链接, 并在赞助商页面放置100字以内的公司介绍
- 5 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 6 会刊中放置公司logo
- 7 在会议现场宣传品上放置公司logo
- 8 在大会注册区域放置企业宣传资料
- 9 3个免费参会名额和5个免费参观展览名额
- 10 赞助商可在雪茄 & 酒贵宾休息室销售雪茄



Sponsorship Package

Notebook & Pen (1 Available) ----- RMB 80,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 Exclusive sponsor logo on the cover of notebook and each page
- 3 Exclusive sponsor logo on the pen
- 4 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 5 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 6 Logo in the Conference Catalogue
- 7 Logo on the on-site banners
- 8 Marketing materials can be distributed at the reception area
- 9 2 complimentary conference delegate passes, and 4 complimentary exhibition passes

Water Bottle (1 Available) ----- RMB 80,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 Exclusive sponsor logo on water bottles to be provided to the delegates during the show
- 3 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 4 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 5 Logo in the Conference Catalogue
- 6 Logo on the on-site banners
- 7 Marketing materials can be distributed at the reception area
- 8 2 complimentary conference delegate passes, and 4 complimentary exhibition passes

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笔记本 & 笔 (独家) ----- RMB 80,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在笔记本封面和内页上印制独家公司logo
- 3 在大会用笔上印制独家公司logo
- 4 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 5 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 6 会刊中放置公司logo
- 7 在会议现场宣传品上放置公司logo
- 8 在大会注册区域放置企业宣传资料
- 9 2个免费参会名额和4个免费参观展览名额

大会用水 (独家) ----- RMB 80,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在大会用水瓶上印制独家公司logo
- 3 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 4 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 5 会刊中放置公司logo
- 6 在会议现场宣传品上放置公司logo
- 7 在大会注册区域放置企业宣传资料
- 8 2个免费参会名额和4个免费参观展览名额



Sponsorship Package

Badge (1 Available) ----- RMB 80,000

- 1 One speaking or chairing opportunity in a parallel session
- 2 Exclusive sponsor logo on the badge
- 3 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 4 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 5 Logo in the Conference Catalogue
- 6 Logo on the on-site banners
- 7 Marketing materials can be distributed at the reception area
- 8 2 complimentary conference delegate passes, and 4 complimentary exhibition passes

Lanyard (1 Available) ----- RMB 80,000

- 1 One speaking or chairing opportunity in parallel session
- 2 Exclusive sponsor logo on lanyard
- 3 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 4 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 5 Logo in the Conference Catalogue
- 6 Logo on the on-site banners
- 7 Marketing materials can be distributed at the reception area
- 8 2 complimentary conference delegate passes, and 4 complimentary exhibition passes

赞助方案

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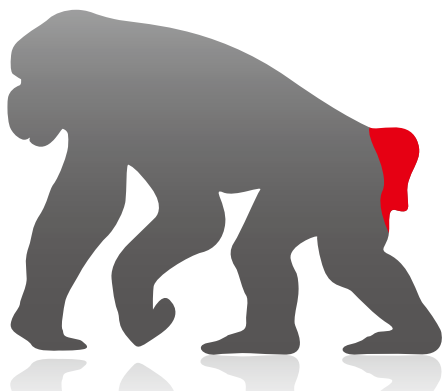
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胸卡 (独家) ----- RMB 80,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在胸卡上印制独家公司logo
- 3 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 4 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 5 会刊中放置公司logo
- 6 在会议现场宣传品上放置公司logo
- 7 在大会注册区域放置企业宣传资料
- 8 2个免费参会名额和4个免费参观展览名额

挂绳 (独家) ----- RMB 80,000

- 1 在大会分论坛中安排发言或主持机会
- 2 在挂绳上印制独家公司logo
- 3 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 4 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 5 会刊中放置公司logo
- 6 在会议现场宣传品上放置公司logo
- 7 在大会注册区域放置企业宣传资料
- 8 2个免费参会名额和4个免费参观展览名额



Sponsorship Package

Sponsored Speech ----- RMB 50,000 each

- 1 One speaking opportunity in a parallel session
- 2 Special logo placement within the sponsored session
- 3 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 4 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 5 Logo in the Conference Catalogue
- 6 Logo on the on-site banners
- 7 Marketing materials can be distributed at the reception area
- 8 2 complimentary conference delegate passes, and 3 complimentary exhibition passes

VIP Wine Lounge (1 Available) ----- RMB 40,000

- 1 One speaking or chairing opportunity in parallel session
- 2 9 m² booth at the international or 18 m² booth at the domestic exhibition area
- 3 Special logo placement within the VIP Cigar & Wine Lounge
- 4 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 5 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 6 Logo in the Conference Catalogue
- 7 Logo on the on-site banners
- 8 Marketing materials can be distributed at the reception area
- 9 2 complimentary conference delegate passes, and 4 complimentary exhibition passes
- 10 The sponsor has the right to promote and provide the wines (free of charge to the delegates) within the VIP Cigar & Wine Lounge

赞助方案

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论坛 ----- RMB 50,000/个

- 1 在大会分论坛中安排发言机会
- 2 在赞助论坛的会议室放置公司logo
- 3 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 4 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 5 会刊中放置公司logo
- 6 在会议现场宣传品上放置公司logo
- 7 在大会注册区域放置企业宣传资料
- 8 2个免费参会名额和3个免费参观展览名额

贵宾休息室酒赞助 (独家) ----- RMB 40,000

- 1 在大会分论坛中安排发言或主持机会
- 2 提供国际展区9平米展位或国内展区18平米展位
- 3 在雪茄&酒贵宾休息室放置公司logo
- 4 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 5 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 6 会刊中放置公司logo
- 7 在会议现场宣传品上放置公司logo
- 8 在大会注册区域放置企业宣传资料
- 9 2个免费参会名额和4个免费参观展览名额
- 10 赞助商可在雪茄&酒贵宾休息室向参会嘉宾推广和免费提供酒



Sponsorship Package

Coffee & Tea Break (3 Available)----- RMB 30,000 each

- 1 Special logo placement in the Coffee & Tea break area
- 2 Logo and link on MARCOM official website, and a 100-word company description on sponsor page of the website
- 3 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 4 Logo in the Conference Catalogue
- 5 Logo on the on-site banners
- 6 Marketing materials can be distributed at the reception area
- 7 Announcement of the Coffee & Tea Break in the conference room(s) at the end of the last session before the Coffee & Tea break (Chairs will be informed; organizer cannot guarantee announcement)
- 8 1 complimentary conference delegate passes, and 2 complimentary exhibition passes

Digital Product -----RMB 30,000

- 1 9 m² booth in the exhibition area
- 2 Logo and link on MARCOM official website, and a 100-word company description on sponsor page on the website
- 3 Logo on MARCOM brochure, newsletters, and ads in the MARCOM media partners' publication
- 4 Logo in the Conference Catalogue
- 5 Logo on the on-site banners
- 6 Marketing materials can be distributed at the reception area
- 7 2 complimentary conference delegate passes, and 4 complimentary exhibition passes
- 8 Sponsor's products will be included into the lucky draw

赞助方案

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茶歇 (3次机会) ----- RMB 30,000/次

- 1 在茶歇区域放置公司logo
- 2 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 3 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 4 会刊中放置公司logo
- 5 在会议现场宣传品上放置公司logo
- 6 在大会注册区域放置企业宣传资料
- 7 主持人在茶歇开始之前的论坛结尾宣布茶歇赞助商
(组委会将告知主持人，但无法保证主持人一定会宣布)
- 8 1个免费参会名额和2个免费参观展览名额

数码产品 ----- RMB 30,000

- 1 提供展区9平米展位
- 2 大会官方网站上放置公司logo和链接，并在赞助商页面放置100字以内的公司介绍
- 3 在大会宣传册、电子简讯及合作媒体的广告上放置公司logo
- 4 会刊中放置公司logo
- 5 在会议现场宣传品上放置公司logo
- 6 在大会注册区域放置企业宣传资料
- 7 2个免费参会名额和4个免费参观展览名额
- 8 赞助商产品将作为抽奖环节的礼品



Sponsorship Package

Note:

- 1 Speaking & chairing opportunities are subject to organizer's arrangement.
- 2 Sponsor's ppt & video has to be prepared by sponsor and approved by the organizer before being played.
- 3 All sponsors videos will be repeated until the session starts.
- 4 Sponsor companies should provide the marketing materials for distribution.
- 5 Sponsor companies should provide the advertisement design in a digital version.

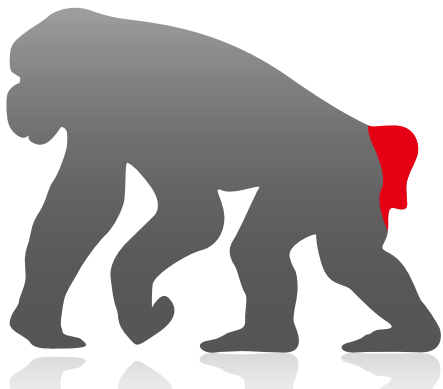
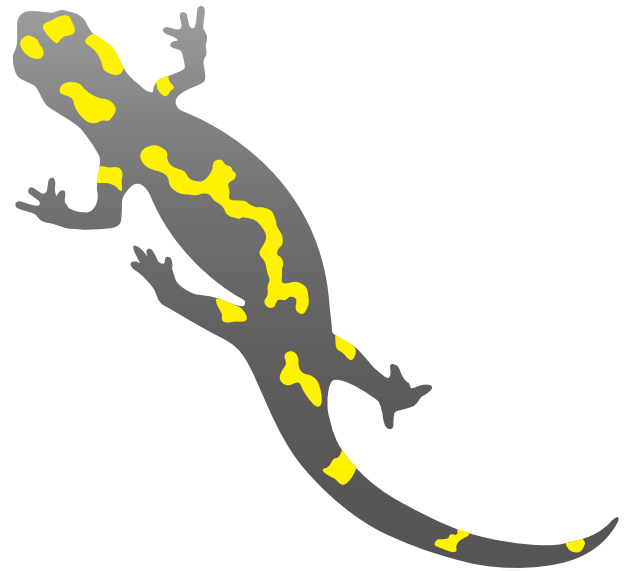
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备注:

- 1 所有发言和主持机会需听从组委会的安排
- 2 幻灯片和视频内容须由赞助商提供, 并由组委会确认
- 3 赞助商视频内容在论坛开始前将循环播放
- 4 企业宣传资料须由赞助商提供
- 5 赞助商广告内容由赞助商自行设计并提交给组委会



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