

# 2008 Green Building and Energy Efficiency International Conference: Green Communities, Green Future

September 18-20, 2008  
Shanghai World Financial Center, Shanghai, China

## Sponsorship Programs

### Overview

#### Sponsorship Levels:

- I. **Presenting Partner: \$50,000 (3 available)**
  - VIP Dinner Sponsor
  - Networking Luncheon Sponsor
  - Viewing Deck Cocktail Reception Sponsor
- II. **Diamond Sponsor: \$25,00 (5 available)**
- III. **Platinum Sponsor: \$18,000 (6 available)**
- IV. **Gold Sponsor, Exhibit Sponsor: \$10,000**

**Exclusive Offer:** *Sponsors for this year's event will receive a special discount on next year's China Green Building and Energy Efficiency conference, when committing to equal or higher sponsorship levels. The 2009 event will be further expanded, with more exhibit space, panel sessions and attendees.\* The discount amount will be 10% of your 2008 sponsorship in U.S. dollars. (For example, if you are a Diamond Sponsor for the 2008 event, your 2009 sponsorship contribution will be deducted by US\$3,000, when you commit to Diamond Sponsorship or higher levels.) Offer expires on January 1, 2009.*

#### **\$50,000 (RMB 375,000) Presenting Partner (3 available)**

1. **VIP Dinner Sponsor** – Receive all of the below benefits, plus recognition as the sponsor of the event's VIP dinner on September 17, 2008. Opportunity to deliver welcome remarks and gain visibility with exclusive group of dignitaries and speakers.
2. **Networking Luncheon Sponsor** – Receive all of the below benefits, plus recognition as the sponsor of the extended Networking Luncheon on Day 1. Logo presence throughout booth and exhibit area and opportunity to introduce a conference keynote speaker, to gain visibility with entire conference attendance.
3. **Viewing Deck Cocktail Reception Sponsor** – Receive all of the below benefits, plus recognition as the sponsor of the Day 1 Viewing Deck Networking Cocktail Reception. Opportunity to deliver welcome remarks at reception and introduce a conference keynote speaker to gain visibility with entire conference attendance.

#### Pre-Event

- Logo placement in all marketing collateral (in both English and Chinese), invitations, event-related MHC web sites, press releases and event promotional ads
- A full-page ad in *GreenSource* regular issue
- A full-page ad in *Architectural Record* China edition (published three times a year, circulation 10,000 targeting architects and engineers in mainland China)

#### At the Event

- **Recognized as the event sponsor for above event.**
- **Complimentary registrations for 10<sup>†</sup>**
- **First pick for table top display area** at the conference, open to heavy traffic during the entire event, including at break times & lunch (which will be held in the exhibit area).
- Logo inclusion in event promotional signage

- Logo inclusion and a 150-word company overview in the event program guide
- A full-page ad in the event program guide
- Event MC "thank-you" at the conference to recognize your organization's support

#### Post-Event

- Event attendee list for one time mailing
- Featured interview in post-conference Thought Leadership White Paper, plus 250 complimentary copies (in English and Chinese) for distribution to clients.

### **\$25,000 (RMB 187,500) Diamond Sponsor (5 available)**

#### Pre-Event

- Logo placement in all marketing collateral (in both English and Chinese), invitations, event-related MHC web sites, press releases and event promotional ads
- A full-page ad in *GreenSource* regular issue
- A full-page ad in *Architectural Record* China edition (published three times a year, circulation 10,000 targeting architects and engineers in mainland China)

#### At the Event

- **Opportunity to introduce one plenary session's moderator and panelists. Gain visibility to entire conference attendance.**
- Complimentary registrations for 6<sup>†</sup>
- Table top display area at the conference, open to heavy traffic during the entire event
- Logo inclusion in event promotional signage
- Logo inclusion and a 100-word company overview in the event program guide
- Event MC "thank-you" at the conference to recognize your organization's support

#### Post-Event

- Event attendee list for one time mailing

### **\$18,000 (RMB135,000) Platinum Sponsor**

#### Pre-Event

- Logo placement in both English and Chinese marketing collateral, event-related MHC web sites, and event promotional ads
- A full-page ad in *GreenSource* magazine

#### At the Event

- **Opportunity to introduce breakout session panel moderator and panelists. High visibility to targeted portion of conference attendance.**
- Complimentary registrations for 4<sup>†</sup>
- Booth display area at the conference, open to heavy traffic during the entire event
- Logo inclusion in event promotional signage
- Logo inclusion and a 100-word company overview in the event program guide

### **\$10,000 (RMB675,000) Gold Sponsor**

#### Pre-Event

- Logo placement in both English and Chinese marketing collateral and event-related MHC web sites
- A full-page ad in *Architectural Record* China edition

#### At the Event

- Complimentary registrations for 2<sup>†</sup>
- Table top display area at the conference
- Logo inclusion in event promotional signage
- Logo inclusion and a 50-word company overview in the event program guide

#### Post-Event

- *See above*

<sup>†</sup> All sponsors can register additional attendees beyond the allotted complimentary registrations at a 40% discount