

Sponsorship

For

China IT Service Summit 2005

New York, USA

Aug 11, 12

Welcome Sponsors!

The China IT Service Summit 2005 is to be hosted by International Executive Association and supported by Ministry of Science & Technology, Ministry of Foreign Trade & Economic Cooperation, Ministry Information & Industry and Ministry of Education of P.R. China. It will be held at New York, U.S.A from Aug 11 to 12. Top government officials from both China and U.S.A are all paying close attentions and give great support to “China Outsourcing Summit”. Many of them will attend the forum.

Three features put The China IT Service Summit above and beyond other conferences and forums. First, our focus on China IT explores an area that, despite well documented existing and potential economic growth, is still misunderstood by those lacking in firsthand experience. Second, the Summit has a strong emphasis on interactivity among the speakers as well as a robust dialogue between the audience and speakers. Finally, we focus on the realities of today’s business environment and the opportunities for the future; thus, we invite leaders in the business world on both sides of the Pacific to share their experiences and insights as speakers and panelists.

China IT Service Summit 2005 draws the largest gathering of the IT service business community: government decision makers, executives (buyers and vendors), entrepreneurs, analysts, venture capitalists, attorneys, and others with responsibility for leveraging China IT services into a global thriving business. Your sponsorship positions your company as a global business thought-leader especially in the Global IT service business (as you rub shoulders with the best and brightest practitioners in global IT Industry), and gives your company the unique opportunity to sell your groundbreaking strategies and insight vision to an executive audience, while reaffirming your leadership in the global IT service community.

In addition, workshops and breakout sessions devoted to specific topics will allow participants to conduct an in-depth dialog and roadmap with their colleagues on the most pressing issues related to next big thing in IT – China Outsourcing.

Levels of participation include:

- » Platinum Sponsorship
- » Gold Sponsorship
- » Silver Sponsorship
- » VC/Start-up Package

Participation is allocated on a space-available basis, so reserve your space today. Contact your account manager for further event details.

Lynn Zhang
China IT Service Summit 2005
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Platinum Sponsorship

The Platinum Sponsorship positions your company as a thought-leader in the China IT Outsourcing business community. Limited to four sponsors, the Platinum Sponsorship sets your company apart, and gives you preferred access to conference attendees as well as those who visit the conference web site or are targeted by the direct mail campaign.

Keynote

One 45-minute executive keynote
Opportunity to hang banner in keynote ballroom
Opportunity to distribute materials in ballroom during the keynote
Listing and logo placement in conference program as keynote sponsor

Pre and Post Show Marketing

Two (2) time use of opt-in China Outsourcing Summit attendee postal list through a third party bonded mail house (one pre, one post conference) [processing fee plus format and shipping charges to be paid by organizer]

- » Sponsor logo prominently displayed on Summit welcome banner (banner will be displayed over keynote stage)
- » Sponsor logo on all conference marketing materials
- » Name included on all Summit email blasts
- » Logo placement and link on China Outsourcing Summit web site.
- » Banner ad on conference home page
- » Sponsorship of one email blast (selection on a first-come, first serve basis)

Event Marketing

Opportunity to distribute materials at the conference

- » Thirty (30%) Discounted passes for employees, partners and customers
- » Eight (8) full Summit passes
- » One (1) full page four color ad in Summit Program Book
- » Listing and logo placement in Summit program as a Platinum sponsor

Details

Number of sponsors: 5
Price: \$30,000

Gold Sponsorship

The Gold Sponsorship distinguishes your company as a leading participant in the China IT Outsourcing business community. A Gold Sponsorship offers preferred access to conference attendees and web site visitors.

Panel

Participation in one 45-minute panel
Opportunity to Sponsor Breakfast/Break (First come, first served)
Official sponsor of a breakfast or morning/afternoon break
Opportunity to hang banner during breakfast/break
Opportunity to distribute materials during breakfast/break

Pre and Post Show Marketing

Two (2) time use of opt-in Summit attendee postal list through a third party bonded mail house (one pre, one post conference)
[processing fee plus format and shipping charges to be paid by organizer]
» Name included on all email blasts
» Sponsor logo prominently displayed on Summit sponsor signage (in front of keynote hall).
» Sponsor logo on all Summit marketing materials
» Logo placement and link on China Outsourcing Summit web site

Event Marketing

One (1) half-page ad in Summit Program Book
» Thirty percent (30%) Discounted passes for employees, partners and customers
» Six (6) full Summit passes
» Opportunity to distribute materials at the Summit
» Listing and logo placement in conference program as a sponsor

Details

Number of sponsors: 5
Price: \$20,000

Silver Sponsorship

The Silver Sponsorship identifies your company as an active participant in the China Outsourcing business community.

Panel

Opportunity to participate on a panel (where available)

Pre and Post Show Marketing

- » Sponsor logo on all conference marketing materials
- » Logo placement and link on China Outsourcing Summit web site home page
- » Post-show use of opt-in postal attendee list

Event Marketing

- » Four (4) full Summit passes
- » Listing and logo placement in Summit program as a sponsor

Details » Number of sponsors: 5
» Price: \$10,000

VC / Start-up Package

VC / Start-up Package

- » Two (2) full Summit passes
- » Table top display for one day of the event (table top is used for display of signage only)

Details

Number of sponsors: 2
Price: \$5,000

Other Sponsorship Opportunities

In addition to the Co-Host, Platinum, Gold, and Silver opportunities, other sponsorship opportunities may be of interest to you. For complete pricing details on these other sponsorship opportunities, please contact us at sponsors@ieusa.org.

Evening Networking Reception

An exclusive opportunity to host/sponsor the Evening Networking Reception held at the end of the first day of the Summit. Benefits include:

- Opportunity to hang banner in Reception room/suite
- Opportunity to distribute materials in ballroom during the keynote
- Listing and logo placement in conference program as Reception sponsor

Summit Lunch

Host/sponsor one of the two Summit lunches. Benefits include:

- Opportunity to hang banner in lunch area
- Opportunity to distribute materials during Lunch in lunch area
- Listing and logo placement in conference program as Lunch sponsor

Summit T-Shirt

Non-exclusive: Company name/logo displayed on China Outsourcing Summit 2005 T-shirt, with distribution to summit attendees. (Basic white T-shirt, with company logo on back.)

Exclusive Sponsorship: An exclusive opportunity to sponsor the summit T-shirt, with your corporate name/logo displayed on the summit T-shirt, and distributed to summit attendees. Includes basic white T-shirt, single color print with company logo on front, summit logo on back. Sponsor is responsible for production costs.)

Conference Badge Holder

An exclusive opportunity to sponsor the Summit Badge Holder and have your company name/logo prominently displayed on the badge holder used by Summit attendees. (Sponsor is responsible for production costs.)

Conference Lanyard

An exclusive opportunity to sponsor the Summit Lanyard and have your company name/logo prominently displayed on the lanyard used by Summit attendees. (Sponsor is responsible for production costs.)