

**China Civil Aviation Development Forum 2012**  
**Cooperation, Innovation, Imagination lead to common**  
**prosperity**

May 23-24, 2012

China World Summit Wing, Beijing, China

**Corporate Sponsorship Package**

Prepared by:  
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## **CHINA CIVIL AVIATION DEVELOPMENT FORUM 2012 SPONSORSHIP PACKAGE**

### **■ Background**

The annual China Civil Aviation Development Forum is the highest-level government sponsored official aviation forum in China. CAAC is committed to the success of this Forum. Although there are many symposiums on civil aviation in China organized by various outside meeting organizers, this Forum is the only official one under the direct control of CAAC.

Forums have been held in May of each year beginning in 2007 with the support of CAMIC. The first Forum attracted 350 high-level participants from all over the world. The numbers increased each year to over 600 in 2011. The 2012 Forum is likely to be even larger. The Forum will provide many insights into priorities for Chinese government investment and development in civil aviation based on the 12<sup>th</sup> Five Year Plan. Many of the speakers will be high level government officials in charge of sections of the Plan. The Summit will be held in the new China World Summit Wing, the tallest building in Beijing.

### **■ Invitation**

We are pleased to present international aviation companies, organizations, universities, and other stakeholders with this invitation for corporate sponsorship of the 2012 Forum. The benefits of sponsorship represent an excellent opportunity to receive corporate recognition and engage with

# China Civil Aviation Development Forum 2012

Chinese and other policy makers and business leaders in a focused and personalized setting. Our sponsors are viewed by CAAC and CAMIC as partners and stakeholders. Whether your objective is business development, brand recognition, networking, or client retention, we will work with you to find a solution to meet your needs.

## ■ Recent Year Sponsors



## Opportunities for Sponsorship

### I. Platinum Level Sponsor

- a) Your company logo will be placed prominently on the Forum backdrop and on the front cover of the Forum materials; logo placement on the Forum website with a hyperlink to your corporate website.
- b) Your company will receive five (5) individual registrations to attend the Forum.
- c) Your company will receive one exhibition space for displays in a prime location (of appropriate size).
- d) Your company advertisement video (maximum 60 seconds) will be played during coffee/tea breaks.
- e) Your company will receive a corporate introduction included in Forum materials (one page limit).

### II. Gold Level Sponsor

- a) Your company logo will be placed prominently on the Forum backdrop.
- b) Your company logo will be placed on the front cover of the Forum materials.
- c) Your company logo will be placed on the Forum website with a hyperlink to your corporate website.
- b) Your company will receive three (3) individual registrations to attend the Forum.
- c) Your company's advertisement video (maximum 40 seconds) will be played during coffee/tea breaks.

### III. Silver Level Sponsor

- a) Your company will receive one exhibition space for displays in an appointed location (of appropriate size).
- b) Your company will receive two (2) individual registrations to attend the Forum.
- c) Your company's advertisement video (maximum 40 seconds) will be played during coffee/tea breaks.
- d) Your company will receive a corporate introduction included in Forum materials (one page limit).
- e) Your company logo will be placed on the Forum website with a hyperlink to your corporate website.

### IV. Speech Opportunity

- a) Your company will receive a speech opportunity (15 minutes. Subject must be approved by the Organizing Committee).
- b) Your company will receive two (2) individual registrations to attend the Forum (for speaker plus one other person).

\*NOTE: In the past we have found that except for airline and airport operators, we are getting a lot of requests to speak. However, the delegates' interest in hearing speeches in other categories is limited. So we are adjusting prices in order to better balance supply and demand.

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## **V. Gala Dinner Host**

- a) Your company logo will be placed prominently on the Forum backdrop and on the front cover of the Forum materials.
- b) Your company representative will be seated at the head table and will have an opportunity to welcome the guests during the dinner (5 minutes).
- c) Your company will receive three (3) individual registrations to attend the Forum.
- d) Your company's name (as gala dinner host) shall be given clear recognition in the agenda.
- e) A card with your company's name will be placed on each dinner table.
- f) Forum organizers will put a pull-up banner with your company's name (as gala dinner host) in the dinner area.

## **VI. Luncheon Host — Day One**

- a) Your company logo will be placed prominently on the Forum backdrop and on the front cover of the Forum materials.
- b) Your company representative will be seated at the head table and will have a speaking opportunity during the lunch (5 minutes).
- c) Your company will receive two (2) individual registrations to attend the Forum.
- d) Your company's name (as luncheon host) shall be given clear recognition in the agenda.
- e) A card with your company's name will be placed on each lunch table.
- f) Forum organizers will put a pull-up banner with your company's name (as luncheon host) in the lunch area.

### **Luncheon Co-Host Day One, with 1 registration**

## **VII. Luncheon Host — Day Two**

- a) Your company representative will be seated at the head table and will have a speaking opportunity during the lunch (5 minutes).
- b) Your company will receive two (2) individual registrations to attend the Forum.
- c) Your company's name shall be given clear recognition in the agenda.
- d) A card with your company's name will be placed on each lunch table.
- e) Forum organizers will put a pull-up banner with your company's name in the lunch area.

### **Luncheon Co-Host Day Two, with 1 registration**

## **VIII. Coffee/Tea Break Host**

- a) Your company's name (as coffee break host) shall be given clear indication in the agenda.
- b) Forum organizers will put a pull-up banner with your company's name (as coffee break host) in the coffee break area.
- c) Your company's name (as coffee break host) will be projected on the screen in the meeting room before and after the coffee break.
- d) A card with your company's name will be placed on each food table.
- e) Your company will receive two (2) individual registrations to attend the Forum.

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## **Coffee/Tea Break Co-Host with 1 registration**

### **IX. Exhibition Space**

- a) Your company will receive one exhibition space for displays in an appointed location (of appropriate size).
- b) Your company will receive two (2) individual passes to attend the Forum plus two (2) passes to staff the exhibition space only.

### **X. USB Memory given to each attendee**

- a) Your company's logo will be printed on the USB Memory which contains all Forum PowerPoint presentations. One is given to each attendee at Forum registration.
- b) Your company will receive two (2) individual registrations to attend the Forum.

### **XI. Cloth Bag given to each attendee**

- a) Your company's logo will be printed on the cloth bag which contains all Forum materials. One is given to each attendee at Forum registration.
- b) Your company will receive two (2) individual registrations to attend the Forum.

### **XII. Your Company Video showing in lobby**

- a) We have large video displays in the lobby. We will play videos provided by your company at any time delegates are present (registration, morning coffee, coffee breaks, lunch break, after last session, etc. Your company must provide the video, 60 seconds maximum.)
- b) Your company will receive one (1) individual pass to attend the Forum.

**The items above are just a few of the potential sponsorship packages. Others can be discussed to meet your needs. We realize that many companies are affected by the global financial crisis, and we are willing to negotiate to find something suitable for your company. But opportunities for sponsorship are limited. Please call or email our bilingual team (Ms. Wang XiaoYan and team) as soon as possible to express your interest in sponsorship.**

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**Mobile: +86 13371619401**
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**Web-site:** [www.ccadf.cn](http://www.ccadf.cn) (Chinese)                      [English.ccadf.cn](http://English.ccadf.cn) (English)