

WGDC 2019 Partnership and Exhibitor Quotation

In order to encourage early birds, 20% discounts will be offered to participants if the contract is signed before Mar. 31 st and 10% discounts by April 30 th .			
Item	Resource	Resource List	Resource Details
Strategic partnership			
Core Resources	Main venue speech	-	One theme speech slot in the morning of the main venue (20 minutes)
	Enterprise parallel forum	-	Speech slots in independent enterprise brand session or 3 theme parallel forums (20 min each), with the session execution service the same with the ones of session partnership
	Strategic partnership title	-	“Strategic partnership” (the only exclusive right in the same field) title, appeared on the official website of the conference, press conferences, pre-conference PR plan and venue (such as display materials in registration area, red carpet signature wall, the background of the interview room, etc.).
	Closed luncheon	-	The closed luncheon (20 people) will be held at the noon of the first day of the conference. Only organizers, guiding institutions, major guests for the main venue and strategic partners will be invited.
Pre-conference exposure	In-depth group profile interview	Content service	Group interview of enterprise figure (five media on site)
		Communication channels	<p>【Group interview media for your reference】 Taibo.cn, autohome.com, CHEYUN.com, NetEase science and technology, Phoenix New Media, Sina science and technology, Caijing.com, China net, CCIDNET, etc.</p> <p>【Taibo.cn】 PC, Web info stream, EDM blast of news and WeChat push</p> <p>[External media] In addition to 5 media on site, 20 media (according to Media List) will be pushing at the same time. There also will be second communications of articles from on-site media.</p>
	Attending press release	Content service	One press release for enterprise attendance (Article provided by enterprise)
		Communication channels	<p>【Taibo.cn】 PC, Web info stream and EDM blast of news</p> <p>【External media】 Twenty external media (according to the Media List) will release the content.</p>
	Brand exposure	Communication path	Brand exposure will go with the overall pr promotion of the conference, 210 days of exposure
		Ad	The conference website or Taibo.cn (A2, A3 optionally) releases Ad of enterprises attending the conference for two weeks
		H5	Promotion of H5 brand image exposure (full page)
		Profile	Enterprise CEO image exposure on conference web
Venue	Brand exposure	Raw booth	One 72M ² raw booth

	in the venue	Main venue exposure	Rotating play of enterprise promotion video (within 3 minutes) before the opening of the main venue event
			The host of the main venue opens the ceremony with acknowledgement
			Award presenting guests in the main venue, toasting guests and award presenting guests in the social dinner.
		Venue ad	Enterprise portable exhibition board and X-shaped exhibition shelf in the registration area and in the front of exhibition area.
			Venue gate ad (Specifications to be determined)
			Venue truss ad (Specifications to be determined)
		Printed materials	Full page ad on Conference Manual
			One copy of bagged materials on site
			Enterprise materials put on the display shelf
	Venue execution	Business communications	Business communication and introductions on site
		Badges	Ten VIP tickets (social dinner included)
			Eight staff badges (work meal included)
			40% discount for extra tickets and 20% discounts for extra sponsorship
		Photography and camera recording	Whole process camera recording of activities in the main venue, parallel sessions and enterprise session and quality profile photography are delivered after the conference
	Shorthand	Whole process shorthand of the site speech, manuscript ready on the same day	
Site report	Speech Content communications	Content service: Press release of speech in the main venue (One sentence summary + 100 words brief + organized shorthand notes + site photographs)	
		Communication channels: 【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Twenty external media (according to the Media List) will release the content	
	Enterprise session content communications	Content service: Press release of speech in Enterprise Session or Parallel Session (One sentence summary + 100 words brief + organized shorthand notes + site photographs)	
		Communication channels: 【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Twenty external media (according to the Media List) will release the content	
Value: USD120,000			

Item	Resource	Resource List	Resource Details
Conference partnership			
Core resources	Main venue speech	-	One theme speech slot in the afternoon of the main venue (20 minutes)
	Raw booth	-	One 36M ² raw booth
PR communications	Speech content communications	Content service	Speech press release (One sentence summary + 100 words brief + organized shorthand notes + site photographs)
		Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Ten external media (according to the Media List) will release the same content
	Attending press release	Content service	One press release for enterprise attendance (Article provided by enterprise)
		Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Ten external media (according to the media list) will release the same content
Brand exposure	Before the Conference	Conference partnership title	The conference website and press conference will be titled with Conference Partner
			The conference website or Taibo.cn releases ad of enterprises attending the conference for two weeks
			Enterprise CEO image exposure on conference web
	Venue	Background display	“Conference partner” title, shown in the venue background board and display materials
		Main venue exposure	Rotating play of enterprise promotion video (within 3 minutes) before the opening of the main venue event
			The host of the main venue opens the ceremony with acknowledgement
		Venue ad	Enterprise portable exhibition board and X-shaped exhibition shelf in the registration area and in the front of exhibition area.
			Venue truss ad (Specifications to be determined)
Printed materials	One copy of bagged materials on site		
	Enterprise materials put on the display shelf		
On-site execution service	Badges	-	Eight VIP tickets (social dinner included)
			Five staff badges (work meal included)
			30% discount for extra tickets and 20% discounts for extra sponsorship
	Photography and camera recording	-	Whole process camera recording of speeches in the main venue, quality profile photography
Shorthand	-	Whole process shorthand of the site speech, manuscript ready on the same day	
			Value: USD75,000

Item	Resource	Resource List	Resource Details
Session partnership			
Core resources	Enterprise session	-	A half day in the enterprise session venue (the entire venue), the enterprise may decide on the program procedure and directional invitation to certain guests;
PR communications	Present media	-	The organizer invites 10 media to be present
	Session schedule	-	The session schedule will be released on the conference official website and the Conference Manual as well as put up on the schedule board in the venue.
	Exclusive interview	Content service	Taibo to conduct an exclusive interview, and one profile interview will be published on the front page of Taibo.cn;
		Communication channels	【Taibo.cn】 PC, Web info stream, EDM blast of news and WeChat push 【External media】 Ten external media (according to the Media List) will release the same content
	Session news press	Content service	One press release for the Enterprise Session (Article provided by enterprise)
Communication channels		【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Ten external media (according to the Media List) will release the same content	
Brand exposure	Before the Conference	Session partnership title	The conference website and press conference will be titled with Session Partner The conference website or Taibo.cn releases AD of enterprises attending the conference for one week
		Background display	“Session partner” title, shown in the venue background board and display materials
	Venue	Main venue exposure	Rotating play of enterprise promotion video (within 3 minutes) before the opening of the main venue event
			The host of the main venue opens the ceremony with acknowledgement
		Venue ad	Enterprise portable exhibition board and X-shaped exhibition shelf in the registration area and in the front of exhibition area.
		Printed materials	One copy of bagged materials on site Enterprise materials put on the display shelf
Session execution service	Personnel assistance	-	The sponsor assigns two senior staff and two volunteers to assist in Enterprise Session
	Directional guest invitation	-	One-to-one telephone invitation will be sent and confirmation will be collected according to the venue capacity and the list of to-be-invited enterprises.
	Building	-	The organizer arranges the venue background board building, the venue

		layout arrangement and others (stage building, stage background board, control platform, 1 X-shaped agenda display shelf)
		Enterprises to arrange their own experience area or exhibition area (requirements of the venue shall be met)
Equipment	-	Conference equipment provided by the organizer (page turner, all types of microphones, table flower, signing table, desk sign, pen & notebook, drinking water, etc.)
Documentation		The organizer provides one photographer, one cameraman and one stenographer, responsible for the content and video recording, which will be delivered after the conference.
Badges	-	Eight VIP tickets (social dinner included)
		Five staff badges (work meal included)
		30% discount for extra tickets and 20% discounts for extra sponsorship
Value: USD45,000		

Item	Resource	Resource List	Resource Details
Theme partnership			
Core resources	Parallel session speech	-	One theme speech slot in the parallel session (20 minutes)
	Raw booth	-	One 36M ² raw booth
PR communications	Exclusive interview	Content service	Taibo to conduct an exclusive interview, and one profile interview will be published on the front page of Taibo.cn;
		Communication channels	【Taibo.cn】 PC, Web info stream, EDM blast of news and WeChat push 【External media】 Ten external media (according to the Media List) will release the content.
	Attending press release	Content service	One press release of enterprise attending the conference (provided by the enterprise)
		Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news
	Speech content communications	Content service	Speech press release in the main venue (One sentence summary + 100 words brief + organized shorthand notes + site photographs)
		Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Twenty external media (according to the Media List) will release the content
Brand exposure	Before the Conference	Theme partner title sponsorship	The conference website and press conference will be titled with Theme Partner Taibo.cn releases AD of enterprises attending the conference for one week
	Venue	Background display	Site background board, enterprise text on display materials and logo titled with “theme partner”
			The conference agenda shows the title of the parallel forum, the company and position of the speaker and the moderator.
		Printed materials	Enterprise materials put on the display shelf
On-site Execution	Badges	-	Five VIP tickets (social banquet included)
			Two staff badges (work meal included)
			20% discount for extra tickets and 10% discounts for extra sponsorship
			Value: USD30,000

Resource	Resource List	Amount /USD
Booth		
72M² raw booth	<ul style="list-style-type: none"> •Exhibitors to get a 8mx9m raw booth, to be designed and built by exhibitors; •Business networking service: meetings and introductions •One type of enterprise promotion materials to be placed on the display shelf in the registration area •10 exhibitor badges (work meal included) •2 VIP tickets •Discount for extra tickets: 20% 	22,000
36M² raw booth	<ul style="list-style-type: none"> •Exhibitors to get a 6mx6m raw booth, to be designed and built by exhibitors; •Business networking service: meetings and introductions •One type of enterprise promotion materials to be placed on the display shelf in the registration area •5 exhibitor badges (work meal included) •Discount for extra tickets: 20% 	15,000
3X3 standard booth	<ul style="list-style-type: none"> • Enterprise lintel • Furniture: 1 table (front dimension: 70cm height * 1m width; Two side dimensions: 70cm height *50cm width), 2 folding chairs, 1 dustbin • Lighting: 2 sets of 100w spot light • Power supply: 5A/220V power outlet • Carpet: carpeting inside booth • 2 exhibitor delegate badges (work meal included) • 2 guest tickets 	4,500

Item	Resource	Resource Details
Theme Speech		
Core resources	Speaking slot	One speech slot in the parallel session (20 minutes)
Brand exposure	Parallel session agenda	Conference website, Attending Manual and conference agenda reflect company name, speaker and speech subject
On-site execution service	Venue description	A parallel session venue with the capacity of 200-300 participants Stage background will be built in a unified way The organizer provides 2 conference staff and 2 conference volunteers to assist
	Personnel assistance	Specific personnel will provide conference agenda before the conference, help with business introduction during the conference and material organization after the conference.
	Badges	One VIP ticket and two guest tickets
Speech content communications	Content service	Speech press release (One sentence summary + 100 words brief + organized shorthand notes + site photographs)
	Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 Ten external media (according to the Media List) will release the content.
Value: USD12,000		
Closed salon meeting		
Core resources	VIP closed salon meeting	One VIP conference room (20 people) at disposable (2h)
	VIP guests inviting	Organizer helps enterprises invite 10 guests to attend VIP Salon
On-site execution service	Personnel assistance	The organizer assigns one senior staff to assist in VIP salon arrangements
	Building	The organizer arranges venue layout (1 stage background board)
	Equipment	Conference equipment provided by the organizer (page turner, all types of microphone, table flower, pen & notebook, etc.)
	Documentation	The organizer provides one photographer, one cameraman and one stenographer, responsible for the content and video recording, which will be delivered after the conference.
	Badges	Three VIP tickets (social banquet included)
Two staff badges (work meal included)		
Value: USD15,000		
Strategic release		
Core resources	Strategic release in the main venue	One slot in the strategic release ceremony in the main venue- 40 minutes
PR communications	Releasing schedule	The strategic release schedule will be released on the conference official website and the Conference Manual as well as put up on the schedule board in the venue
	H5 promotion	H5 promotion of exhibitor through WGDC official WeChat account before the event
	News on	Content

	strategic release	service	
		Communication channels	【Taibo.cn】 PC, Web info stream and EDM blast of news 【External media】 30 external media (according to the Media List) will release the same content
Brand exposure	Venue	Venue ad	Enterprise portable exhibition board and X-shaped exhibition shelf in the registration area and in the front of exhibition area.
		Printed materials	Enterprise materials put on the display shelf
On-site execution service	Badges		Five VIP tickets (social dinner included)
			Five staff badges (work meal included)
			20% discount for extra tickets and 20% discounts for extra sponsorship
	Photography and camera recording		Whole process camera recording of speeches in the main venue, quality profile photography
			Value: USD45,000
VIP gift sponsorship			
Core resources	Gift sponsorship		Provide gifts and produce sponsors' logo
Gift specifications	Gift bagging		Organizer provides gift bags in VIP registration area
	Gift specifications		Value not less than USD15/each
	Badges		Two VIP tickets and two guest tickets
			Value: USD7500

Resource	Quantity	Resource Details	Price
Venue ad			
Bottled water ad	20000	The enterprise provides 20,000 bottled water and printed ad, and bottled water will be placed at the main venue, parallel sessions, or seats.	USD7500
Badge ad	10000	The organizer provides all participants with badges, enterprise logo implanted	USD8500
Strap ad	10000	The organizer provides all participants with badge straps, enterprise logo implanted	USD8500
Ad on the back of chairs in the main venue	2000	The organizer provides printed ad materials displayed on back of all seats in the main venue	USD7500
Escalator gate	1	Designed by enterprises	USD6000
Main venue gate	1	Designed by enterprises	USD4500
Parallel session venue gate	6	The only and one entrance gate in parallel session venue, designed by enterprises.	USD2200/each

Column ad	-	Column ad in the main venue	USD650/each column
Ad on the Conference Manual (Amount: 10000 copies)			
Cover II	1	Whole page ad on cover II of the Conference Manual	USD3500
Cover III	1	Whole page ad on cover III of the Conference Manual	USD3000
Inner page	-	Full page ad on a inner page of the Conference Manual	USD1500