

# SPONSORSHIP

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**The 2017 China-U.S. International  
Enterprise and Innovation Expo**

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**Shoo-in Group**



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## IEIE 2017 Mission

The 2017 China - U.S. International Enterprise and Innovation Expo (IEIE) aims to enhance the dialogue between top business talent in China and the US. IEIE invites an international cadre of innovators and entrepreneurs from key industries — finance, technology, media, and real estate — to engage face - to - face in better understanding how to build strong and sustainable business relationships between China and the United States.



**100+**

China and North  
America Institutions



**150+**

International  
Entrepreneurs



**1, 000+**

Innovative  
Thinkers



**1, 000, 0000+**

International  
Impacts

# About the Expo

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The 2017 China-U.S. International Enterprise and Innovation Expo welcomes international entrepreneurs, innovators, experts, and executives from industry-leading firms and institutions in finance, technology, media, and real estate. Traveling from cities throughout China and North America, IEIE attendees will join the global dialogue on future economic development. IEIE will include talks and workshops led by some of the world's most successful business leaders and most innovative thinkers.

IEIE's multi-industry focus provides a unique opportunity for the productive discussion of high-level issues with impact across industries. And attendees will be challenged to engage with professionals with diverse experiences and backgrounds. At IEIE, attendees can expect to discover new ideas and forge lasting partnerships in the unexpected space where different perspectives meet.

*Going Global = Going Digital.* IEIE has partnered with NetEase to further extend the conversation by live streaming portions of the expo around the world.



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## ★ Why Get Involved?

- Before and After the Expo: Promotion and Community Engagement

## ★ Sponsorship Levels

- Platinum
- Gold
- Silver
- Bronze

## Why Get Involved?

This year's expo will bring together over 1,000 entrepreneurs, experts, and thought-leaders from the fields of finance, technology, media, and real estate.

Sponsoring IEIE provides your company a wide array of exposure, while demonstrating your commitment to a stronger and more informed conversation between entrepreneurs, investors, innovators, and professionals with a common interest in the rapidly growing China-US business space.

- *Promote.* Sponsorship is a unique opportunity for you to increase your corporate profile and attract coverage from leading international media outlets and industry publications.

- *Recruit.* IEIE maintains strong relationships with many top American universities. We have asked them to send their best and brightest to the expo. As a sponsor, you will be the first to meet some of the most gifted and innovative new talent around the world.

- *Build.* Sponsorship will put your firm in a strong position to explore and build valuable new partnerships with many leading firms and professionals in attendance.

Opportunities for you to support and contribute to IEIE can be tailored to fit your needs and interests. In addition to the packages below, ask us about: corporate sponsorships, promotional and advertising opportunities, and individual panel, workshop, and event sponsorships.

# Before and After the Expo

## Promotion and Community Engagement

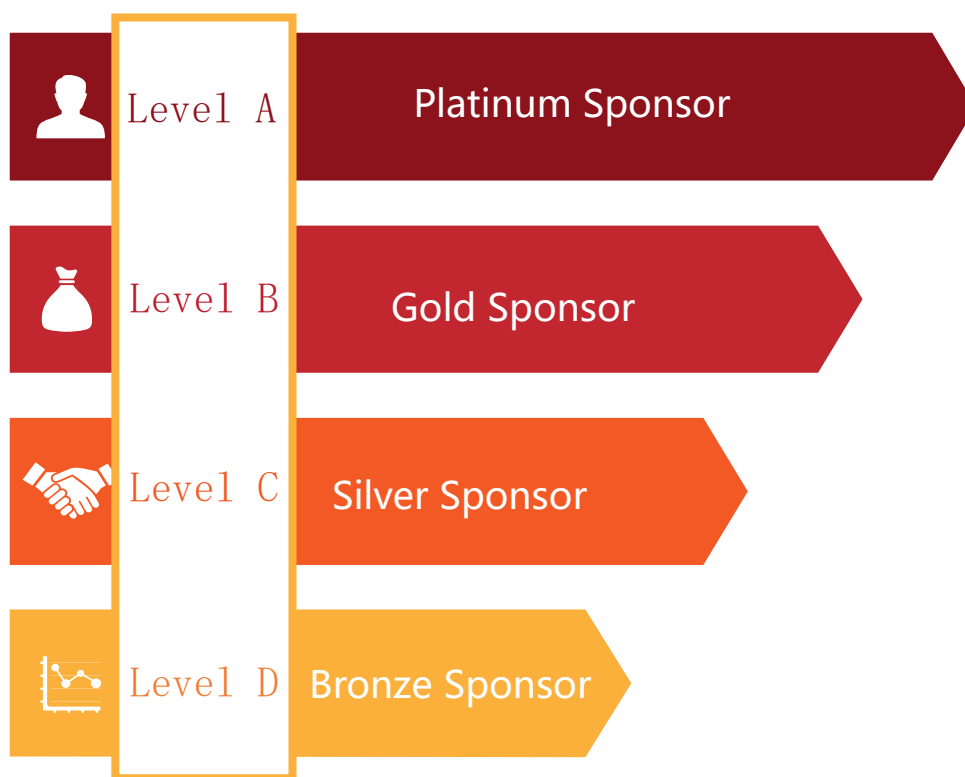
Not only does sponsorship mean exposure to IEIE's 1,000+ attendees, it also means joining the IEIE community that includes multi-stage promotion, partnership, and community engagement programs with marketing formats. These exposures may include:

- *Targeted Email Distribution.* Reaching thousands of contacts at hundreds of firms in the finance, technology, media, and real estate industries.
- *Electronic Newsletter.* Opt-in bilingual digital magazine reaching over thousands of contacts in the Chinese market and thousands of contacts in the US market.
- *Social Media.* Dedicated international social media team promoting on all major US platforms and in China on Sina Weibo (China's premier social media platform with market penetration similar to Twitter in the United States) in coordination with key influencers in target Chinese markets. Expected impressions: 10,000+
- *Traditional Media.* General press releases in addition to targeted high-touch outreach to writers at the key US and Chinese publications including Fox News, The Wall Street Journal, The Boston Globe, and SinoVision, among others.



## Sponsorship Levels

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor (Sponsoring Company)
- Bronze Sponsor (Supporting Company)





# Platinum Sponsor

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- Platinum Sponsor / \$50,000 and above

As a Platinum Sponsor Company, your brand will be featured prominently throughout the event, including in IEIE marketing materials, press releases (including interview opportunities with invited press), event documents, signage, and during welcome messages from IEIE hosts. You will also receive a complementary large Exhibition booth with priority placement.

## For Platinum Sponsors

- Before and after IEIE, up to ten Chinese mainstream media outlets will publicize company's attendance (with inserting company' s logo, company's profiles introduction, and one sentence briefing)
- U.S. mainstream media outlets will distribute press releases, insert both logo and one sentence company introduction (with inserting company' s logo, company 's introduction, and one sentence briefing)
- Before and after IEIE, up to 10 WeChat accounts will publish the event' s article, with inserting company' s logo and one sentence company's briefing.

## BENEFITS CHART

- Complementary delegate registration : 6 tickets
- Complementary tickets to exclusive private cocktail party : 6 tickets
- Introductions: Introduction by IEIE host during private cocktail party; introduction by IEIE host during Day 1 at main venue ; 3 - minute video advert for your company will run as part of the welcome session introduction
  - Advert in IEIE program : 2-page
  - Company's brochure distribution at main venue
  - Inclusion in IEIE materials : company logo on event posters, invitation letters
  - Inclusion in IEIE signage: company logo on step and repeat banners ; company banner displayed at venue entrance during forum days and exhibition day
  - Exhibition: 1 complementary large booth with priority placement near exhibition hall entrance
  - Media: exclusive interviews with select media outlets organized by U.S. and Chinese Media Team



## Gold Sponsor

- Gold Sponsor / \$30,000

As a Gold Sponsor Company, your brand will be featured throughout the event, including in IEIE marketing materials, event documents, and signage. You will also receive a complementary large Exhibition booth.

### For Gold Sponsors

- Before and after IEIE, up to ten Chinese mainstream media outlets will publicize company's attendance (with inserting company' s logo and company's profiles introduction)
- U.S. mainstream media outlets will distribute press releases, insert both logo and one sentence company introduction (with inserting company' s logo and company 's introduction)
- Before and after IEIE, up to 10 WeChat accounts will publish the event' s article, with inserting company' s logo

### BENEFITS CHART

- Complementary delegate registration: 5 tickets
- Complementary tickets to exclusive private cocktail party: 2 tickets
- Advert in IEIE Program: 1-page
- Inclusion in IEIE Materials: company logo on event posters, tickets, invitation letters
- Inclusion in IEIE Signage: company logo on step and repeat banners; company banner and event video displayed at venue entrance during Forum days and Exhibition day
- Exhibition: 1 complementary large booth; company's logo on step and repeat banners

# Silver Sponsor

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- Silver Sponsor (Sponsoring Company) / \$10,000

As a Silver Sponsor Company, your brand will be featured throughout the event, including in IEIE marketing materials, event documents, and signage. You will also receive a complementary Exhibition booth. See Benefits Chart for full details.

## For Silver Sponsors

- Before and after IEIE, up to ten Chinese mainstream media outlets will publicize company's attendance (with inserting company' s logo and company's profiles introduction)
- U.S. mainstream media outlets will distribute press releases, insert both logo and one sentence company introduction (with inserting company' s logo and company 's introduction)
- Before and after IEIE, up to 10 WeChat accounts will publish the event' s article, with inserting company' s logo

## BENEFITS CHART

- Complementary delegate registration: 2 tickets
- Inclusion in IEIE Program: company logo on "Sponsoring Companies" page
- Inclusion in IEIE Materials: company logo on event posters, invitation letters
- Inclusion in IEIE Signage: company logo on step and repeat
- Exhibition: 1 complementary booth

## Bronze Sponsor

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- Bronze Sponsor (Supporting Company) / \$5,000

As a Bronze Sponsor Company, your brand will be featured in the IEIE brochure, on IEIE welcome banners. You will also receive a complementary Exhibition booth. See Benefits Chart for full details.

### BENEFITS CHART

- Complementary delegate registration: 2 tickets
- Inclusion in IEIE Program: company logo on “Supporting Companies”  
page
- Inclusion in IEIE Signage: company logo on welcome banners
- Exhibition: 1 complementary booth

## Other Sponsorship Opportunities

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- Official Partnership Opportunities (details to be discussed with IEIE officials)
  - Hotel & Accommodation Partners
  - Travel partner sponsorships



## Sponsorship Proposal Outline

### STEP

01

**Read the 2017 IEIE information booklet.**

### STEP

02

**Outline marketing requirements and specific business objectives. Don't see what you have in mind? Connect with us! We are happy to work with you to create a customized experience for your organization.**

### STEP

03

**Structure the program and sponsorship arrangements with detailed project planning.**

### STEP

04

**Confirm program details and finalize sponsorship contracts.**

### STEP

05

**Work with your dedicated IEIE coordinator to implement program proposals and ensure a successful event.**

# Application Form

Company Name					
Address					
Website					
Zip Code			Brief Introduction		
First Name		Last Name		Department/Title	
Email			Phone Number		
How did you hear about us ?					
<p>Sponsor Type: <input type="checkbox"/> A Class <input type="checkbox"/> B Class <input type="checkbox"/> C Class <input type="checkbox"/> Other Sponsorship Type</p> <p>Providing specific sponsorship types based on company's request :</p>					
<p>Company's specific requests:</p>					

## Media Partners



The Boston Globe



The Washington Post







## **IEIE Community**

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