SHANGHAI AND THE SURROUNDING REGION

- Population of Shanghai = 18 million
- 4.5 million international visitors per year
- 90 million Chinese visitors per year
- Population of Yangtze Delta Region = 100 million
SHANGHAI EXPO

THE LARGEST EVENT IN HISTORY

• 70 million visits
• RECORD-BREAKING
  211 total participants
• 174 nations
• 37 NGO’s
PAVILION AUDIENCE

PLAZA: 70 million
PAVILION: 5.1 million
VIP SUITE: flexible capacity to meet ALL needs
UNPRECEDENTED OPPORTUNITY TO REACH CHINESE CONSUMERS AND CHINA’S LEADERS

- 80% of visitors between the ages of 15–45
- 78% of visitors will attend with families
- Upwardly mobile Chinese consumers making 40,000 Yuan ($5,700+) per year
- Cell phone users, brand-conscious youth
- Consumers, decision makers, potential visitors to USA
- Fans of American brands and lifestyles
“ME” GENERATION

- Born after 1980
- Current age: 12–27
- Population: 380 million
- Individualistic, fashionable, forward-thinking, realistic
“WE” GENERATION

• Born in the 1960s & 70s
• Current age: 28–47
• Population: 450 million
• Confident, well-off, responsible, family-oriented
BUSINESS TO BUSINESS OPPORTUNITY

- Important PRC Central, Provincial and City officials
- High level corporate executives
- Opinion leaders from all walks of life
KEY POSITIONING OF THE USA PAVILION

- USA Pavilion supported by both American & Chinese governments
- 100% self-funded

THE SECRETARY OF STATE
WASHINGTON
July 18, 2008

Dear Ms. Eliasoph and Mr. Winslow:

Congratulations on establishing Shanghai Expo 2010. The State Department is very pleased that your organization is working to design, raise funds for, and manage a U.S. pavilion at World Expo Shanghai 2010. In light of legal prohibitions against using appropriated funds for a U.S. pavilion, our participation in World Expo Shanghai 2010 would not be possible without the work of organizations such as yours.

Our national pavilion will showcase American culture, values, and business in China’s most dynamic city and reflect the deepening friendship between our two peoples. The Expo will also offer a unique opportunity for U.S. businesses, as well as our states and leading cities, to tell America’s story directly to the Chinese people.

I offer my best wishes for your success.

Sincerely,

Condoleezza Rice
EXPO SITE

Puxi

Pudong

EXPO GATE
AMERICAS ZONE

EXPO GATE
EXPO THEME: BETTER CITY, BETTER LIFE

EXPO SUB-THEMES:
- Blending of diverse cultures in the city
- Economic prosperity in the city
- Innovations of science and technology in the city
- Remodeling of communities in the city
- Interactions between urban and rural areas
OUR GOAL:

The powerful USA Pavilion experience will enable the people of China to forge a positive emotional bond with the USA and its people.
“WE ARE MORE ALIKE THAN DIFFERENT.”
WE SHARE THE SAME VALUES

SUSTAINABILITY

TEAMWORK

HEALTH

CHINESE IN AMERICA
RISING TO THE CHALLENGE

Working together, we can rise to any challenge and positively transform cities and lives.
EXTERIOR PLAZA / ACTIVITY ZONE
In the year 2030, a young, optimistic Chinese-American woman invites us to a concert she has organized to celebrate the amazing changes that have taken place as a result of Expo 2010. On our way to the celebration, we are given an exciting whirlwind tour of a vibrant, healthy American city and experience first-hand the amazing progress that has taken place.

We arrive at the concert and our host surprises us with the news that we are the guests of honor! Because of our commitment to a better future and our efforts to that end, this thriving, beautiful city is a dream realized.
The following slides depict prototype characters and locations. The USA Pavilion creative staff will work closely with pavilion sponsors to incorporate their vision of America 2030 into the pavilion story.
PRE-SHOW THEATER – “AMERICANS RISING TO THE CHALLENGE”
MAIN SHOW THEATER: “WELCOME TO AMERICA 2030!”
MAIN SHOW THEATER: “AMERICAN CITY OF THE FUTURE”
MAIN SHOW THEATER: “CELEBRATE!”
POST SHOW

“How We’ll Get There”

The Post Show will provide a unique opportunity to experience first-hand how the city of the future will come to be. Pavilion sponsors will showcase technologies and products that will improve lives and positively transform American cities.
Retail venue featuring logo merchandise and limited product lines from qualified sponsors.
VIP: Outstanding cuisine from one of America's great kitchens

Plaza: Commercial food service
• Typically American-themed restaurant providing quick service food.
VIP PROGRAM

VIP LOUNGE:
• Business-to-business meetings
• Highly targeted special events
• Meetings with key government leaders
• Internal corporate-related meetings & events
• Hosting celebrities, important government & business leaders, & their families
SPONSORSHIP OPPORTUNITIES

LEVELS OF SPONSORSHIP

• Founding Partners
• Global Partners
• Premier Partners
• Pavilion Partners

Entry level sponsorship begins as low as $250,000
THANK YOU

For more information please contact:

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