



# 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,

A handwritten signature in black ink that reads "Condoleezza Rice". The signature is written in a cursive style.

Condoleezza Rice

# CITY



# EXPO SITE



**Puxi**

**Pudong**

EXPO GATE



# AMERICAS ZONE



EXPO GATE

# USA PAVILION SITE



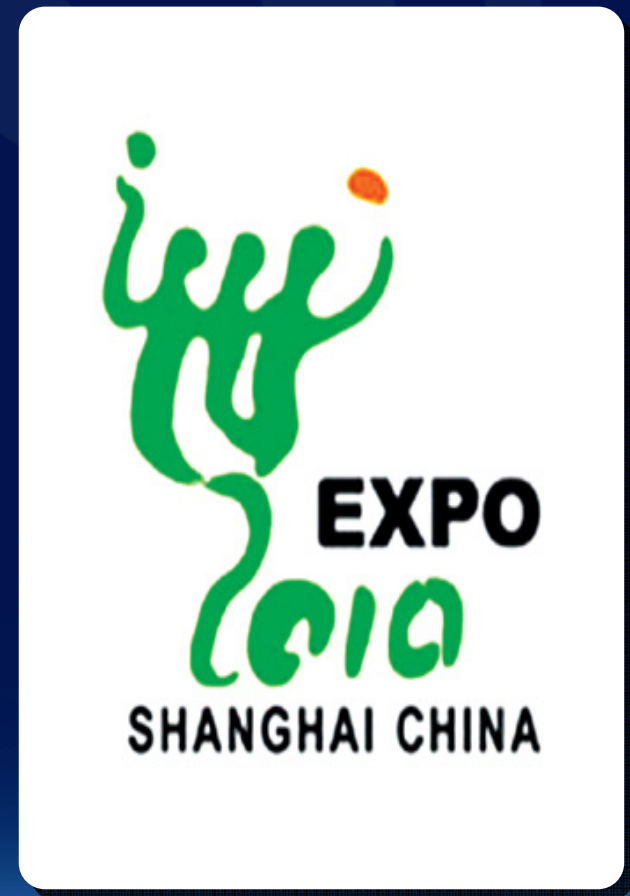
EXPO GATE

**USA**  **PAVILION**  
SHANGHAI EXPO 2010

# 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**



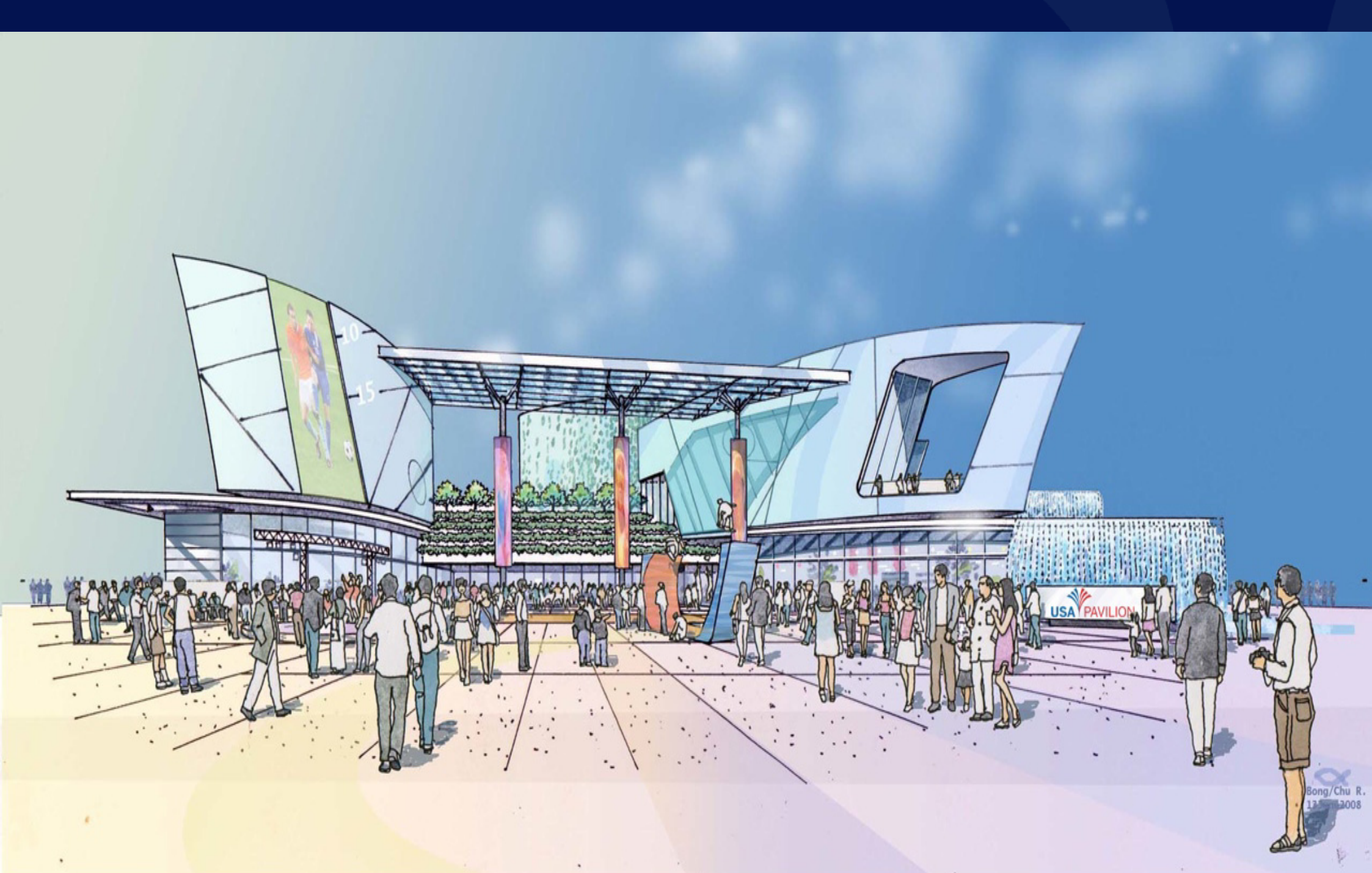
**CHINESE IN AMERICA**



# RISING TO THE CHALLENGE

**Working together, we  
can rise to any  
challenge and  
positively transform  
cities and lives.**







Song/Chu R.  
14 June 2008



# OUR STORY

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.

# OUR STORY (cont.)

**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.**







**MAIN SHOW THEATER: "WELCOME TO AMERICA  
2030!"**



**MAIN SHOW THEATER: "AMERICAN CITY OF THE FUTURE"**



# 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 OPPORTUNITY

**Retail venue featuring logo merchandise and limited product lines from qualified sponsors.**



# DINING OPPORTUNITIES

## **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:

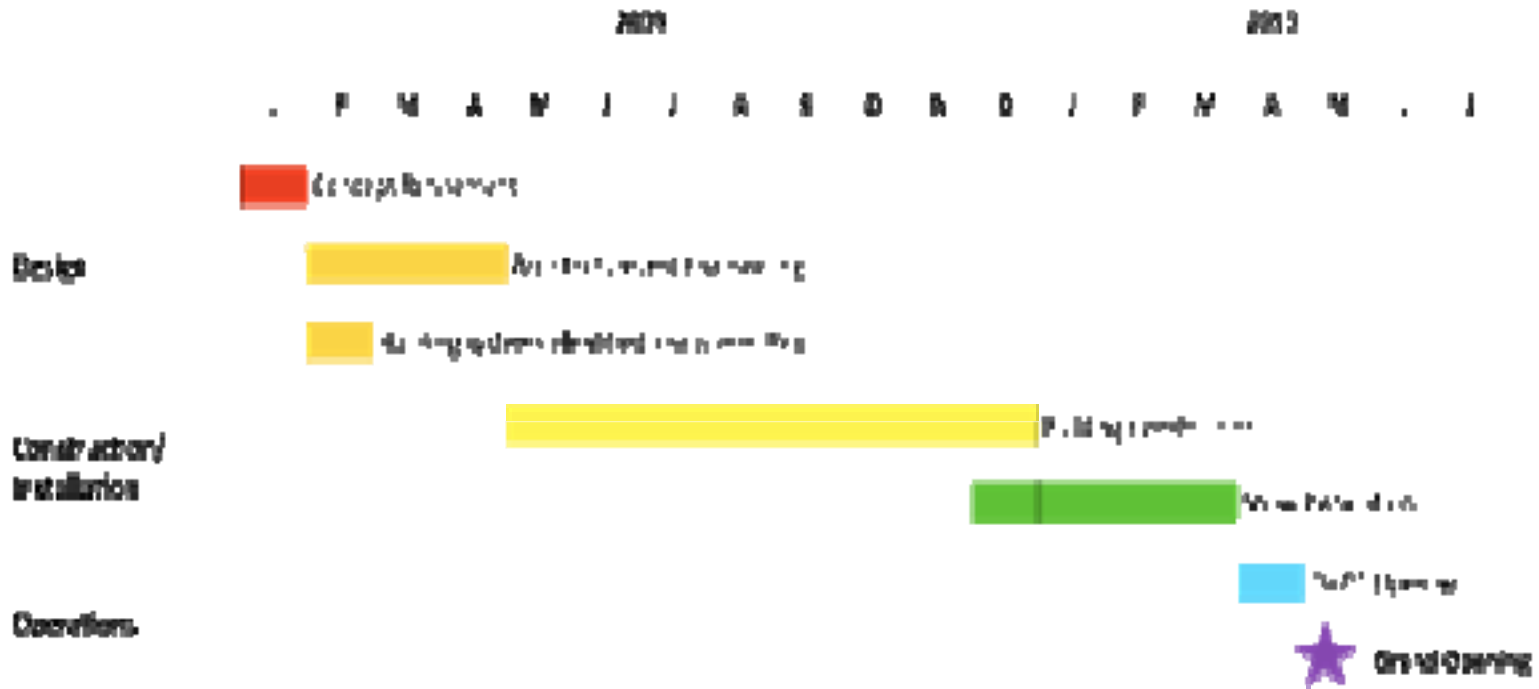
- Business-to-business meetings
- Highly targeted special events
- Meetings with key government leaders
- Internal corporate-related meetings & events
- Hosting celebrities, important government & business leaders, & their families





# TIME LINE:

## United States Pavilion Milestones



# SPONSORSHIP OPPORTUNITIES

## LEVELS OF SPONSORSHIP

- Founding Partners
- Global Partners
- Premier Partners
- Pavilion Partners

Entry level sponsorship begins as low as  
**\$250,000**





Bong/Chu R.  
14 June 2008

# THANK YOU

For more information please contact:

Shanghai Expo 2010  
1510 Kenmore Road  
Pasadena, CA 91106

**Nicholas S. Winslow**

Office: (626) 584-1660  
0165

Mobile: (626) 676-5173  
5111

[nick.scott@earthlink.net](mailto:nick.scott@earthlink.net)

**Ellen R. Eliasoph**

Office: (202) 662-5777

Mobile: 011 (86) 13701121831

[eeliasoph@cov.com](mailto:eeliasoph@cov.com)

**Norm Elder**

Office: (714) 773-

Mobile: (714) 273-

[njtelder@aol.com](mailto:njtelder@aol.com)