

#### ◆ Official Partnership Opportunity

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There is a historic opportunity to join the as a valued Partner of the USA Pavilion at the Shanghai Expo 2010. This partnership would be built to provide a fully integrated series of benefits offering breakthrough brand integration and hospitality experiences to host current / prospective customers as well as on-site experiential branding initiatives to showcase to the up market audience expected to attend the Shanghai Expo in 2010.

Additionally, USA Pavilion would work with our partners to provide assets to build a variety of customized activation elements such as branded special events, conventions, VIP programs, brand tie-ins, product sales initiatives and much more.

#### ◆ USA Pavilion Shanghai Expo 2010 – May 1st – October 31st

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Playing to an expected 70 million visits, 211 participants and over 170 nations, the World Expo 2010 in Shanghai will be the largest event in history. USA Pavilion will be one of the signature landmarks at the largest World Expo ever. As a Valued Partner, you will be representing America and be a part of this historic celebration.

#### ◆ USA Pavilion Audience Demographics

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USA Pavilion will attract a wide variety of psychographic guests; however the target is up-market and consumers of “best in class” products.

- Expo Audience: 70 million
- **Projected Pavilion Attendance: 5 – 6 milion**
- Over 80% of attendees in the 15-45 age group
- Nearly 80% will attend with families
- Upwardly mobile Chinese – RMB 40,000 annual income (US\$5,850)
- Tech-savvy and fans of American brands and lifestyles



#### ◆ Selected Partnership Rights & Benefits for Valued Partners

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##### EXCLUSIVITY

There will be only one participating company in each product/services category, and only a limited number of total sponsors throughout the USA Pavilion. The category will be defined in collaboration with the sponsor, and the breadth of the category definition will be contingent upon sponsorship status and fees.

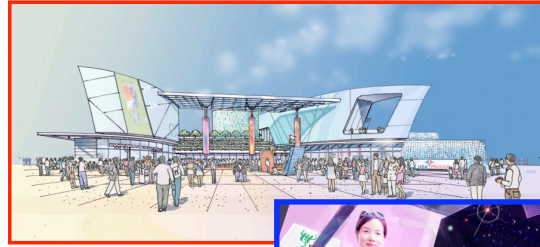
##### EXPERIENTIAL BRANDING

The USA Pavilion offers sponsors this rare opportunity...to blend entertainment that appeals to all ages with straight product sell in a unique way...to present and showcase their companies, images and identities in a controlled, quality environment...the ability to use their USA Pavilion association in a variety of creative marketing programs...the exclusivity and prestige of being the only USA Pavilion participants in certain product and service categories...a unique way to entertain important customers, suppliers, friends and their families, as well as to further pride and esteem in their employees - a marketing medium that gives continuing benefits.

There are a number of “touchpoints” throughout the USA Pavilion where the sponsor’s name, identification and messaging can be integrated into the physical pavilion.

## Exterior:

- Name and logo identification
- Messaging on the outdoor digital display
- Sponsorship of the performing events stage
- Special events (can be staged both inside and outside of the Pavilion)
- Sports activities



## Interior:

- Pre-show (signage, identification, name/logo, messaging integrated into the story line and presentation)
- Show (signage, identification, name/logo, messaging integrated into the storyline and presentation)
- Post-show (exhibits/displays/interactive activities; can be staffed, if desired; can be utilized for special events and promotions, information/literature distribution, product launches)
- Food-and-beverage service/sales
- Retail (product sales)
- VIP Area (signage, identification, name/logo, messaging directly related to programs including meetings, conferences, luncheons/dinners, promotions, special events, hosting of VIPs)

## DESIGNATIONS/EXCLUSIVE MARKETING RIGHTS

Sponsors will have the right to represent their association with the USA Pavilion.

Specific sponsorship designations such as

- o Founding Sponsor
- o Global Sponsor
- o Official Sponsor of the USA Pavilion
- o Premier sponsor

Each entitlement will depend upon each sponsor's status and fees.

Sponsors will be able to incorporate Pavilion logos, trademarks, icons and characters into their marketing programs in accordance with established guidelines and approval processes. Examples of such marketing activities include:

- o Free premiums
- o Contests and sweepstakes
- o Self-liquidators
- o Free products
- o Cooperative programs with other Pavilion sponsors
- o Advertising
- o Product packaging
- o Public relations programs
- o Point-of-purchase (POP) displays
- o Publicity campaigns
- o Trade promotions and advertising
- o Web/interactive
- o Direct mail
- o TV specials
- o Publications
- o Internal and external merchandising programs



## **PRODUCT SALES**

Sponsors may be granted the opportunity for product sales rights to supply the USA Pavilion with products that fall within their official product category. This pertains only to products designated by the Expo for commercial sales.

## **PREFERRED VENDOR STATUS**

If the sponsor's official product category is inclusive of products and/or services that can be utilized in the design, construction, and/or operations of the USA Pavilion, then they will be granted the opportunity to have their products and/or services utilized in the USA Pavilion on a preferred basis, provided they meet required pricing and quality criteria.

## **SIGNAGE AND IDENTIFICATION WITHIN THE USA PAVILION**

The sponsor's identification, name/logo and other relevant brand symbols will be featured in the USA Pavilion in such locations and manner commensurate with the sponsor's status and fee structure.

## **COMPLIMENTARY PASSES TO THE EXPO**

The sponsor will receive complimentary passes to the Expo, the precise number of which will be determined by the sponsor's status and fees.

## **VIP ACCESS TO THE USA PAVILION**



The sponsor will have full access to the VIP Area within the Pavilion, and to all VIP programs that will be provided by the USA Pavilion (such as catering, preparation for meetings/conferences/special events, etc.).

VIP access to the USA Pavilion show will be provided, which will eliminate the need for guests to wait in line. This is the opportunity to provide VIP treatment for individual customers and customer groups, where special courtesies and personal attention can be provided.

## **VIP ACCESS TO OTHER EXPO PAVILIONS**

The sponsor's special guests will have VIP access to the other Expo pavilions, eliminating any waiting in lines, and providing a one-of-a-kind Expo experience.

## **PAVILION COLLATERAL MATERIALS**

The sponsor will be integrated into all official USA Pavilion collateral materials, including, but not limited to, press releases, guide books, marketing and promotional materials. This will be done in a manner commensurate with the sponsor's status and fee structure.



## **EXTERIOR ELECTRONIC DIGITAL DISPLAY**

The sponsor will be included in the messaging on the exterior electronic digital display.

The specific message content and media schedule will be developed collaboratively and will be commensurate with the sponsor's status and fees.

## **INTERNET**

The sponsor will have a presence on the USA Pavilion's official website, for which the content will be determined collaboratively, and will be commensurate with the sponsor's fees and status. There will also be appropriate hyperlinks to the official Expo website.

## **SPECIAL EVENTS AND PROMOTIONS**

The USA Pavilion is planning a full schedule of special events and promotions during the run of the Expo. These will encompass cultural, entertainment and sponsor-related events and activities.

For example, sponsors will have the opportunity to be associated with the cultural and entertainment events, as well as plan and implement their own unique activities.



## **LIVE PERFORMANCE STAGE**

The live performance stage will be located in front of the USA Pavilion, and will be an integral part of the complete special events program. As noted under "Special Events and Promotions," sponsors will have the opportunity to participate in and be associated with the events and activities presented on the stage.

## **COOPERATIVE PROGRAMS WITH OTHER USA PAVILION SPONSORS**



There will be opportunities to develop and implement cooperative or special programs with other USA Pavilion sponsors.

## **ACTIVATION**

The USA Pavilion will maintain a highly qualified "activation team" to assist the sponsor in:

- 1) Their integration into the Pavilion
- 2) Their development and execution of Pavilion-related programs, including VIP, marketing and special events.

## **SPECIAL EXPO BENEFITS**

Importantly, one of the "benefits" of becoming a USA Pavilion sponsor will be the highly favorable evaluation by the Shanghai Municipal Government and the China Central Government. Both entities strongly desire a high-profile American presence at the Expo, and those sponsors making it a reality will be part of the "halo of success" that the Pavilion brings.



## **SPECIAL EXPO BENEFITS (CONT'D)**

Further, the Expo Authority will collaborate with the sponsor to ascertain if there are additional sponsor needs/wants related to the Expo, or to projects outside the Expo. If so, the Expo Authority will work to assist in the successful materialization of these activities.

### **◆ Partnership Levels**

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In exchange for the partnership benefits listed in the descriptions above, USA Pavilion proposes the following arrangements:

#### **1. ENTRY LEVEL CORE BENEFITS: US\$250,000 VALUE**

##### **Identification and Placement**

- Recognition in all USA Pavilion collateral materials (including but not limited to the Pavilion Almanac, press releases, etc.)
- Recognition on the USA Pavilion web site
- Inclusion on the USA Pavilion Honor Wall
- Limited distribution of materials at the USA Pavilion

##### **Hospitality**

- Pre-arranged access to the Pavilion VIP facilities for four (4) senior executives throughout the duration of the Expo
- Half-day's usage of the VIP facilities for meetings, a conference, etc.
- VIP access to the USA Pavilion show for the duration of the Expo
- VIP access to other Expo pavilions for senior representatives during the Expo
- Expo tickets commensurate with the overall level of sponsorship (TBD)

#### **2. OFFICIAL CATEGORY EXCLUSIVITY: US\$ 1,000,000 VALUE**

- Includes global marketing rights
- Includes full participation in the USA Pavilion web site and the Expo's virtual sites

#### **3. VIP/HOSPITALITY PROGRAM: US\$1,000,000 VALUE**

- \$250,000 per day for four (4) days, or \$125,000 per day for eight (8) half-days
- Activation team available to support program development and implementation
- Catering services are available at an additional cost

#### **4. POST-SHOW EXHIBIT AND DISPLAY SPACE: MINIMUM US\$500,000 VALUE**

- \$1,000 per square foot (minimum of 500 square feet and maximum of 2,000 square feet)
- Must also include purchase of "ENTRY LEVEL CORE BENEFITS PACKAGE"
- Includes design, fabrication and operations of exhibit customized to specific sponsor requirements; if staffing is requested, that is available at an additional cost

**5. OUTDOOR DIGITAL MESSAGING DISPLAY: US\$800,000 to US\$2,100,000 VALUE**

- Viewing Time: 12 hours/day for 184 days
- Total Audience: 70 million Expo visitors over 184 days  
Average of 380,000+ visitors per day
- USA Pavilion activation team will work with your communications expert to creatively integrate your visual/video content
- The activation team will work with your marketing staff to build a rotation schedule that meets your organization’s marketing objectives and scheduled activities at the Expo. Rotations can be scheduled over the entire 184 days of the Expo, or concentrated during specific periods.
- Following are digital display rates for a 30-second rotation, over 184 days; please note that 60-second and 90-second rotations can be integrated as well

|                    | <b># Appearances Over 184 Days</b> |
|--------------------|------------------------------------|
| <b><u>Cost</u></b> | <b><u>30-second Rotation</u></b>   |
| \$2,100,000        | 17,664                             |
| \$1,300,000        | 8,832                              |
| \$ 800,000         | 4,416                              |

**6. USA PAVILION ALMANAC: US\$150,000 to US\$1,200,000 VALUE**

- 4 million copies from May through October
- Four-color
- Ad placement costs:

| <b><u>Placement</u></b> | <b><u>Page Size</u></b> | <b><u>Cost</u></b> |
|-------------------------|-------------------------|--------------------|
| Standard:               |                         |                    |
| Interior                | Half-page               | \$150,000          |
| Interior                | Full-page               | \$275,000          |
| Interior                | Double-page             | \$500,000          |
| Premium:                |                         |                    |
| Inside/BC               | Full-page               | \$300,000          |
| Inside/FC               | Full-page               | \$325,000          |
| Advertorial:            |                         |                    |
|                         | Two pages               | \$500,000          |
|                         | Four pages              | \$800,000          |
|                         | Eight pages             | \$1,200,000        |



**7. INTEGRATION OF BRAND ID/MESSAGING INTO PRE-SHOW/SHOW: US\$1,000,000+ VALUE**

- Only available to sponsors who have committed to **CORE BENEFITS, CATEGORY EXCLUSIVITY, VIP/HOSPITALITY, AND OUTDOOR MESSAGING**
- Minimum cost: \$1,000,000; final cost dependent upon extent of integration

**8. SPECIAL EVENTS AND PROMOTIONS: US\$50,000 to US\$100,000 VALUE PER DAY**

- Fee participation: \$50,000 per day, depending upon availability, for name sponsorship
- \$100,000 per, fee participation, for special event/promotion developed and executed solely for the sponsor. Cost of actual event the responsibility of the sponsor; Pavilion activation team will support.



***We Welcome Your Support and Contribution to the Celebration of the USA Pavilion at the Shanghai Expo 2010***

**For More Information Please Contact:**

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