

Fudan University Alumni Association of Northern California

The 12th Fudan University World Alumni Conference Sponsorship Information

The 12th Fudan University World Alumni Conference organized by Fudan University Alumni Association, Shanghai Medical University Alumni Association, Fudan Alumni Association of Washington D.C., Shanghai Medical University Alumni Association of Washington D.C. (a.k.a. “World Alumni Conference”) will take place from May 6th to May 8th, 2011 in Washington D.C.

It is expected to have nearly 1,000 attendees from all over the world. Key government officials from both China and the U.S. are expected to attend the conference as well.

The Fudan University World Alumni Conference is one of the biggest and most influential platforms for Fudan alumni in China. Since the first conference initiated by Fudan alumni Sun Yueqi in 1990, it has been held every other year at the following locations for 11 times: Hong Kong, Shanghai, Beijing, Chongqing, Shandong, Xi’an, Zhenzhou, Shenzhen, Wuxi, Nanchang and Wuhu. While at conference, Fudan alumni gather, share memories, make connections and seek opportunities. In the mean time, alumni and associations from all over the world collaborate and expand Fudan’s reach and enhance its reputation. This year, the World Alumni Conference will provide an excellent opportunity for alumni to reconnect, and enhance Fudan’s influence both in China and throughout the world.

During this World Alumni Conference, special guests like key government officials from China and U.S., as well as distinguished academic scholars and business leaders will meet and reconnect in the U.S. for the first time. The attendees will discuss about improving the collaboration between Fudan University and its alumni in various locations, and increase Fudan University’s influence worldwide. With the administration and leadership team from Fudan University joining the Conference, leading media from China and the U.S will report this significant event to their audience worldwide.

Email: info@fdaanc.org , Phone: 650-814-8176, Web: www.fdaanc.org

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The 12th World Alumni Conference will include the opening ceremony, summit forum, roundtable meetings, special topics forum, talent exchange, project match-making, networking and closing ceremony.

We cordially invited you to “Walk with Fudan University, Advance Wisdom and Profit”. By sponsoring this incredible event, you will have the opportunity to meet with the key government officials, business and technology leaders, and promote your business to the attendees and leading media in the U.S. and China, and increase your brand awareness and improve your reputation.

We look forward to working with you and getting your support!

The 12th Fudan University World Alumni Conference Organizing Committee

December, 2010

Fudan University Alumni Association of Northern California

Sponsorship Packages

A. Top Sponsor

Sponsorship Amount: RMB ¥250,000 or US \$40,000

Number of Sponsors: 1

Features:

1. Before the opening ceremony and in between sessions, repeat showing of short film from the top sponsor and posters display in the main conference area
2. Company name and logo listed in the background of the relevant conference areas as “Top Sponsor”, will also offer advertising in the best positions in the main conference area
3. Special thanks to the top sponsor by MC of the conference, top sponsor’s company brochures included in the document files provided to each attendee
4. Company logo appears in the website of the Conference committee, including company introduction and website address
5. In-leaf advertisement in conference publication and a color page of interview report of the sponsor
6. Listed in news announcement from participating media companies
7. 30 minutes of presentation by a representative from the top sponsor company
8. Hosting one roundtable meeting, 30 minutes of presentation about company and projects during meeting
9. VIP of the evening ceremony, share the same table (up to 2 people) with other VIPs (ex: key government officials and business leaders)

B. Diamond Sponsor

Sponsorship Amount: RMB ¥100,000 or US \$15,000

Number of Sponsors: 5

Features:

1. Company name and logo listed in the background of the relevant conference area as “Gold Sponsor”, advertising opportunities in other conference areas
2. Company brochures included in the document files provided to each attendee
3. Company logo appears in the website of the Conference committee, including company introduction and website address
4. In-leaf advertisement in conference publication
5. Listed in news announcement from participating media companies
6. 30 minutes of presentation about company and projects at one roundtable meeting
7. VIP of the evening ceremony, sit close to the table of other VIPs (ex: key government officials and business leaders)

C. Gold Sponsor

Sponsorship Amount: RMB ¥50,000 or US \$7,500

Number of Sponsors: 10

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Features:

1. Company name and logo listed in the background of the relevant conference area as “Diamond Sponsor”, advertising opportunities in other conference areas
2. Company brochures included in the document files provided to each attendee
3. Company logo appears in the website of the Conference committee, including company introduction and website address
4. In-leaf advertisement in conference publication
5. Listed in news announcement from participating media companies
6. 15 minutes of presentation about company and projects at one roundtable meeting
7. Participation in the evening ceremony, opportunity to meet with VIPs (ex: key government officials and business leaders)

D. In-kind Sponsor

Sponsorship Amount: RMB ¥10,000 or US \$1,500

Number of Sponsors: Unlimited

Features:

1. Company logo appears in the website of the Conference organizing committee, including company introduction and website address
2. In-leaf advertisement in conference publication
3. Listed in news announcement from participating media companies
4. Participation in the evening ceremony

Notes to Sponsors:

The 12th Fudan University World Alumni Conference (a.k.a. “World Alumni Conference”) is scheduled from May 6th to May 8th, 2011 in Washington D.C. The purpose of the conference is to gather Fudan University Alumni, and improve the influence of Fudan University throughout the world.

Notes to all sponsors:

- 1) The content of congratulating leaflet needs to be consistent in format across all sponsors, and shall be confirmed by each sponsor
- 2) The content in display ads and images shall be provided by the sponsors, and the final copy will be designed by professional organizations specified by the Conference organizing committee
- 3) The conference publication will be developed after the conference, and will be

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distributed through Fudan Alumni Associations in different locations, relevant bureaus of Fudan University as well as relevant bureaus in the U.S., with 16K+ in size. The in-leaf advertisement will be in similar format and meet the above requirements.

4) Sponsorship program registration expires by April 10th, 2011

5) Bank account for sponsorship wiring:

Account Name: Fudan University Education Development Foundation

Account Number: 993 225 9240

Bank's Name: CITIBANK,N.A.(PARK & E.57th branch)

ABA Number:021000089

Bank's Swift Code: Citius33

Note: FDAANC Sponsorship

6) Contacts:

Fudan Alumni Association of Northern California

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