



TradeWinds Shipping China

maritime • economics • energy • offshore

22-23 May 2012, Kerry Hotel Pudong, Shanghai

SPONSORSHIP & PRODUCT/SERVICE DISPLAY OPPORTUNITIES



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1. Background to TradeWinds Shipping China

Following 7 successful editions, the 8th Annual Shipping China conference returns to Shanghai; arguably the mainland's most cosmopolitan, vibrant and dynamic city, and also the maritime hub of China.

Shipping China 2012 has always attracted active participation from leading shipping organisations including shipowners, shipmanagers, brokers, financiers, analysts, class societies and yards; senior representatives offer their input into the agenda, join the speaker panel and sponsor the conference to benefit from the high visibility it affords them in the marketplace.

Key questions and issues to be tackled at the conference include:

- China's 12th Five-Year Plan and its implications for global trade and shipping
- How will the current global economic upheaval affect China's import/export status quo?
- What is the outlook for global energy demand and supply?
- Where does renewable energy and LNG come in to the mix?
- What will be the impact of the increasing number of offshore oil & gas discoveries?
- Shipbuilding: How are China's shipyards going to survive the coming year or two?
- How will innovation and integration be a part of China's maritime future?

Join us at this important event on China's maritime calendar, and secure your partnership to ensure maximum branding and exposure in our extensive marketing campaign leading up to the event. View what happened at the last conference at tinyurl.com/TWSC10 (for the photo gallery, go to tinyurl.com/TWSC10gallery) and ensure that you are a part of it in 2012.

Don't take our word for it

"It was a thoroughly enjoyable experience as well as extremely beneficial from a business standpoint." - **Clarksons China**

"We found your conference very interesting and we are happy to have attended." - **RINA**

"The content of the conference was very relevant and the papers of a very high quality." - **Holman Fenwick Willan**

***** Important Note *****

The sponsorship packages in this document have been put together as a guide only and to give you an idea of the types of activities / sponsorship you can engage in but our preference would be to tailor-make an option that best suits your marketing objectives so please contact Greg Whitehead on gregory.whitehead@nhstevents.com to start a discussion.

2. About the organisers

TradeWinds

If it's happening in shipping, you'll find it first in TradeWinds. How? We simply dig much deeper and not just scratching the surface of the key news stories from around the world. With 8,391 fully paid subscribers (latest ABC audited figures) in all the major maritime centres and over 48,000 weekly readers, TradeWinds is the world's most-read shipping title. Get all the maritime multi-media you need – via newspaper, website and TV and with the latest breaking global news backed up by highly targeted business reports and truly independent opinions; TradeWinds is as entertaining as it is informative. Join the club of the biggest and most successful newspaper in the shipping industry. www.tradewindsnews.com



We produce lively, independent and interactive conferences where knowledge is gained, experiences shared and vital connections made. Our clients are sophisticated and demanding conference participants and have come to expect a rewarding mixture of intelligent thought-leadership, practical guidance and all-important top level networking.

We consider the ability to adapt quickly and effectively to changing circumstances to be a vital component for every business today and our events offer crucial insight into short term market swings and medium term trends. NHST Events is no exception. We continually seek feedback, innovate and refresh format, topics and speakers in line with who and what is making the news.

We operate across a number of industry sectors closely aligned to our group publishing interests in shipping, energy and seafood. NHST Events AS was established in 2006 and is part of the Norwegian news organisation NHST Media Group. We operate in London, Oslo, Shanghai and Singapore.

Watch us on [Youtube](#), and stay in touch on our [Facebook Fan page](#) and [Linkedin group](#). For more information visit www.nhstevents.com.

3. Sponsorship & display options



"In Association With" sponsor (by invitation only)
€25,000

Sole opportunity to sponsor the highest profile package including:

- Exclusive sponsorship of the welcome drinks and delegate networking dinner including branding on the invitation and menu
- The highest profile branding before and during the event
- Extensive complimentary delegate passes for staff and clients
- Manned exhibition space in the main conference room (only for this sponsor)
- On screen and in-hall branding in the main conference room
- Acknowledgement of sponsorship from conference chairman during the conference

Principal sponsor

€20,000

Opportunity to place your company at the heart of the intellectual discussion including:

- Sponsorship of the one-day conference
- Opportunity to place company literature or gifts on the delegate seats
- On-screen and in-hall company branding during the event
- Extensive complimentary delegate passes for staff and clients
- Acknowledgement of sponsorship from conference chairman during the conference



Delegate networking dinner*

(*This option will only be available if the "In Association With" sponsorship is not taken up)

€15,000

Host the conference dinner and entertain your clients – both current and prospective. Includes:

- Bespoke invitations sent in advance of the dinner
- On-table branding
- Opportunity for a senior company representative to make a short speech
- One reserved table for your staff / clients



TradeWinds Shipping China 'Executive of the Year'

€15,000

Opportunity to sponsor one of the more fun elements of the event through:

- Sponsorship of the award to be handed out during the dinner
- Company branding on the physical award
- Opportunity to place company literature or gifts on the delegate chairs before the dinner commences
- Presentation of the award to the recipient including a short speech by a senior company representative
- Five dinner invitations for your staff / clients

3. Sponsorship & display options **continued**



Conference lunch

€12,000

Host the networking high point of the conference day – the delegate lunch. Includes:

- Bespoke invitations sent in advance of the event and included in the delegate bags
- On-table branding
- Opportunity to place a pull-up banner at lunch venue
- Opportunity for a senior company representative to make a short speech
- Three complimentary delegate passes to the conference
- Get creative! Specially select the menu for the day's lunch



Farewell drinks

€10,000

Host the final networking opportunity of the event – a time when attendees hand out the last business cards and recap the day's sessions.

- Bespoke invitations included in the delegate bags
- On-table branding
- Opportunity to place a pull-up banner at the drinks venue
- Two complimentary delegate passes to the conference
- Get creative! Hold a lucky draw to collect business cards of the drinks' attendees



Session sponsor (3 remaining as of 11 Jan 2012)

€8,000

Place your company at the heart of a topic closest to your business interests. Session sponsorship includes:

- On-screen and in-hall company branding
- You will also have the opportunity to place company literature or gifts on the delegate chairs before the session commences
- Two complimentary delegate passes to the conference



Coffee breaks (x3)

€6,000

Host the coffee breaks and effectively position your company during a period of high networking possibilities. Includes:

- On-table branding
- Get creative! Man the coffee break area with a staff member armed with company materials
- One complimentary delegate pass

3. Sponsorship & display options **continued**

Lanyards

€10,000

Sponsor the high quality lanyards worn by all delegates, speakers and VIPs – A high-visibility opportunity. Includes two complimentary delegate passes.

Delegate bags

€10,000

All delegates receive a high quality bag embossed with your company logo that they will hopefully take to all their meetings! Company business cards and literature can be enclosed. Includes two complimentary delegate passes.

Notepads

€6,000

We supply notepads branded with your company logo. Freely available in the conference space OR included in the delegate bags - they are a simple way to get your brand widely seen on the day.

Pens

€6,000

We supply pens branded with your company logo. Freely available in the conference space OR included in the delegate bags - they are a simple way to get your brand widely seen on the day.

Commemorative programme

€6,000

Exclusively sponsor the programme and receive two full page advertisements, your company logo on the back cover and an extended company profile in the programme.

Water bottles

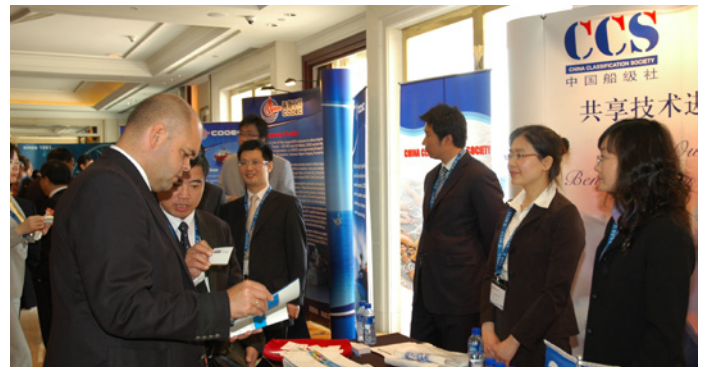
€6,000

We supply branded water bottles for placement at each delegate place and freely available throughout the conference. The bottles will also be placed on the speakers' table – allowing for fantastic photo opportunities. A high-visibility and effective option.

Mints

€6,000

We supply branded mint boxes for placement at each delegate place and freely available throughout the conference. This is a fun option and participants are likely to take them away after the event to ensure your brand gets out there!



Included for all sponsors:

- Company name and logo on all pre-event promotional material and on the front page of the conference programme
- 250 words company profile in the conference programme
- Corporate display table in the networking foyer or outside the conference room
- Branding on a pull-up banner at the reception desk
- Extensive trade media exposure in the lead up to and immediately after the event
- Regular press releases sent out to maritime journalists including mention of all event sponsors



Shipping China ad in TradeWinds with sponsors' logos displayed

4. Production schedule

In order for us to fulfill the details of your sponsorship, please find below the action items for you to consider.

Deadline	Action Items
ASAP	Logo in ai/eps format, including URL to link to your website. Attn: Greg Whitehead
ASAP	100 word company profile. Attn: Greg Whitehead
ASAP	Claim your complimentary delegate passes Register your / your clients / colleagues' attendance by sending an email to nicola.tippetts@nhstevents.com (Our first preference is for you to offer your complimentary passes to your clients – we are happy to supply you with additional passes for your staff if you bring clients)
By 20 March 2012	Send a personalised email blast to all your clients / contacts / colleagues informing them of the conference. For suggested text, please contact Greg Whitehead.
By 20 May 2012	Send all materials for your participation to the hotel. Mark address label with: Shipping China 2012 – Your Company Name
21 or 22 May 2012 Time TBA	Set up of conference area.
23 May 2012 13:00	Tear down at the end of the event.

5. Contact details

For any enquiries about sponsoring or taking up display space at this event, please contact:

Greg Whitehead

by emailing gregory.whitehead@nhstevents.com
 or call +44 207 029 4165 (direct) or
 +44 776 061 7202 (mobile).