

MMA FORUM SHANGHAI 2017

THE SMARTIES CHINA 2017



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AUGUST 25, 2017

CATEGORIES OF SPONSORSHIP PACKAGE

Sponsorship Package	Quantity	MMA Member Price (RMB)	Status
PRINCIPAL SPONSORSHIP PACKAGE			
Principal Partner	1	400,000	Available
Presenting Partner	2	250,000	Available
Gold Partner	2	250,000	Available
Silver Partner	4	100,000	Available
Registration Partner	1	100,000	Available
NETWORKING SPONSORSHIP PACKAGE			
Lunch Partner	1	100,000	Available
Tea Break Partner	2	60,000	Available
DIGITAL SPONSORSHIP PACKAGE			
Wi-Fi Partner	1	100,000	Available
Mobile Charging Station Partner	2	60,000	Available
MISCELLANEOUS SPONSORSHIP PACKAGE			
Lanyard & Badges	1	100,000	Sold out
Pen and Pad	1	50,000	Sold out
In Session Distribution	2	30,000	Available
Seats Advertising	2	100,000	Available
Tote Insert	4	25,000	Available
Tabletop Exhibitor	8	50,000	Available
SMARTIES AWARD SPONSORSHIP PACKAGE			
The Smarties™ China Premier Partner	1	150,000	Available
The Smarties™ China Ceremony Partner	1	100,000	Available

STANDARD PARTNERSHIP BENEFITS FOR ALL LEVELS

- Company logo on official event website with 100 word company description
- Company logo with 100 word company description post in MMA China WeChat and Weibo
- Company logo on appropriate onsite signage
- Company logo in Forum Guide
- Verbal acknowledgement of partnership by MMA Forum
- Logo inclusion in post event emails

PRINCIPAL SPONSORSHIP PACKAGE

PRINCIPAL PARTNER (only 1)

¥400,000 MMA Member Price

Be at the forefront with this principal partnership:

- A company executive sits on the event Advisory Board to help guide the conference agenda
- A company executive delivers a 5 minute co-scripted introduction on the main stage (written with and approved by the MMA)
- Collaboration with the MMA on a panel session with a company executive participating as a panelist/moderator – MMA has final approval on speakers and topic
- On stage logo placement
- One Roll up (prepared & provided by the partner) located outside of show entrance
- Tabletop display area, located outside of show entrance
- Full-page collateral piece or giveaway (prepared & provided by the partner) in event conference tote
- Eleven (11) complimentary MMAF event registrations
- Discount code, 25%, to invite partners to event, 15 tickets for MMA approved brand partners
- Plus Standard Partnership Benefits

PRESENTING PARTNER (Up to 2)

¥250,000 MMA Member Price

Be at the forefront with this presenting partnership:

- A company executive sits on the event Advisory Board to help guide the conference agenda
- Collaboration with the MMA on a panel session with a company executive participating as a panelist – MMA has final approval on speakers and topic
- Partner logo to be printed next to panel on agenda in the event guide
- On stage logo placement
- One Roll up (prepared & provided by the partner) located outside of show entrance
- Tabletop display area, located outside of show entrance
- Full-page collateral piece or giveaway (prepared and provided by the partner) in event conference tote
- Nine (9) complimentary MMAF event registrations
- Discount code, 20%, to invite partners to event, 10 tickets for MMA approved brand partners
- Plus Standard Partnership Benefits

GOLD PARTNER (Up to 2)

¥250,000 MMA Member Price

- A company executive participates as a panellist on a panel session - MMA has final approval on speakers
- One Tea Break partnership (morning/afternoon)
- On stage logo placement
- One Roll up (prepared & provided by the partner) located outside of show entrance
- Tabletop display area, located outside of show entrance
- Full-page collateral piece or giveaway (prepared and provided by Partner) in conference tote
- Eight (8) complimentary MMAF event registrations
- Discount code, 15%, to invite partners to event, 5 tickets for MMA approved brand partners
- Plus Standard Partnership Benefits

SILVER PARTNER (Up to 4)

¥100,000 MMA Member Price

- A company executive participates as a panellist on a panel session - MMA has final approval on speakers
- On stage logo placement
- Tabletop display area, located outside of show entrance
- Full-page collateral piece (prepared and provided by partnering company) in conference tote
- Five (6) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

REGISTRATION PARTNER (only 1)

¥100,000 MMA Member Price

- Company logo prominently displayed on onsite registration signage and online registration page
- Full-page collateral piece or giveaway (prepared and provided by partnering company) in conference tote
- Supporting Partner designation in the onsite registration area (approved by the MMA)
- Three (3) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

NETWORKING SPONSORSHIP PACKAGE

LUNCH PARTNER (only 1)

¥100,000 MMA Member Price

- Opportunity to provide logo-imprinted cups, napkins, signage and/or additional branding (collateral provided by partner; approved by the MMA)
- One Roll up (prepared & provided by the partner) located in/outside the lunchroom
- Logo printed on the lunch ticket
- Supporting Partner designation in the lunch area (approved by the MMA)
- Three (3) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

TEA BREAK PARTNER (1 Morning & 1 Afternoon)

¥60,000 MMA Member Price

- Opportunity to provide logo-imprinted cups, napkins, signage and/or additional branding (collateral provided by partner; approved by the MMA)
- Company branded signage for the breaks
- Two (2) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

DIGITAL SPONSORSHIP PACKAGES

WI-FI PARTNER (only 1)

¥100,000 MMA Member Price

- E-mail to event attendees with Internet access instructions for the day partnered with prominently placed partner logo (message created & sent by MMA)
- Access instructions in program guide for Internet use with partner logo (created by MMA)
- Supporting Partner designation for Internet access (approved by the MMA)
- Four (4) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

MOBILE DEVICE CHARGING STATION (up to 2)

¥60,000 MMA Member Price

- Branded mobile device charging station on site (created by partner; approved by the MMA)
- Two (2) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

MISCELLANEOUS SPONSORSHIP PACKAGES

LANYARD & BADGES (only1)

¥100,000 MMA Member price

- Company branded lanyards for all attendees
- Company design prominently displayed on back of attendee name badge
- Four (4) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

SEATS ADVERTISING (1 Morning & 1 Afternoon)

¥100,000 MMA Member price

- Brand the seat-covers for all attendees (provided by partner, approved by the MMA)
- Four (4) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

PEN AND PAD (only1)

¥50,000 MMA Member price

- Pens and notepads with company logo (provided by partner) to be distributed to all attendees
- Two (2) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

IN SESSION DISTRIBUTION (2)

¥30,000 /each, MMA Member price

- Company collateral or a giveaway placed on seats during general session (in morning or after lunch)
- One (1) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

TOTE INSERT (4)

¥25,000 MMA Member price

- Company collateral or a giveaway included in conference tote
- One (1) complimentary MMAF event registrations
- Plus Standard Partnership Benefits

TABLETOP EXHIBITOR (8)

¥50,000 MMA Member price

- Standard draped one table and two chairs provided for your display, decorated by exhibitor
- Two (2) complimentary MMA Forum event registrations
- Plus Standard Partnership Benefits

The “**SMARTIES™**” is the world’s only global mobile marketing awards program recognizing and celebrating outstanding achievement within the industry for innovation, creativity and leadership. An all-star panel of judges comprised of international marketers and agency leaders judges the submissions.

PREMIER PARTNER (only1)

¥150,000 MMA Member price

- A company executive delivers a 3 minute introduction on the Smarties China ceremony (approved by the MMA)
- 1 Award Presenter – award TBD (approved by the MMA)
- On stage logo placement
- Opportunity to provide the final judging room
- On the judging sites logo placement, and opportunity to place full page collateral pieces or giveaway (provided by sponsoring company) in the final judging room
- Judging dinner sponsorship
- One roll up (prepared and provided by sponsoring company) located outside of event show entrance
- Full-page collateral piece or giveaway (prepared and provided by sponsoring company) in event conference tote
- Five (5) complimentary MMAF event registrations
- Plus Standard Sponsorship Benefits

CEREMONY PARTNER (only1)

¥100,000 MMA Member price

- 1 Award Presenter – award TBD (approved by the MMA)
- On stage logo placement
- Collaboration with the MMA on the shows
- One roll up (prepared and provided by the partner) located outside of event show entrance
- Full-page collateral piece or giveaway (prepared and provided by the partner) in event conference tote
- Four (4) complimentary MMAF event registrations
- Plus Standard Sponsorship Benefits

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