



2010

Over 120 events per year, over 9,000 guests welcomed at **AustCham Shanghai** events annually.





Use AustCham Shanghai events to reach key decision makers in both the Australian and Chinese market. Attendees at AustCham Shanghai events, representing a dynamic and diverse cross-section of industries, are your potential clients and customers – the people you need to know. Events are scheduled on a weekly, bi-monthly, quarterly and annual basis.

Do you have a message to deliver? AustCham Shanghai is an excellent channel to promote your products and services. Often the first contact point for people entering Shanghai and Greater China, AustCham Shanghai events are a vital hub for information exchange and communication. Additionally events are key networking and information gathering opportunities for anyone seeking current information and news about businesses, events and issues in China.

AustCham Shanghai Event Sponsorship is an opportunity available exclusively to AustCham Shanghai member companies. This document is indicative of sponsorship value and descriptions of AustCham Shanghai 2010 events. Sponsorship call outs will be emailed to all Members of the Chamber approximately 2 months prior to each major event.

Communicate your message to:

- | People doing business in China
- | People interested in business in China
- | AustCham Shanghai members and non-members
- | Australians in business in the region and in Australia

Benefits vary for each event, and may include:

- | Premium Corporate recognition and hospitality level
- | Complimentary tickets
- | VIP table location and priority booking
- | Your company logo displayed at events
- | Print, electronic and online acknowledgement, including event fliers, posters, AustCham Shanghai website, event materials and media.

To discuss your 2010 Sponsorship plan, please contact:
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Every Week Aussie Drinks

Aussie Drinks is a weekly gathering of people who are interested in business networking and meeting socially, organised by AustCham Shanghai. Highlights throughout the Aussie Drinks program include Australia Day (Jan), ANZAC Day (March), Industry themed nights, Great Australian Summer BBQ (June, August), Grand Final (Sep), Ladies nights, Christmas Dinner (Dec), Aussie/Kiwi BBQ's and other events through the calendar.

Scheduling: Weekly (Friday evenings 6pm – 10pm)

Guests: Approximately 60 – 100



Indicative Sponsorship levels*

Raffle: Minimum RMB600 per prize

Lucky Door: RMB 200 – 600 prize value

Beer & Wine Sponsorship: Annual agreement

Venue Sponsorship: Annual agreement

Benefits may include: Verbal, Electronic and Onsite accreditation, including a co hosting opportunity.

*Indicative sponsorship values are based on 2009 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

Regular Events Industry Working Groups (IWG)

Industry Working Groups allow our members access to industry-specific and technical information. These interactive groups meet regularly to discuss topical issues, developments and share knowledge and expertise. Open to AustCham Shanghai Corporate, Associate Corporate and Small Business members only.

Speakers from AustCham Shanghai member companies, along with representatives from Chinese and Australian private and governmental agencies share pre-market information, insights and intelligence on critical industry issues.

Groups available for Sponsorship:

1. Construction and Property
2. Shanghai World Expo 2010
3. SME Working Group
4. Education and Training
5. Finance

Scheduling: Monthly, bi-monthly and quarterly

Guests: Approximately 30 – 60 per session



Indicative Sponsorship levels*

Yearly IWG Sponsorship: RMB5,000 Annual Agreement

Benefits include; Logo exposure on each event invitation, website, event banners plus marketing collateral on registration table of each of the events.

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January Australia Day Family BBQ

Australia Day is a family day with in true Australian style; a sensational BBQ lunch featuring Australian steaks and sausages, and a gourmet dessert buffet with special Australian deserts, including Pavlova and lamingtons. All-day kids activities and special showbags make for a relaxing break from Shanghai, and a great day for the whole family.

Scheduling: 23rd January 2010

Guests: Approximately 250



Indicative Sponsorship levels*

Sponsorship: RMB 2,000 – 12,000cash

Categories include: Raffle prize, Decorations, Stall Sponsors and Alcohol Sponsorships

Benefits may include: Branding on electronic event flyer, printed flyers, tickets and program plus media attention

*Indicative sponsorship values are based on 2009 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

April 4th Annual Golf Day

Golfers of all levels from AustCham Shanghai member companies enjoy 18 holes, followed by an award ceremony and formal dinner. Key event for Corporate Members and their VIP clients/guests.

Scheduling: April

Guests: Approximately 100



Indicative Sponsorship levels*

Platinum: RMB 25,000

Gold: RMB 15,000

Silver: RMB 10,000

Categories include: Prize Sponsors, A-Board Sponsors and Alcohol Sponsors also available

Benefits may include: Branding on electronic event flyer, printed flyers, tickets and program. Logo on A-Boards plus media attention

*Indicative sponsorship values are based on 2009 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

May – October 2010 Expo 2010 Shanghai China



AustCham Shanghai members will have privileged access to the Australian Pavilion and Shanghai World Expo 2010 site through these events.

Against the backdrop of the informal collaboration which has taken place since 2007, DFAT and AustCham Shanghai have officially signed a Memorandum of Understanding (MOU) affirming to work together to advance mutual interests in Australia's participation in the Shanghai World Expo 2010, taking into account the Government's core objectives and key messages. This cooperation will take place both in the lead-up to and during Expo 2010.

Through this agreement, AustCham Shanghai will have the privilege of holding a number of events at the Shanghai World Expo 2010 Australian Pavilion which will be open to AustCham Shanghai members.

Scheduling:

AustCham Shanghai Gala Dinner or Cocktail event (May)

Board Room Event (August)

ACBA – Announcement of finalists event (October)

Additional event – yet to be decided

June AustCham Shanghai Annual General Meeting



The Annual General Meeting is an opportunity for nominees of corporate member companies to vote and participate in the direction of the Chamber.

Scheduling: June

Guests: Approximately 80 – 100



Indicative Sponsorship levels*

TBA upon confirmation of events however will allow members corporate branding at the Australian Pavilion

*Indicative sponsorship values are based on 2009 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.



Indicative Sponsorship levels*

Venue Sponsorship: Provision of venue (boardroom to seat 80 – 100 people, including technical aspects)

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September Great Australian Ball XV

Arguably the highlight of the Shanghai social calendar, this gala event attracts more guests every year. The themed night features premium Australian food, wine and beer, and attracts over 650 guests from across the Shanghai community. Align with this prestigious event and enjoy great media exposure and wide-spread marketing and promotion.

Scheduling: 11th September, 2010

Guests: Approximately 700



Indicative Sponsorship levels*

Entertainment: Tailored

Platinum: RMB 55,000

Gold: RMB 30,000

Silver: RMB 20,000

Bronze: RMB 15,000

Categories include: Auction prize Sponsors, Raffle prizes and In Kind Sponsorship.

Tailored packages can be discussed

Benefits may include: VIP table allocation including free tickets, branding on electronic flyer, tickets, printed flyers and program, onsite exposure plus media attention

*Indicative sponsorship values are based on 2009 sponsorship rates and part inclusions. These may change from year to year dependent on specific requirements of the event.

November Australia China Business Awards 2010

Since inception in 1993, the AustCham Australia-China Business Awards has been a means of recognising companies that have worked to deliver Australian products or services to the Greater China region.

ACBA is jointly organised by the Australian Chambers of Commerce (AustCham) in Beijing, Hong Kong/Macau and Shanghai. To commemorate Shanghai World Expo 2010 the Gala Award Presentation will be hosted in Shanghai for the first time.

Scheduling: November

Guests: Approximately 300 – 400



Indicative Sponsorship levels*

Receive naming rights to each level of the awards.

Venue Sponsor

Alcohol Sponsor

Benefits of Sponsorship: Sponsors of ACBA 2010 will benefit from participation in an extensive promotional campaign that reaches media, government and key business decision makers across Greater China and in Australia.

Winners and sponsor acknowledgment of the ACBA will be announced at a black-tie gala presentation dinner in Shanghai

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