

14th Mysteel International Iron Ore Market Seminar

Sponsorship Guide

Qingdao China
Mar. 4- Mar. 6 , 2020

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Introduction

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Price

- Grasp the market dynamics
- Meet the key needs of market participants
- Build high-end brand image

Conference agenda



14th MYSTEEL INTERNATIONAL IRON ORE MARKET SEMINAR

An Exciting 3-day Programme

	Wednesday March 4	Thursday March 5	Friday March 6
Morning	Pre-conference Seminars		
Afternoon	Pre-conference Forums & Seminars	Iron Ore Conference	Field Trip
Evening	Gala Dinner	Appreciation Dinner	

Overview



Overview



LOGO on some posters





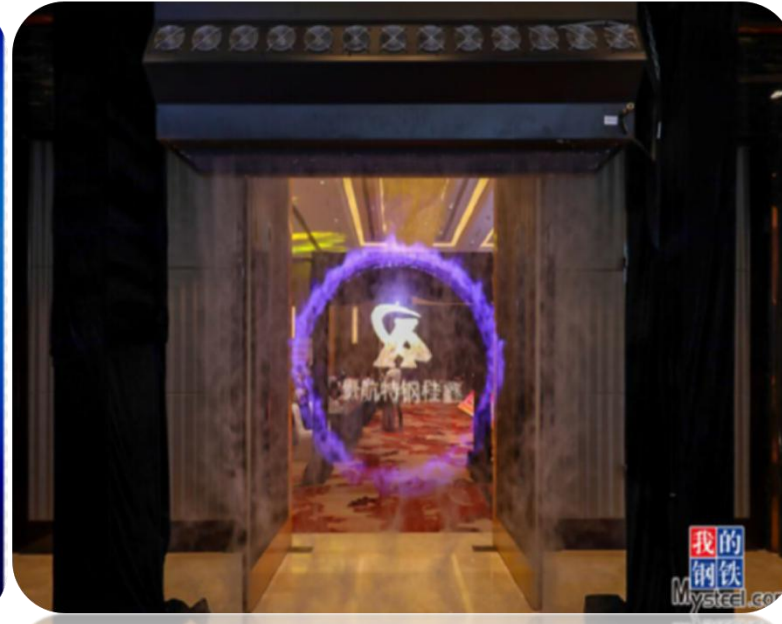


Advanced Booth with a TV



Standard Booth

Customized lighting shows



Awards (including trophy, photos, video)








福丰隆之夜

2018钢铁中国
第十五届华南黑色金属产业链会议



1. 扫描二维码, 即可参与晚宴抽奖活动
 2. 关注公众号后回复“弹弓”二字,
 点击进入可参与大屏互动

中国·广州



唐山 2019 (第二届) 钢铁原材料市场研讨会 晚餐券

主办单位:  上海钢联电子商务股份有限公司
 协办单位:  河北津西国际贸易有限公司
 特别支持:  大连商品交易所
 赞助单位:  唐山市莱源贸易有限公司  厦门信达股份有限公司  中建材供应链管理有限公司
 冀东发展集团国际贸易有限公司  厦门国贸集团股份有限公司  上海同洋国际贸易有限公司
 开滦(香港)有限公司

Exclusive Title Sponsorship



Cocktail Party



Exclusive Forum

Exclusive Title Sponsorship

Chair cover



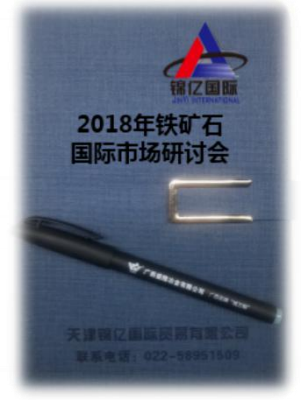
Tea break



Tablewater



Notebook and pen



File Folder



Lunch



Exclusive gifts



Promotional logo on conference bag



Exclusive Title Sponsorship

Basketball or football tournament



Morning jogging



Hand tour

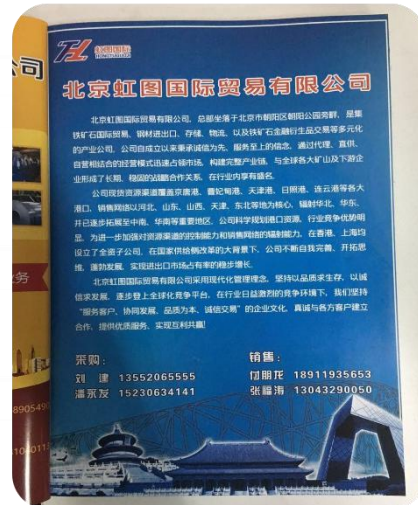


Cover

Colored pages

Conference guide

Guest cards



Package Sponsorship

Diamond Sponsor: USD 30,000

Promotions in network and materials

- Link to sponsor's website in Mysteel conference website with company introduction (120 words)
- Company introduction (120 words) in guide book; logo in the cover of conference book and guidance book
- Two huge ad pages in guide book
- Promotion materials in file folder (1-2 pages, printed and sent to Mysteel before the conference)
- Named in all backdrops (registration, main conference, gala dinner, agenda)
- Sponsor's Promo Broadcast till the beginning of the conference (3 mins)
- Company logo Rolling Broadcast
- Logo in conference website, guide book, Exclusive Sponsorship for buffet lunch
- Exclusive logo on chair cover or file folder
- Peak ad space on Mysteel website for 6 months (<https://tks.mysteel.com>)
- promote the conference with Co-organiser in wechat and website with high-frequency

Other interests

- Speech lasting 15 mins in the main conference or side events. Post-conference report with the whole speech content and pictures through Mysteel media channels
- VIP meeting room (one day)
- 6 complimentary tables at Gala Dinner with company logo on the tables
- Make a toast at gala dinner
- 8 complimentary pass
- Receive the E-list of participants one week before conference
- Photos of sponsor's activities by photographer

Package Sponsorship

Side event package: USD 20,000

Promotions in network and materials

- Provide venue for side event before the main conference
- Logo in the cover of conference book and guide book
- A senior analyst from Mysteel to address a speech in the forum
- One on-site recorder shall be provided at the forum site, and the report shall be compiled and released after the meeting
- We will make a forum publicity plan before the meeting and promote it to the market to ensure the number of people in the forum
- Prime space for advanced booth with a TV and a guiding girl
- Receive the E-list of participants one week before conference

Other interests

- Link to sponsor's website in Mysteel conference website with company introduction (120 words)
- Company introduction (120 words) in guide book; logo in the cover of conference book and guidance book
- Single Ad page in the proceedings of the conference
- 2 complimentary tables at Gala Dinner with company logo on the tables
- 2 complimentary pass

Sponsorship on Mysteel Forum: USD 10,000

Speech lasting 15 mins in the main conference or side events. Post-conference report with the whole speech content and pictures through Mysteel media channels

Prime space for standard booth with a TV and a guiding girl

Receive the E-list of participants one week before conference

Link to sponsor's website in Mysteel conference website with company introduction (120 words)

Company introduction (120 words) in guide book; Logo in the cover of conference book and guidance book

Single ad page in the proceedings of the conference

1 complimentary pass

Sponsorship for Mysteel Gala Dinner Table: USD 750

Listing on the background at Gala dinner

Make a toast on the stage

VIP card on the table

Social Events Sponsorship

Project	Price (USD)	Complimentary Pass	Remarks
Morning jogging	4,000	1	Exclusive
Basketball Tournament	5,500	1	Exclusive
Football Tournament	5,500	1	
Voice of Iron Ore (singing competition)	5,500	1	Exclusive
Mobile Games Competition	5,500	1	Exclusive
Golf event	TBD	3	Exclusive

Sponsorship packages and terms may be adjusted according to the specific circumstances of the Organisers, Sponsors and marketing strategies, where possible.

Specific Projects

Projects	Price (USD)	Participants: Free	Number
VIP Meeting Room	4,000/ per day	1	4
Cocktail	TBD	2	Exclusive
Inside Page in Proceedings	2,000		
Forums	15,000	2	3
Drinks at Gala dinner	7,500	1	Exclusive Title
Gift Exclusive Title	8,000	1	Exclusive Title
Tea Break Exclusive Title	7,500	1	Exclusive Title
Lunch Exclusive Title	7,500	1	Exclusive Title
Table-water Exclusive Title	7,500	1	Exclusive Title
Chair Cover Exclusive Title	8,000	2	Exclusive Title
File Holder Exclusive Title	8,000	2	Exclusive Title
Introduction File Folder Exclusive Title	2,500	1	A5 page
Standard / Advanced Booth	7,000 / 8,000	1/2	4
Promotional logo on conference bag	7,500	1	Exclusive Title
Wooden Panels	8,000	1	
Notebook+Pen Sponsor Exclusive Title	8,000	2	Exclusive Title

Please feel free to contact for any further inquiry.

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Mysteel Iron Ore Department