



## 2013 IIE U.S. Higher Education Fairs (Hong Kong & Taipei) ORDER FORM for Sponsors and Advertisers

### 1. Sponsor registration

<u>Sponsor Benefits</u>	Platinum	Gold	Silver*	Bronze*
<b>Sponsor booth</b>	yes	yes	yes	-
<b>Online promotion</b> via IIE/HK's fair webpage	yes	yes	yes	yes
<b>Prominent logo recognition and acknowledgement</b> on ALL fair materials (printed & online)	yes	yes	yes	yes
<b>Logo acknowledgement</b> in IIE "Study America" Fair Guide	yes	yes	yes	yes
<b>One free, full page ad</b> in "Study America" Fair Guide	yes	yes	-	-
<b>Business Networking Buffet</b>	yes	yes	-	-
<b>Company promotion</b> – include company marketing flyer	yes	yes	-	-
<b>Company in brief</b> – Introduce your company in Fair Guide	yes	yes	-	-
<b>Gifts distribution</b> - a bag of sponsor's gifts/ product samples will be distributed to all visitors at the registration table	-	-	-	yes
<b>Exclusive sponsorship</b> in your line of business. Contact IIE for details.	yes	-	-	-
<u>Sponsorship Level</u>	Platinum	Gold	Silver*	Bronze*
1-city rate	\$12,000	\$4,800	\$3,800	\$3,000
2-city rate (per city)	\$9,000	\$4,000	\$3,200	\$2,500

*\*After printing deadline: Sponsorship logo and acknowledgement will NOT be included in ANY printed and online promotional materials (15% discount will be provided)*

Please check (✓) the sponsor package of your choice:

Hong Kong, China |  Taipei, Taiwan

Price per Fair	Platinum	Gold	Silver	Bronze
Single city rate	US\$ 12,000	US\$ 4,800	US\$ 3,800	US\$ 3,000
Double city rate (per city)	US\$ 9,000	US\$ 4,000	US\$ 3,200	US\$ 2,500
<b>Total Sponsorship amount (US\$):</b>				

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## 2. Advertiser registration

Please check (✓) your preferred advertising format(s):

**Early Bird Discount - Place your ad before June 29, 2013 and enjoy a **20% discount****

City	Half Page (Color)		Full Page (Color)	
	Original Price (US\$)	Early Bird (US\$)	Original Price (US\$)	Early Bird (US\$)
Hong Kong	1,100	880	1,350	1,080
Taipei	1,030	824	1,220	976
<b>Total Advertising amount (US\$):</b>				

## 3. Registration and payment deadlines

Filled in order form, advertising artwork and payment must be submitted by **July 2, 2013**.

Fill in the following and return the form for IIE/HK to send you an invoice:

Total sponsorship & advertising amount:			
Company:			
Address:			
Contact Person:		Title:	
Telephone:		Fax:	
E-mail:			
Signature:		Date:	

**We look forward to working with you in 2013!**

For further information about sponsor and advertising opportunities, please contact:

Ms. Hilary Tsui, Strategy and Development Manager

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