



Code: CSNC2016—ZS-01

# China Satellite Navigation Conference 2016 Sponsorship and Exhibition Package

CSNC Organizing Committee  
January 2016

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## 1. Introduction of CSNC

China Satellite Navigation Conference (CSNC) is an open platform to promote academic innovation, cooperation and communication in the world of GNSS systems; to encourage technical and engineering innovation of GNSS systems; to propel theoretical innovation; to drive innovation in applications which will help the growth of the whole industry.

## 2. Sponsorship and Exhibition Package

Our sponsorship and exhibition packages include:

- (1) Conference sponsor package
- (2) Co-undertaker package
- (3) Website Advertisement package
- (4) Exhibition package
- (5) Advertisement package
- (6) Preferential Policy

### 2.1 Sponsorship Package

- (1) Conference Package

1. 2 opportunities

2. Fee: 1million RMB each

3. Privileges:

1) Before the opening ceremony and in pre-conference break, you can play a company promotion video (only in text) with text “XXXX Company wishes a successful CSNC 2016” lasting 1-2 minutes (Exact minutes to be determined);

2) Company logo and name shown as main sponsor on the main background board outside Conference Hall;

3) Privilege in choosing exhibition position and booth;

4) Sponsor logo or name mentioned when promoting the conference

5) Privilege in choosing exhibition hall and speech area to display or release new products (1 hour);

6) Sponsor Certification and Medal (issued on The Night of BeiDou);

7) 1 opportunity of keynote speech in Application and Industrialization Forum;

8) 6 standard booths (54m<sup>2</sup>);

9) 20 conference passes;

- 10) 5 The Night of BeiDou passes;
- 11) Company brochure (A4, no more than 8 pages) in conference handbag;
- 12) Sponsor recognized in Conference Handbook;
- 13) Advertisement on Conference Website home page (a picture advertisement linking to Sponsor website);
- 14) Advertisement inserts in Conference Handbook and Exhibitor Handbook (position to be determined based on visual effects)

## (2) The Night of BeiDou Package

The Night of BeiDou is the most premium celebration for the community of GNSS in China which is always scheduled at the first evening of the conference week. 6 successful Nights of BeiDou have been organized. Elites from Chinese and foreign governments, academia, engineering, and business world are invited to join the event also featuring award and medal ceremonies. The honorable guests of the Night includes the top experts from global GNSS communities, authorities of key systems worldwide, heads of China Satellite Navigation Office, governmental officials of the host city, leading entrepreneurs of the BeiDou industry, as well as young academics of GNSS.

- 1. One opportunity
- 2. Fee: 800,000RMB
- 3. Privileges:
  - 1) Exclusive naming right for the Night of BeiDou (company recognition on the background board of the event);
  - 2) 1 conference guest;
  - 3) Speech by a company executive;
  - 4) Sponsor Certification and Medal (issued on the Night of BeiDou)
  - 5) 6 standard booths (54m<sup>2</sup>);
  - 6) 10 conference passes;
  - 7) Advertisement at the entrance of the Night of BeiDou (size TBD);
  - 8) Table cards for the Night of BeiDou (designed and displayed by sponsor);
  - 9) Privilege in choosing exhibition hall and speech area to display or release new products (30minutes);
  - 10) Advertisement inserts in Conference Handbook and Exhibitor Handbook (position to be determined based on visual effect)
  - 11) Company brochure (A4, 2P) in conference handbag;
  - 12) Advertisement on Conference Website (a text advertisement linking to Sponsor website);

### (3) Application Industrialization Forum Package

As a high-end section in CNSC, Application and Industrialization Forum provides a unique opportunity to discuss the status and trends of the applications of BeiDou System through speech, panel discussion, Q&A, interactions and interviews. Impacts of BeiDou system on other industries will also be discussed. Participants include governmental officials, navigation experts, government and corporation representatives from demonstration zones, heads of leading GNSS companies, consultants and financial institutions, as well as academics and researchers.

1. 1 opportunity

2. Fee: 500,000RMB

3. Privileges:

- 1) Speech at the Forum by a company leader;
  - 2) 1 person recommended by the sponsor to co-plan the Forum as Forum Chair;
  - 3) Sponsor Certification and Medal (issued on the Night of BeiDou);
  - 4) Sponsor of Application Industrialization Forum Package;
  - 5) Naming right for the Forum;
  - 6) Company name recognition on the background board of the Forum;
  - 7) 1 opportunity to make presentation at the Forum, length TBD;
  - 8) Company PV played before the Forum and at break (1-2minutes);
  - 9) Advertisement board at the entrance of the Forum (size TBD);
  - 10) Naming rights recognition in conference Handbook and Exhibitor Handbook;
  - 11) 2 standard exhibition booths (18m<sup>2</sup>);
  - 12) 5 conference passes;
  - 13) Advertisement on Conference Website (a text advertisement linking to sponsor website);
- (4) BD-CASTIC Package

"BeiDou Cup" China Adolescents Science & Technology Invention Contest (BD-CASTIC) is one of the activities designed for the session of public science education, targeting college and high-school students across the country. The contest is developed to make students know more about BeiDou system by encouraging them to make more scientific innovations and allowing scientists and educators to provide guidance. Latest progresses and achievements made by China on space science and information technologies (especially BeiDou System and its applications) are also displayed to young students to inspire their passion and confidence in technologies and products developed by our own country.

1. 1 opportunity

2. Fee: 800,000RMB

3. Privileges:

- 1) 4 standard exhibition booths (36m<sup>2</sup>);
- 2) Naming rights on BD-CASTIC;
- 3) 1 company executive invited as award presenter;
- 4) Invited as award presenter at BD-CASTIC; company name will be mentioned by the moderator;
- 5) Company name shown on the big screen of Award Ceremony, e.g., the Xth XXX BD-CASTIC

Winning List;

- 6) “The Xth XXX BD-CASTIC ” printed in Conference Handbook;
- 7) Company name and logo recognition above the BD-CASTIC ‘Public Science Education’ Area;
- 8) Naming on all display boards in BD-CASTIC display area, the Xth XXX BD-CASTIC , (e.g. the Xth XXX BD-CASTIC and company logo printed on display boards);
- 9) Text or picture promotion or links on CSNC website, BD-CASTIC website and Institute of Digital China (Inc.), Peking University website until December 2016;
- 10) Name of the company shown in the conference agenda
- 11) Promotion leaflet of the naming company (A4, 1P) in the conference handbag;

## 2.2 Co-undertaker Package

(1) Co-undertaker Package

1. 7 opportunities

2. Fee: 200,000RMB each

3. Privileges:

- 1) 2 guest opportunities (guest pass) each;
- 2) 10 conference passes each;
- 3) An agreed number of members (no more than 5) from the co-undertakers can participate in the conference as organizing committee staff with free accommodation and food arranged by the committee;
- 4) Company name recognition in the branding materials of the conference;
- 5) Directly join China Satellite Navigation Technology and Application Exhibition 2016 and have privilege in choosing booths;
- 6) Priority will be given to the invited speeches in one session recommended by the co-undertaker;
- 7) Priority will be given in arranging the speech by the co-undertaker in Industrialization Forum or the

Night of BeiDou;

### 2.3 Website Advertisement Package

As the official website of CSNC, [www.beidou.org](http://www.beidou.org) is the biggest exchange platform for the GNSS community in China. The speeches made by GNSS authorities in Application and Industrialization Forum, the technical displays by exhibitors, academic exchanges in the main conference and sessions, as well as the application of GNSS have been closely combined on this platform. As the most efficient window to promote BeiDou system, connect experts and GNSS companies, the website has been attracting all social engagers for 5 years. During the conference, authorities, non-profit organizations and corporations, government media and young academics from both home and abroad will pay a high-level attention to the website. Remarkable contributions made by conference participants can be promoted on the website (both in Chinese and English) to show your advanced technologies and applications to both Chinese and global GNSS companies and experts. Choose CNSC Website to target your advertisement to aerospace professionals. Potential customers can be efficiently accessed with a successful branding opportunity.

1. Opportunities: TBC

2. Website advertisement: 100,000RMB each

3. Privileges:

1) Company name or logo in the advertisement area on CSNC 2016 website with link to the company's own portal; advertisement period should be 1 year from the contract signing date to the end of sponsor recruiting for CSNC 2016;

2) 1 standard booth (9m<sup>2</sup>);

3) 2 conference passes;

4) 2 passes for the Night of BeiDou;

### 2.4 Technology Exhibition Package

To propel the GNSS technologies, CSNC invites enterprises and public organizations to display their corporate culture and achievements in terms of GNSS technology. The exhibition areas and prices are shown in the following table:

1. In-door area and price:

No.	Area	Type	Size	Price	Free pass
1.	9m <sup>2</sup>	Standard booth	3m*3m	30,000RMB	1
2.	18m <sup>2</sup>	2 standard booths	3m*6m	5.50,000RMB	2
3.	24m <sup>2</sup>	Open space (customized)	3m*8m	7.30,000RMB	3
4.	36m <sup>2</sup>	Open space(customized)	6m*6m	110,000RMB	4

5.	54m <sup>2</sup>	Open space(customized)	6m*9m	160,000RMB	5
6.	72m <sup>2</sup>	Open space(customized)	8m*9m	210,000RMB	7
7.	108m <sup>2</sup>	Open space(customized)	12m*9m	300,000RMB	10

## 2. Out-door areas and prices:

No.	Area	Type	Size	Price	Free pass
1.	200m <sup>2</sup>	Out-door	4m*50m	200,000RMB	5
2.	300m <sup>2</sup>	Out-door	50m*60m	300,000RMB	10
3.	500m <sup>2</sup>	Out-door	100m*50m	400,000RMB	15
4.	Discussable if you need more area	Out-door	TBD	TBD	

3. GNSS application interactive experience zone is developed to attract the attention of GNSS experts and researchers, to bring closer the companies and the public, as well to make the public more engaged with the user ends and functions of the BeiDou system. An area of 80m<sup>2</sup> is specifically assigned for the audience to know about satellite navigation products by directly experiencing, rather than just watching, which is also a frequently used method in exhibition. Exhibitors are recommended to put their products in this experience area. This event is cost-free.

4. Mini-booths: 20 mini booths are designed for new registration companies or those who don't have anything to display. Company promotion posters can be put in the 1\*1m area for no cost.

Note: 1. Customized decorations of booths are prohibited outside the exhibition hall.

2. See Exhibitor Handbook issued in advance to find the size of standard booths.

3. Accommodation and food are not provided for those exhibitors who got free passes.

## 2.5 Preferential Policy for Exhibitors

As BeiDou GNSS System is growing quickly, 6 successful CSNC's have been organized. Since China Satellite Navigation Technology and Application Exhibition has always been an essential part of CSNC and a relatively independent platform for the communication of industrial technologies and product innovations. As it becomes larger and more influential, CSNC 2016 Organizing Committee decides to announce a preferential policy for exhibitors from aerospace, geographical mapping, transportation, meteorological watch, disaster reduction and mobile communication. R&D institutions, colleges, universities, high-tech companies (including makers of mobile phone, navigation chips, receivers, antennas, end products and application software) who registered for CSNC between 1<sup>st</sup> January 2013 and 31<sup>st</sup> December 2015 can submit their company certification and OCC certificates to the organizing committee for verification.

Verified applicants can apply for 3\*3 and 3\*6 standard booths. Specially Decorated booths are not included



in this preferential policy. See Appendix 3 for more details. The exhibition encouraging display of achievements to attract more companies to help the BeiDou industry become a world-leading successful system.

### 3. Notes for Preferential Policy

“In China, BeiDou System (BDS) is the most systematically developed aerospace infrastructure engineering project with the largest scale, widest coverage and the most complex technology and has taken the longest time to develop. It's both a national project and international project, so country-wide support as well as engagement from all fields in the society is needed. I sincerely hope you continue to care about the BeiDou system development and try to apply and promote it, to help our industry thrive,” said Mr. SUN Jiadong.

As the BeiDou system is in a growing stage, the Organizing Committee of CSNC wishes to build a long-term relationship with exhibitors. That's why privileges are provided to companies registered in the past years and those who want to establish long-term relationship with us. The policy includes:

1. 5% discount for exhibitors of the past years or those who decide to exhibit the next year (see Appendix 1);
2. 10% discount for exhibitors of CSNS 2016 who signed contract and paid before 5<sup>th</sup> February 2016;
3. 15% discount for companies wishing to exhibit for consecutively 2 years and signed contract and paid before 5<sup>th</sup> February 2016;
4. Privilege for new-registration aerospace and high-tech companies and organizations, based on the registration year (see Appendix 3);
5. Privilege of cost-free booths for sponsors;
6. Priority in choosing booths is based on the date of contract and payment.

### 4. Statements

1. The sponsorship and exhibition fees stated in this program are fixed and will not change with the conference location year by year.
2. If those fees have to be lower for external factors in one particular year, the original fees will be charged, and the exceeding part will be used for the next conference.

3. If companies which are entitled to those preferential policies fail to pay exhibition fees according the contract, they will be deemed to waive those policies and the organizing committee can assign their booths to other companies.

CSNC Organizing Committee  
22<sup>th</sup> January 2016

# Appendix 1: Discounts by Booth Type (in-door)

Unit: 10,000RMB

No.	Area	Type	Size	Price (10,000)	Exhibition for 2016 & 2017	2016 register who pay by contract by 05/02/2016	More than 2 exhibitions in the past
					15% discount	10% discount	5% discount
1.	9m <sup>2</sup>	Standard	3m*3m	3	5.1	2.7	2.8
2.	18m <sup>2</sup>	2 standards	3m*6m	5.5	9.3	4.9	5.2
3.	24m <sup>2</sup> Open space(customized)		3m*8m	7.3	12.4	6.6	6.9
4.	36m <sup>2</sup> Open space(customized)		6m*6m	11	18.7	9.9	10.4
5.	54m <sup>2</sup> Open space(customized)		6m*9m	16	27.2	14.4	15.2
6.	72m <sup>2</sup> Open space(customized)		8m*9m	21	35.7	18.9	19.9
8.	90m <sup>2</sup> Open space(customized)		10m*9m	25	42.5	22.5	23.7
9.	108m <sup>2</sup> Open space(customized)		12m*9m	30	51	27	28.5

## Appendix 2: Discounts by Booth Type (out-door)

Unit: 10,000RMB

No.	Area	Type	Size	Price	2016 Register who sign contract and pay before 5 <sup>th</sup> Feb. 2016	2 exhibitions in the past
					10% discount	5% discount
1.	200m <sup>2</sup>	Outdoor	4m*50m	200,000RMB	18	19
2.	300m <sup>2</sup>	Outdoor	50m*60m	300,000RMB	27	28.5
3.	500m <sup>2</sup>	Outdoor	100m*50m	400,000RMB	36	38
4.	Discussable if you are public institution and need more area	Outdoor	TBD	TBD		

### Appendix 3: Discounts by Registration Year

Unit: 10,000RMB

No.	Area	Type	Size	Price	Public institutions and companies registered in 2013	Public institutions and companies registered in 2014	Public institutions and companies registered in 2015
					20% discount	30% discount	40% discount
1.	9m <sup>2</sup>	Standard	3m*3m	3	2.4	2.1	1.8
2.	18m <sup>2</sup>	2 standards	3m*6m	5.5	4.4	3.85	3.3

## Appendix 4: CSNC 2016 Technology and Application Exhibition Floor Plan

