

CSMF

新通夫



CYGNIA
SUISSE

2017 CSMF Global Sport Industry Conference the 12th session

Swiss Section Business Manual

National Convention Center • Beijing

April 2017

What does the Swiss section look like ?

Sub Conference Room



Swiss Exhibition Area



Sub Conference Room

Practical Information

Time: 6th - 7th April 2017

Exhibition location: Room 407, Switzerland hall,
Hall B, 4th Floor

Number of seats: 200

Total duration: 120min (10min / person)



Swiss Exhibition Area

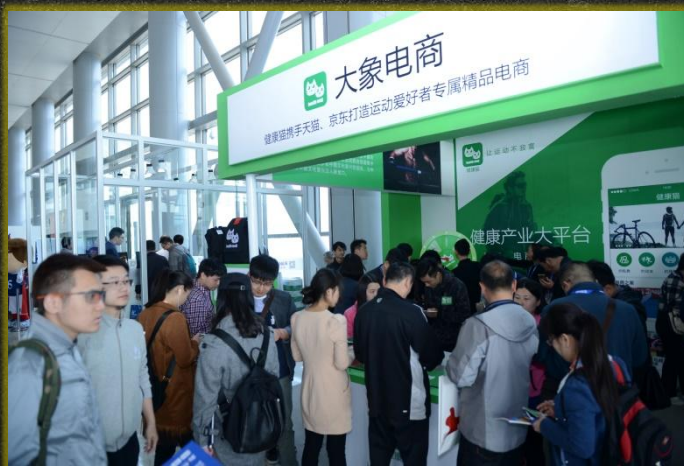
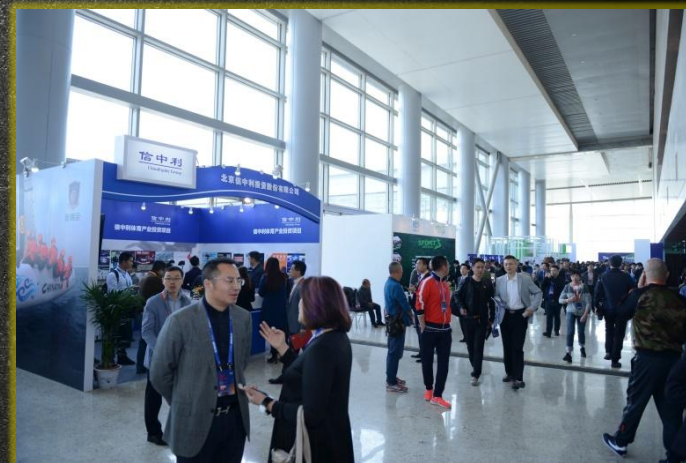
Practical Information

Time: 09:00 6th -12:00 7th April 2017

Exhibition location: D007, Hall B, 4th Floor,
(shown as picture)

Area size: 100m²

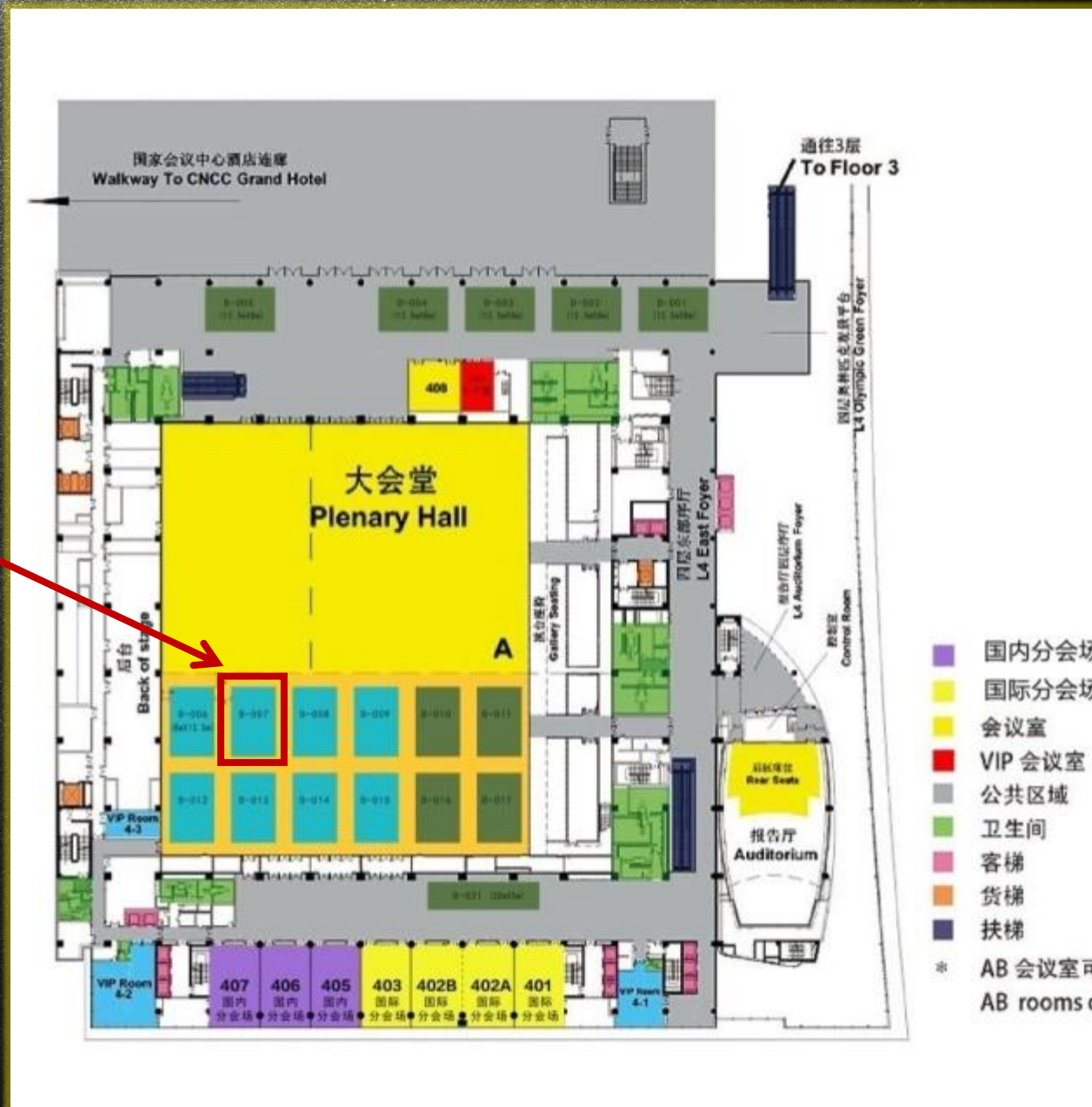
Total number of visitors: 10,000 +



Swiss Exhibition Area

Practical Information

Location of the Swiss Exhibiton Area



**How can you participate ?
What are your benefits ?**

Ways of participation and benefits

1. Titled Sponsor of the Swiss Section

Titled Sponsor for Swiss Convention & Swiss Exhibition Area

- Shown as "Sponsor's name + Swiss Convention"
"Sponsor's name + Swiss Exhibition Area"
- 1 only: one exclusive titled Sponsor for Swiss section

Sponsor's logo also appears in the following places:



Logo on background board



Logo on check-in area



Logo on entrance card



Logo on delegate bag



For example: "China Securities Co., Ltd" - titled sponsor for Sports Resources General Release Hall



Logo on door header

Ways of participation and benefits

2. Speakers at Swiss Convention

Speech time: 10min / person

- Speakers would join in dialogues or have one time speaking opportunity at Swiss Convention, to introduce and promote their projects

3. Exhibition Area

Total exhibition area: 100m²

- A total of 100m² area will be divided into several booths with each one no less than 10m², companies can design and build the booth according to their own demand



Ways of participation and benefits

4. Video Advertising

In the Main Conference Hall

- Promotional video loop playback before the start of the main conference
- Time: 15 sec. loop playback



At Sub Conference Room

- Company's promotional video loop playback before the start of the Swiss Convention
- Time: 30 sec. loop playback



On LED screen

- 2.5m*6m LED screen on the 1st floor, loop playback of company's advertisement in picture format during the conference



On Ressource Release Wall

- 5m*3m LED screen, company's advertisement in video format, loop playback all day long
- 30 sec. video format



Ways of participation and benefits

5. Printed Advertising

In the Main Conference Hall

- 3m*2m wooden advertising board with printed company's promoting information in the Main Conference Hall



At Sub Convention Room

- 2m*1m wooden advertising board with printed company's promoting information at Sub Convention Room



On the Conference Brochure

- Printed company's promotional materials on conference brochure
- Size: 19cm*26cm



Distribution of Company Promotional Materials

- Include company's promotional materials in the delegate bag and distribute to the attendees
- Single page of paper material or small gift



Ways of participation and benefits

6. Tickets

VIP Ticket

- Front rows of VIP seats reserved at the Main Conference
- Front rows of VIP seats reserved at the Swiss Convention
- Wine party tickets
- Business meals during the conference



Guest ticket

- Attend the Main Conference
- Attend Sub Conferences at will



Regular ticket

- Attend the Main Conference



Ticket for Sub Conference & Exhibition

- Attend one of the Sub Conferences
- Free visit of the exhibition area

(Main Conference is not included)



About CYGNIA



- **Exclusive agent of the 12th CSMF Global Conference in Switzerland**
- **Strong relationship with Swiss and Chinese Sport Industry and International federations**

Profil of CEO

Ms Yiming BAI

Phd in Sports Management in UNIL and Master from AISTS

What can we do for you?

- Coordinate your relationship with CSMF organizer
- Identify and exploring potential contacts for your company before the conference
- Assist in the design of the exhibition booth
- Assist in translation
- Assist in logistics and provide advice on accommodation and transport

Contact information

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Looking forward to meeting you !
