

29th WGC2025 BEIJING

19-23 MAY 2025

SPONSORSHIP PROSPECTUS



PRESENTED BY



HOST PARTNER



V231014

The Venue

- WGC2025 will be held at Beijing's premier exhibition centre – the China National Convention Centre (CNCC).
- The CNCC is located within the Olympic Green precinct in central Beijing.
- CNCC is the ideal venue to host WGC2025, as the exhibition and conference areas are all within walking distance. CNCC is also listed as the global top 10 most exciting exhibition & convention centre in 2022.





Customisation Sponsorship Package to Maximise Your ROI

Each WGC2025 sponsor

1. Receive a standard set of entitlements from their Sponsorship Tier.
See Sponsorship Tiers on page 4.
2. Receive an allocated amount of sponsorship credit(s) from their Sponsorship Tier. The sponsor may apply these credit(s) for additional branding & exposure opportunities.

Sponsor can benefit from pre-event, onsite, and post-event branding opportunities to maximise the exposure to their target audience. Networking opportunities are also available from various sponsorship packages.





Sponsorship Package

Sponsoring Fee

(\$US tax-exclusive)

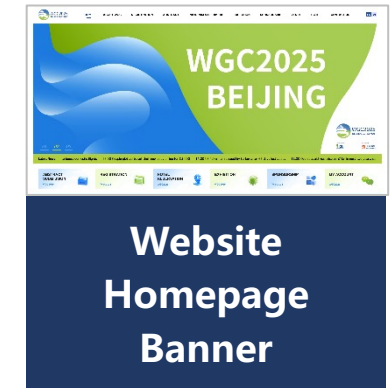
- Maximum Sponsors per level
- Sponsor credits to spend on items and/or signage*
- Complimentary conference registrations
- VIP seat for ceremonies
- Logo on primary event signage with Event logo
- Event app including splash, promotion and signage
- Logo on event advertising with Event logo
- VIP passage signage
- Logo on front page of conference daily newspaper
- Advertisement in exhibition catalogue (*new)
- Exclusive contacts to offer service support (*new)
- Logo acknowledgement in promotional material
- Logo & weblink on Event website
- Profile on Event website
- Receive copy of delegate list
- Conference room sponsor "Thank you" slides
- Logo on sponsor page of electronic conference App (*new)
- Recognition on sponsor "Thank you" signage boards
- Sponsor acknowledgement display at closing ceremony (*new)
- Logo in post event report

Host	Principal \$480,000	Global \$390,000	Diamond \$300,000	Platinum \$210,000	Gold \$145,000	Silver \$102,000	Bronze \$73,000	Associate \$30,000	Additional Credits \$4,750
customised	3	4							
	60	60	55	40	27	19	14	6	1
	6	5	4	2	1				
	6	5	4	2	1				
	⊙								
		⊙							
	⊙								
	⊙	⊙	⊙						
	⊙								
	Premium Full Page	Full Page	Half Page	Quarter Page					
	⊙								
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙	



Host Exclusive Entitlements

ITEM	DESCRIPTION
Media room	Exclusive use of Media Room for 2hours per day
Main Lobby Standing Floor Sign Logo	Co-branding display of Sponsor logo with WGC2025 logo
VIP Room	VIP rooms under 100m ² will be available for use during the conference.
Main Lobby Electronic Screen	Permanent Co-branding display of Host & Principal sponsors' logo Rotate Co-branding display of Diamond & Platinum sponsors' logo
Session Speaking Opportunity	To be decided by NOC based on the theme of the conference
Stage Slope Screen	Co-shared with other Host sponsors, final artwork to be determined according to the final key visual design.
Website Homepage Banner	Rotation Display
Outdoor Façade Advertising	1 board exclusively reserved for Host sponsor, final artwork to be determined according to the final key visual design.



*Images are for reference only.



Exclusive Items Menu

Sponsor Credits for each item

ITEM	CREDIT	ITEM	CREDIT
★ Lanyard Logo	100	Media Centre Decoration and Items	40
★ Indoor Garden Gazebo Title (3 Gazebos only, each company would hold one)	80	Speaker Preparation Room Decoration	40
★ Welcome Dinner Title	60	Venue WIFI Jump Page Logo	40
★ Logo in Plenary Seat Pocket with WGC2025 Logo	60	Luncheon Title (Day 1 / 2) + Table Centerpiece and Guide Sign	40
★ Lectern + Microphone Logo	60	Coffee Break Title (Day 3 / 4) + Dessert with Logo, Table Centerpiece and Guide Sign	40
★ Staff + Volunteer Uniforms Logo	60	Decoration of the simultaneous interpretation booth facade for the Keynote Session	40
★ Prime Indoor Advertising (Single Board Exclusive)	60	VIP Executive Lounge / Hotel Welcome Screen (Day 1 / 2)	40
★ Conference Backpack Logo	60	3D Printed Coffee Latte Art (Dinning Area)	40
★ Hotel Key Cards	60	Customised Coffee Mugs Logo (Day 1)	40
Networking Reception Title + Dessert with Logo, Table Centerpiece and Guide Sign	60	Luncheon Title (Day 3) + Table Centerpiece and Guide Sign	27
Closing Dinner Title + Dessert with Logo, Table Centerpiece and Guide Sign	60	Customised Coffee Mugs Logo (Day 2)	27
Coffee Break Title (Day 1 / 2) + Dessert with Logo, Table Centerpiece and Guide Sign	60	Customised Coffee Mugs Logo (Day 3-4)	27
Shuttle Bus Graphics + Press Cards	60	VIP Executive Lounge / Hotel Welcome Screen (Day 3 / 4)	27
Notebook + Ball-point Pen Logo and Flyleaf Introduction	60	B2 One Stairs Decoration	27
Water Bottles or Customised Thermos Logo	60	Q&A Sponsor	19
F2-F3 One Stairs Decoration	40	Luncheon Title (Day 4) + Table Centerpiece and Guide Sign	19

- * Exclusive items are constantly being updated.
- * ★ as the preference of the Host, followed by the order of sponsorship levels.
- * Other non-exclusive items will be available in mid to late 2024 after announcement.



Exclusive Item Details

★Lanyard Logo – 100 Credits

Increase brand exposure by showcasing your brand in your interactions with each attendee.

- ▶ Logo on lanyard for all delegates and trade visitors (excluding exhibitors).

★Indoor Garden Gazebo Title – 80 Credits

3 Gazebos only, each company would hold one.

★Welcome Dinner Title – 60 Credits

Promotional branding at prominent networking

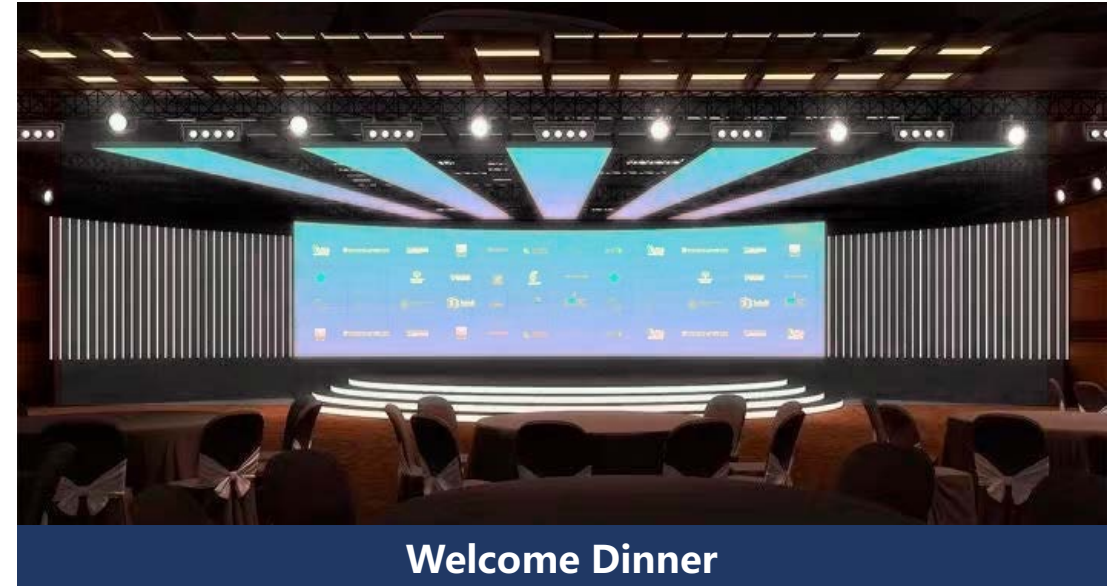
- ▶ Sponsor Logo displays on advertising signage inside the venue and at the main entrance
- ▶ Thanksgiving by the dinner MC
- ▶ Welcome speech by sponsor's representative
- ▶ Logo displays on all Welcome Dinner promotional materials (electronic, paper)

★Logo in Plenary Seat Pocket with WGC2025 Logo – 60 Credits

- ▶ sponsors can utilize this important social occasion to showcase and promote their brands with WGC2025 logo.

★Lectern + Microphone Logo – 60 Credits

- ▶ Sponsor's logo on microphone cover to promote to important speakers
- ▶ Sponsor's logo displays on lectern wrap



Welcome Dinner



Lectern + Microphone Logo



Lanyard Logo

*Images are for reference only.





Indoor Garden Gazebo Title

OTHER DESIGN



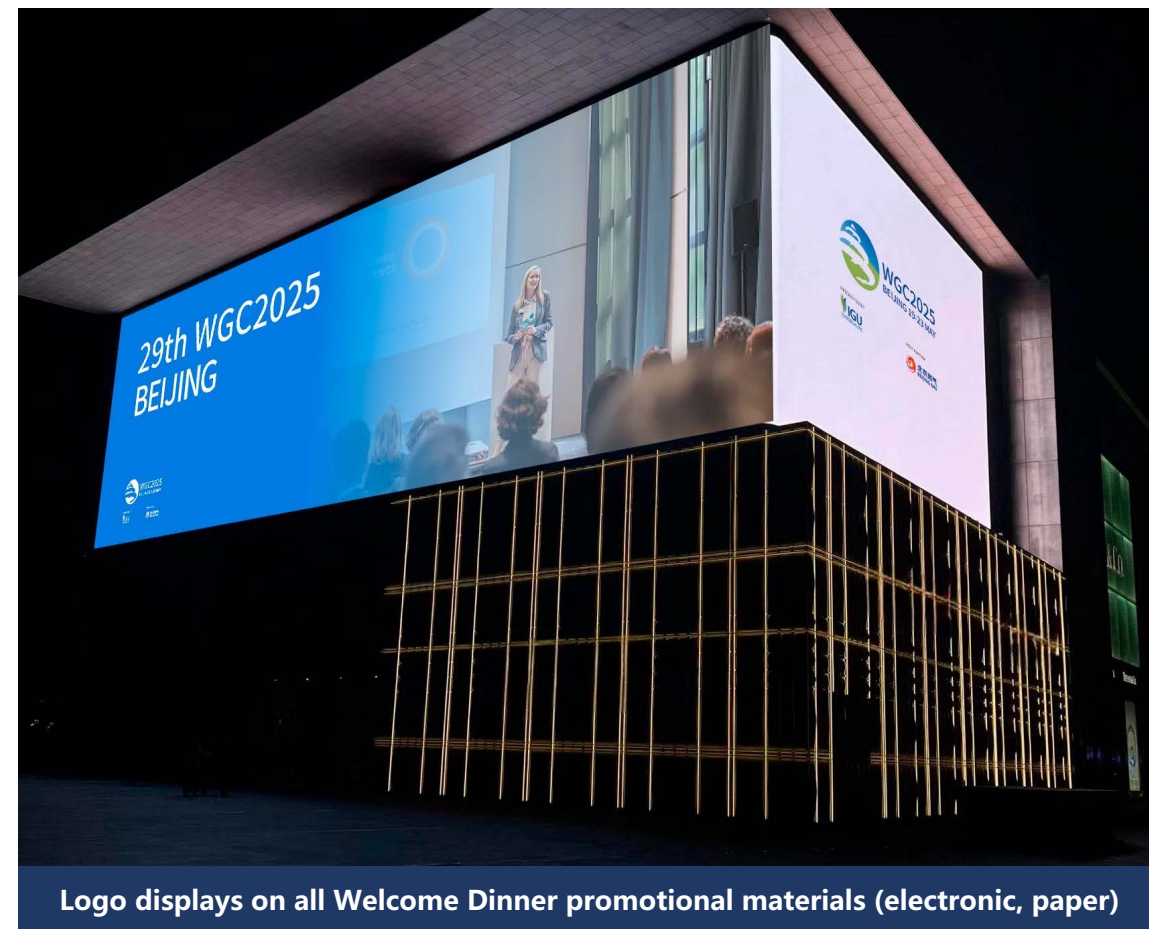
Indoor Garden Gazebo Title





Welcome Dinner Title

OTHER DESIGN





Welcome Dinner Title

OTHER DESIGN



Thanksgiving by the dinner MC / Welcome speech by sponsor's representative



Welcome Dinner Items

OTHER DESIGN



Table Centerpiece



Napkins / Tableware



Table Flag



Tissues & Menu



Guide Sign



Exclusive Item Details

★Staff + Volunteer Uniforms Logo – 60 Credits

Contact with international audiences

- ▶ Clearly visible logo on critical visitor media
- ▶ Logo visible on volunteer uniforms

★Prime Indoor Advertising (Single Board Exclusive) – 60 Credits

- ▶ Top indoor advertising positions to increase brand exposure

★Conference Backpack Logo – 60 Credits

Most visible, expanding sponsor awareness long after the event is over

- ▶ Logo on the conference delegate bag

★Hotel Key Card – 60 Credits

High profile branding of an essential item

- ▶ Logo on key cards or key card sleeves of selected hotels



*Images are for reference only.



Exclusive Item Details

Networking Reception Title + Dessert with Logo, Table Centerpiece and Guide Sign – 60 Credits

Promotional branding at prominent networking

- ▶ Sponsor Logo displays inside the venue and at the main entrance

Closing Dinner Title + Dessert with Logo, Table Centerpiece and Guide Sign – 60 Credits

The Closing Dinner is the social event of the conference, attended by government officials, representatives of Fortune 500 companies and industry experts, ▶ sponsors can utilize this important social occasion to showcase and promote their brands.

- ▶ Sponsor logos will be displayed inside the venue and at the main entrance.

Coffee Break Title (Day 1 / 2) + Dessert with Logo, Table Centerpiece and Guide Sign – 60 Credits

Coffee Break Title (Day 3 / 4) + Dessert with Logo, Table Centerpiece and Guide Sign – 40 Credits

Connect with delegates during an important daily ritual to network and refresh between sessions. Tell visitors' who has the fuel to charge their day.

- ▶ Logo at delegate refreshment area
- ▶ Logo on directional signage to refreshment area



Networking Reception



Coffee Break

*Images are for reference only.





Networking Reception Title

OTHER DESIGN



Advertising signs inside the hall and at the main entrance



Sponsor Logo displays inside the venue and at the main entrance





Networking Reception

OTHER DESIGN



Dessert with Logo, Table Centerpiece and Guide Sign





Closing Dinner Title

OTHER DESIGN



Advertising signs inside the hall and at the main entrance



Guide Sign



Advertising Board





Closing Dinner Title

OTHER DESIGN



The Closing Dinner is the social event of the conference, attended by government officials, representatives of Fortune 500 companies and industry experts, sponsors can utilize this important social occasion to showcase and promote their brands.



Closing Dinner Items

OTHER DESIGN



Maximising Gas Benefits



Exclusive Item Details

Shuttle Bus Graphics + Press Cards – 60 Credits

The conference provides a free shuttle for all participants who accommodate at official hotels and offers sponsors the opportunity to present their brands to conference participants daily.

- ▶ Logo displays on shuttle buses
- ▶ Logo displays on the signage at the stations



Shuttle Bus Graphics + Press Cards



Notebook + Ball-point Pen Logo and Flyleaf Introduction

Notebook + Ball-point Pen Logo and Flyleaf Introduction – 60 Credits

Note taking for critical items during and after the meeting

- ▶ Logos on notebooks and pens in each delegate's package

Customised Logo on Water Bottles or Thermos – 60 Credits

- ▶ Logo on water bottles distributed daily to conference delegates

F2-F3 One Stairs Decoration – 40 Credits

Sponsor Logo displayed at key routes of the conference



F2-F3 One Stairs Decoration



Water Bottles

*Images are for reference only.



Exclusive Item Details

Media Centre Decoration and Items – 40 Credits

Supplies for Media Interiors display Sponsor Brands

- ▶ e.g., Cushions, water bottles, water bottle stickers, napkins, lip balms, brushers, etc.

Speaker Preparation Room Decoration – 40 Credits

Brand exposure to the conference's most specialized audience

- ▶ Signage in the speaker preparation room
- ▶ Marketing of the brand on computer terminals in the speaker preparation room
- ▶ Logo in the speaker's guide

Venue WIFI Jump Page Logo – 40 Credits

An essential link to keep connected

- ▶ Logo on Wi-Fi logo splash page
- ▶ Logo on all signage and promotion of Wi-Fi within venue



Media Centre Decoration and Items



Venue WIFI Jump Page Logo



*Images are for reference only.



Media Centre Decoration and Items

OTHER DESIGN



Media Centre



Tissues and door tags



Sterilised paper towels/brush brushes/mints



Cushion



Exclusive Item Details

Luncheon Title (Day 1 / 2) + Table Centerpiece and Guide Sign – 40 Credits

Luncheon Title (Day 3) + Table Centerpiece and Guide Sign – 27 Credits

Luncheon Title (Day 1 / 2) + Table Centerpiece and Guide Sign – 19 Credits

- ▶ Sponsor logo printed on luncheon area entrances and advertising signage
- ▶ Sponsor content on the LED screens in the luncheon area
- ▶ 10 VIP seats at luncheon for sponsors
- ▶ Sponsor's logo printed on luncheon menu
- ▶ Sponsor logo printed on all pre-conference and on-site luncheon promotional materials
- ▶ Opportunity to place promotional materials on seats (to be prepared by sponsor)

Decoration of the simultaneous interpretation booth facade for the Keynote Session – 40 Credits

Contact with international audiences

- ▶ Logos on all signage and promotion of the Interpretation Service
- ▶ Signs on Interpretation Rooms and Equipment



*Images are for reference only.



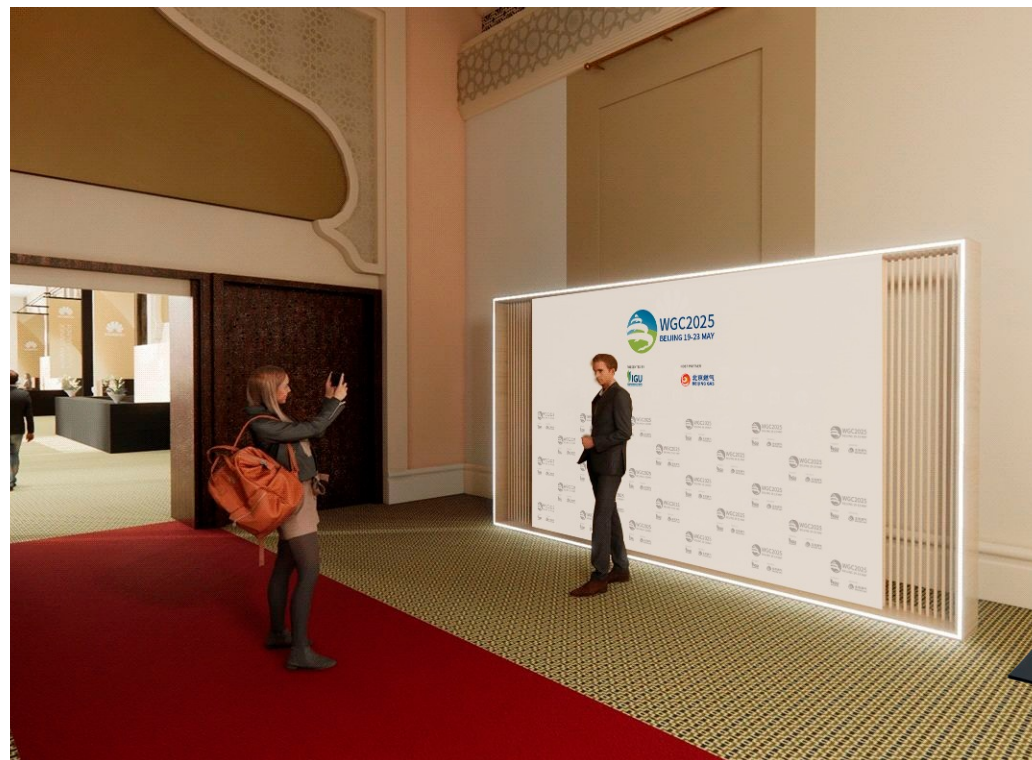


Dining Area

OTHER DESIGN



Sponsor content displayed on LED screens in the dining area



Displayed on Dining area entrances and advertising signs



Maximising Gas Benefits





Luncheon Title

OTHER DESIGN



Dining Area



- 10 VIP seats for sponsors at luncheon
- Sponsor Logo printed on menu
- Sponsor Logo printed on all pre-conference and on-site luncheon promotional materials
- Opportunity to place promotional materials on seats (sponsor to prepare)



Simultaneous Interpretation Booth

OTHER DESIGN



Simultaneous Interpretation Booth



同声传译
间



Exclusive Item Details

VIP Executive Lounge / Hotel Welcome Screen (Day 1 / 2) – 40 Credits

VIP Executive Lounge / Hotel Welcome Screen (Day 3 / 4) – 27 Credits

- ▶ Sponsor brand in the promotion of the VIP Executive Lounge to all potential target conference delegates
- ▶ Sponsor logo display in VIP Delegate Lounge advertising signage
- ▶ Sponsor's Logo in the VIP Corridor
- ▶ Sponsor Logo on VIP Executive Lounge Reception or Concierge Desk

3D Printed Coffee (Dinning Area) – 40 Credits

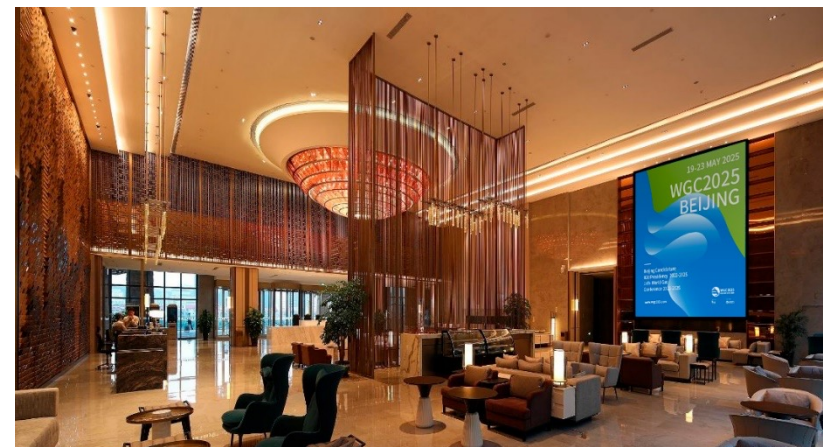
Coffee Latte Art with WGC2025 Logo and Sponsor Logo Together

Customised Coffee Mugs Logo (Day 1) – 40 Credits

Customised Coffee Mugs Logo (Day 2) – 27 Credits

Customised Coffee Mugs Logo (Day 3-4) – 27 Credits

- ▶ Sponsor's logo printed on the coffee cup



VIP Executive Lounge / Hotel Welcome Screen



3D Printed Coffee

*Images are for reference only.

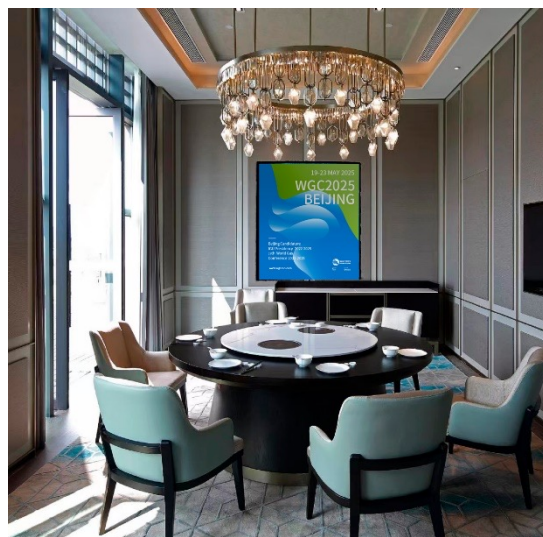


Conference Designated Hotels

OTHER DESIGN



VIP Executive Lounge / Hotel Welcome Screen



Displayed in the VIP delegate lounge
advertising signage



Displayed at the VIP Executive Lounge Registration Desk
or Concierge Desk



- 3D Printed Coffee (Dining Area)
- WGC2025 Logo and Sponsor Logo on Coffee Latte Art
- Sponsor Logo printed on coffee cups and napkins



Exclusive Item Details

B2 One Stairs Decoration – 27 Credits

Sponsor Logo displayed at key routes to the conference hall

Q&A Sponsor - 19 credits

- ▶ Specialised Sessions, Q&A
- ▶ By sponsoring Q&A session, it displays your progressive thinking and leadership through interaction with conference delegates and speakers.
- ▶ Sponsor Logo shown at the end of the session



*Images are for reference only.

