



EU Pavilion



June 18-20, 2006

International Film and TV Market of the 12th Shanghai TV Festival

Enter
the
World of Chinese
Media

EU Pavilion 2006



CMM-I is pleased to announce its One Stop Service for EU media companies attending the "International Film & TV Market" of the 12th Shanghai Television Festival as part of the EU Pavilion. The EU Pavilion is again organized by CMM-I, leading media consulting company for China's Media and Advertising Industries.

Prices are frozen at last year's rates and will include stand space, meeting facilitation, company promotion in Chinese language, China media intelligence reports and many networking opportunities.

Don't miss the opportunity to explore the potential of the world's fastest growing media market!



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CMM-I will provide a One Stop Solution for participants including the following

Stand Space

The 2005 EU Pavilion builds on a sleek and modern design with strong European branding. Yet at the same time the Pavilion provides participating companies the individual space to develop their own corporate statement.

Due to the positive feedback from participating companies of the 2005 EU Pavilion, the stand at the 2006 event will build on this success and will continue to build brand recognition with Chinese clients. The reception area will be staffed with bilingual and CMM-I personnel along with hostess services at pavilion.



EU Pavilion 2005

Companies can choose between • Standard Booth • Deluxe Booth • Participant only

For details see below. Shared booth options are also available.

Meeting Facilitation & Networking Opportunities

Due to differences in business practice and etiquette it is not always easy to crack the Chinese media market. Relationship building is crucial to success in the market while meetings are in general not arranged in advance. CMM-I helps bridge the gap through assisting with client identification, meeting facilitation and networking opportunities.

- **Assistance in potential partner identification by CMM-I**
- **Assistance in setting up meetings with potential clients**
- **Free entrance to the MIP-STVF VIP Club**
- **Invitations to all official events**
- **Dinner for EU Pavilion participants hosted by CMM-I**
- **Invitations to MIP-STVF VIP Club cocktail reception (tbc)**



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Promotion and Marketing (in Chinese language)

• CMM-I EU Company Program Guide

(Chinese Edition)

Chinese language promotional materials are an essential tool for success in the China market. Professional translation and high quality design have made the EU Programming Guide a great success in the past providing participating companies with the opportunity to showcase the best of EU Programming.

The publication is placed in all STVF delegate bags (5,000) and 3,000 additional copies will be distributed on site and prior to the festival. Participating companies can introduce up to 9 programs with pictures and text with a total of 1,500 words in Chinese language. CMM-I will provide a complimentary expert translation.



• News coverage

Of deals and agreements between participating EU and Chinese companies in the STVF Daily News publication

• Photographer for press photos

(free service)

• EU Pavilion Promotion

The Pavilion with strong European branding will be promoted through advertisements in the STVF Guide Book, on promotional posters and on the STVF and CMM-I website. Participating company's logos will be included on all marketing materials.

China TV Market - Information Seminar & Reports

• China TV Market Information package: (sent prior to the market)

- CMM-I China Media Yearbook & Directory 2006
- List of major companies attending the STVF 2006 with profile introductions
- Buyers list
- Fact sheet: what you need to know about China TV import and export

• China TV Market Seminar: (one day prior to TV Festival on day of registration)

- Overview of recent developments and opportunities in China's TV industry with experienced speakers



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Participants Packages

Packages include the following as described above:

- Meeting Facilitation & Networking Opportunities
- Promotion and Marketing: (in Chinese language)
- China TV Market – Information Seminars & Reports

Package 1: Standard Booth

- **Standard Package:** (price € 2,995.00)
 - includes one company with 3 participants
 - approx. 9m²
 - carpet
 - 1 shelf
 - table with 4 chairs
 - 1 lockable cupboards
 - TV set with DVD or VCR
 - headphones

Package 2: Deluxe Booth

- **Deluxe package:** (price € 3,995.00)
 - includes one company with 4 participants
 - approx. 15m²
 - carpet
 - 1 Shelf
 - table with 4 chairs
 - 2 Lockable cupboards
 - TV set with DVD or VCR
 - headphones
 - armchairs with coffee table

Package 3: Participant Only (No Booth)

- **Participant Only:** (price € 1,295.00)

This option includes all services as described above while participants can use the common area for meetings when available. Participants will share space with other Non Booth participants and will not be able to put up promotional materials. The Participants Only Package also limits promotion in the EU Programming Guide to 3 programs with pictures and text with a total of 500 words.



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Additional Services *

- **Additional Participant within Standard & Deluxe Packages** (€ 250.00)
- **Additional stand space** (price upon request)
- **Additional DVD or VCR** (price upon request)
- **Interpreter** (€ 300.00)
 - Chinese / English
 - other languages upon request
- **Beverage-service** (€ 120.00)
 - inbooth soft drink service
- **Shuttle service** (€ 50.00)
 - to and from airport

Additional Promotion

- **Advertising in EU Programming Guide**

Price: 1 page 4/C € 1,500.00

- **Advertising in World TV Guide**

To be distributed at the STVF and also the China International Film & TV Programs Exhibition in Beijing, Aug 2006

Price: 1 page 4/C € 2,500.00

(special rate for EU Pavilion Participants only)

For more information please visit our website or contact us directly

- **Promotion material support**

- translation and if needed print service for business cards, catalogues, individual flyers, etc.
- dubbing of promotion tapes

- **Individual event organisation**

- cocktail reception, screenings, VIP-Dinner, etc

Shared Booth* (optional)

CMM-I offers individual companies the option to share a booth within Standard & Deluxe Packages. Companies will be treated as individual participants within one booth including Common Services.

- **Standard Booth:**

- max. 2 companies can share a Standard Booth

- **Deluxe Booth:**

- max. 3 companies can share a Deluxe Booth

Price: € 895.00 per additional company in addition to the regular price of the booth.

Contact

CMM Intelligence

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* prices cover the whole market period

deadline for registration: April 30, 2006



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Register TODAY

or before April 30, 2006

sign and fax to: +86.10.6407.0564

Company Details

Company #1

Company:

Signed by:

Position:

E-mail:

Address:

ZIP Code:

City:

Country:

Phone:

Fax:

Sharing Details

Company #2 (only for shared booth option)

Company:

Signed by:

Company #3 (only for shared booth option)

Company:

Signed by:

Please make payment to:

CMM Intelligence Limited

Hong Kong and Shanghai Banking Corporation Ltd.

1 Queen's Road Central, Hong Kong

Account No.: 500 620 208 838

Swift Code: H S B C H K H H H K H

Reference: EU Companies at STVF 2006

Booth Packages

Booth options:

Package 1 (Standard Booth) (€ 2,995.00)

Package 2 (Deluxe Booth) (€ 3,995.00)

Package 3 (Participant Only) (€ 1,295.00)

..... Number of add. participants (€ 250.00)

Shared booth:

Shared Booth Option

..... Number of add. companies (€ 895.00)

..... Number of add. participants (€ 250.00)

Additional Options

Booth options:

Beverage-Service (€ 120.00)

Airport shuttle service (€ 50.00)

..... Interpreter (€ 300.00)

..... Stand assistant (€ 200.00)

Other Services:

.....

Price

Advertising options:

..... Page(s) in EU Prog. Guide (€ 1,500.00)

..... Page(s) in World TV Guide (€ 2,500.00)

Costs

.....

Late registration fee:

(add 20% for registering after 30 April)

Total costs

(prices cover the whole market period)

We hereby register for services as chosen above

Signature and date

Who declares to be duly authorized to sign on behalf of the company