

29th
WGC2025
BEIJING

19-23 MAY 2025

**SPONSORSHIP
PROSPECTUS**



HOST PARTNER



About The Venue

- WGC2025 will be held at Beijing's premier exhibition center – 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 anticipated exhibition & convention centre in 2022.





Customize 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-included)

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 passagesignage

Logo on front page of conference daily newspaper

Advertisement in exhibition catalogue (*new)

Exclusive contacts to offer servicesupport (*new)

Logo acknowledgement in promotional material

Logo & weblink on Event website

Profile on Event website

Receive copy of delegate list (name, title and company name)

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 \$515,000	Global \$420,000	Diamond \$320,000	Platinum \$225,000	Gold \$155,000	Silver \$110,000	Bronze \$78,000	Associate \$32,000	Additional Credits \$4,750
	3	4							
100	60	60	55	40	27	19	14	6	1
10	8	8	7	3	2	1			
10	8	8	7	3	2	1			
Customised	◉								
		◉							
	◉								
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	Premium Full Page	Full Page	Half Page	Quarter Page					
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Host Sponsor's Exclusive Entitlements

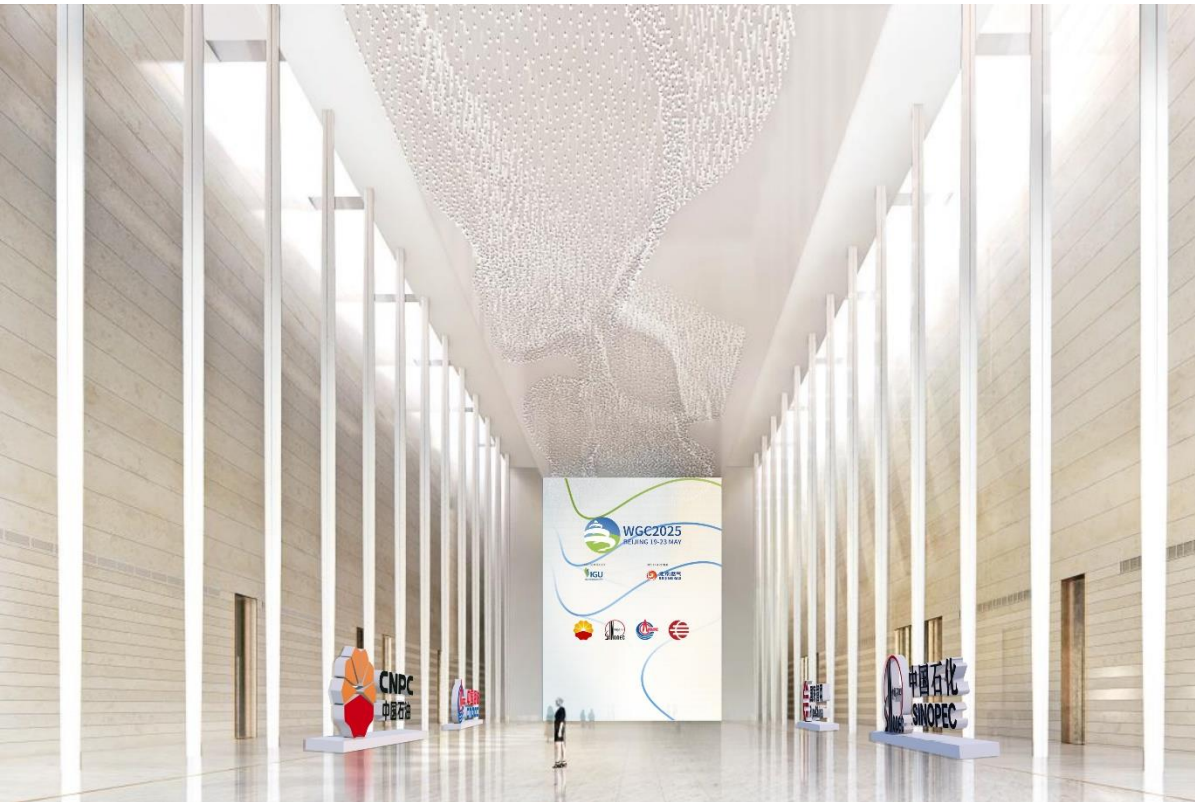
ITEM	DESCRIPTION
Outdoor Greeting Area Brand Display	Central area of the main greeting road.
Outdoor Facade Advertising	1 board exclusively reserved for the host sponsors, final artwork to be determined according to the final key visual design.
Main Lobby Electronic Screen	Permanent co-branding display of Host & Principal sponsors' logo. Rotate Co-branding display of Diamond & Platinum sponsors' logo.
Main Lobby Floor Standing Sign Logo	Co-branding display of sponsor logo with WGC2025 logo.
Media Room	Exclusive use of media Room for 2 hours per day.
Session Speaking Opportunity	To be decided by NOC based on the theme of the conference.
VIP Room	VIP rooms under 100m ² will be available for use during the conference.
Website Homepage Banner	Rotating display.



*Images are for reference only.



Host Sponsor's Exclusive Entitlements Effect



Main Lobby Digital Screen + Floor Standing Sign Logo

Outdoor Greeting Area Brand Display

*Images are for reference only.



Host Sponsor' s Exclusive Entitlements Effect



Outdoor Facade Advertising

*Images are for reference only.



Exclusive Items Menu

* Exclusive items are constantly being updated.

• ★The items will be enjoyed first by host sponsors and then by sponsors of other tiers.

* Other non-exclusive items will be available in mid to late 2024 after announcement.

Items	Credits	Level to Buy	Items	Credits	Level to Buy
★Landyard Logo (80 points for exclusive purchases; 30 points for sharing with other sponsors)	80	Host+	Lunch Buffet (Day 3) + Table Centerpiece and Guide Sign	30	Platinum+
★ Front Side of Landyard Logo (80 points for exclusive purchases; 30 points for sharing with other sponsors)	80	Principal+	Coffee Break Title (Day 3) + Dessert with Logo, Table Centerpiece and Guide Sign	30	Platinum+
★Indoor Garden Gazebo Title (3 Gazebos only, each company would hold one)	60	Diamond+	VIP Executive Lounge / Hotel Welcome Screen (Day 3/4)	25	Gold+
★Welcome Dinner Title	55	Diamond+	Water Bottles or Customised Thermos Logo	25	Gold+
★Staff + Volunteer Uniforms Logo	55	Diamond+	Water Bottles or Customised Thermos Logo	25	Gold+
★Prime Indoor/Outdoor Advertising (Single Board Exclusive)	55	Diamond+	Media Centre Decoration and Items	25	Gold+
Networking Reception Title + Dessert with Logo, Table Centerpiece and Guide Sign	45	Diamond+	Speaker Preparation Room Decoration	25	Gold+
Lunch Buffet (Day 1) + Table Centerpiece and Guide Sign	40	Platinum+	Venue WIFI Jump Page Logo	25	Gold+
Lunch Buffet (Day 2) + Table Centerpiece and Guide Sign	40	Platinum+	Luncheon Title (Day 3) + Table Centerpiece and Guide Sign	25	Gold+
3D Printed Coffee Latte Art (Dinning Area)	40	Platinum+	Exhibition Booklet	25	Gold+
Coffee Break Title (Day 1) + Dessert with Logo, Table Centerpiece and Guide Sign	40	Platinum+	Information Wall	25	Gold+
Coffee Break Title (Day 2) + Dessert with Logo, Table Centerpiece and Guide Sign	40	Platinum+	Technology Innovation Centre	25	Gold+
★Conference Backpack Logo	35	Diamond+	Charging Lounge	25	Gold+
Canvas Bag Logo	35	Platinum+	Video Ads 30s	25	Gold+
Notebook + Ball-point Pen Logo and Flyleaf Introduction	35	Platinum+	B2 Escalator Decoration (one escalator)	20	Gold+
★Hotel Key Cards Sleeve	35	Platinum+	Decoration of the simultaneous interpretation booth facade for the Keynote Session	20	Gold+
VIP Executive Lounge / Hotel Welcome Screen (Day 1/2)	35	Platinum+	Lunch Buffet (Day 4) + Table Centerpiece and Guide Sign	20	Gold+
Shuttle Bus Graphics + Press Cards	35	Platinum+	Q&A	15	Silver+
Luncheon Title (Day 1) + Table Centerpiece and Guide Sign	35	Platinum+	Coffee Break Title (Day 4) + Dessert with Logo, Table Centerpiece and Guide Sign	10	Bronze+
Luncheon Title (Day 2) + Table Centerpiece and Guide Sign	35	Platinum+	Signage	1-20	

RED SOLD



Exclusive Item Details

★Lanyard Logo - 80 Credits

- Increase brand exposure by showcasing your brand
- 5000+lanyards, 80 credits for exclusive purchase; 30 credits for sharing with other sponsors.

- ▶ Signs on lanyards for all delegates and trade visitors (exhibitors excluded)

★Logo on the front of the certificates - 80 credits

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

5000+lanyards, 80 credits for exclusive purchase; 30 credits for sharing with other sponsors.

- ▶ The logo on the certificates provided to all delegates, trade visitors and exhibitors.

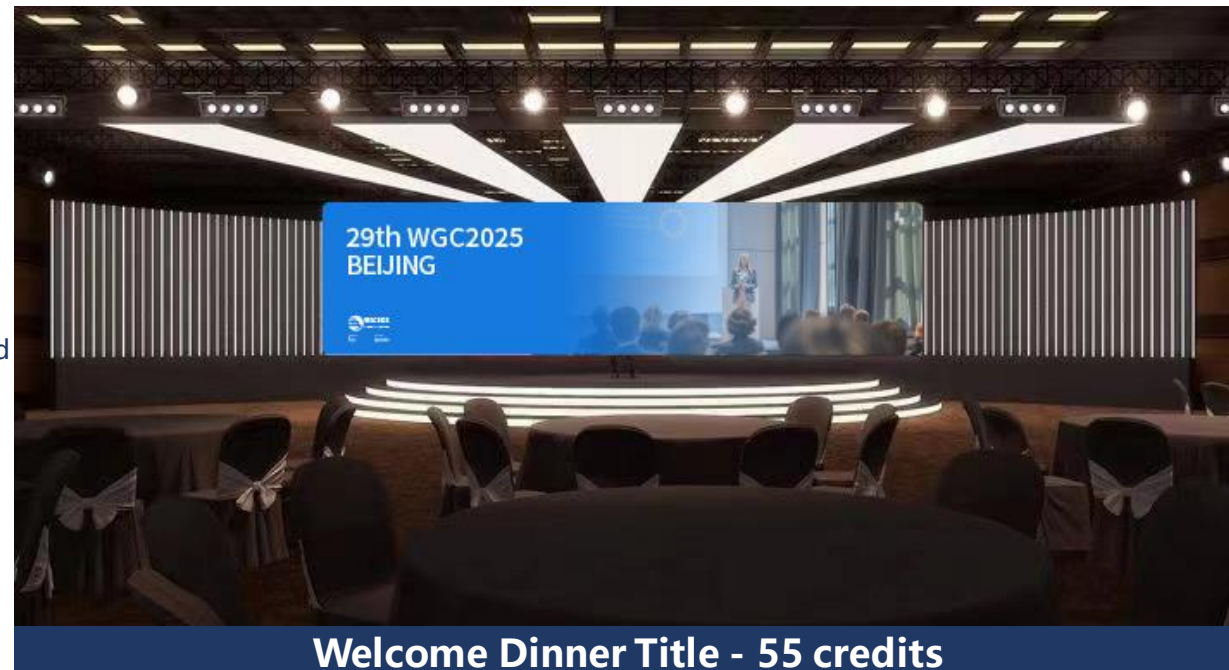
★Indoor Garden Gazebo Title-60 credits

3 Gazebos only, each company would hold one.

★Welcome Dinner Title-55 credits

Social highlights of the conference, displaying and promoting the brand in important social occasions.

- ▶ Sponsor Logo will be displayed on the advertising signage in the venue and at the main entrance.
- ▶ The master of ceremonies at the dinner is grateful.
- ▶ Brief welcome address by sponsor representatives.
Sponsor Logo (electronic, paper) in all Welcome Dinner promotional materials.

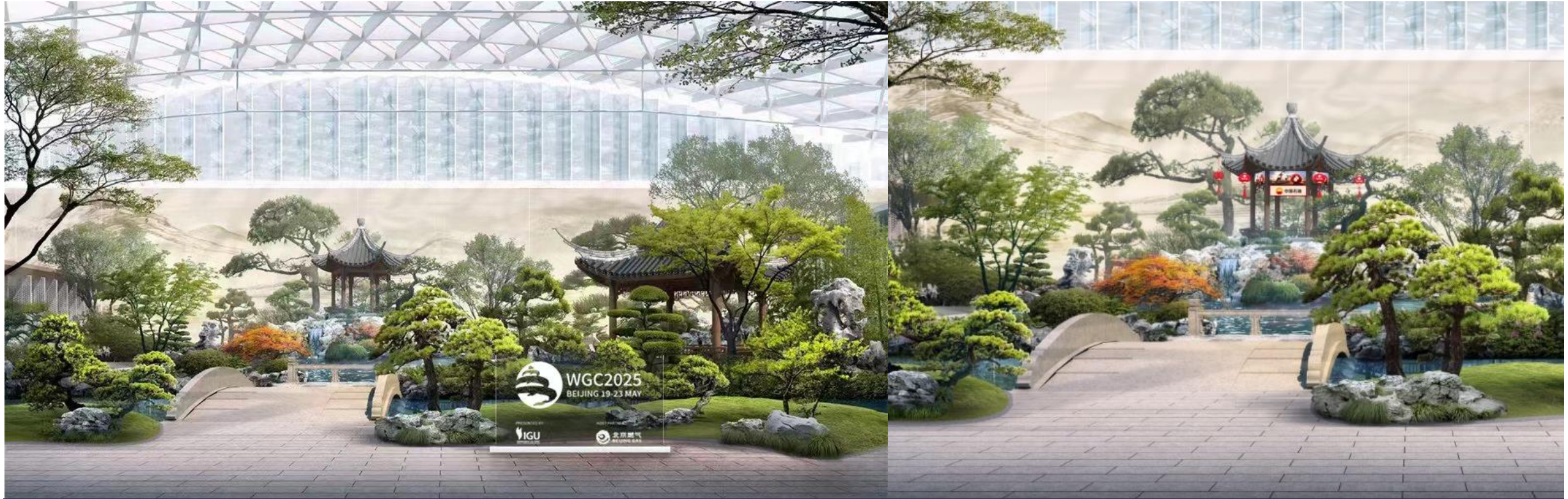


*Images are for reference only.



Indoor Garden Gazebo Title - 60 credits

OTHER DESIGN



Indoor Garden View Pavilion Title

*Images are for reference only.



Welcome Dinner Title - 55 credits

OTHER DESIGN



*Images are for reference only.



Welcome Dinner Title - 55 credits

OTHER DESIGN



Thanks giving by the dinner MC / Welcome speech by sponsor's representative

*Images are for reference only.



Welcome Dinner Items

OTHER DESIGN



Table Centerpiece



Napkins / Tableware



Table Flag



Tissues & Menu



Guide Sign

*Images are for reference only.



Exclusive Item Details

★Staff + Volunteer Uniforms Logo – 55 credits

Contact with international audiences

- ▶ Logo visible on volunteer uniforms

★Prime Indoor Advertising (Single Board Exclusive) – 55 credits

- ▶ Top indoor advertising positions to increase brand exposure

Social Reception Title Logo, Dessert, Table Centerpiece and Guide Sign - 45 credits

Social highlights of the conference, displaying and promoting the brand in important social occasions.

- ▶ Sponsor Logo is displayed in the venue and at the main entrance.

Lunch buffet Title (Day1)+Table Centerpiece and Guide Sign-40 credits

Lunch buffet Title (Day2)+Table Centerpiece and Guide Sign-40 credits

Lunch buffet Title (Day3)+Table Centerpiece and Guide Sign-30 credits

Lunch buffet Title (Day4)+Table Centerpiece and Guide Sign-20 credits

The lunch buffet is the largest daily event in terms of number of people and size, where delegates will dine. sponsors can utilize this important social occasion to showcase and promote their brands.

- ▶ Sponsors logo is displayed in the venue and at the main entrance



Staff + Volunteer Uniform - 55 Credits



Social Reception - 45 credits



Prime Indoor Advertising (Single Board Exclusive) - 55 credits

*Images are for reference only.



Social Reception Title

OTHER DESIGN



Welcome reception area



Sponsor Logo displayed in the venue and at the main entrance

*Images are for reference only.



Social Reception

OTHER DESIGN



*Images are for reference only.

Maximising Gas Benefits



Lunch Buffet

OTHER DESIGN



*Images are for reference only.



Exclusive Item Details

3D Printed Coffee Latte Art (Dinning Area) -40 credits

Coffee Latte Art WGC2025 Logo and Sponsor Logo displayed together

- ▶ Displayed on the daily coffee break.

Coffee Break Logo (Day 1/2) + Dessert, Table Centerpiece and Guide Sign - 40 credits

Coffee Break Logo (Day 3) + Dessert, Table Centerpiece and Guide Sign - 30 credits

Coffee Break Logo (Day 4) + Dessert, Table Centerpiece and Guide Sign - 10 credits

Keep in touch with delegates during important daily activities to communicate and take breaks between meetings to tell visitors who is cheering them on for the day,

- ▶ Sponsor Logo is displayed in the tea break area of the delegates.
- ▶ The Sponsor Logo is displayed on all tea break area signage.

★Conference Backpack Logo-35 credits

Most notably, expanding the visibility of sponsors long after the event is over

- ▶ Sponsor Logo is reflected on the conference delegate bag.

★Convention Participation Package-35 credits

Customized canvas bags for the conference

- ▶ Sponsor Logo on the exhibitor bag



3D Printed Coffee Latte Art - 40 credits



Conference Backpack Logo - 35 credits



Canvas Bag - 35 credits



Coffee Break (Day1/2-40credits; Day3-30credits; Day4-10credits)

*Images are for reference only.



Exclusive Item Details

Notebook + Pen Logo and Flyleaf Introduction-35 Credits

Key supplies for recording inspiration and meeting space during and after meetings.

- ▶ Logo on notepad and pen in each rep pack.

★Hotel room card set designated by the conference-35 Credits

Brand promotion of important items.

- ▶ Designate the logo on the key card holder of the hotel.

VIP Executive Lounge / Hotel Welcome Screen (Day 1/2)-35 Credits

VIP Executive Lounge / Hotel Welcome Screen (Day 3/4)-25 Credits

- ▶ Display the sponsor's brand in the promotion of the VIP Executive Lounge for all potential target conference delegates.
- ▶ The sponsor's Logo is displayed in the advertising logo of the VIP Conference Delegates Lounge.
- ▶ The sponsor's Logo is displayed in the VIP corridor (along with Diamond Sponsors and above) .
- ▶ The sponsor's Logo is displayed in the VIP Executive Lounge at the Registration Desk or Concierge Desk.



Notebook + Pen Logo and Flyleaf Introduction - 35 Credits

Hotel room card sleeve - 35 Credits



VIP Executive Lounge / Hotel Welcome Screen (Day 1/2-35 Credits; Day3/4-25 Credits)

*Images are for reference only.



Exclusive Item Details

Shuttle Bus Graphics + Press Cards – 35 Credits

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

- ▶ An opportunity to showcase the brand to attendees every day.
- ▶ Logo displays on shuttle buses
- ▶ Logo displays on the signage at the stations

Lunch meeting Title (Day 1) + Table Centerpiece and Guide Sign - 35 Credits Lunch meeting Title (Day 2) + Table Centerpiece and Guide Sign - 35 Credits Lunch meeting Title (Day 3) + Table Centerpiece and Guide Sign - 25 Credits

- ▶ Logo displays at the lunch area entrance and on the advertisement.
- ▶ Sponsor content displayed on LED screen in lunch area.
- ▶ 10 VIP seats in lunch area for sponsors.
- ▶ Sponsor Logo displays on the lunch table.
- ▶ Sponsor Logo printed on all pre-conference and on-site luncheon promotional materials
- ▶ Opportunity to showcase promotional materials on seats (Sponsors need to prepare the materials).



Shuttle Bus Graphics + Press Cards – 35 Credits



Luncheon Title (Day 1 / 2 - 35 credits, Day 3 - 25 credits)

*Images are for reference only.



Luncheon Title

OTHER DESIGN



Luncheon 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)

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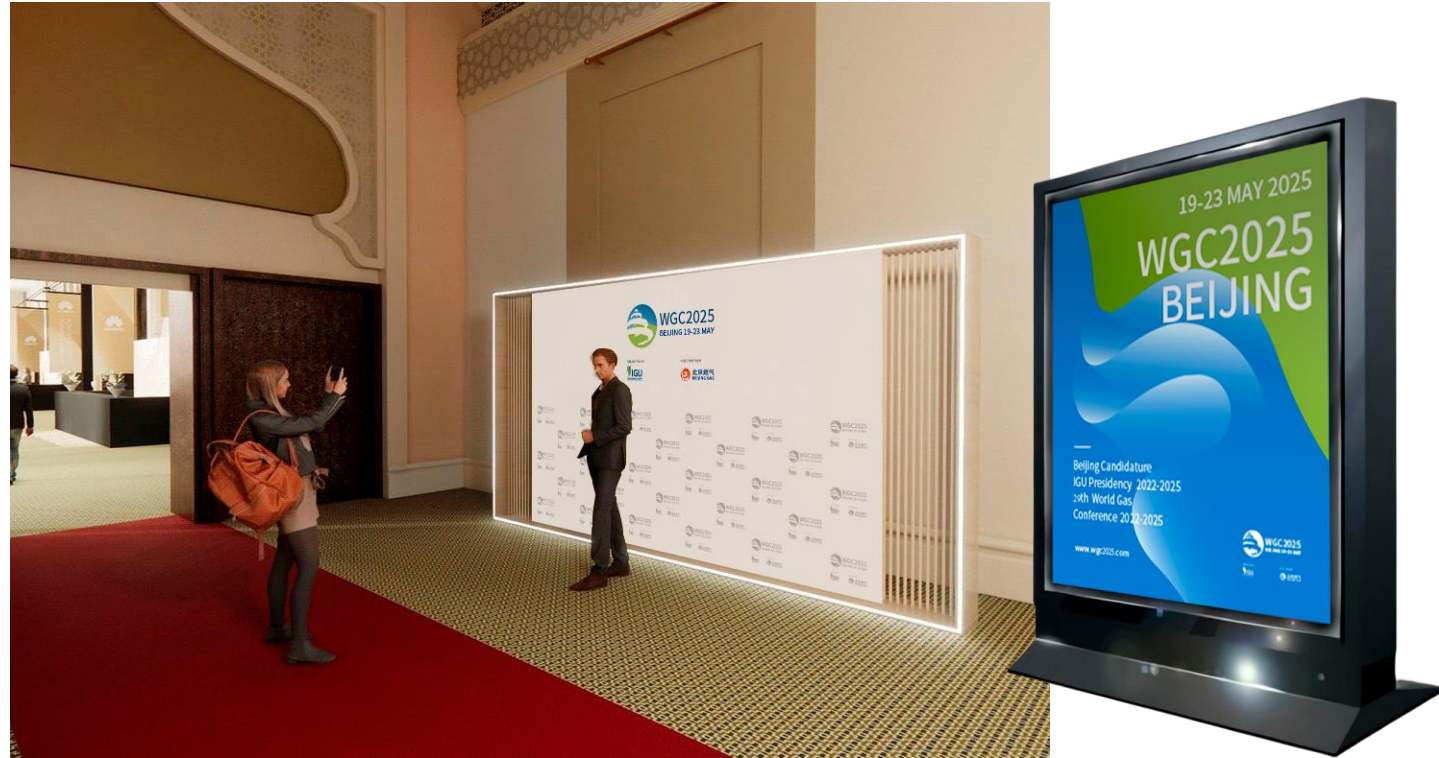


Dining Area

OTHER DESIGN



Sponsor content displayed on LED screens in the dining area



Displayed on Dining area entrances and advertising signs

*Images are for reference only.



Exclusive Item Details

Customised Logo on Water Bottles or Thermos - 25 credits

- ▶ Logo on water bottles distributed daily to conference delegates

F2-F3 Escalator Decoration (one escalator) – 27 Credits

Sponsor Logo displayed at key routes of the conference

Media Centre Decoration and Items - 25 credits

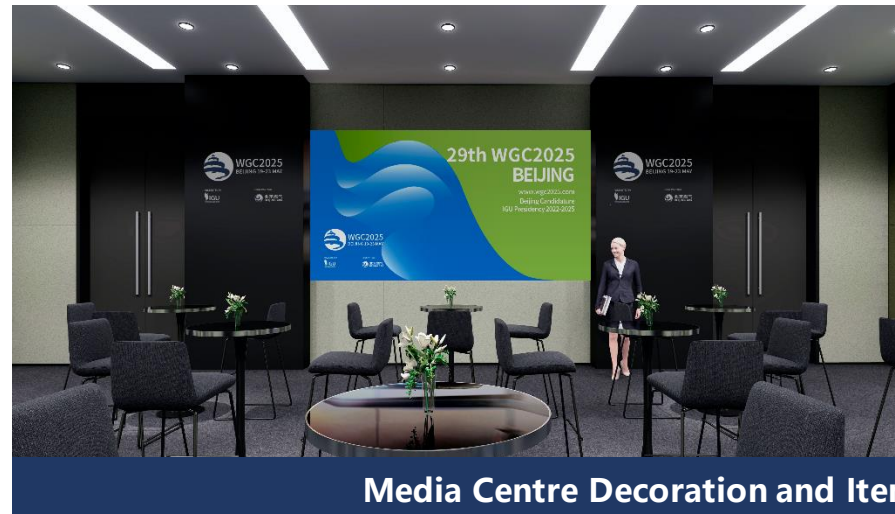
Supplies for Media Interiors display Sponsor Brands

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

Speaker Preparation Room Decoration – 25 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



*Images are for reference only.



Media Centre Decoration and Items - 25 credits

OTHER DESIGN



Media Centre



Tissues and door tags



Sterilised paper towels/brush brushes/mints



Cushion

*Images are for reference only.



Speaker Preparation Room Decoration and Items - 25 credits

OTHER DESIGN



Speaker Preparation Room Decoration



Speaker Preparation Room

Speaker's guide and door sign



Sterilized paper towels/brush brushes/breath freshening candies



Branding on computer terminals in speaker prep rooms / logo display on venue WIFI jump pages

*Images are for reference only.



Exclusive Item Details

Venue WIFI Jump Page Logo – 25 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

Conference Guide - 25 credits

Key contents that delegates needs to learn about

- ▶ Logo displays on the cover of conference guide
- ▶ 100 words of companies' profile and website

Information Wall - 25credits

To showcase the brands in the main area

- ▶ Logo displays on the information wall



Conference Guide - 25 credits



Venue WIFI Jump Page Logo - 25 credits



Information Wall - 25 credits

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Exclusive Item Details

Charging lounge-25 Credits

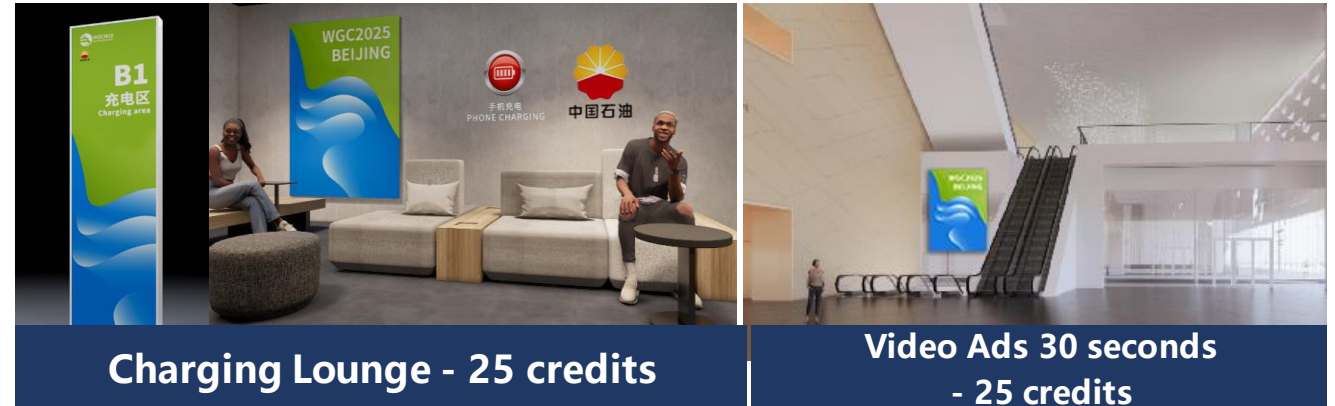
- ▶ Sponsor Logo is shown on the Charging Lounge logo.
- ▶ Sponsor Logo is shown on the direction sign of the charging lounge.

Technology and Innovation Center - 25 Credits

- ▶ Sponsor Logo is shown on the logo of the Technology and Innovation Center.
- ▶ Sponsor Logo is shown on the direction sign of Technology and Innovation Center.

Video Ad 30 Seconds - 25 Credits

Proposed rotation of 5 enterprises (No sounds).



*Images are for reference only.



Exclusive Item Details

B2 Escalator Decoration (one escalator) – 20 Credits

Sponsor Logo displayed at key routes to the conference hall

Simultaneous Interpretation Booth - 20 Credits

Connect with international visitors

- ▶ Logo displays on signage
- ▶ Logo displays on simultaneous interpretation booth

Q&A Sponsor - 15 Credits

Displays your progressive thinking and leadership through interaction with conference delegates and speakers.

- ▶ Specialised Sessions, Q&A
- ▶ Logo displays at the end of the conference
- ▶ Logo displays on Q&A screens



B2 Escalator Decoration - 20 credits



Q&A Sponsor - 15 credits



Simultaneous Interpretation Booth - 20 credits

*Images are for reference only.

