



Harvard China Review
7th Annual Conference

**Sponsorship
Opportunities**



Saturday, April 17, 2004

Harvard University Law School

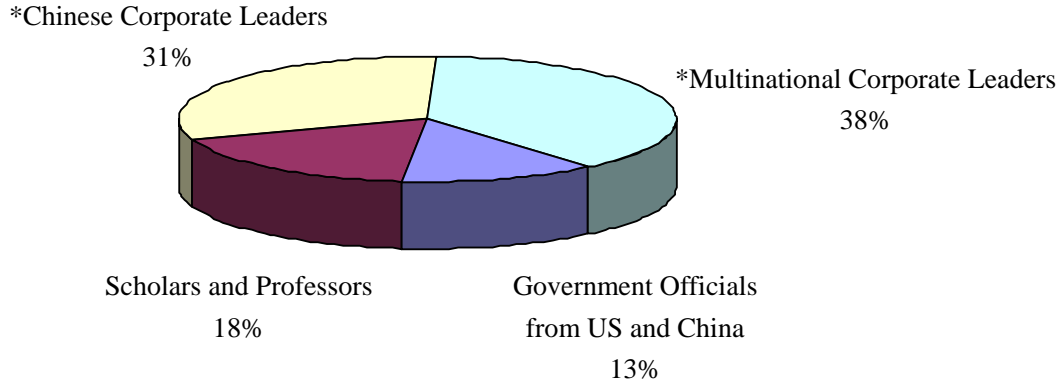
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Conference Attendance

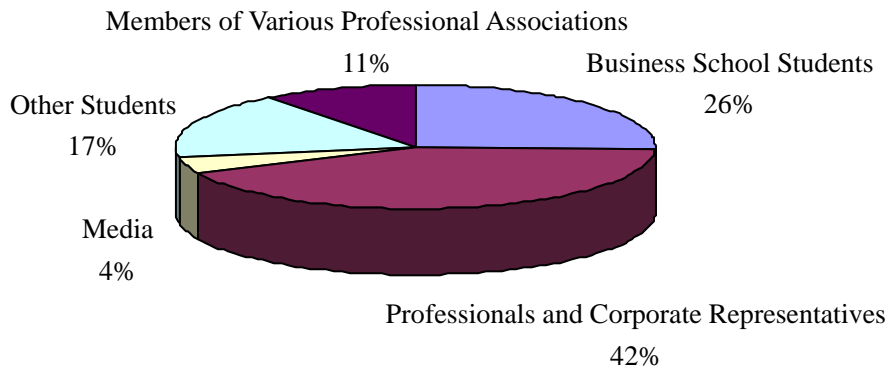
Harvard China Review's annual conference attracts more than 500 attendees and about 40 speakers every year from the United States, China and all over the world. It is the biggest China related conference in North America exploring relevant issues in Chinese economy, business and society.

Speakers Information Breakdown



*Over 60% of the corporate leaders are corporate CEOs and above.

Attendees Information Breakdown



Sponsorship Opportunity

As a non-profit organization producing publications and conferences, Harvard China Review seeks sponsorship from prominent firms, funding agencies, as well as individuals. Depending on the amount of contribution, acknowledgements will be made as Lead Sponsor, Platinum Sponsor, Gold Sponsor, or Silver Sponsor. Contributions to HCR are tax deductible under 501(c)(3) of the U.S. Internal Revenue Code.

Become Our Lead Sponsor

Item	Lead Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Amount	Negotiable	US\$10000	US\$8000	US\$5000
Advertisement on HCR magazine	Back cover full page full color	Inside cover full page full color	Inside full page black and white	Inside half page black and white
Company introduction and ad in conference program	Inner cover full page full color ad, full page intro	Full page ad, half page intro	Half page ad, half page intro	Logo and half page intro
On-site company logo display	In front of the podium	In front of the podium	Side	Side
Company logo display at reception	Prominent area	Yes	Yes	Yes
Multimedia recognition at conference opening	Yes	Yes	No	No
Lunch/dinner speech	Opening remark, or reception or dinner speech	Reception or dinner speech	No	No
Company logo on press release document	Yes	Yes	No	No
Company introduction on conference website	Prominent location	Yes	Yes	Yes
Company promotional material in program package	Yes	Yes	Yes	Yes
Complimentary tickets	5	4	3	2
Special interview arrangement with media	Highest priority	Second to lead sponsor	No	No
VIP private meeting arrangement	Highest priority	Second to lead sponsor	No	No

Or Choose One or More of the Independent Options

Advertise at Conference Venue

Name	Location	Price
Reception	Podium	1000
	Side	800
Conference Day	Podium	1500
	Side	1200

Harvard China Review assists with printing sponsor advertising materials. Additional costs may be incurred.

Advertise on Conference Program

	Inside Black and White	Inside Full Color
Full Page	1500	2200
1/2 Page	1000	1200
1/3 Page	700	900
*Webpage and Logo and Link	200	

*The webpage logo and link option will ONLY be available with purchase of print advertisements.

Advertise on Harvard China Review Magazine

Inside Black and White	1X	2X	3X	4X
Full Page	1000	950	900	850
2 Page Spread	1100	1045	990	935
1/2 Page	670	636	603	570
1/3 Page	440	418	396	374
Covers (Full Color)	1X	2X	3X	4X
Cover 2	2800	2660	2520	2380
Cover 2 Spread	4000	3800	3600	3400
Cover 3	1850	1757	1572	1165
Cover 4	2335	2218	2101	1985

Select Corporate Participants

Alibaba.com	HSBC
Anderson Consulting	IDG
AON	Intel Corp.
Bank of China International Holdings Ltd.	JP Morgan China
BEA Systems	K. Wah Group
Bexel Management Consulting	Lazard Asset Management
China International Capital Corporation	L.E.K. Consulting
China Pacific Insurance	Lucent Technologies China
China Merchants Bank	Nike Inc.
China Vanke Group	Phoenix Satellite Television Inc.
DCM-Doll Capital Management	PricewaterhouseCoopers
Dell	Shen Zhen Stock Exchange
Eastman Kodak	Sina.com
GF Securities, Ltd.	Sinotrust Management Consulting
General Electric	Sun Microsystems
General Motors	TCL
	Tom.com