



WORD CUSTOMS AND TRADE FORUM
2011年11月24日 - 25日。广州 中国
2011 November 24 - 25. Guangzhou, China

知识 Knowledge, a Catalyst for Customs Excellence

World Customs and Trade Forum

Knowledge, a Catalyst for Customs Excellence

*Sharing Knowledge:
Inspiration for Trade Development and Economic Prosperity*

Chimelong Hotel

<http://www.chimelong.com/enhotel>

Guangzhou, China

24-25 November 2011

Exhibition & Sponsorship Opportunities



Introduction

The World Customs and Trade Forum represents a unique partnership between the public and private sector. Formerly known as the World Customs Forum, this year's event is the only WCO-sponsored conference focused on fostering global public/private dialogue and has been renamed to reflect this important partnership.

The World Customs and Trade Forum is a singular opportunity for participants from Customs and the private sector to exchange views in an open forum on public/private best practices, on the challenges facing the international trading environment, and on the latest policy-related trends. This year's forum will be a two-day conference focusing on harnessing knowledge as a means to improve public-private collaboration in the modernization of the international supply chain and will explore specific aspects of this partnership with the aim of strengthening it further to enhance the performance of all key global trade stakeholders.

The theme for this year's forum is "Knowledge, a Catalyst for Customs Excellence - Sharing Knowledge: The Inspiration for Trade Development and Economic Prosperity". The forum will be co-chaired by the General Administration of China Customs and the World Customs Organization.

Participant Profile

The World Customs and Trade Forum will bring together approximately 500 key thought leaders from around the world, including policymakers from Customs administrations and multilateral organizations, leading representatives of major trade and industry advocacy groups, recognized experts in global trade, supply chain security and trade law, as well as stakeholders from the logistics industry and other governmental agencies. This is an outstanding opportunity to meet on a face-to-face basis, build trust, and develop business relationships and exchange ideas with your target market.

Objectives of the World Customs and Trade Forum

- Learn about the potential for modern technology combined with human expertise to achieve best practice in knowledge management from leading Customs administrations, the WCO and the private sector;
- Hear from leading experts on key strategic information management and Customs-Trade partnership initiatives including Globally Networked Customs, Coordinated Border Management, and Intelligence Driven Risk Management.
- Understand the implications of new paradigms in information sharing and access on customs policies and private sector practices. Provide input to decision makers on the priorities of traders.
- Network with an outstanding array of international leaders in Customs, Trade and Transport logistics in a world-famous and strategically vital location

Why participate as an Exhibitor, Sponsor or Advertiser?

- Establish and reinforce your company's position in the supply chain sector by taking a presence at this premier forum in a leading market location
- Benefit from face-to-face contact with a very specific target market and interact with usually difficult-to-access high level decision makers on a cost effective and informal basis
- Reach the WCO universe through your presence on meeting materials such as conference announcements, conference website, etc.
- Build market share and new customer relationships during challenging economic times as research has shown that face-to-face meetings provide the human connection that facilitates business
- Update your market knowledge and learn about new developments in your sector from your fellow trade participants



The Sponsorship & Exhibition Opportunities available at the World Customs and Trade Forum are outlined in the following pages. Please be advised that early booking is strongly advised in order to secure your preferred option and avoid disappointment.

Venue

The conference venue and hotel for the World Customs and Trade Forum 2011 is;

The Chimelong Hotel [<http://www.chimelong.com/enhotel>]

Guangzhou, China, 24-25 November 2011

Exhibition Area

<http://www.chimelong.com/enhotel/banquet.shtml>

The exhibition will be located in close proximity to the plenary sessions. All conference tea/coffee breaks and lunches will take place in the exhibition area.

Preliminary Exhibition Schedule:

Exhibition Set Up

Wednesday 23 November 2011 (hours TBD)

Exhibition Open

Thursday 24 November 2011 (hours TBD)

Friday 25 November 2011 (hours TBD)

Exhibition Dismantle

Friday 25 November 2011 (hours TBD)

The WCO Event Services team is the organiser for this conference and has a dedicated Exhibition & Sponsorship Management team to work with you to maximise your Return on Investment.

Project Director

Susanne Aigner, Deputy Director, Compliance & Facilitation, susanne.aigner@wcoomd.org

Project Lead

Gareth Lewis, Senior Technical Officer, Facilitation, gareth.lewis@wcoomd.org

Project Assistant

Beverly Buick, Support Liaison Officer, beverly.buick@wcoomd.org

For enquiries and bookings, please contact:

Administration/Exhibition & Sponsorship Manager

Greg Pilkington, Executive Officer, greg.pilkington@wcoomd.org

WCO Event Services Team

World Customs Organization
Rue du Marché 30
B-1210 Bruxelles
Belgium

Tel: +32 (0) 2 209 9312
Fax: +32 (0) 2 209 9493



Sponsorship Opportunities ¹	Corporate Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<i>Number of available packages:</i>	1	1	1	4	
	€60,000	€30,000	€20,000	€10,000	€5,000
Special Recognition as Corporate Event Sponsor throughout the Forum	▲				
30 Minute Keynote Speaking Opportunity	▲				
Company Branding Onsite and in Forum Programme for 1 Dinner – 1 opportunity		▲			
Company Branding Onsite and in Forum Programme for 1 Lunch – 1 opportunity (Corporate/Gold)	▲		▲		
Company Branding Onsite and in Forum Programme for 1 Refreshment Break – 4 opportunities				▲	
Plenary Speaking Opportunity		▲	▲		
Moderator Opportunity				▲	
Lanyards – to be provided by Sponsor (for delegate badges)					▲
Company Logo on Holding Slides in Session	▲	▲	▲	▲	▲
Complimentary insert in Delegate Bag – 1 A4/A5	▲	▲	▲	▲	▲
Company Branding on Delegate Bags	▲				
Complimentary Forum Registrations	8	4	4	3	2
Exhibition Space & Booth (3x2m)	Included	Included	-Space Included -With booth add €2,000	-Space Included -With booth add €2,000	-Space Included -With booth add €2,000
Company Logo and Profile on Sponsor Acknowledgement Page on Forum Website and in the printed Forum Programme	▲	▲	▲	▲	▲
Advertising in Forum Programme	Included ²	Included ²	Included ²	Included ²	Included ²
<p>¹⁾ The opportunities listed above are subject to change and will be agreed on a case-by-case basis</p> <p>²⁾ Copy-ready text and images must be provided by Sponsor</p>					

Exhibitors	Cost
Exhibition booth only (includes two delegate passes) Price includes the infrastructure: internet, electricity, lighting, 1 table, 2 chairs, and panels/sidewalls	€5,000
Exhibition space only (includes two delegate passes) Price includes: internet, electricity, lighting, 1 table, and 2 chairs (no panels or sidewalls included)	€2,000
Advertising in Forum Programme	€1,000
Insert in Delegate bag	€1,000



BOOKING FORM

Please complete in BLOCK CAPITALS and return this form to:

Greg Pilkington
 Executive Officer
 Email: greg.pilkington@wcoomd.org
 Tel: +32 (0)2.209.9453
 Email2: WCTF2011@wcoomd.org

Company Name:	Contact Person:
Tel/Fax:	Email:
Postal Address:	
Sponsorship/Exhibition requested (include amount to be paid) – <i>Example: Gold Sponsor Lunch Day 1 €20,000</i>	

TERMS & CONDITIONS - All fees are due and payable upon acceptance of the booking request. Upon receipt of the booking form, participation will be confirmed in writing by the Exhibition & Sponsorship Manager together with the issuing of an invoice for the amount owing. No refunds of sponsorship costs will be possible once participation has been agreed and payment has been made.

In the event of a cancellation of an exhibition space a service fee of €500 applies for each space cancelled before **11 November 2011**. After this no refunds will be made unless the space is resold. Cancellations for both sponsorship and exhibition must be submitted in writing to the Exhibition & Sponsorship Manager at WCO.

If a custom designed stand is to be constructed, please provide a diagram of the proposed stand with details and dimensions. All display constructions require the approval of the Exhibition & Sponsorship Manager.

In the event that the conference is *postponed* for any given reason, the exhibitor/sponsor will not be entitled to cancel the exhibition space /sponsorship or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event. In the event that the conference is *cancelled* for any given reason, the Meeting Managers will refund the exhibition/sponsorship/ money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by the Meeting Managers with respect to the provision of the agreed benefits.