



Magazines enrich your world

36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

WELCOME TO BEIJING



Zhang Bohai, Chairman of China
Periodicals Association,
introduces creative foreign magazine
advertising experiences to Chinese
publishers

Zhang Bohai:

*Chairman of China Periodicals Association
Member of the FIPP Management Board
Working at China Periodicals Association for 15
years and providing organizing, supporting service
for Chinese periodical industry*

Dear Friends and Colleagues,

I was invited to give a speech on the development of China's magazine industry on the 31th World Magazine Congress held in Tokyo in 1997. At that time, people knew little about magazine publishing in China. After my speech, responses like "wonderful" were resonant through the conference hall, for people were amazed by the rapid development of China's magazine industry.

A decade later, the World Magazine Congress comes back to Asia. The 36th World Magazine Congress in 2007 will be held in Beijing by the suggestion of FIPP. This signifies that China's

growing magazine industry has gained considerable understanding and trust from the international magazine circle which shows its apparent attention to the prominent development of Asia's magazine industry. To make the 36th magazine congress a successful one is of great importance in promoting the solidarity and cooperation of China, Asia and the world's magazine industry. We have started the preparing working of this Beijing congress with enormous care, for this is the first time for Chinese magazine circle to be the host of such a large-scale international event of magazine industry. For nearly one year, with the great support from Chinese government and Chinese magazine circle, as well as the help from international magazine circle, especially FIPP, our preparing work, including the arrangement of congress venues, discussing theme and topics, cultural activities, fund raising as well as promotion and registration, has all gone smoothly. The theme of this Beijing congress is "Magazines Enrich Your World". We are still designating the keynote speakers. The congress, which will take place from 5/13/2007 to 5/15/2007, is planned to host over one thousand people. The blue print of a one-thousand-people gathering becomes clearer and clearer in our minds. Certainly, great efforts are required to give birth to such a wonderful plan. We will spare no efforts to make this Beijing congress a successful gathering where the solidarity and cooperation of the world magazine circle would be promoted and strengthened; and a powerful and profound forum where people could explore the future of the world's magazine industry. At the same time, we would carefully arrange various cultural activities and traveling schedules, so as to offer our foreign friends a precious opportunity to experience Chinese traditional culture and to appreciate the beautiful landscapes of China. We warmly welcome your arrival next May!
Welcome to Beijing!
Welcome to China!

Principal Organizers:

General Administration of Press and
Publications
Beijing Municipal Government
International Federation of the Periodical
Press (FIPP)

Executive Organizers:

China Periodicals Association
Beijing Municipal Bureau of Press and Publication



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36th FIPP WORLD MAGAZINE CONGRESS BEIJING 13-15 MAY, 2007

CONGRESS PROGRAM

International Federation of
the Periodical Press (FIPP)

Quarry House,
55-56 Lincoln Inn Fields,
London,
WC2A 3LJ,
UK
Tel: +44 (0)20 7404 4165
Fax: +44 (0)20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 603
South Building Longji Plaza,
No. 97 Jinfan Street,
Dongcheng District,
Beijing 100005,
China
Tel: (86 10) 6432 1111 ext. 176
Fax: (86 10) 6432 1106
E-mail: ritaliu@fipp36china.com

Online Registration:
www.fipp36china.com

Saturday, 12 May 2007

Sunday, 13 May 2007

9:00-17:00

19:00-22:00

Monday, 14 May 2007

7:30

8:30

10:00

10:30

11:00

12:00

13:30

14:00

15:00

15:30-16:45

17:00

17:00-20:00

Optional pre-congress tour to the Great Wall of China and the Ming Tombs

Optional pre-congress city tour to the Forbidden City and the Temple of Heaven

China World Hotel Registration

Summer Palace Welcome Reception & Dinner Sponsored by UPM

China World Hotel

Registration and Coffee

Opening Ceremonies including welcoming speeches from VIPs and brief cultural presentations

Keynote speech 1: Long Xinmin, Director of GAPP

Coffee break

Panel 1: Digital Strategies for Magazines Part 1: Existing Technologies

Lunch

Keynote speech 2: Pat McGovern, IDG-International Data Group (USA)

Panel 2: Business and Professional Media: Transition from Publishing to Media Services

Moderator: Claus Wustenhagen, CEO of Vogel Medien (Germany)

Coffee break

Concurrent breakout sessions (choice of 4, simultaneous):

Concurrent breakout 1: Magazines in Developing Markets: China

Moderator: Zhang Bohai, Chairman of China Periodicals Association (China),
and Hugo Shong, President of IDG China (China)

Concurrent breakout 2: Magazines in Developing Markets: Eastern Europe and Russia

Moderator: Pierre Lamuniere, Chairman of Edipresse (Switzerland) and Vice Chairman of FIPP

Concurrent breakout 3: Expanding Sales Outlets for Magazines and Getting More Efficient Distribution

Moderator: Ian Locks, CEO of PPA (UK)

Concurrent breakout 4: Business and Professional Media

Bus departure from China World Hotel to:

Capital Museum Reception



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CONGRESS PROGRAM

International Federation of
the Periodical Press (FIPP)

Queens House,
85-88 Lincoln's Inn Fields,
London,
WC2A 3LJ,
UK

Tel: +44 (0) 20 7404 4169
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 603
South Building Longji Plaza,
No.67 Jiefang Street,
Dangcheng District,
Beijing 100005,
China

Tel: (86 10) 6432 1111 ext. 176
Fax: (86 10) 6432 1908
E-mail: info@fipp36china.com

Online Registration:
www.fipp36china.com

Tuesday, 15 May 2007

8:00

Coffee

9:00

Keynote speech 3

9:30

Panel 3: Increasing Magazines' Share of the Advertising Market

10:30

Coffee break

11:00

Panel 4: Keeping Up with Changing Consumer Tastes and Reading Habits

12:00

Lunch

13:30

Keynote speech 4

14:00

Panel 5: Digital Strategies for Magazine Publishers Part 2: New Media Technologies on the Horizon

15:00

Coffee break

15:15

Concurrent breakout sessions (choice of 3, simultaneous):

Concurrent breakout 5: Magazines in Developing Markets: Southeast Asia, India and Middle East
Moderator: George Green, President of Hearst Magazines International (USA)

Concurrent breakout 6: Magazines in Developing Markets: Audited Circulation and Readership Measurement

Concurrent breakout 7: Magazines and Search Engines: Threat or Opportunity?

16:30

Closing keynote speech 5

17:00-17:15

Closing Ceremonies and Invitation to 2009 Congress

19:00-22:00

The Great Hall of the People Closing Reception & Dinner

Wednesday, 16 May 2007

Optional Shanghai Tour

Thursday, 17 May 2007

Friday, 18 May 2007

19, 20 May 2007

Optional visits to magazine publishing companies in Beijing

Welcome reception dinner at **Shanghai Grand Theater** by the Shanghai Municipal Bureau of
Press & Publication (free)

Visits to publishing companies in Shanghai (free) / One-day sightseeing in Shanghai
(additional registration fee)

Two-day sightseeing Suzhou-Zhouzhuang tour / Two-day sightseeing Hangzhou-Wuzhen tour
(additional registration fee)

Delegates should arrange their own travel to and hotel accommodations in Shanghai (approximately 2-hour flight from Beijing)



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SOCIAL EVENTS

International Federation of
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Queens House,
55-56 Lincoln's Inn Fields,
London,
WC2A 3LL,
UK
Tel: +44 (0) 20 7404 4160
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 803
Seash Building Longji Plaza,
No.87 Jinhao Street,
Dongcheng District,
Beijing 100005,
China
Tel: (86 10) 6432 1211 ext. 176
Fax: (86 10) 6430 1508
E-mail: china@fipp36china.com

Online Registration:
www.fipp36china.com

Welcome Reception & Dinner

The Summer Palace

Sunday, 13 May 2007

The Summer Palace is an extensive complex of buildings, gardens, and lakes, built in 1750 and finished in 1764. It has a land area of 290 acres with 75% of the surface covered by water. The Summer Palace is a perfect example of Chinese gardening arts, with delicately structured architecture embracing various types of pavilions, palaces and gateways, decorated with harmonious combinations of mountains, water, bridges and boats. The beautiful Kunming Lake is flanked by Longevity Hill on the north. The most characteristic site of the Summer Palace is the Long Corridor which extends more than 700 metres and is lined with scenes from Chinese history and mythology. The opening reception will be a informal networking opportunity incorporating cocktails and a Chinese buffet in the tranquil surroundings of the Summer Palace. (Price: included in the delegate's registration fee)

Evening Tour & Reception

Capital Museum

Monday, 14 May 2007

The permanent "Brief History of Beijing" exhibition traces Beijing's 3,000-year history with a display of more than 1,000 objects.

The exhibition presents the city's history in six sections: the development of an organized community from ancient settlements; historical remains of the former cities of Yan and Ji; gradual development as an important northern center; the capital of half of China during the Liao and Jin dynasties; the world renowned Yuan Dynasty capital of Dadu; and the political center of the Ming and Qing dynasties.

(Price: included in the delegate's registration fee)

Closing Reception & Dinner

Great Hall of the People

Tuesday, 15 May 2007

The Great Hall of the People is located on the west side of the Tiananmen Square in Beijing. Housing the National People's Congress, it was completed in 1959. The shape of the building is representation of the Chinese character for "mountain" and it stretches 336 meters from south to north and 206 meters from east to west with a total coverage area of 15 acres. There are more than 30 halls named after Chinese provinces and decorated in appropriate regional styles. The closing ceremony and gala dinner will feature traditional cultural music and entertainment. (Price: included in the delegate's registration fee)



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OPTIONAL SOCIAL EVENTS

International Federation of
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Queens House,
55-58 Lincolnson Fields,
London,
WC2A 3LJ,
UK
Tel: +44 (0) 20 7404 4180
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 802
South Building Longji Plaza,
No.67 Jinhao Street,
Dongcheng District,
Beijing 100008,
China
Tel: (86 10) 64392 1312 ext. 1270
Fax: (86 10) 6439 1808
E-mail: shurui@fipp36china.com

Online Registration:
www.fipp36china.com

PRE-CONGRESS TOURS

BEIJING & SURROUNDING AREA TOURS

Tours will be organized on Saturday, 12 May to the Great Wall and the Ming Tombs outside Beijing and on Sunday, 13 May to the Forbidden City and the Temple of Heaven in Beijing. All tours will depart from the China World Hotel. This is subject to minimum attendance.

Price: \$70 per day per head, lunch included

ACCOMPANYING GUEST / SPOUSE PROGRAM

Tours for accompanying guests/spouses will be organized on Monday, 14 May and Tuesday, 15 May. Itinerary to be confirmed and is subject to minimum attendance. Registered accompanying guests and spouses are welcome to attend the Congress' formal social events for free.

Price: included in the spouse registration fee

POST-CONGRESS EVENTS

VISITS TO MAGAZINE PUBLISHING COMPANIES IN BEIJING

Informal visits to several magazine publishing companies based in Beijing will be organized on Wednesday, 16 May. Itinerary to be confirmed and subject to minimum attendance.

Price: free

POST-CONGRESS TOUR TO SHANGHAI

Thursday, 17 May 2007 Welcome reception dinner at Shanghai Grand Theater by the Shanghai Municipal Bureau of Press & Publication (free)

Friday, 18 May 2007 Visits to publishing companies in Shanghai (free) / One-day city tour in Shanghai (additional registration fee)

19, 20 May 2007 Two-day Suzhou-Zhouzhuang tour / Two-day Hangzhou-Wuzhen tour (additional registration fee)

- One-day tour in Shanghai: Yuyuan Garden, Jade Buddha Temple, Shanghai Museum and Xinliandi. (\$45 per head, lunch included)
- Two-day Suzhou-Zhouzhuang tour: The Master of Nets Garden, Tiger Hill, Silk Science Research Institute and Zhouzhuang. (\$125 per head, 3 meals and 1 night hotel accommodations included)
- Two-day Hangzhou-Wuzhen tour: Ling Yin Temple, West Lake, Fish from Flowery Harbor, Su Causeway and Paradise of Longjing Tea Connoisseurs. (\$130 per head, 3 meals and 1 night hotel accommodations included)

Delegates are responsible for their own travel to and hotel accommodations in Shanghai (approximately 2-hour flight from Beijing).



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CONFERENCE REGISTRATION FORM

Online registration is available from 31 August 2006. Please visit www.fipp36china.com.

Deadline of online registration will be on 31 March 2007.

ATTENDEE INFORMATION (please complete all information accurately as this will be used in the program and on badge)

Note: A Visa is required for all participants to enter the People's Republic of China. It is the responsibility of the delegates to obtain their visa from their local Chinese embassy or consulate. The Executive Office will issue an invitation letter to each registrant 24 hours after the confirmation of payment.

REGISTRATION FEES

For additional delegates, please complete a separate form.

EARLY REGISTRATION

on or before 15 January 2007
(per delegate)

In US\$ only

- ☒ \$2,250 Member
☐ \$2,500 Non-Member
☐ 1,395 Spouse/
☐ Accompanying Person

REGULAR RATE

After 15 January 2007
(per delegate)

In US\$ only

- ☒ \$2,500 Member
☐ \$2,750 Non-Member
☐ \$1,395 Spouse/
☐ Accompanying Person

Please confirm if your
company is a member of

FIPP

- ☐ YES
☐ NO

Title (Mr./Mrs./Miss.) _____
Family Name / Surname _____ First Name _____
Company Name _____ Job Title _____
Address _____
Country _____ Zip Code _____
Telephone (include country & city code) _____ Mobile _____
E-mail _____ Fax _____
Dietary Requirements (if any) _____

ACCOMPANYING PERSON / SPOUSE INFORMATION (if any)

Accompanying person/spouse are welcome to take part in all social events and general sessions included in the Congress program plus an optional schedule of programs during the day including a city tour (details to be confirmed).

Title (Mr./Mrs./Miss.) _____
Family Name / Surname _____ First Name _____

Please fax this form to (86 10) 6430 1108 or email to rinaliu@fipp36china.com.

For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.



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OPTIONAL TOUR REGISTRATION FORM

ATTENDEE INFORMATION

Title (Mr./Mrs./Miss.) _____

Family Name / Surname _____ First Name _____

Accompanying Person / Spouse _____

Please select which you would like to confirm:

☐ Saturday, May 12

Great Wall of China / Ming Tombs

*May be cancelled if no. of participants is less than 20

No. of Persons

Price

\$70 each

☐ Sunday, May 13

Forbidden City / Temple of Heaven

*May be cancelled if no. of participants is less than 20

\$70 each

☐ Wednesday, May 16

Visits to magazine publishing companies in Beijing

Free

☐ Post-Congress Shanghai Tours

Reception Dinner at Shanghai Grand Theater

Visits to magazine publishing companies in Shanghai

* Transportation to Shanghai and hotel accommodations are the responsibility of the participants.

Free

Free

☐ Travel in and around Shanghai

One-day sightseeing tour in Shanghai

Two-day sightseeing tour to Suzhou-Zhouzhuang

Two-day sightseeing tour to Hangzhou-Wuzhen

* Payment for this tour will not be made now. Instead, it will be made upon arrival in Shanghai.

(For detailed price
information, please
check "Optional Social
Events".)

International Federation of
the Periodical Press (FIPP)

Queens House,
66-68 Lincoln Inn Fields,
London,
WC2A 3LJ,
UK

Tel: +44 (0) 20 7404 4169
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 809
South Building Longji Plaza,
No.67 Jinbao Street,
Dongcheng District,
Beijing 100045,
China

Tel: (86 10) 6432 1111 ext. 178
Fax: (86 10) 6430 9104
E-mail: rinaliu@fipp36china.com

Online Registration:
www.fipp36china.com

Please fax this form to (86 10) 6430 1108 or email to rinaliu@fipp36china.com.

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PAYMENT FORM

Delegate registration sub-total \$ _____
Spouse registration sub-total \$ _____
Beijing tours sub-total \$ _____
Total US\$ \$ _____
5% Surcharge (for credit card payments) \$ _____ See below for information
Grand Total Payment US\$ \$ _____
Grand Total Payment RMB (for credit card payments) RMB _____ See below for information
Shanghai tours sub-total \$ _____ Please note payment will not be taken now for the Shanghai tours.
These will be paid in Shanghai before the tour itself.

METHOD OF PAYMENT (in US\$ only)

☐ Bank Transfer

Surcharge: Transfers must be made in US\$ only and all transfer charges must be paid by the delegate.

Name: China Periodicals Association

Number: 8126 1841 7508 0910 14

Address: BANK OF CHINA, Beijing ZhongYin Da Sha Sub-Branch

Swift Code: BKCHCNBJ110

Please attach bank transfer receipt when faxing this form.

☐ Credit Card

For credit card payments, a 5% surcharge will apply. Exchange rate is fixed at US\$1=RMB8.

Delegates contact details will be made available to registered delegates only.

☐ Visa ☐ Mastercard ☐ American Express

Credit Card Number

Cardholder's Name (please print) _____

Expiration Date (M/Y) _____

Signature _____ Date _____

Cardholder's Address (if different from registered delegate) _____

Please fax this form to (86 10) 6430 1108 or email to rinaliu@fipp36china.com.

For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.

Note: This is for Conference registration only. To reserve your hotel accommodations, please see the Hotel Registration Form.

Please see the General Information page for the refund policy.

Delegates' contact details will be made available to registered delegates only. If you do not wish your contact details to be shown, please check here ☐



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GENERAL INFORMATION

International Federation of
the Periodical Press (FIPP)

Queens House,
55-56 Lincoln's Inn Fields,
London,
WC2A 3LJ,
UK
Tel: +44 (0) 20 7404 4100
Fax: +44 (0) 20 7404 4170

36th FIPP World Magazine Congress
Executive Committee Office

Room 603
South Building Longji Plaza,
No. 67 Jinbao Street,
Dongcheng District,
Beijing 100005,
China
Tel: (86 10) 6432 1111 ext. 179
Fax: (86 10) 6430 1100
E-mail: rinanliu@fipp36china.com

Online Registration:
www.fipp36china.com

REGISTRATION

The FIPP World Magazine Congress is organized by the China Periodicals Association (CPA) on behalf of the International Federation of the Periodical Press (FIPP). Please use the attached Conference Registration Form and fax back to (86 10) 6430 1108 or email to rinanliu@fipp36china.com. Registration can also be made online at www.fipp36china.com. For further information, please contact Ms. Rina Liu or Ms. Aileen Grace Chu at telephone number (86 10) 6432 1111 ext. 178. Registration will only be confirmed upon receipt of full payment of the registration fee. Confirmation will be sent via email with a formal visa invitation letter.

For online registration, please visit www.fipp36china.com.

REGISTRATION REFUND/CANCELLATION POLICY

All fees are quoted in US\$ dollars. Registration fees are non-transferable. Excluding a processing fee of \$200, full refunds will be granted if written requests are received before 12 March 2007; a 50% refund for written requests received before 30 March. No refunds will be given after 30 March. Verbal cancellations will not be accepted. If a registration form is received (through fax or email) without payment, and is subsequently cancelled, you will be invoiced for the appropriate cancellation fee.

CLIMATE & DRESS CODE

The dress code will be business attire during working Congress sessions and all evening events. Optional publisher visits will be business or business casual. Optional sightseeing events will be casual. The climate in May in Beijing is fairly mild during the day and evenings, with average temperatures of around 15-25

degrees Celsius (59-77 degrees Fahrenheit) and sporadic rain showers.

TRANSPORTATION

Participants should arrange their own transportation from the airport to the hotel. Private car pick-up can be arranged by the hotel for a fee depending on the type of car. China World Hotel is 23 kilometers from the airport and a one-way taxi ride costs around RMB 120 including express toll. Huadu Hotel is 18 kilometers away from the airport and a one-way taxi ride costs around RMB 70 including express toll. Please find attached map for your reference.

Transportation between hotels and venues will be served only for the official hotels: China World Hotel and Huadu Hotel.

VISA INFORMATION

It is the responsibility of all visitors to China to ensure that they check and obtain the correct visa as required. Please check with your local Chinese Embassy or consulate for exact details. The Executive Office will issue formal invitation letters to facilitate your visa application together with the confirmation of your registration upon receipt of full registration payment. Please allow enough time to process your payment, receive confirmation and obtain your visa. No refunds will be made after 30 March, for any reasons including failure to obtain a visa. A visa invitation letter can be sent to you through an express courier at your own expense. Please organize pick up using your own courier account. The organizers are not responsible for your visa applications.



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CHINA WORLD HOTEL RESERVATION FORM

China World Hotel
(5-Star Hotel)
No. 1 Jianguomenwai Avenue
Beijing 100004, China
www.shangri-la.com/beijing/chinaworld/en/
Tel: +86-10-6505 2266
Fax: +86-10-6505 0828

Please reserve your hotel accommodations three months (15 Feb 2007) before the conference. Due to high demand, it will be difficult to guarantee available rooms at discounted rates as the conference approaches.

Please find attached accompanying Terms & Conditions of the hotel.

Title (Mr./Mrs./Miss.) _____ Surname _____ First Name _____
Company / Title _____
Address _____
City / Country _____ Zip Code _____
Telephone _____ Fax _____
Email _____
Accompanying Person/Spouse for sharing room (if any) _____

FIPP Special Rate:

Superior/Deluxe Room
Horizon Deluxe Room
Premier Room
Executive Suite

☐ RMB 1,550/night for single occupancy
☐ RMB 2,000/night for single occupancy
☐ RMB 2,400/night for single occupancy
☐ RMB 3,000/night for single occupancy

☐ RMB 1,650/night for double occupancy
☐ RMB 2,200/night for double occupancy
☐ RMB 2,600/night for double occupancy
☐ RMB 3,000/night for double occupancy

*Room rates are subject to 15% surcharge.

*Breakfast is included except for Superior/Deluxe Room where an additional RMB 200+15% will be charged per breakfast per person.

*At the time of printing the exchange rate was US\$1=RMB8. This may fluctuate.

Special Requests (i.e. airport pick-up, smoking/non-smoking room, etc.) _____

Travel Information

Arrival Date _____ Flight No. _____ Arrival Time _____
Departure Date _____ Flight No. _____ Departure Time _____
Check-in Date/Time _____ Check-out Date/Time _____ Length of Stay _____

In order to guarantee your reservation, please supply your credit card details below:

☐ Visa ☐ Mastercard ☐ American Express ☐ Diners Club

Card Number

Card Holder Name _____

Expiration Date _____ Signature _____

Please fax this form to (86 10) 6430 1108 or email to rinaliu@fipp36china.com.

For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.



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HUADU HOTEL RESERVATION FORM

The Huadu Hotel
(3-Star Hotel)
No.8 Xinyuannan Road
Beijing 100027, China
www.huaduhotel.com.cn
Tel: +86-10-6597 1166
Fax: +86-10-6500 1615

Please reserve your hotel accommodations three months (15 Feb 2007) before the conference. Due to high demand, it will be difficult to guarantee available rooms at discounted rates as the conference approaches.

Please find attached accompanying Terms & Conditions of the hotel.

Title (Mr./Mrs./Miss.) _____ Surname _____ First Name _____
Company / Title _____
Address _____
City / Country _____ Zip Code _____
Telephone _____ Fax _____
Email _____
Accompanying Person/Spouse for sharing room (if any) _____

FIPP Special Rate

Standard Room ☐ RMB 460/night for single occupancy ☐ RMB 460/night for double occupancy

**Room rates include service charge and breakfast.*

**At the time of printing the exchange rate was US\$1=RMB8. This may fluctuate.*

Special Requests (i.e. airport pick-up, smoking/non-smoking room, etc.) _____
Check-in Date/Time _____ Check-out Date/Time _____ Length of Stay _____

In order to guarantee your reservation, please supply your credit card details below:

☐ Visa ☐ Mastercard ☐ American Express ☐ Diners Club

Card Number

Card Holder Name _____

Expiration Date _____ Signature _____

*Please fax this form to (86 10) 6430 1108 or email to rinaliu@fipp36china.com.
For further inquiries, please contact Ms. Rina Liu or Ms. Aileen Grace Chu.*



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HOTEL REFUND POLICY

REFUND/CANCELLATION POLICY

- The deadline for making reservations is 15 February 2007 after which accommodations are subject to availability at prevailing rates.
- Please note that any changes or cancellations made to your reservation have to be notified in writing to the hotel.
- Any written cancellation of a confirmed room reservation or change of dates resulting in reduction of stay received after 10 March 2007 will be subject to cancellation charge of full length of stay.
- Any guests who do not show up on the expected arrival day will be charged at an amount equivalent to the full length of stay based on the relevant room rate outlined above.
- Accommodation at the rates quoted is available only to registered delegates and can only be made using this form.

- All reservations must be guaranteed by a major credit card.

- Any balance in room charges and consumption of food/ services made during the stay must be settled upon check-out.

- Check-in is at 12:00 PM. To guarantee check-in time before 12:00 noon, please book one night before. The room charge will be based on the daily room rate quoted above.

- Check-out is at 12:00 noon. Late check-out can be arranged from 12:00 to 16:00 chargeable at 50% of the rate quoted. Check-out after 16:00 is subject to a one-night charge. All late check-out requests are subject to availability.

The above room rates will be valid for 2 days prior to and 2 days after the main conference date. All reservations are subject to hotel availability.

Please reserve your hotel accommodations three months (15 Feb 2007) before the conference. Due to high demand, it will be difficult to guarantee available rooms at discounted rates as the conference approaches.



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SPONSORSHIP

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Tel: (86 10) 6432 1011 ext. 179
Fax: (86 10) 6430 1100
E-mail: info@fipp36china.com

Online Registration:
www.fipp36china.com

OPPORTUNITIES

The FIPP World Magazine Congress in Beijing in 2007 will provide an unparalleled opportunity to introduce your company and your products to more than 500 high level magazine executives from all over the world PLUS a unique opportunity to reach more than 500 key Chinese publishing executives who will lead the huge growth in magazine media expected in the next few years. Moreover, you will be able to meet the most important Chinese Government officials who are responsible for regulating and developing magazines in China.

If you have any interest in doing business with the Chinese periodical press, this is an opportunity you cannot afford to miss.

Items	Costs	
- Gala Evening Sponsor	\$200,000	SOLD
- Opening Reception Sponsor	\$175,000	SOLD
- International Mailing Sponsor	\$120,000	
- Delegate Bags	\$100,000	SOLD
- Lunch Sponsor x 2	\$90,000	each
- Brochure and Programme Sponsor	\$80,000	
- USB Stick Sponsor	\$60,000	SOLD
- Event Transportation	\$40,000	SOLD
- Badge Sponsor	\$30,000	SOLD
- Website Sponsor x 2	\$30,000	each
- Premium Publisher Sponsor	\$30,000	
- Standard Publisher Sponsor	\$15,000	each
- Coffee Sponsor x 6	\$10,000	
- Ad in Program	\$2,500	
- Communications Area	\$60,000	

Once you have selected your sponsorship package, see sponsorship classification for your additional benefits.



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SPONSORSHIP CLASSIFICATIONS

Gold Sponsorship:

Any sponsor booking a sponsorship package that meets or exceeds \$60,000 automatically becomes a Gold Sponsor. All Gold Sponsors will receive :

- Three complimentary tickets to the congress
- Insert in the congress delegate bag
- Promotional space in the Congress Foyer / reception area
- Logo on conference presentation screen
- Company profile inside the conference program
- Full page colour ad inside the conference program
- A button and hotlink on the official website
- VIP reserved seating at lunch
- Banner in the corridor outside the congress hall
- Access to mailing list of delegates (with their consent)
- The opportunity to leave a welcome gift in the China World Hotel rooms

Silver Sponsorship:

Any sponsor booking a sponsorship package that meets or exceeds \$30,000 automatically becomes a Silver Sponsor. All Silver Sponsors will receive:

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- Signage in the China World Hotel
- Message of thanks on official Congress website
- Message of thanks inside the Congress program
- Access to mailing list of consenting delegates
- Logo on conference presentation screen

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Publisher Sponsors:

These packages have been specifically designed for publishers:

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- Two complimentary tickets to the Congress
- Designated area to display magazines
- Signage in the China World Hotel
- Branding and profile in congress program
- Logo on conference presentation screen
- Logo on official website

■ **Standard Publisher Sponsor \$15,000**

- Two complimentary tickets to the Congress
- Designated area to display magazines
- Signage in the China World Hotel
- Branding in congress program
- Logo on conference presentation screen

For more information on sponsorship please contact :

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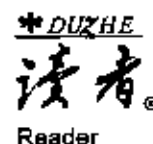
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