

FOCUS ON CHINA ART AND CULTURAL FACILITY MARKET FOR 3 YEARS
THE NO.1 BRAND IN MUSEUM, THEATER, ARENA DEVELOPMENT CONFERENCE

深耕亚洲及中国艺术文化场馆市场
博物馆艺术馆、剧院等艺术文化场馆建设峰会类第一品牌

4th Annual Event 第四届

ASIA ART & CULTURAL FACILITY DESIGN AND TECHNOLOGY SUMMIT & SHOWCASE 2016

亚洲艺术文化设施设计与技术高峰论坛暨展览

Focus on Art, History, Technology Museum, Theater, Arena, and Library Construction Projects

January 20th-21st, 2016 | Shanghai · China



WHY ART&CULTURAL FACILITY

NOT ALL THE EVENTS CAN BRING YOU THE KEY PROJECT OWNERS. 亚洲尤其是中国的文化设施建设将成为继“道路、桥梁、地产”等基础建设之后的下一个增长点！

CONSTRUCTION ASIA

AN EVENT OF CONSTRUCTION ASIA SERIES SUMMIT
BOOK YOUR SEATS RIGHT NOW!
作为建设亚洲系列峰会的一站，ART&CULTURAL FACILITY SUMMIT 期待您的出席

CONTACT US

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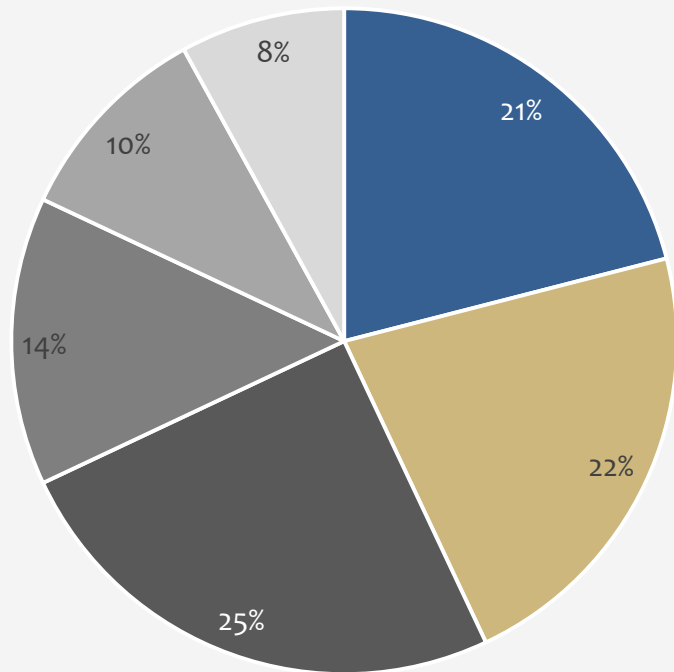
perspective.china@cultural-facility.com

Post Event REPORT

- *We'd love to provide clear data analysis and snapshot of the post event, even you haven't joined us in the past 3 years.*
- 无论你是否参与过ART & CULTURE D&T，希望能通过简明清晰的数据与照片为您展示往届真实的现场效果与数据统计。



Snapshot of 2013 EVENT



- Culture Property Owners
- Culture Property Developers
- Culture Property Operators
- Design/Architectural Firm
- Engineering and Technology Solution Provider
- Others



Snapshot of 2014 EVENT



2016 A&C Facility AT A GLANCE

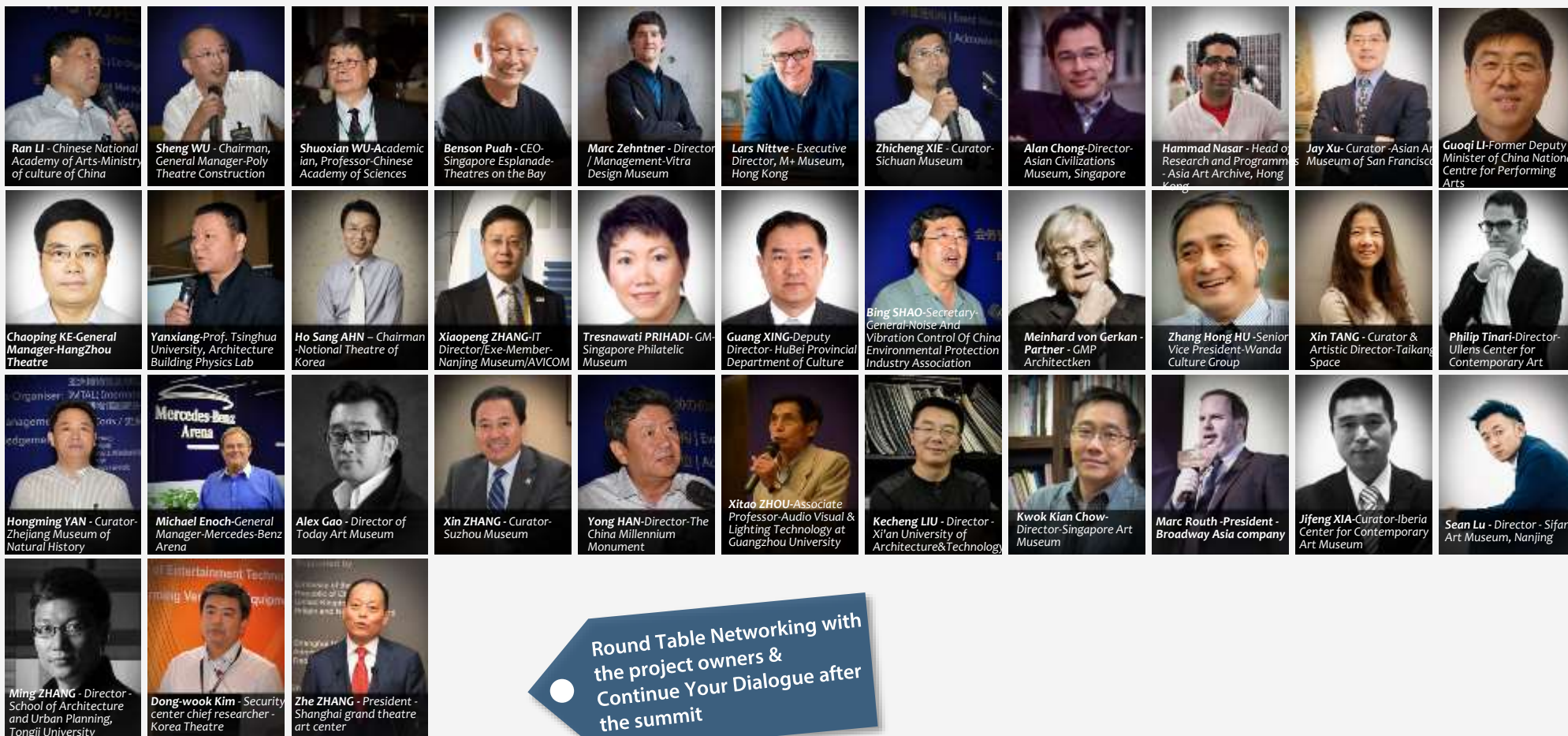
- Great! We joined the Construction Asia serious events from 2012. With limited budget and man power, we get the professional support from the organizers for the expansion of Asia Art and Cultural Facility market. We only need to take care of our presentation and exhibition setting up, then the potential clients with projects will be here. All of the attendees are the decision makers, which will make the networking process much more efficient. Construction Asia bring us the short, mid, long term sales leads and brand promotion very well.
- 很好的活动，我们从3年前开始参加了Construction Asia 系列的峰会，用很少的投入，拓展了亚洲市场，在主办方精心策划安排下，我们只需要准备好演讲内容和展示区域布置，就会有很多当地的优质业主带着项目来咨询，在亚洲各个国家和地区，尤其是中国的剧院、博物馆等文化场馆建设领域收获颇丰，相比于投入，我们达成了多家艺术文化场馆项目，并结识了很多原有销售和市场渠道所无法达到的文化场馆的高层，从短期、中期、长期的销售额提升和市场品牌推广都有不错的效果。



A&C FACILITY DESIGN 2016 SPEAKERS



★ Part of Speakers /部分演讲嘉宾



★ Hot Topics to Address / 本届重点探讨的话题

- The Art and Cultural Facility in the City---The Brand DNA of K11 Art Mall/ 不再孤立的艺术及文化场馆——K11的艺术、人文、自然定位，如何融入并影响着城市生活。
- Trans- Boundary Fusion: A new Innovation operation pattern for Museum, Exhibition & Theatre 跨界融合：新时代下，博物馆/展览馆/大剧院的创新运营模式
- Combine 'Culture' and 'Solution' on the architecture and core area construction by deeply communication and exploration of the culture. The strategy of Wanda Culture Group- Theatre and Cinema / 通过深入的“沟通”与“文化挖掘”，完成文化设施场馆整体及内部核心区域规划建设“艺术”与“产品”的完美融合——万达商业后的战略，万达舞台演艺与电影乐园的新布局
- The integration of international experience and China's national conditions & The damage caused by the error construction of the Culture Facilities / 国际经验与中国国情的整合，错误的文化设施规划建设所带来的危害

ATTENDEES PROFILE



* Attendees Profile/出席嘉宾

By Industry / 行业

- Theater/Arena 剧院/舞台
- Opera Theater 歌剧院
- Art/Culture Museum 艺术馆
- Urban Planning Museum 城市规划展览馆
- Culture/ Entertainment Complex Project 综合文化娱乐中心
- Cinema影剧院
- Concert Hall 音乐厅
- History/ Archives Museum 历史博物馆
- Science & Technology/ Planetariums/Children Museum 科技/天文/儿童馆
- Other 其他

By Job Title / 职位

- Architects 建筑师
- Audio-visual engineers 视听工程师
- Consultant 咨询顾问
- Culture Facility owners 项目业主
- Curator 馆长
- Director/Asst. Director/Administration 总监
- Stage manager 舞台经理
- Electrical engineers 电气工程师
- Venue manager 场馆经理
- Exhibition Designer 展陈设计师
- Control system designers 控制系统设计师
- Lighting designers 照明设计师
- Project managers 项目经理
- Registrar/Collections Mgmt. 藏品管理
- Safe and Security Engineers/Managers 安保经理
- Technical directors 技术总监
- Operation Manager 运营经理

* Part of VIP Delegates / 部分参会代表

- Acoustics, Nanjing University,
- Anhui Provincial Bureau of Cultural Relics
- Beijing People's Art Theatre
- Beijing Ullens Center for Contemporary Art
- British Embassy, British Council / UK Trade & Investment (UKTI)
- China Capital Museum
- Chang'an University Institute of Architecture sound and light
- China Geological Museum
- China Millennium Monument
- China Science and Technology Officer
- China Silk Museum
- Chinese Arts Alliance
- Chinese Stage Art Association
- Duolun Museum of Modern Art
- Forbidden City Concert Hall
- Guangxi Museum of Nationalities
- Guangzhou Song and Dance Theatre
- Hangzhou Grand Theatre
- Hangzhou Landscape and Cultural Relics Bureau
- Hangzhou Song and Dance Theatre
- Hangzhou Theater
- Heilongjiang Provincial Museum
- Henan Museum
- Heritage and Museology Fudan
- Hong Kong Heritage Museum
- Hong Kong Maritime Museum
- Hubei Provincial Museum
- Hunan Provincial Bureau of Cultural Relics Museum Office / General Office
- Institute for the majority of audio-visual & lighting
- Jiangxi Provincial Department of Culture
- Jilin Architectural and Civil Engineering Institute
- Liu Hai Su Art Museum
- Lu Xun Memorial Hall
- M + museum / visual culture
- Nanjing Museum
- National Grand Theater Project Owners Committee
- National Palace Museum
- New museum building space and technical expertise Authority
- Ningbo Museum
- OCT Contemporary Art Center / OCT-Contemporary Art Terminal
- Poly (Beijing) Theater Construction Co.
- Puppet Palace Museum
- Shaanxi History Museum
- Shandong Province Theatre
- Shanghai Art Museum One
- Shanghai Children's Museum
- Shanghai Museum
- Shanghai Museum of Contemporary Art
- Shanghai Oriental Art Center
- Shanghai Peking Opera Theatre
- Shaoxing Grand Theater
- Shenzhen Grand Theater
- Shenzhen Poly Theater
- Singapore Art Museum (SAM)
- Singapore Asian Civilisations Museum
- Financial Street Property Group
- Suzhou City, the new SMG
- Suzhou Museum
- Taikang Space
- Taiyuan Theatre
- The Ministry of Culture Cultural Exchange Center
- Tongji University School, Architecture
- Tsinghua University School of Architecture Building Physics Laboratory
- USGBC
- Wuhan Museum
- Wuhan Revolution Museum
- Xuzhou Concert Hall
- Yixing, Wuxi City Cultural Center
- ZENDAI Cultural Development Co., Ltd.
- Himalayas Art Museum
- Zhejiang Museum of Art
- Zhejiang Museum of Natural History
- Zhejiang Provincial Museum
- Zhejiang University, Department of Museology
- Zhoushan Museum
- ZHU QIZHAN Memorial

OPPORTUNITIES OF PROJECTS



* Opportunities of Undergoing Projects 新建在建项目机会

Art & Cultural Project name	Investment 10k RMB	Scale Sqms
World Horticulture Exposition-low-carbon lifestyle Pavilion	33000	6400
South China Sea Museum	31380	6300
Guangzhou Cantonese opera Theatre	38375	9600
Canghai Cultural Center	30000	6500
Jining Site Museum of State Lu	10000	7000
Xingtai Museum	57237	20000
Hefei Urban Planning Exhibition Center	82000	1500
Xiangxi Autonomous Prefecture Museum	49300	3000
China Philharmonic Orchestra Concert	39000	12000
Gucun Cultural Exhibition Center		4092
Harbin Chinese arts and crafts culture Center	500000	65000
National Palace Museum	20788	10000
Hunan Museum	10000	16000
Sichuan Grand Theatre	59000	80000
Zhengzhou Canal Museum	64120	9800
Liu Haisu Art Museum	14000	10400
Yibai Theatre Culture Complex center	70624	30000
Tangshan Theatre	64959	
Jingmen Theatre	30799	19894

Art & Cultural Project name	Investment 10k RMB	Scale Sqms
Ankang Han River Theatre	30000	15000
Henan Museum & Library		16000
Heilongjiang Museum & Library	7000	
Zuhai Theatre	50000	108000
Shenzhou Musuem, Exhibition Hall & Theatre	13500	14586
Neijing Theatre	25970	
Jiangsu Theatre	260000	20000
Huizhou Art Museum & Urban planning Exhibition Hall		62300
Anhui cuisine Museum	31170	
Sichuan Tianfu District Cultural center	96649	110000
Zhanjiang Cultural center	180572	200000
Baoji Cultural center		99000
Zhouyuan Museum	12000	3000
Qing History exhibition Hall & Museum	33000	9000

* Projects Matching Event 项目对接的盛会

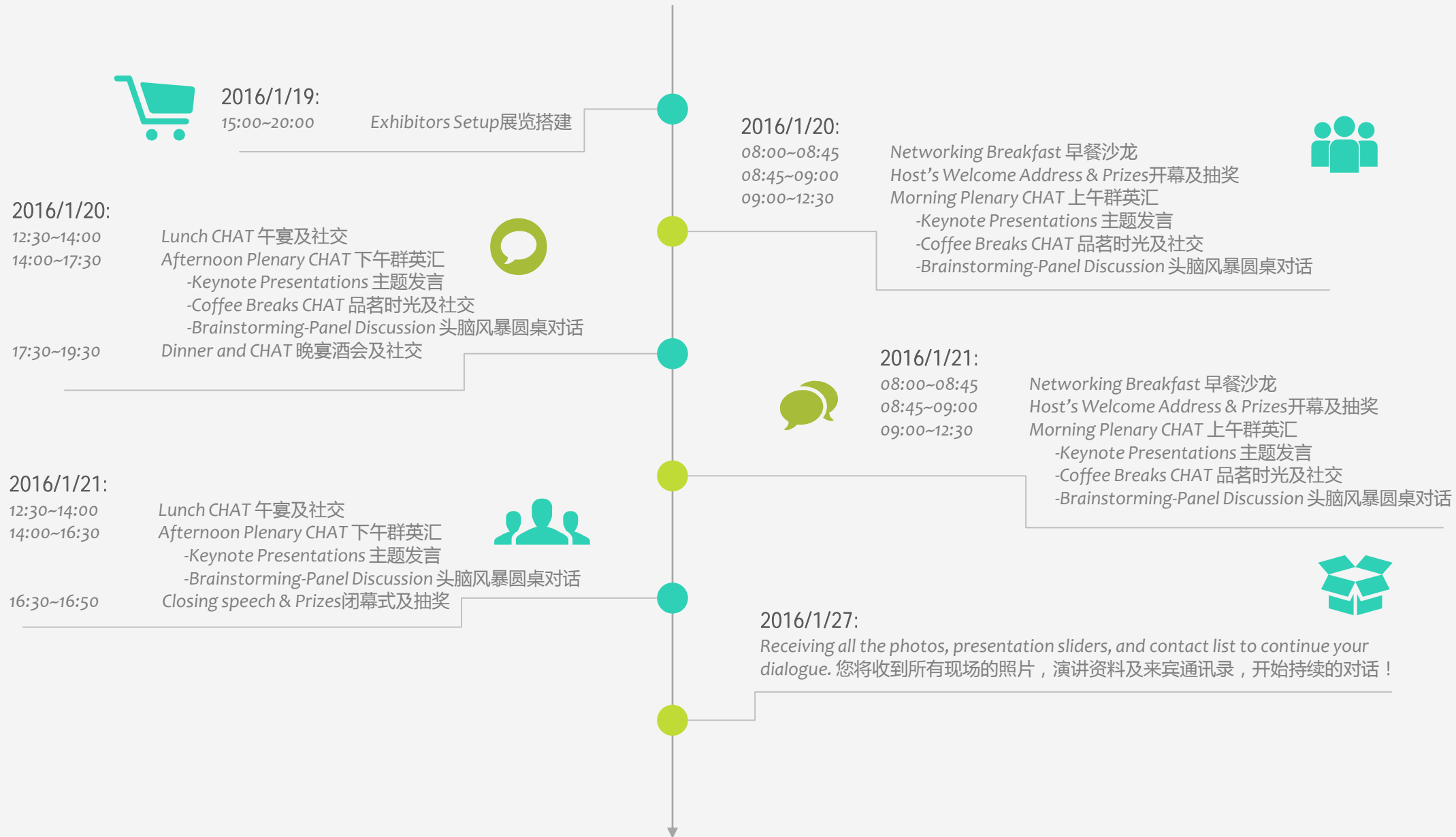
- More projects' information will be updated by the support from association, media partner and researching
通过协会、媒体与调研，更多在建项目信息将持续更新。作为组委会，我们会尽全力邀请这些业主到场，完成业主与解决方案供应商彼此寻找的需求。
- You can let us know your target clients expected to meet in this event, our professional customer service team as a 3rd party event organizer will contact them for invitation.
除此之外，您可以告诉我们您想见的或在跟踪的项目业主客户，我们专业的客户服务团队将以第三方组委会身份与他们联络，完成邀请。
- You can solve the cold calling problem and save the travelling cost with the new potential clients. One station to meet several targets customers, build the brand perception.
让您可以与新客户之间免去陌生拜访的障碍，省去高昂的差旅费用，一次性见到多个潜在项目业主，建立品牌认知与初步信任。
- You can promote your brand again to your current clients, old friends and partners in this event. Find more cooperation opportunities with them.
也可以与现有客户再次通过峰会建立新的联络与互动，增加品牌曝光度与彼此信任度，寻找更多合作可能。

A&C Facility 2016 AGENDA

- ***We Never Want To Be A Aggregator Of Meaningless Topics***
- ***In The Following Pages, We'd Love To Provide A Agenda Based On Investigation And Research. To Guarantee The Interests From The Project Owners As Well As Your Networking Opportunity. Continue Your Dialogue And Close Deals Before, During And After The Event.***
- 您不会对空洞话题感兴趣，项目业主也如此。前沿、务实的内容是峰会的灵魂。
- 接下来，将为您呈现基于调研的热门话题，丰富、专业、聚焦的议程安排，将确保来宾的收获。为您提供充分交流、延续对话、维系关系的契机



TIMELINE OF A&C FACILITY 2016



DAY ONE AGENDA



主任-清华大学建筑物理实验室
Director-Architectural physics
Laboratory of Tsinghua University

MORNING

08:00 Registration and Networking Breakfast

08:45 Host's welcome speech & Prizes

09:00 Opening Remarks and Chairman's Welcome Address

Morning of January 20th, 2016

SESSION 1

09:15 **New Market, New Requirement and New Model- The Global meaning and architecture trend of Asia Museums & Theatre booms / 新市场、新需求催生新的建设模式-亚洲文化场馆建设的趋势以及对于全球的意义。**

- Culture Facilities have been on a perennial quest to define their value and meaning to society. Beyond blockbuster exhibitions chasing tourist RMB or the latest strategies to promote inclusion, what is it about Culture Facilities ultimately that endures for all people and all times?

09:45 **Trans- Boundary Fusion: A new Innovation operation pattern for Museum, Exhibition & Theatre 跨界融合：新时代下，博物馆/展览馆/大剧院的创新运营模式**

- The development process of global culture facilities operation.
- Multifunction will be the new trend for future culture center's Development.
- What's the Challenges with such a new pattern?

10:15 **The Art and Cultural Facility in the City--The Brand DNA of K11 Art Mall/ 不再孤立的艺术及文化场馆——K11的艺术、人文、自然定位，如何融入并影响着城市生活。**

- Art is from people, for people.
- The mutual benefits for art and economy.
- Population is living in towns and cities. This presents great challenges. How can museums use their locations to become truly participatory spaces? What is their value within their communities and are they accessible to everyone in the community? What role do public and private museums play in the cultural ecology of a city?

10:45 **Coffee Break CHAT 品茗时光及社交**

COFFEE BREAK

11:05 **Project Owners View: How to be the Perfect Project Owners. Infrastructure management, Cost Control and procurement bidding items during the construction/ 如何成为一个合格的项目业主，从业主视角诠释文化艺术场馆建设中的管理，及采购招标关键点**

- Why the others could be the final winner of bidding? What is the official process of the bidding in China?
- Change for China market, Yes We Can!
- It is often forgotten that theaters are not built by architects and contractors, but by project owners.
- How to be the qualified project owners who identifies the need, creates the vision, writes the brief, raises the money and eventually, after many years of hard work and determination, hires a team to start the design process.

11:35 **Mini Cultural facility, Great Wisdom 地域文化下的中小型文化艺术场馆的设计- 小场馆，大智慧**

- In past several decades, wrong orientation slowed the development of local Museums combination new technologies and local taste, which will make medium museums into living and fresh
- Pay more attention on the medium and mini cultural facility in community

DAY ONE AGENDA



总经理- 梅赛德斯-奔驰文化中心
General Manager - Mercedes-Benz Arena

AFTERNOON

12:30 Lunch CHAT Time 午宴及社交

LUNCH CHAT TIME

Afternoon of January 20th, 2016

SESSION 2

14:00 **Advantages of Implementation and material of Modern Green Housing Engineering Technics in Culture Projects/ 现代绿色建筑技术及材料在文化设施上体现出的优势**

- Embed sustainability goals early
- Consider existing historic features
- Create a thoughtful environment for the visitors by qualified ceiling and floor covering
- Low Maintenance even in the High-traffic areas
- Attractive for the visitors by great designed

14:30 **Visualization Technology Transforming Art and cultural facility and empower your imagination : The Digital Humanities Perspective 从超乎想象的新视觉效果，进行艺术文化场馆的现代化数字人文改造**

- Say No! to Beautiful building, boring exhibition and program. Getting the support from digital visualization tech.
- An Integrated consultant and realizing Approach to better performance.

15:00 **The Acoustics Control design of Performance Arts Building . 演艺建筑中的声学控制设计**
"Acoustic modeling and analysis Perfect construction by Professional Architectural Acoustics or huge investment on the Adjustable reverberation devices"

15:30 Coffee Break CHAT 品茗时光及社交

COFFEE BREAK

15:50 **Stage Lift Systems plays an important role in a perfect performance/ 完美的演出，依靠舞台升降系统得以呈现**

- Stage Lift systems allow for gentle quiet movement and stable support of stages, orchestras, equipment and seating platforms. Combining strength and adaptability, the lifting systems are efficient and reliable..

16:35 **Panel Discussion: Bridging the gap between the Designing & Core Requirements across the world class Culture Facility planning& design 新建场馆也需要改造？如何确保“设计规划布局”与“实际运营需求”的有效衔接**

- The exterior of the building and landmark characteristics decide the approval of the project?
- Whether the owner's preliminary research and planning of the core business processes demand , is appropriate or not? whether they could be implemented through?
- The meaning and effects of an excellent process design to the high efficient operation of a culture facilities

17:20 Closing speech and end of Day One

17:30 NETWORKING CHAT 社交环节

18:00 GALA DINNER 晚宴酒会

DAY TWO AGENDA



副院长 - 中国国家大剧院
Deputy Director - China National
Centre for the Performing Arts

MORNING

08:00 Registration and Networking Breakfast

08:45 Host's welcome speech & Prizes

09:00 Opening Remarks and Chairman's Welcome Address

Morning of January 21st, 2016

SESSION 3

09:15 **Combine 'Culture' and 'Solution' on the architecture and core area construction by deeply communication and exploration of the culture. The strategy of Wanda Culture Group-Theatre and Cinema / 通过深入的“沟通”与“文化挖掘”，完成文化设施场馆整体及内部核心区域规划建设“艺术”与“产品”的完美融合——万达商业后的战略，万达舞台演艺与电影乐园**

- The strategy of Wanda Culture Group
- Finding out the core culture and target of every facility and exhibition area. Using modern products and solution to make that happen
- New goals of culture facilities Planning and Designing- From Content, experience to Social Contact

09:45 **The Changing Infrastructure of Performance Spaces and Audience Area in the Era of Smart Solid State Lighting / 智能照明给表演区域和听众区域带来的新改变**

- A major feature of smart lighting over conventional lighting systems & solutions is the ability to control and manage any light, group of lights, or all lights in a building or open environment from a single user interface device.
- This ability to control multiple light sources from a user device allows complex "light scenes" to be created.

10:15 **Perfect performance in Stage, Rehearsal and Audience Spaces supported by qualified technology suppliers / 通过可靠的技术伙伴，实现舞台、排练、观众区域的完美表现**

- Supplier Management and Quality Control / Streamlining your Technology Equipment
- Rationale, techniques and effectiveness of diverse approaches to making spaces acoustically more suitable for their users
- Theaters of any size will incorporate equipment that is suspended in the upper reaches of the space, such as Grids, Catwalks, and Aerial Work Platform. A responsible design must include provisions for access to this equipment without undue expense or exposure to risk.

10:45 **Coffee Break CHAT 品茗时光及社交**

COFFEE BREAK

11:05 **Create a thoughtful environment for the visitors by qualified ceiling and floor covering / 通过精心选择的地面、天花、墙面，为观众创造一个充满想象空间的环境**

- Safety comes first
- Low Maintenance even in the High-traffic areas
- Attractive for the visitors by great designed

11:35 **All Start from the Magic curtain./ 一切精彩从其妙的舞台幕布开始**

- 'One Shop Option' From Initial Advice To Final Completion
- Design And Install Bespoke, Made-to-measure Stage Curtains

DAY TWO AGENDA

AFTERNOON

12:30 Lunch CHAT Time 午宴及社交

LUNCH CHAT TIME

Afternoon of January 21st, 2016

SESSION 4

- 14:00 **Panel discussion: How can theatre find the Balance between 'profited' and 'public service'** 剧院如何在“盈利”与“公共服务”功能中找到平衡
- High fares allow very small number people have access to enjoy high art-Rely on government subsidies are not a permanent solution for future development
 - What's the Profitable business model for theatres in China?"
- 14:30 **Sound important effects for Performing venue, Pavilion, cultural center** / 音响音频设备对演艺设施、展览展馆及文化中心的重大作用
- Sound effects have traditionally been of great importance in the performing venue, where many effects, too vast in scope, too dangerous, or simply too expensive to be presented on stage, must be represented as taking place behind the scenes.
- 15:00 **Positioning and Planning of Private Museum/ 民营博物馆、美术馆的定位与规划**
- Now the number of private museums in China is 140 and still growing, but the operation conditions are not good-The key factors of a successful Private museum should be clear position. Creativity and Inclusiveness
 - The challenge and opportunity of private museum in China

15:30 Coffee Break CHAT 品茗时光及社交

COFFEE BREAK

- 15:50 **The Development Trend of Urban planning Exhibition Hall** / 当代城市规划展览馆发展趋向
- Different from Museum, Urban planning Exhibition Hall more focus on looking into the Future. Translating from traditional display to interactive experience, will be the trend of Exhibition space.
 - Is that necessary for each city to build an urban planning exhibition hall?
 - How to find the DNA of this city during the planning and design.
- 16:35 **The integration of international experience and China's national conditions & The damage caused by the error construction of the Culture Facilities** / 国际经验与中国国情的整合，错误的文化设施规划建设所带来的危害
- The modern planning and construction experience of culture facilities over the world
 - The situation in China: Huge population, demand gradually rose, investment rapidly growing, there is still a great market immature & insecurity planning design.

17:20 Closing speech and end of Day Two

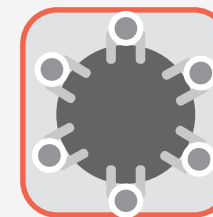
南京博物院信息中心主任
国际博物馆协会 (ICOM) 会员、AVICOM 执委
IT Director of Nanjing Museum - ICOM Member,
AVICOM Executive Member

What's New OF 2016

- *We totally understand that relationships matter and at the end of the day the success of the event will be determined by the number of quality contacts you make.*
- 每一次峰会，我们都在创新，从峰会形式到讨论话题以及一切有趣、有益的环节！
- 在这里，你将不会枯燥地单向“听课”或“讲课”，所有人都会敞开心扉，对话交流，寻找合作的可能。



Begin with the end IN MIND



Keynote Presentation



Panel Discussion



Exhibiting Booth



One to One Meeting



Round Table Interactive

KEYNOTE PRESENTATION

25分钟主题演讲

Presentation of Your rich experience, great insights, new solution for culture facility, during the unique 25 minutes to catch all the audiences' attention (Decision makers and budget holders).

展示您的经验, 观点以及为艺术与文化设施提供的解决方案, 在25分钟内紧紧抓住听众的注意力, 而且, 这些嘉宾都是企业的决策者及选型执行负责人

PANEL DISCUSSION

45分钟圆桌对话

Brainstorming with the other industry peers on the stage to show your experience and exchange the ideas. Networking and deliver your message in a relax and professional environment.

与其他的行业领袖一起进行头脑风暴, 展示你的经验, 交换观点。在一个轻松而专业的氛围下, 传递你的信息并建立人际关系网

EXHIBITING BOOTH

营销展台

A stronghold in the event. Showcase your cutting edge solutions to culture facility decision makers via exhibition and on-site demos

在峰会上建立您的大本营, 直接形象的展示您的产品、服务、案例。一个精心设计的展台将有效的吸引来宾主动前往。而且, 这不是普通的展会, 在论坛期间, 只有客户的决策者才会光临您的展台。

PRE-ARRANGED "One-to-One MEETING"

预先安排的一对一商务会谈

Before the event, we will provide you a delegate list. After you selecting your interested clients, we will arrange the close-door one-to-one business meeting with your target clients. / Note: This service only provided to the silver and above sponsor.

我们会前2周为您提供参会代表的信息, 您可以从中选择您感兴趣的潜在客户, 我们将在论坛期间将您所选的嘉宾带到您的身边进行一对一的商务会谈。
注: 此服务只针对银牌及银牌以上的合作伙伴提供。

PRE-ARRANGED ROUND TABLE INTERACTIVE

预先安排的圆桌座位

Before the event, we will provide you a delegate list. After you selecting your interested clients, we will arrange the seats in the same round table with your target clients. Note: This service only provided to the Exhibition and above sponsor.

我们会前2周为您提供参会代表的信息, 您可以从中选择您感兴趣的潜在客户, 我们将为您和您的潜在客户安排落座在同一圆桌
注: 此服务只针对展览及展览以上的合作伙伴提供。

- **BEGIN WITH THE END IN MIND. WE ALWAYS CONSIDER ON THE ORIGINAL INTENTION AND GOAL OF YOUR ATTENDING. NETWORKING, BRAND PROMOTION, MAKE DEAL.**
- 以终为始, 我们时刻记得您参与峰会的初衷与目的, 建立更多有效的联络, 提升品牌, 获得项目

Event at a GLANCE

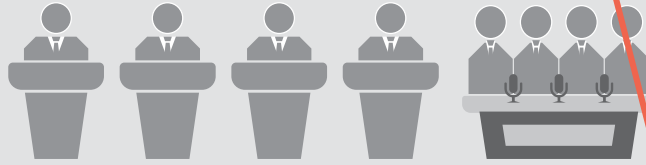


PRESENT YOUR EXPERIENCE & SOLUTION

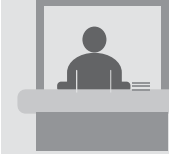
SEAT TOGETHER WITH YOUR TARGET CLIENT

SHOWCASE SOLUTIONS AND ON-SITE DEMOS

KEYNOTE PRESENTATION 主题发言



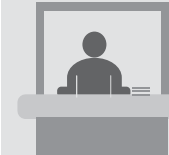
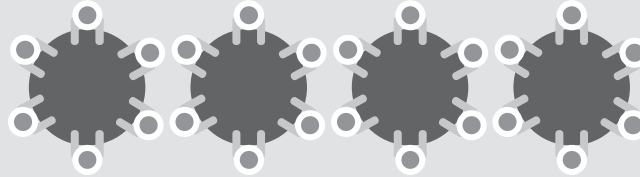
EXHIBITING BOOTH 营销展台



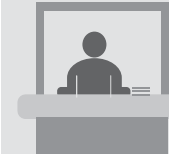
1-2-1 PARTNERING 一对一会谈



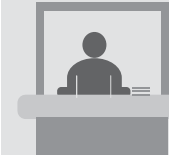
PRE-ARRANGED ROUNDTABLES 圆桌会议



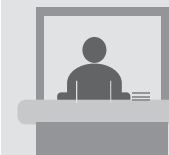
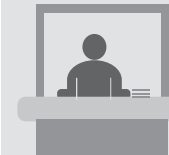
NETWORKING LUNCH 午餐及社交



COFFEE BREAKS CHAT 品茗时光及社交



GALA DINNER 晚宴



BUFFET LUNCH FINDING YOUR TARGET

CHEERS! PEER TO PEER NETWORKING

TALK TO YOU TARGET IN A RELAX ENVIRONMENT

PRE-ARRANGED ONE-TO-ONE PRIVATE MEETING

- HOSCON, THE INTERESTING EVENT WITH WELL-PREPARED.
- 看！这将是一场丰富、有趣的峰会！

Why you SHOULD ATTEND

1 Interact with 互动:

- The industry peers through various networking opportunities, including one-to-one meetings during speed networking, VIP lunch sessions, coffee breaks, cocktail reception and exclusive post conference dinners 通过众多精心安排的社交环节与行业领袖及项目业主进行互动，包括1对1 对话、快速社交、VIP午餐、茶歇、鸡尾酒会等环节

2 Presentation of 演讲分享:

- Your rich experience, great insights, new solution during the unique 25 minutes to catch all the audience's attention.通过25分钟的演讲，教育您的客户，分享您丰富的经验、行业观点以及最新的解决方案
- Influence the key decision maker- executive level leaders, operation leaders, and purchasing leaders simultaneously充分影响目标客户的最终决策者，同时包括高层、实施者、选型采购者

3 Showcase 展示:

- Your cutting solutions to the decision makers via exhibition and on-site demos
- 通过展览和案例展示您最前沿的解决方案
- Gain preferential access to the senior executives in your target market and increased visibility for your products, services and solutions to tailored audiences
- 获得与你目标客户中高管进行最专业交流的机会，同时针对极其相关的受众提升您产品、方案和品牌的认知度

4 Invitation only 完全的邀请制:

- Only the leading project owners and investors will be invited. We only host the key decision makers who have genuine interest in sourcing solutions and give absolutely no entry to the juniors.
- 只有行业内优秀且有采购计划的业主高层及实际管理者才会被邀请，其他不相干的人将不会出现。您可以集中精力，于每一个优质的来宾进行互动

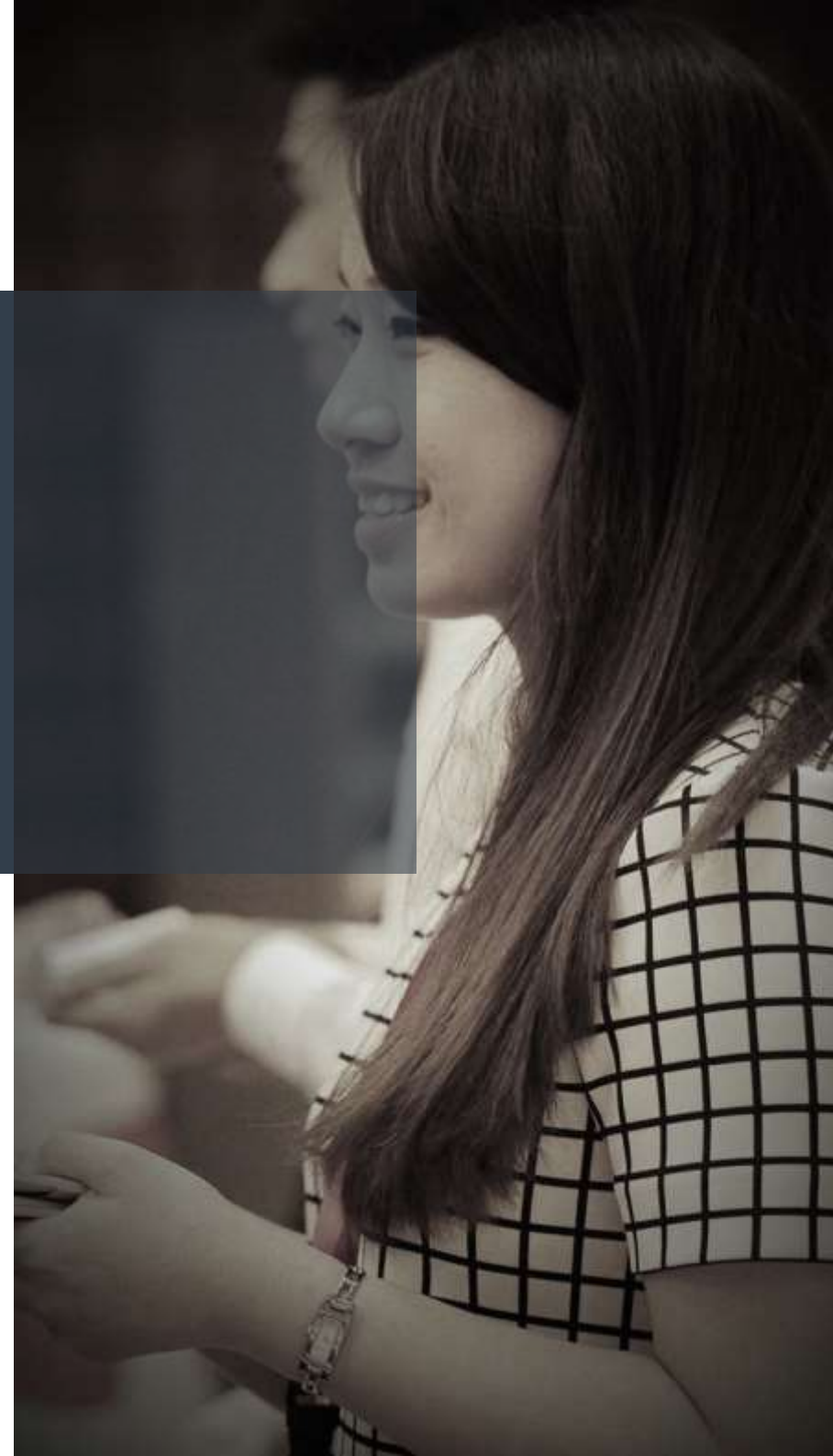
5 Projects Matching 项目对接:

- FIND OUT the latest in financing mechanisms and models for new projects and where the new project opportunities exist in the Asian region发现最新的采购计划和项目机会
- The project owners will open mind to learn from the global successful case, new solution and also find the world class pre-qualified solution providers. 项目业主来到这里，将敞开心扉，了解国内外的成功案例与最新的解决方案。你将发现，原本高冷的客户也如此好学，如此易于沟通，达成合作



Get Involved MAKE it HAPPEN

- *High-lighted the Key points for your evaluation, to guarantee the ROI of your investment.*
 - *Network, Connect and Make Deals!*
 - *You can choose different packages with different benefits in the following pages.*
 - *Reasonable invest and rich return will support you on the revenue, brand promotion and market share in Art & Cultural industry.*
-
- 撇开繁琐和迷雾，清晰的展示您参与的意义所在，确保您的投入产出。加入A&C FACILITY 2016，让一切可能与机会就此发生！
 - 我们相信，您可以在接下来的页面中找到适合您的的参与方式。合理的价格与丰富的收益，将为您的销售额和在文化设施建设领域品牌提升带来真正的价值。



HOW to Attend?



Round Table Interactive



Exhibiting Booth

PLATINUM SPONSOR/铂金赞助

Benefits:

- [6 delegate passes to the conference](#)
- [2 Passes for the Exhibition area Working Staff](#)
- 40 minutes [Keynote Speech](#) (Strict time limit) **AND** Join a [Panel Discussion](#) (45 minutes, with the other 4 project owners)
- [Exhibit Space](#) (2MX6M)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- Logo display on the [badge card](#) for every participants
- [Signage](#) (15cm*7cm) with your company logo appears at Conference [Welcome Reception](#)
- Company [brochure](#) (within 40 pages, smaller than A4 size) pre-inserted into the event pack
- Best Position of [Two](#) Full A4 Page [Advertisement](#) printed on event official Documentation
- 8 [One-to-One](#) VIP Meetings
- [Chairmanship](#)
- 15 minutes [Media](#) interview and at least 10 media report
- Personal Meeting [Assistant](#)
- Access to [a separate room](#) for one-to-one meeting and exclusively for your company's use
- [Host of the lunch](#) on Day 1(A 10 minute welcome speech before the lunch, logo display on each lunch table, Corporate banner display in the luncheon area)
- [6 Delegates](#) (should be qualified by the organizer) [free pass](#) for your clients
- [VIP table](#) to hosts your target clients [selected](#) from the attendees
- Three times Email campaign promotion. Add your logo, 150 introduction and website link to the email campaign deliver to the project owners database.
- Updates of confidential delegate [contact list sharing](#)(company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 129,000 RMB

GOLD SPONSOR/金牌赞助

Benefits:

- [4 delegate passes to the conference](#)
- [2 Passes for the Exhibition area Working Staff](#)
- 30 minutes [Keynote Speech](#) (Strict time limit)
- [Exhibit Space](#) (2MX4M)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- Logo display on the [badge card](#) for every participants
- [Signage](#) (15cm*7cm) with your company logo appears at Conference [Welcome Reception](#)
- Company [brochure](#) (within 20 pages, smaller than A4 size) pre-inserted into the event pack
- [Two](#) Full A4 Page [Advertisement](#) printed on event official Documentation
- 4 [One-to-One](#) VIP Meetings
- [Chairmanship](#)
- Personal Meeting [Assistant](#)
- [Host of the lunch](#) on Day 1(A 10 minute welcome speech before the lunch, logo display on each lunch table, Corporate banner display in the luncheon area)
- [4 Delegates](#) (should be qualified by the organizer) [free pass](#) for your clients
- [VIP table](#) to hosts your target clients [selected](#) from the attendees
- Twice Email campaign promotion. Add your logo, 150 introduction and website link to the email campaign deliver to the project owners database.
- Updates of confidential delegate [contact list sharing](#)(company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 99,000 RMB

SILVER SPONSOR/银牌赞助

Benefits:

- [3 delegate passes to the conference](#)
- [2 Passes for the Exhibition area Working Staff](#)
- 30 minutes [Keynote Speech](#) (Strict time limit)
- [Exhibit Space](#) (2MX3M)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- [Signage](#) (15cm*7cm) with your company logo appears at Conference [Welcome Reception](#)
- Company [brochure](#) (within 20 pages, smaller than A4 size) pre-inserted into the event pack
- [Two](#) Full A4 Page [Advertisement](#) printed on event official Documentation
- 2 [One-to-One](#) VIP Meetings
- Once Email campaign promotion. Add your logo, 150 introduction and website link to the email campaign deliver to the project owners database.
- Updates of confidential delegate [contact list sharing](#)(company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 79,000 RMB

HOW to Attend?

PLATINUM SPONSOR/铂金赞助

权益:

- 6个参会名额 (包括VIP参会代表所享有的所有权益)
- 2个展区工作人员名额
- 享有40分钟独立主题演讲, 并可以与其他4位业内领袖共同参与45分钟的圆桌对话专题讨论
- 拥有在茶歇及社交区域的展览位置 (2m*6m)
- 作为峰会官方赞助身份出现在相关宣传环节
- 贵公司标志出现在所有峰会官方材料上
- 贵公司标志出现在峰会现场背景板上
- 贵公司标志出现在每一位嘉宾所佩戴的胸卡上
- 贵公司标志出现在大会接待处的引导指示 (15cm*7cm)
- 贵公司手册 (少于40页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司2页A4大小的彩色广告页 (由贵公司设计, 主办方负责统一刷)
- 享有8场“一对一会谈”引荐的权利
- 贵公司的一名同事将拥有大会主席资格, 与所有顶级嘉宾入座主桌
- 全程会务助理支持
- 15分钟媒体采访及10家以上媒体报道
- 拥有独立的VIP会议室用于接待您的客户, 并享有内部布置的优先决定权
- 在第一天午餐环节享有10分钟的致欢迎辞权利, 在每个午餐桌上的指示牌上将出现贵公司的标志, 并可在午餐区域摆放贵公司的易拉宝
- 贵公司可以邀请6名客户作为业内专家免费出席本次峰会(若需要演讲嘉宾需经由组委会审核)
- 贵公司将在2天的峰会中作为其中一个圆桌的拥有者, 在来宾中选择希望同桌落座的嘉宾。
- 3次邮件推送, 将贵公司的标志, 简介, 网站通过邮件发送给所有项目业主
- 会后一周获得所有参会人员的非公开通讯名单 (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过微信群与项目业主保持密切联系

投资金额: 129,000 RMB

GOLD SPONSOR/金牌赞助

权益:

- 4个参会名额 (包括VIP参会代表所享有的所有权益)
- 2个展区工作人员名额
- 享有30分钟独立主题演讲
- 拥有在茶歇及社交区域的展览位置 (4m*2m)
- 作为峰会官方赞助身份出现在相关宣传环节
- 贵公司标志出现在所有峰会官方材料上
- 贵公司标志出现在峰会现场背景板上
- 贵公司标志出现在每一位嘉宾所佩戴的胸卡上
- 贵公司标志出现在大会接待处的引导指示 (15cm*7cm)
- 贵公司手册 (少于20页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司2页A4大小的彩色广告页 (由贵公司设计, 主办方负责统一刷)
- 享有4场“一对一会谈”引荐的权利
- 贵公司的一名同事将拥有大会主席资格, 与所有顶级嘉宾入座主桌
- 全程会务助理支持
- 在第一天午餐环节享有10分钟的致欢迎辞权利, 在每个午餐桌上的指示牌上将出现贵公司的标志, 并可在午餐区域摆放贵公司的易拉宝
- 贵公司可以邀请4名客户作为业内专家免费出席本次峰会(若需要演讲嘉宾需经由组委会审核)
- 贵公司将在2天的峰会中作为其中一个圆桌的拥有者, 在来宾中选择希望同桌落座的嘉宾。
- 2次邮件推送, 将贵公司的标志, 简介, 网站通过邮件发送给所有项目业主
- 会后一周获得所有参会人员的非公开通讯名单 (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过微信群与项目业主保持密切联系

投资金额: 99,000 RMB



Round Table Interactive



Exhibiting Booth

SILVER SPONSOR/银牌赞助

权益:

- 3个参会名额 (包括VIP参会代表所享有的所有权益)
- 2个展区工作人员名额
- 享有30分钟独立主题演讲
- 拥有在茶歇及社交区域的展览位置 (2m*3m)
- 作为峰会官方赞助身份出现在相关宣传环节
- 贵公司标志出现在所有峰会官方材料上
- 贵公司标志出现在峰会现场背景板上
- 贵公司标志出现在每一位与会嘉宾所佩戴的胸卡上
- 贵公司标志出现在大会接待处的引导指示 (15cm*7cm)
- 贵公司手册 (少于20页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司2页A4大小的彩色广告页 (由贵公司设计, 主办方负责统一刷)
- 享有2场“一对一会谈”引荐的权利
- 1次邮件推送, 将贵公司的标志, 简介, 网站通过邮件发送给所有项目业主
- 会后一周获得所有参会人员的非公开通讯名单 (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过微信群与项目业主保持密切联系

投资金额: 79,000 RMB

HOW to Attend?



PRESENTATION SPONSOR/演讲赞助

Benefits:

- [3 delegate passes to the conference](#)
- 25 minutes [Keynote Speech](#) (Strict time limit)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- Company [brochure](#) (within 20 pages, smaller than A4 size) pre-inserted into the event pack
- [One Full A4 Page Advertisement](#) printed on event official Documentation
- Updates of confidential delegate [contact list sharing](#) (company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 59,000 RMB

EXHIBITION SPONSOR/展览赞助

Benefits:

- [2 delegate passes to the conference](#)
- [1 Passes for the Exhibition area Working Staff](#)
- [Exhibit Space](#) (2MX2M)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- Company [brochure](#) (within 20 pages, smaller than A4 size) pre-inserted into the event pack
- [One Full A4 Page Advertisement](#) printed on event official Documentation
- Updates of confidential delegate [contact list sharing](#) (company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 39,000 RMB

DOCUMENTATION SPONSOR/文献赞助

Benefits:

- [1 delegate passes to the conference](#)
- Promotion with the event as the [Official Sponsorship](#)
- Logo display on all the event official [Documentation](#)
- Logo display on the event [backdrop](#)
- Company [brochure](#) (within 10 pages, smaller than A4 size) pre-inserted into the event pack
- [One Full A4 Page Advertisement](#) printed on event official Documentation
- Updates of confidential delegate [contact list sharing](#) (company name, delegate name, delegate job title, telephone number, fax number, and email address) one week after the event
- Post Event Materials Sharing (including: Photos, Report, speech sliders and press release etc.)
- WeChat Group Discussion with the other project owners

Investment: 29,000 RMB

DELEGATE PASS/参会代表

Benefits:

- 1 delegate pass, full access to the conference program
- Enjoy the Top level policy makers' and school/ University Investors/Owners' presentation, Industry specific roundtables, Interactive panel discussions, Case studies and success stories, and the VIP networking sessions to get the new strategy of the region and your clients.
- Simultaneous translation service
- Access to all 5-star coffee breaks, luncheons, and networking functions & leisure activities to Shorten your Business Cycle by Meeting These Pre-qualified Attendees, Discover the new Project Opportunities
- After the event, you will get both the soft and hard copy of the presentations for your company's use
- Updates of the post-event research among delegates, including hot topics and presenters' evaluation to continue your dialogue.
- First access to the Series Events in the coming seasons
- WeChat Group Discussion with the other project owners

Investment: 9,800 RMB



Panel Discussion



Gala Dinner

Now!
Book Your SEAT

More tailor-made Packages

OPTIONAL BENEFITS/其他附加赞助形式

- OFFICIAL SOUVENIR PROVIDER/
官方礼品赞助商

You can provide Souvenir (Pre-inserted into the event bag) i.e.: Ties, Badges, Pens, Calendars, Bookmark, or USB Flash Drives, etc with Your Company Logo

Investment: 9,800 RMB

- EXCLUSIVE OFFICIAL EVENT BAG PROVIDER/
独家官方会议手提袋赞助商

You can add Your Company Logo on the official event bag which will delivered to every delegate. We, as the organizer, will in charge of the production costs.

Investment: 11,800 RMB

HOW to Attend?



普通级别参会形式

PRESENTATION SPONSOR/演讲赞助

权益:

- **3个参会名额** (包括VIP参会代表所享有的所有权益)
- 享有**25分钟独立主题演讲**
- 作为峰会官方**赞助身份**出现在相关宣传环节
- 贵公司**标志**出现在所有峰会官方材料上
- 贵公司**标志**出现在峰会现场**背景板**上
- 贵公司**手册** (少于20页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司**1页A4大小的彩色广告页** (由贵公司设计, 主办方负责统一刷)
- 会后一周获得所有参会人员的非公开**通讯名单** (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过**微信群**与项目业主保持密切联系

投资金额: 59,000 RMB

EXHIBITION SPONSOR/展览赞助

权益:

- **2个参会名额** (包括VIP参会代表所享有的所有权益)
- **1个展区工作人员名额**
- 拥有在茶歇及社交区域的**展览位置** (2m*2m)
- 作为峰会官方**赞助身份**出现在相关宣传环节
- 贵公司**标志**出现在所有峰会官方材料上
- 贵公司**标志**出现在峰会现场**背景板**上
- 贵公司**手册** (少于20页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司**1页A4大小的彩色广告页** (由贵公司设计, 主办方负责统一刷)
- 会后一周获得所有参会人员的非公开**通讯名单** (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过**微信群**与项目业主保持密切联系

投资金额: 39,000 RMB

DOCUMENTATION SPONSOR/文献赞助

权益:

- **1个参会名额** (包括VIP参会代表所享有的所有权益)
- 作为峰会官方**赞助身份**出现在相关宣传环节
- 贵公司**标志**出现在所有峰会官方材料上
- 贵公司**标志**出现在峰会现场**背景板**上
- 贵公司**手册** (少于10页, 尺寸小于或等于A4) 将被提前放入大会资料袋中, 发放给每一个与会嘉宾
- 峰会官方手册中将包含贵公司**1页A4大小的彩色广告页** (由贵公司设计, 主办方负责统一刷)
- 贵公司**标志**出现在峰会现场**背景板**上会后一周获得所有参会人员的非公开**通讯名单** (包括公司名称, 参会者名称, 参会者职位, 电话, 传真, email地址)
- 通过**微信群**与项目业主保持密切联系

投资金额: 29,000 RMB

DELEGATE PASS/参会代表

权益:

- 1个参会名额, 包括**所有会议环节**的准入
- 聆听艺术文化领域业主及领袖的**演讲, 圆桌对话**, 高互动性的**专题讨论, 案例分析**以及通过**VIP社交环节**, 了解目标市场及客户的新战略与项目线索
- 享受中英文**同声传译**服务
- 享有五星级**酒店茶歇, 午餐, 晚宴**及所有**社交休闲环节**, 通过高质量的到场嘉宾多维度的交流, 以缩短您的商务交流周期, 发掘更多新的项目机会
- 得到所有论坛**官方资料**, 以供公司借鉴和使用
- 获取及时更新: 包括参会者**调查问卷**, 包括热点话题和演讲者的**评估报告**, 以便继续您与客户的对话
- 之后系列会议的**优先知情和参与权**
- 通过**微信群**与项目业主保持密切联系

投资金额: 9,800 RMB



Panel Discussion



Gala Dinner



OPTIONAL BENEFITS/其他附加赞助形式

OFFICIAL SOUVENIR PROVIDER/官方礼品赞助商

- 组委会将协助您将印有贵公司信息的纪念品发放给每一位与会来宾。例如领带、卡片、笔、日历、书签、优盘, 移动电源等。
- 礼品采购及制作费用由贵公司承担

投资金额: 9,800 RMB

EXCLUSIVE OFFICIAL EVENT BAG PROVIDER/独家官方会议手提袋赞助商

- 您的标志及名称将被印刷在在大会手提袋上, 并且这是独家的。
- 手提袋印刷及制作费用由组委会承担

投资金额: 11,800 RMB

亚洲尤其是中国的文化设施建设将成为继“道路、桥梁、地产”等基础建设之后的下一个增长点！

GET INVOLVED MAKE IT HAPPEN



SHANGHAI CHINA
中国上海



January 20th-21st, 2016
2016年1月20日-21日



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