



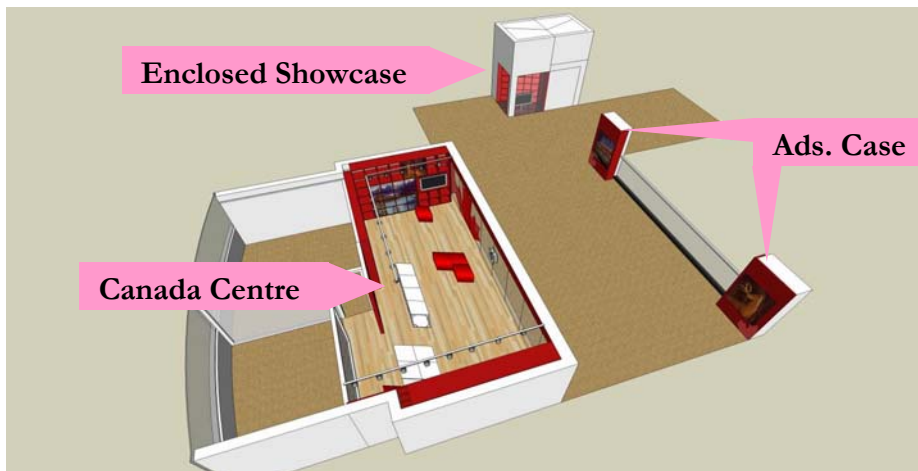
## Canada Centre in Shanghai Menu of Display Services

The Centre is a showroom of Canadian products and services and a resource for Canadian business in China. The Centre provides physical display and meeting space, supported by the Centre staff, for Canadian companies, sectoral groups or government agencies to demonstrate and present products and services, and to meet and network with Chinese clients or counterparts. The Centre also serves as an information platform for local Chinese interested in learning about Canada.



The Centre consists of two office rooms and several display spaces, including an open showroom, an enclosed showcase room and two advertisement cases. Located in the central lobby on the 10<sup>th</sup> floor of the Shanghai Mart, near the escalators and elevators, this display space is at the heart of the main walkway for visitors to the 10<sup>th</sup> floor, an area for international trade and business, with several other countries'

showrooms present.



The ShanghaiMart is an established international trade and exhibition centre in Shanghai featuring permanent showrooms, trade offices, and information resources that provide both international and domestic business first class facilities and services.



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The Centre has following resources and facilities for business functions or activities:

- The Centre will be staffed by a well trained CCBC business development team experienced with business presentations and strong in business communication. They are fluently bilingual in English and Chinese and familiar with Canadian and Chinese business practices.
- The Centre will host various themed events year round. The events can include joint events with companies, sectoral groups, and government agencies or with Chinese counterparts or regional governments. The events will allow participants to demonstrate, meet, present and network with their business counterparts and their clients.
- Visitors can access the open showroom and will be greeted and met by Centre staff. The Centre has a small meeting area to allow visitors to discuss their business needs with Centre staff. If required, the two rooms next to the open showroom can serve as office rooms or meeting rooms for display event support, such as recruitment services or business matchmaking.
- The 60 m<sup>2</sup> open showroom has three walls of grid shelves with total area of 24 m<sup>2</sup>. The basic grid unit of the shelf is 390 x 400 mm, giving the flexibility to expand to a larger grid of 780 x 800mm. A reasonable display will require minimum of twelve basic shelf units or one display section with a space of area approximately 2 m<sup>2</sup>.
- The combination of several grids will provide surface space for graphic and poster display as well as shelf space for physical display of products, brochures and artwork, depending on the theme of the display.
- A video screen is installed inside the open showroom to continuously play images of Canadian scenery, culture, products, corporate information and business promotion materials.
- The 13 m<sup>2</sup> closed showcase faces the walkway, having the best visibility in the lobby area. The showcase is equipped with an LED video screen and background display wall. It is ideal for long-term graphic or video display of business promotion, products and services.
- The two advertisement cases on the wall facing the open showroom are an integral part of the Centre's display area. The advertisement cases offer an excellent location for significant visual images. They are ideal for product promotion and corporate advertisement.
- The Centre also has the access to the ShanghaiMart conference and meeting facilities conveniently located on the second floor. The Centre has a special rate with the ShanghaiMart for companies displaying in the Centre.
- The Centre will provide service and support to visiting companies from Canada during and after the 2010 Shanghai Expo, to assist in displaying their products or services and to provide business support and assistance.



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Other meeting, matchmaking and event management services are available for organizations who are not displaying at the Centre. Members receive an entitlement benefit of one no-charge meeting reservation in the Centre each year. Ask us for details.

In summary, the Centre provides graphic, product and video display functions and meeting rooms to undertake various business promotion activities. These include product launch, service promotion, university recruitment, cocktail receptions, mini trade shows, small seminars and business matchmaking events. CCBC has tentatively planned the following major events for 2009:

- Event on Canadian education in conjunction with the China International Education exhibition Tour to Shanghai.
- Event on Canadian green technologies for sustainable city development in conjunction with the grand opening of the Canadian Expo Pavilion in Shanghai – Better City, Better Life.
- Event on Canadian Agri-food industries in conjunction with Canada Day celebration and Canadian Food festival.
- Event on Investment in Canada in conjunction with the 4<sup>th</sup> Canada China Business Forum, and the closing ceremony of the Canadian Expo Pavilion in Shanghai.

### **How much are the display options?**

The Centre will regularly organize business seminars or networking events to invite potential Chinese clients or business counterparts to visit the Centre. The Centre will also organize themed events to leverage the exhibitions and trade shows taking place at the ShanghaiMart. In addition, the Centre will work closely with various sectoral groups and municipal governments of Yangtze River Delta region to jointly host business promotion events for targeted business groups.

Centre staff will provide the display management, including graphic development, display decoration and maintenance of display items. Trained Centre staff will greet and meet visitors and make presentations to introduce your business or products, distribute your business cards and promotion materials and follow up on any business inquiries. The Centre will offer special rates for using the conference facilities situated on the second floor of the ShanghaiMart.

**Following are the standard packages that the Centre offers (members receive 30% discount):**



**A. Basic package: \$1000/month**

- One display section (approximately 2 m<sup>2</sup>) to be provided for displaying brochures, artwork, posters and products etc.
- Two prearranged small-group meeting times, within the Centre meeting space for your organization during the display period. Minimum display period: three months display contract.
- Conditional access to photocopier and fax machine, depending on usage

**B. Deluxe package: \$1800/month**

- Two display sections (approximately 4 m<sup>2</sup>) to be provided for display brochures, artwork, posters, products etc.
- One rolling video screen up to 5 minutes to be provided to display your promotion materials in the open showroom (average of once every 15 minutes)
- One event to be held at the Centre during the display period (min 3 months display contract), eg. product launch, reception, workshop, matchmaking etc. The Centre will provide support to the event, including invitation and logistics assistance. All out-of-pocket expenses, such as food, beverage and equipment, will be extra.
- Two prearranged meeting times within the Centre meeting space for your organization during the display period.
- Conditional access to photocopier and fax machine, depending on usage.

**C. Premier Package \$2600/month**

- Three display sections (approximately 6 m<sup>2</sup>) to be provided for display brochures, artworks, posters, products etc.
- One rolling video screen up to 10 minutes to be provided to display your promotion materials at the open showroom (average of once every 15 minutes)
- Two events to be held at the Centre during the display period (min 6 months display contract), eg. product launch, reception, workshop, matchmaking etc. The Centre will provide support to the event, including invitation and logistics assistance. All out of pocket expenses, such as food, beverage and equipment, will be extra.
- Three prearranged meeting times within the Centre meeting space for your organization during the display period (small-group meetings at conference table in Centre)
- Conditioned access to photocopier and fax machine, depending on usage
- One page of your promotional materials will be advertised in one issue of the CCBC Quarterly Review Magazine, which is distributed to both the Canadian & Chinese business community and Chinese government agencies in China.



**D. Enclosed Showcase \$3500/month**

- An enclosed showcase room with a full display wall for posters, artwork and products.
- A dedicated LED video screen to play business promotion materials with window facing to the major walkway of lobby foyer for all visitors who access the 10<sup>th</sup> floor lobby.
- One event to be held at the Centre during the display period (minimum six months display contract), eg. product launch, reception, workshop, matchmaking etc. The Centre will provide support to the event, including invitation and logistics assistance. All out of pocket expenses, such as food, beverage and equipment, will be extra.
- Three prearranged meeting times within the Centre meeting space for your organization during the display period.
- Conditioned access to photocopier and fax machine, depending on usage.
- One page of your promotion materials will be advertised in one issue of the CCBC Quarterly Review Magazine, which is distributed to both the Canadian & Chinese business community and Chinese government agencies in China.

**E. Advertisement Case \$500/month each**

- Graphic display of business promotion material in the lobby outside the centre, with significant visibility to visitors accessing the high-traffic 10<sup>th</sup> floor lobby.
- Two prearranged meeting times within the Centre meeting space for your organization during the display period (small-group meetings at conference table in Centre)
- Conditioned access to photocopier and fax machine, depending on usage.

A 30% discount applies to the listed rates for CCBC members. Further 20% discount will apply to companies who sign the display package with the Centre for display of their business, products and services for the soft launch of the Centre scheduled mid-December 2009. Other discounts are available for long-term display contracts. Contracts for shorter periods than the minimum duration specified can be negotiated. CCBC is open to discuss your business needs and any proposal for long-term co-operation.



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