

2010 HONG KONG INTERNATIONAL MEDIA CONFERENCE
“REPORTING NEW REALITIES IN ASIA AND THE PACIFIC”
APRIL 25-28, 2010

ASIA PACIFIC CENTER FOR JOURNALISTS at the EAST-WEST CENTER
& UNIVERSITY OF HONG KONG JOURNALISM AND MEDIA STUDIES CENTRE

It is a rare occasion when journalists from Asia, the Pacific Islands and the United States have an opportunity to come together for three days to hear newsmakers, experts and one another speak about the most important issues in the region and in media. Two years ago the East-West Center's Asia Pacific Center for Journalists held its first international media conference in Bangkok and drew 200 participants from 21 nations. Participants received the most up-to-date information on the region from the people who knew it best.

Working in partnership with the respected Journalism Media and Studies Centre at the University of Hong Kong, where the event will also be held, we expect at least 200 journalists and other professionals to attend this second international media conference. With Asia leading the recovery from the economic crisis and playing an increasingly important global role, what more dynamic place to hold this second conference than in Hong Kong?

Keynote speakers and panels will focus on the following program tracks:

- Post-Crisis China
- Sustainable Economies in a Global Age
- Shifting Power Relations in the Asia Pacific Region
- Health, Climate Change, Security and Other Important Regional Issues
- Searching for New Media Models and Other Media Issues
- Media Workshops

EAST-WEST CENTER, Honolulu, Hawaii: 2010 marks 50 years that the East-West Center has been working to promote understanding and cooperation in the Asia Pacific region, including the United States. Over the past 43 years, more than 1,000 journalists from Asia, the Pacific Islands and the United States have participated in EWC media programs. The EWC's Asia Pacific Center for Journalists is a premier resource for media on the Asia Pacific, offering travel and dialogue programs, news and analysis, and access to the East-West Center's specialists and network of 50,000 alumni throughout the region.

JOURNALISM MEDIA AND STUDIES CENTRE, University of Hong Kong: The JMSC is dedicated to the pursuit of excellence in journalism and fostering Asian voices in the international media. Students reap the benefits of a first-class education provided by a faculty of renowned professional journalists and educators while living and studying in one of the world's most vibrant cities. Hong Kong's relationship with China also gives the JMSC its unique opportunity to study China first-hand. It is a leading resource about the news media in China.

SPONSORSHIP OPPORTUNITIES

We invite you to partner with the East-West Center and the Journalism Studies and Media Centre in helping sponsor this conference. The following sponsorships are available:

Keynote dinner or lunch: \$15,000

Our confirmed keynote speakers are Dr. Surin Pitsuwan, Secretary General, Association of Southeast Asian Nations (ASEAN); Ms. Hu Shuli, Editor-in-Chief of Caixin Media, China and Dr. Kurt Campbell, Assistant Secretary of State for East Asian and Pacific Affairs, U.S. Department of State.

Lunch program or plenary speakers/panels - \$10,000

Coffee break - \$5,000

Sponsorships of participants are welcome and will be acknowledged in the conference program and website.

In-kind donations are also welcome, including gifts imprinted with your logo for conference participants, bus transportation, and printing

We will help you promote your business/organization name and/or logo in the following ways:

- Two quarter-page ads in Wall Street Journal Asia and rotational event banner and hyperlink on www.wsj-asia.com for 2 months leading up to event.
- Conference promotions and announcements emailed to 6,000 journalists and other professionals, news organizations, businesses, government and other officials in the Asia Pacific and United States.
- Conference article in HKU magazine "Convocation News" with 100,000-plus circulation <http://daaoweb.hku.hk/en/alumni/alumniNewsletterAction.do>
- E-newsletter sent to 6,500 EWC alumni around the world.
- EWC Observer, the Center's quarterly newsletter mailed to 18,000 government officials, alumni, business and community leaders throughout the world.
- JMSC conference announcements sent to email database (includes alumni, journalists, editors, media researchers and others)
- All press releases and media announcements related to the conference.
- Conference program, banner and signage at the conference site
- Complimentary conference registrations
- Distribution of company/organization brochures and promotional material to conference participants
- EWC and JMSC conference websites at www.eastwestcenter.org/mediaconference and <http://jmsc.hku.hk/>

SPONSORSHIP BENEFITS

Conference Supporter \$1,000 to \$4,999

1. Complimentary registration for one person.
2. Recognition in the conference printed program.
3. Acknowledgment in conference website.
4. Tax deductible contribution as permitted by law.

Silver Sponsor \$5,000 All of the above plus:

1. Complimentary registration for two people.
2. Logo on conference banner at the University of Hong Kong.
3. Invitation to selected conference events.
4. Sponsorship credit in all press releases and media announcements related to the conference.
5. Sponsor's logo on all printed materials distributed at the conference, including conference brochure and program.
6. Sponsor's logo on the conference website.
7. Sponsorship of one coffee break

Gold Sponsor \$10,000 All of the above plus:

1. Complimentary registration for three people.
2. Half-page advertisement in the conference brochure.
3. Logo in 2 quarter-page Wall Street Journal Asia ads
3. Sponsorship of one lunch including a speaker or panel

Platinum Sponsor \$15,000 All of the above plus:

1. Complimentary registration for four people.
2. Prominent sponsorship credit on conference banner.
3. Prominent sponsorship credit and logo on all printed materials distributed at the conference.
4. Full page advertisement in the conference brochure
5. Sponsorship of a keynote lunch or dinner

For more information, please contact:

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