

Dear Strategic Partners, Sponsors, and Exhibitors,

Save the dates for AAPBS 2016 Annual Meeting, and reserve your space to ensure maximum visibility of your investment. To reserve an exhibition booth please refer to the registration form attached and kindly return it via email. We look forward to your participation and support.

1. EXHIBIT HALL & BOOTH PACKAGE

The exhibit hall is during the conference so attendees can network and meet face-to-face with you while they explore the latest industry products and services. We will place a sign with your organization's name during the following session. Limited exhibitor sessions are available.

1.1 Exhibition Time:

| | | |
|------------|---------------|--------------|
| October 26 | 15:00 ~ 18:00 | Booth Set-up |
| October 27 | 08:00~ 17:00 | Exhibition |
| October 28 | 08:00~ 13:00 | Exhibition |

1.2 Place: KAIST College of Business

85 Hoegiro, Dongdaemun-gu
 Seoul, 02455 S. Korea
 Contact: Hyojin Park (Miss)
 T: +822958-3242
phjin114@business.kaist.ac.kr

1.3 Exhibition Area: TBA

1.4 EXHIBIT PACKAGE INCLUDES:

- Information Counter : TBA
- Two Chairs
- Wireless Internet Connection (ID/Password will be given upon arrival)
- Electricity Supply (220V/60A)
- Directory listing in the conferenced kit and conference website



AAPBS

Association of Asia-Pacific Business Schools
c/o KAIST College of Business
Room 7209, 85 Hoegiro, Dongdaemun-gu,
Seoul 130-722, Korea
Tel +82 2 958 3293 • Fax +82 2 958 3290
www.aapbs.org

- One complimentary full conference registration, and receptions
- A second full conference registration :50% discount
- Only one standing banner is allowed
- Place a sign with your organization's name during the session

1.6 Shipping Address: KAIST College of Business
85 Hoegiro, Dongdaemun-gu
Seoul, 02455 S. Korea

1.7 Exhibition Contact: Hyojin Park (Miss)
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1.8 EXHIBIT PRICING

Save 400 USD when submitting your application before July. 22, 2016.

| | |
|----------------------------|------------|
| BEFORE JULY 22 | 2, 100 USD |
| ON OR AFTER JULY 22 | 2,500 USD |

2. SPONSORSHIP OPPORTUNITIES

AAPBS offers a range of Sponsorship Packages to meet your needs and budget requirements. It is a great way to build relationships with management education's key decision-maker, who run the most prestigious Business Schools in the Asia-Pacific region. All sponsors will be recognized during the conference, and awarded with a 'Sponsor Certificate.'

Non-Member

| Gold Sponsor (USD15,000) | | | |
|-----------------------------|--------------------------------------|-------|-----------------------------------|
| Booth | Speaker session During conference | Meals | Registration |
| ✓ | ✓ | ✓ | 2. included 50% off additional |



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| Silver Sponsor (USD8,000) | | | |
|------------------------------|---------|-------|----------------------------------|
| Booth | Speaker | Meals | Registration |
| V | | V | 1 included additional 50% off |

| Bronze Sponsor (USD5,000) | | | |
|------------------------------|---------|-------|----------------------------------|
| Booth | Speaker | Meals | Registration |
| V | | | 1 included additional 50% off |

AAPBS Member

| Gold Sponsor (USD12,500) | | | |
|-----------------------------|------------------------------|-------|----------------------------------|
| Booth | Speaker During conference | Meals | Registration |
| V | V | V | 2 included additional 50% off |

| Silver Sponsor (USD5,500) | | | |
|------------------------------|---------|-------|----------------------------------|
| Booth | Speaker | Meals | Registration |
| V | | V | 1 included additional 50% off |

| Bronze Sponsor (USD3,000) | | | |
|------------------------------|------------------------------|-------|----------------------------------|
| Booth | Speaker During conference | Meals | Registration |
| V | V | V | 1 included additional 50% off |



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2.1 Sponsorship Packages:

- | | |
|--|---------------------|
| <input type="checkbox"/> Oct. 26 Welcome Reception | (Gold Sponsor Only) |
| <input type="checkbox"/> Oct. 27 Coffee Breaks | Available (AM, PM) |
| <input type="checkbox"/> Oct. 27 Lunch | Available |
| <input type="checkbox"/> Oct. 27 Dinner | (Gold Sponsor Only) |
| <input type="checkbox"/> Oct. 28 Coffee Breaks | Available (AM, PM) |
| <input type="checkbox"/> Oct. 28 Lunch | Available |

3. STRATEGIC PARTNERS

- Annual Cost: USD6,500
- Benefits
 - Booth Space with 1 full registration (50% for additional person)
 - Academic Conference
 - Annual Meeting
 - Case Workshops
 - Recognition during events, and AAPBS homepage
 - Speaker session during events
 - Access to AAPBS member-only pages including cases
 - Free ad, and news spaces in AAPBS bi-monthly e-Newsletters

4. ADVERTISING OPPORTUNITIES

Reach your marketing goals by advertising online e-Newsletter (Jun. & Aug.) and in the Conference leaflet distributed at AAPBS Annual Meeting.

- **AAPBS e Newsletter (Jun./Aug./Oct.)**

Benefit from additional exposure by promoting your organization and booth location in the AAPBS e-Newsletter which will be distributed to AAPBS members. More than 650 individuals from over 132 members from 29 countries are subscribing AAPBS bi-monthly e-Newsletter.

We offer discounted ad placement for this special issue. All advertising space is limited.

| Advertising Space | Members, Strategic partners | Non-Member |
|-------------------|-----------------------------|------------|
| A half Page | Free | USD200- |
| One full Page | Free | USD350- |