

Shanghai 20th October 2010

www.bacnetforum.org

Call for sponsors

BACnet in China – Efficient system integration for green buildings

Intelligent/智能

Open/开放

Energy Efficient/节能

Safe/安全

Media partners: Instrument Standardization & Metrology - Intelligent Building & City Information - Building Electrical & Intelligent System - Digital Community & SmartHome - Qianjia.Com



BACnet Interest Group China
BACnet International
BACnet Interest Group Europe
Chinese National Standard Committee of Digital Technique
Application of Building and Residence

Shanghai 20th October 2010



BACnet Interest Group China
BACnet International
BACnet Interest Group Europe
Chinese National Standard Committee of Digital Technique
Application of Building and Residence

Shanghai 20th October 2010

Dear Building Automation Experts in China,
Dear BACnet Vendors in Asia, Europe and America,

We are delighted to announce the first BACnet Forum Shanghai at the Shanghai World Exposition on October 20th. Here is **your chance to become a sponsor** of this 2nd neutral BACnet Forum of the BACnet Interest Group China (BIG-CN) which is endorsed by BACnet International (BI), the BACnet Interest Group Europe (BIG-EU) and Chinese National Standard Committee of Digital Technique Application of Building and Residence (ITEI)

The first BACnet Forum China was held in Beijing in Oct. 2009 with 180 participants. At the same time the BACnet Interest Group China (BIG-CN) was formed. These two events had a great effect on building automation in China. Some media reported that the Forum was "one of the most important events for the intelligent building industry in China in 2009". Following this success many sponsors asked us to use the opportunity presented by the 2010 Shanghai International Expo to hold the second BACnet Forum in Shanghai.

During the BACnet Forum Shanghai, advanced BACnet technology and products from America, Europe and Asia will be introduced to one of the most important economic centers of the Chinese market. Investors, specifiers, system integrators, operators and users will **learn about:**

- **The benefits of BACnet and the immediate future of independent building system integration**
- **BACnet basics and specifying building management systems**
- **Success stories from China and abroad**

The Chinese Government places great importance on the concept of "green buildings". The highest authorities of economic development in China - National Development and Reform Commission, Ministry of Housing and Urban-Rural Development of China - would like to take advantage of the 2010 World Expo in Shanghai to strengthen China's green building policy, and to promote the application of energy-saving technology for buildings.

With terms like "Green", "Intelligent", "Integrated", and "Energy Conservation" as guiding themes for the Shanghai Expo, China, the United States, Germany, France, Japan and other national pavilions have chosen to emphasize green buildings. In the meantime a set of related international symposiums for green building are also being held in Shanghai. Therefore we are certain that holding a BACnet Forum NOW in Shanghai will have great impact on the building automation market in China.

Urbanization in China is developing rapidly these days. It is estimated that within the next 20 to 30 years urban construction areas will double, and that 40 billion square meters of new building space will be established. Meanwhile there is also a rapidly growing demand for implementing energy conservation renovations in old buildings. At the moment there are nearly 3000 intelligent building product vendors in China, and around 1100 companies are qualified in contracting with intelligent engineering. Most of the products sold by these vendors are imported. Thus we can definitely say that China will become the most important market for intelligent building system companies.

Don't miss your chance to highlight your company's building automation products and services by taking a leading role as a sponsor of the first BACnet Forum Shanghai.

We are looking forward to welcoming you and thank you for your participation.

Elected officers of BACnet Interest Group China (BIG-CN)

Richard Yu
Reliable Controls

Wang Jiejun
Thermokon

Jacky Xu
Honeywell/Alerton



BACnet Interest Group China
BACnet International
BACnet Interest Group Europe
Chinese National Standard Committee of Digital Technique
Application of Building and Residence

Shanghai 20th October 2010

Sponsor package

Use the BACnet Forum Shanghai to present your company as a BACnet partner. Show your strength on the Chinese market and inform investors and clients about your BACnet abilities.

As a sponsor you will have the opportunity to give a presentation and to profile your company's products and services.

During the event, sponsor's logos will appear on all the documents concerning the Forum. **Diamond and Platinum sponsors** have the opportunity to **present their BACnet solutions** in a nearly **20 minute speaking slot**.

Please choose a sponsor package and send the form back to us with your signature. You will find the form at the end of this document.

Sponsor packages	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Sponsor contribution excluding tax	4900€	3900 €	2900 €	1900 €
Exhibition space for products, leaflets and display in the foyer	X	X	X	X
Logo presentation on mail shots and website with hyperlink to your own website	X	X	X	X
Logo presentation on conference folder	X	X	X	X
Brochure material in the participants' conference documents	X	X	X	
Logo presentation during the event	X	X	X	
Speaking Opportunity	X	X		
Translation service for power point presentation into Chinese and interpreter service for consecutive translation of your speech at the forum	X	X		
Roll-up display 880 x 2150 mm for exhibition (incl. translation into Chinese, graphic work and print)	X			
Cooperation in the forum's program committee and VIP dinner with Chinese standardisation and BAS experts	X			
Free tickets including speakers and stand attendants	8	6	4	2

Overview of the program

Tuesday, 20th October 2010

- ▶ 9.00 a.m. – 5.00 p.m.
BACnet Trade Show
The Sponsors present their BACnet products and services.
- ▶ 9.00 a.m. – 5.00 p.m.
BACnet Forum Shanghai
 - ▶ Green buildings in China – status quo of efficient system integration via BACnet
 - ▶ Building standards in China and the role of BACnet – overview and objectives
 - ▶ BACnet Interest Group China - Tasks and objectives
 - ▶ Economic Facility Management with BACnet
 - ▶ Outlook on the update of the BACnet Standard ISO 16484-5
 - ▶ BACnet Best Practice – reports on single- and multi-vendor references in China and in the world

Shanghai 20th October 2010

Welcome to Shanghai



Shanghai the centre of commerce and finance is the most populous city in China. Its urban construction is expanding drastically.

Conditions of payment and cancellation

Please be so kind as to pay immediately after receiving the invoice which will be sent to you after your registration has been confirmed.

Contacts

Hosted by

BACnet Interest Group China (BIG-CN)

BACnet Interest Group Europe (BIG-EU)

BACnet International (BI)

Chinese National Standard Committee of Digital Technique Application of Building and Residence (ITEI)

Agency and secretary

MarDirect

Marketing Direct GbR

Droste-Hülshoff-Straße 1

44141 Dortmund

Germany

Your Contact

Ms. Maguy de Mercurio

Ms. Yifan Kou

Tel.: +49-231-42786731

Fax. +49- 2 31-42 78 67 32

E-Mail: Mercurio@mardirect.de



BACnet Interest Group China
BACnet International
BACnet Interest Group Europe
Chinese National Standard Committee of Digital Technique
Application of Building and Residence

Shanghai 20th October 2010

FAX REPLY

FAX-No. +49 (0) 231-42 78 67 32

Address

MarDirect
Marketing Direct GbR
Droste-Hülshoff-Straße 1
D-44141 Dortmund, Germany
E-mail: info@mardirect.de

Your contact

BACnet Forum Shanghai
Ms. Maguy Mercurio
Ms. Yifan Kou
Tel. +49- 231-42 78 67 31
E-Mail: mercurio@mardirect.de

Sponsoring application for the BACnet Forum Shanghai on October 20th 2010

Sponsor

Firm

Department

Name

Street / Post box

Postcode, Town

Tel.:

Fax:

E-Mail:

Invoice address

Firm

Department

Name:

Street / Post box

Postcode, Town

Tel.:

Fax:

E-Mail:

Sponsor packages	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Sponsor contribution excluding tax	4900€	3900 €	2900 €	1900 €
Exhibition space for products, leaflets and display in the foyer	X	X	X	X
Logo presentation on mail shots and website with hyperlink to your own website	X	X	X	X
Logo presentation on conference folder	X	X	X	X
Brochure material in the participants' conference documents	X	X	X	
Logo presentation during the event	X	X	X	
Speaking Opportunity	X	X		
Translation service for power point presentation into Chinese and interpreter service for consecutive translation of your speech at the forum	X	X		
Roll-up display 880 x 2150 mm for exhibition (incl. translation into Chinese, graphic work and print)	X			
Cooperation in the forum's program committee and VIP dinner with Chinese standardisation and BAS experts	X			
Free tickets including speakers and stand attendants	8	6	4	2

Yes, we shall be attending the BACnet Forum Shanghai 2010 as a _____ sponsor.

The amount of our sponsoring contribution is _____ €.

Date

Signature