



U.S. & Foreign Commercial Service

American Consulate General, Shanghai
Shanghai Center, Suite 631, 1376 Nanjing West Road
Shanghai, China 200040

Tel: (86-21) 6279-7630 Fax: (86-21) 6279-7639

The U.S. Commercial Service in Shanghai is pleased to invite American disaster reduction technology suppliers to participate in our U.S. Disaster Reduction Handbook. We are giving every American Company a **free ad listing** to participate. This publication will allow you to list a short company introduction, logo and contact information.

The purpose of this publication is to enable key Chinese disaster reduction officials to have readily at their fingertips the descriptions and contact information of relevant U.S. government agencies, NGOs, and U.S. firms doing business in the disaster reduction and security sectors.

The Disaster Reduction Handbook, to be published in Chinese, will be distributed to Chinese disaster reduction officials at the national, provincial and municipal levels and to leaders in the private sector. Recipients of this handbook include officials in the China National Committee for Disaster Reduction, China National Disaster Reduction Center, National Earthquake Response Support Service, Ministry of Civil Affairs, officials in the provincial and municipal civil defense offices, emergency response offices, fire, earthquake, meteorology bureaus, research organizations, and Chinese companies with needs in disaster preparedness field.

Company Listing Options:

1. You can choose to list your company in the following Sections:

- Fire
- Earthquake
- Blizzard
- Drought
- Typhoon and Tornado
- Flood, Land and Mud slide
- Emergency Response Communications
- General Safety and Security, Rescue and Escape Product

2. Listing package types as follows:

Bronze Level package: Free 1/3 Page listing which includes: Company contact details, company logo, and 40 word description of your company listed in **2 sections**. (Sections listed above)

Included free in the Bronze Level Package are-

- 1/3 Page ad listing Translated into Chinese
- Company contact details
- Company logo
- 40 Word description of company and products
- 1/3 Page ad listed in **two** separate sections

Silver Level package: \$499.00 2/3 page ad space along with the 1/3 page contact information listing listed in **4 sections** (Sections listed above) and catalogue show in the Oct Shanghai Disaster Reduction Expo.

Included in the Silver Level Package for \$499.00-

- 2/3 Page ad space translated into Chinese
- Your literature will be distributed at the Oct Disaster Expo
- 1/3 Page ad listing translated into Chinese
- Company contact details
- Company logo
- 40 Word description of company and products
- 1/3 Page ad listed in **four** separate sections

Gold Level package: \$999.00 Full page ad space along with the 1/3 page contact information listing listed in **5 sections** (Sections listed above), catalogue show in the Oct Shanghai Disaster Reduction Expo and a 1 ½ hour conference call with our Commercial Specialist in Shanghai to discuss the Chinese Market.

Included in the Gold Level Package for \$999.00-

- Full Page ad space translated into Chinese
- Your literature will be distributed at the Oct Disaster Expo
- 1 ½ hour conference call with our Commercial Specialist in Shanghai
- 1/3 Page ad listing translated into Chinese
- Company contact details
- Company logo
- 40 Word description of company and products
- 1/3 Page ad listed in **five** separate sections

Platinum Level package: Everything that is included in the Gold Level Package (listed above) In addition your full page ad will be located in a prime location. **Best location will go to the highest bidder.**

Listing in multiple categories: Many companies' products will fall into multiple categories. Therefore, if you choose to have your 1/3 page listing in multiple sections there is a \$50 fee per additional section.

Second Ad Space: Half price for a second additional ad.

The deadline for submissions is **July 19, 2010**.

There will also be a convenient online version of the Disaster Reduction Handbook made available on the U.S. Commercial Service Website for further distribution purposes.

For questions or more information, please contact Foreign Commercial Specialist Jane Shen at (86 21) 6279-7630 or Jane.Shen@mail.doc.gov

Additional Information and Specifications-

Bronze Level Package- Free The free 1/3 page ad listing will have three ads per page. We will need you to email to us your Company name, contact details, address etc. Also we will need a brief description of your company. Due to the size of the ad and translation cost there is a 40 word maximum for the company description. If you could please list the **two** categories that you would prefer to have your company listing to be in. Also we will need your company logo emailed in a jpeg format with it being no larger than **195x195 pixels**. Example of this type of listing is on the next page, page 3.

Silver Level package- \$499.00 The Silver Level package will include one 2/3 page ad and one 1/3 page ad. They will not be listed on the same page. Therefore for the 1/3 page ad listing we will need you to email to us your Company name, contact details, address etc. Also we will need a brief description of your company. Due to the size of the ad and translation cost there is a 40 word maximum for the company description. If you could please list the **four** categories that you would prefer to have your 1/3 page company listing to be in. Also we will need your company logo emailed in a jpeg format with it being no larger than **195x195 pixels**. An example of this type of listing is on the next page, page 4. For your 2/3 page ad listing we recommend a finished advertisement including pictures. There is a 300 word maximum for the 2/3 page ad due to size and translation cost. We will need you to submit a jpeg image that is no larger than **590x535 pixels**. The 2/3 page ad will be listed on the page with a different companies 1/3 page ad. An example of this type of listing is on page 4. As for the Catalogue show that will be held at the Shanghai International Disaster Reduction and Security Exhibition there will be a U.S. Pavilion where your company literature can be on display. Please limit the amount of brochures and literature sent to a maximum of 2 different kinds of pamphlets or brochures. All material for the Catalogue show must be sent to: Her name is Jennifer and her number is 15221608281

Shanghai Centre Suite 631
1375 Nanjing West Road
Shanghai 200040 China

Gold Level Package- \$999.00 The Gold Level package will include one full page ad and one 1/3 page ad. They will not be listed on the same page. Therefore for the 1/3 page ad listing we will need you to email to us your Company name, contact details, address etc. Also we will need a brief description of your company. Due to the size of the ad and translation cost there is a 40 word maximum for the company description. If you could please list the **five** categories that you would prefer to have your 1/3 page company listing to be in. Also we will need your company logo emailed in a jpeg format with it being no larger than **195x195 pixels**. An example of this type of listing is on the next page, page 5. For your full page ad listing we recommend a finished advertisement including pictures. There is a 500 word maximum for the full page ad due to size and translation cost. We will need you to submit a jpeg image that is no larger than **590x700 pixels**. The full page ad will be listed on the page with a different companies 1/3 page ad. An example of this type of listing is on page 5. As for the Catalogue show that will be held at the Shanghai International Disaster Reduction and Security Exhibition there will be a U.S. Pavilion where your company literature can be on display. Please limit the amount of brochures and literature sent to a maximum of 2 different kinds of pamphlets or brochures. All material for the Catalogue show must be sent to:

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The 1 ½ hour conference call will be set up at a time that is convenient for both parties. This is fairly flexible and most of the material discussed or researched can be provided to you.

Platinum Level Package- The Platinum Level package includes everything that is listed above in the gold package however your full page ad will be listed in a prime location. The best locations will be selected by us and will go to the highest bidders. You can submit your bid by email to Jane Shen. Further information can be given if requested.

Additional Listing Information-

Listed above are specifications for each listing type. These ads will be organized and arranged as we see fit. If your listing that is submitted is longer or larger than our specifications we will contact you and if unable to we will adjust the ad as needed. If for any reason we deem it necessary to cancel the publication we will do so with a full refund to you. Submissions will not be accepted after August 18th 2010. If you have additional questions or need clarification please feel free to contact us.

For more information please contact:
Jane Shen,
Senior Commercial Specialist
U.S. Consulate General
Shanghai, China
Tel: (86 21) 6279 7630 ext. 8718
Fax: (86 21) 6279 7639
E-mail: Jane.Shen@mail.doc.gov

Examples of the different ad listing sizes are on the next three pages

1/3 Page Ad

U.S. Commercial Service - Shanghai

Shanghai Center, Suite 631
1376 Nanjing West Road
Shanghai 200040, China
Tel: (86-21) 6279-7630
Fax: (86-21) 6279-7639
Email: Shanghai.Office.Box@mail.doc.gov

China offers valuable assistance to American businesses exporting goods and services to China. Our office is part of a global network of trade specialists dedicated to assisting U.S. commercial interests worldwide. Our trade specialists in each of our regional locations.



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1/3 Page Ad With A 2/3 Page Ad

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Fax: (86-21) 6279-7639

Email: Shanghai.Office.Box@mail.doc.gov

Greetings from U.S. Consulate Shanghai!

China offers valuable assistance to American businesses exporting goods and services to China. Our office is part of a global network of trade specialists dedicated to assisting U.S. commercial interests worldwide. Our trade specialists in Shanghai are pleased to assist you in promoting your products and services in the emerging disaster reduction, regional and security market. This 2nd year exhibition is the premier and most important event of its kind in China, and the largest platform for government procurement. Shanghai Disaster Reduction and Security Exhibition will be held **October 13 - 15, 2010** at the Shanghai Exhibition Center.

Shanghai International Disaster Reduction & Security Exhibition 2010 was the first show in the disaster protection field in China. The show is strongly supported by China's National Disaster Reduction Committee, China's National Disaster Reduction Center, National Earthquake Response Support Service, Shanghai and Sichuan local government entities.

We are eager to work with you to promote your American products and services in China. We look forward to hearing from you by August 18, 2010.

Sincerely,

Andrew Billard
Commercial Officer
U.S. Consulate General, Shanghai, China



Exhibitors at the U.S. Pavilion Receive:

- Fully furnished booth (s) in a prime location
- On-site counseling & networking assistance throughout the show
- Pre-show region-wide marketing campaign to buyers
- Free market briefings, market access and strategy consultations
- Company web linkage to both Shanghai International Disaster Reduction and Security Exhibition 2010 official website (en.china-disaster.com) and U.S. Commercial Service's Website (www.buyusa.gov/china)
- All for a reasonable exhibitor fee of \$4,000 net per standard booth (size: 3m x 3m)

For More Information Contact:

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Email: Jane.Shen@mail.doc.gov

Official Website: <http://www.buyusa.gov/china/en/china-disaster2010.html>



Shanghai International Disaster Reduction & Security Exhibition

October 13 - 15, 2010

Shanghai, China

Greetings from U.S. Consulate Shanghai!

The Commercial Section of the U.S. Consulate General in Shanghai is pleased to invite American firms to participate in our U.S. Pavilion at **Shanghai International Disaster Reduction and Security Exhibition 2010** to promote American disaster protection and security products and services to China's emerging disaster protection, safety and security market. This 2nd year exhibition is the premier and most important event of its kind in China, and the largest platform for government procurement. Shanghai Disaster Reduction and Security Exhibition will be held **October 13 - 15, 2010** at the Shanghai Exhibition Center.

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