

SPONSOR BENEFITS PACKAGE



APEC
CEO SUMMIT
PERU 2016

| | PREMIUM \$250,000 USD | ASSOCIATE \$125,000 USD |
|--|--|--|
| Registration | <p>9 Total Seats Included = 1 VIP Delegate + 5 Delegate + 3 Staffer</p> <p>2 plenary overpasses for Security or Communications Staffers (standing access)</p> <p>Option to purchase additional Delegate or Staffer seats, based on space availability</p> | <p>6 Total Seats Included = 1 VIP Delegate + 3 Delegate + 2 Staffer</p> <p>1 plenary overpass for Security or Communications Staffer (standing access)</p> <p>Option to purchase 3 additional Delegate or Staffer seats, based on space availability</p> |
| Program | Priority consideration for a role in the Program for the CEO | Consideration for a role in the Program for the global CEO |
| VIP Program <small>Available to VIP Delegates only</small> | <p>1 Seat at a Leader Dinner for the global CEO</p> <p>Reserved Table at CEO Summit social activities</p> <p>2 transferable VIP seats in plenary hall</p> <p>Exclusive VIP room</p> | <p>Consideration for a seat at a Leader Dinner for the global CEO</p> <p>1 transferable VIP Seat in plenary hall</p> <p>Access to Sponsor/Speaker VIP room</p> |
| Branding | <p>Prominent (large) brand placement on CEO Summit website, marketing collateral and mobile application</p> <p>Exposure in Media Partner publications</p> <p>Inclusion of brochure and giveaway in Delegate bags</p> | <p>Brand placement on CEO Summit website, marketing collateral and mobile application consistent with sponsorship level</p> <p>Exposure in Media Partner publications</p> <p>Inclusion of giveaway in Delegate bags</p> |
| Media | <p>Complimentary press briefing room with priority booking.</p> <p>Support of a Media Liaison in coordinating connections with media at the Summit</p> | <p>Support of a Media Liaison in coordinating connections with media at the Summit</p> |
| Side Events | Complimentary event space and priority booking for hosting of side-events at the CEO Summit venue, based on availability. | |
| Logistics | <p>HOTEL: Complimentary upgrade to a suite for 1 VIP included in sponsorship</p> <p>LIAISON OFFICER: 1 Liaison Officer upon request</p> <p>SPONSOR SUPPORT provided by APEC CEO Summit Strategic Partner</p> | <p>HOTEL: Complimentary upgrade to a suite for 1 VIP upon availability</p> <p>SPONSOR SUPPORT provided by APEC CEO Summit Strategic Partner</p> |
| Ministerial Participation* | <p>Opportunity for two senior-level participants (global or regional CEO / President) to engage in 2 ministerial events throughout the year</p> <ul style="list-style-type: none"> • Table seating during meetings • Priority consideration for/ability to ask questions of Ministers during Ministers Meeting • Invitation to social event(s) and priority consideration of seating request <p>• Verbal acknowledgement of sponsorship support during event(s)</p> | <p>Opportunity for 1 senior-level participant (global or regional CEO / President) to engage in 1 ministerial event throughout the year</p> <ul style="list-style-type: none"> • Table seating during meetings • Consideration for/ability to ask questions of Ministers during Ministers Meeting (time permitting) • Invitation to Social Event(s) |

*The Ministerial Participation will be in the form of Executive Dialogues and will take place as follows:

- High Level Executive Dialogue, **Mining**, May 10-11, Arequipa (includes visit to Cerro Verde)
- Executive Dialogue with Ministers, **Trade**, May 16-17, Arequipa
- Executive Dialogue with Ministers, **Food Security**, Sept 28, Piura (includes visit to an agribusiness industry)
- Executive Dialogue with Ministers, **Finance- Regulatory Quality**, Oct 16th, Lima

While there is no Executive Dialogue on Women and the Economy, the Peruvian government is organizing a PPD on June 29th in Lima that will be fully supported by the CEO Summit Host Committee and facilitated by PwC, the Summit's Exclusive Knowledge Partner. PwC will also facilitate the above noted dialogues.

Below is the proposed general format for the dialogues. As we get closer, we will have additional information regarding invitations, sponsor participation/roles, seating, etc.

Preparation Meeting:

- Time: 1 hour
- Attendees: CEOs/Presidents/High-Level Executives of the private sector

Executive Dialogue with Ministers:

- Time: 2- 2.5 hours
- Attendees: APEC Ministers along with CEOs/Presidents/High-Level Executives of the private sector