50th
ADB ANNUAL MEETING
YOKOHAMA 2017
4-7 MAY

SEMINAR SERIES SPONSORSHIP

Building Together the Prosperity of Asia

ともにひらく、アジアの未来

50 YEARS ADB

©Photothek/BMZ

ABOUT THE MEETING

The Asian Development Bank (ADB) Annual Meeting is the premier gathering of decision makers from ADB's membership. About 3,000 participants meet to discuss economic, financial, and development issues relevant to the Asia and Pacific region and the rest of the world.

The seminar series is one of the integral components of the Annual Meeting. This forum provides opportunities for finance and economic development ministers, central bank governors, government officials, academics, private sector representatives, and civil society to exchange views with the aim of promoting knowledge sharing, partnership, and cooperation.

ADB presents a unique opportunity for private and public sector groups to contribute to this dialogue through sponsorship of specific events.

2016 ANNUAL MEETING SEMINAR SPONSORS

COMMERZBANK

CREDIT SUISSE

FitchRatings

HSBC

KPMG

IFR
A THOMSON REUTERS SERVICE

Microsoft

NEC

pwc

S&P Global
Ratings

State Bank of India
With you - all the way

PROPOSALS

We invite proposals from international private and public institutions following these guidelines:

Preparing a Proposal

Prospective sponsors may submit a one-page working proposal by 31 October 2016 and a detailed proposal no later than 30 November 2016. Proposals are nonbinding and are intended for review and discussion only. They should contain the following:

1. proposed topic and title of the seminar;
2. objective, content, and format of the seminar; and
3. name, position, and affiliation of proposed speakers.

Proposals should be addressed to The Secretary, Asian Development Bank
E-mail: amseminars@adb.org

Selection Criteria

Proposals are selected on the following merits:

1. topic's relevance to ADB's mission and to the Asia and Pacific region;
2. quality and expertise of the panel of speakers (with due consideration to regional and gender diversity);
3. demonstrated capacity to deliver a strong panel at the highest level (your organization's indicative budget for this event, confirmation status of speakers, among others); and
4. potential audience and media draw of the seminar.

ADB will let sponsors know by the end of December 2016 if their proposals are selected.

RESPONSIBILITIES OF SPONSORS

In general, sponsored events are lunchtime sessions of 1.5 to 2 hours with the sponsors agreeing to cover:

1. catering costs,
2. rental of seminar technical requirements,
3. room or venue rental (when applicable), and
4. travel and accommodation of panel speakers.

Conditions

1. Sponsors whose proposals have been accepted must sign a sponsorship contract.
2. Sponsors must coordinate directly with the panel speakers and moderator on their travel arrangements and with the convention center staff on their seminar requirements.
3. While ADB recognizes that changes to the seminar title and panel composition may be inevitable, it is expected that the topic and caliber of speakers will not differ substantially from the original proposal.
4. ADB reserves the right to decline a sponsorship if it falls short of expectations as originally discussed and agreed with the sponsor. A 1-month advance notice will be given in this instance.

INCENTIVES

Partnership Value and Mileage

The Annual Meeting seminar series is an opportunity for public and private institutions to showcase their thought leadership and groundbreaking initiatives on issues and challenges that affect the Asia and Pacific region. Your sponsorship leverages on a dynamic meeting environment, ensuring sustained brand recognition and access to a variety of ADB stakeholders.

Brand exposure is maximized through the following channels:

- exposure to print and broadcast media participants covering the event (including buildup prior to the meeting),
- access to high-level economic and financial decision makers,
- a vibrant civil society program running parallel to the official and networking events, and
- an integrated communications strategy.

Various Brand Applications:

- ADB.org website
- sponsors' board
- event signage and backdrops
- program of events book
- e-mail broadcasts
- electronic copy of the publication *Highlights of the Annual Meeting*

SUPPORT

Dedicated Support Team

Our team of experienced seminar organizers can provide guidance and assistance on technical, logistical, and procedural matters to ensure your event's success. The following resources are made available to sponsors:

- arrangements for cobranding with other sponsors;
- promotion of your seminar through broadcast e-mail to participants;
- access to the list of registered Annual Meeting participants for audience targeting;
- coordination with accredited vendors for catering, shipping, audiovisual equipment, and stage setup;
- coordination with the media center for possible interviews with distinguished guests and speakers;
- preparation of event electronic backdrop and signage; and
- on-site assistance by trained local volunteers.

For more information, please contact:

Office of The Secretary
Asian Development Bank
6 ADB Avenue, Mandaluyong City 1550
Metro Manila, Philippines
E-mail: amseminars@adb.org

The Annual Meeting of ADB's Board of Governors is a sustainable event.

CERT NO.: EvMS-2015-0001
ISO 20121 : 2012

See you in Yokohama 2017!

At the 2016 Annual Meeting in Frankfurt, Germany, about 3,500 participants took part in discussions about how ADB can further scale up efforts to reduce poverty in Asia and the Pacific and help achieve a more sustainable future.

Download the 2016 Highlights
adb.org/publications/highlights-2016-annual-meeting

50th
ADB ANNUAL MEETING
YOKOHAMA
2017
4-7 MAY

Creative Commons Attribution 3.0 IGO license (CC BY 3.0 IGO)
© 2016 ADB. The CC license does not apply to non-ADB copyright materials in this publication.
Corrigenda to ADB publications may be found at http://www.adb.org/publications/corrigenda
Publication Stock No. ARM 168371-2 pubsmarketing@adb.org