

18 -20 Nov 2009

Shanghai New International Expo Centre (SNIEC), Pudong, China, www.fhcchina.com

Ultimate Barista Challenge® China Introduction

The **Ultimate Barista Challenge (UBC)® China** is unlike any coffee competition seen before. Its unique format features short challenges designed to entertain and educate industry professionals. It showcases Ultimate Baristi skills, sponsors products & services and how to improve coffee quality and bottom line profits in food & hospitality service, restaurants, hotels, coffee shops and cafés.

Ultimate Baristi are professional competition baristi who compete in the original UBC head to head format, on the main exhibition floor where professional visitor attendance is strongest. The UBC head to head (dueling) format is dynamic, exciting and unique to the UBC.

Sponsor UBC China and get your products & services in front of and into the hands of China's decision makers and industry professionals.

UBC China takes places at FHC China 2009

Date: 18 to 20 November 2009

Venue: Shanghai New International Expo Centre (SNIEC), Pudong, China

FHC China 2008 Quick Facts & Figures

Edition:	13 th , China's largest, longest running and most international food, wine, coffee and hospitality trade show
Exhibitors:	807 from 85 different countries & regions. Included 22 national & regional pavilions
Size:	35,000sqm
Visitors:	20,441

Current & Previous Sponsors Include:



生活如此美好
Life is so beautiful



Ultimate Barista Challenge® China at
FHC China 2009
Sponsorship Packages

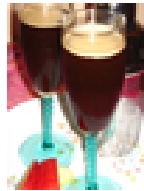


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UBC China Events include:

- **Latte Art Challenge**
- **Espresso Frappe Challenge**
- **Espresso Cocktail Challenge**
- **Best of Brew Challenge- Drip/French Press coffee competition**
- **Demonstrations and Sampling by Ultimate Baristi and Sherri Johns featuring your products and equipment**



The Ultimate Barista Challenge® is featured at FHC China, FHC Beijing, in Korea and 4 Major Food Shows in the USA.

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Ultimate Barista Challenge® China Sponsorship Packages

Check box to select sponsorship category, combination categories available.

Platinum Sponsor (Limit 6) – USD \$3,000 each

Roasted Coffee Beans

Espresso Machines / Grinders

Drip Coffee Brewers / Grinders

Blender (mixers)

Cocoa – Chocolate

Flavored Syrups

Benefits Include:

- ✓ Your Company logo or Product Logo (one per sponsorship) will be included in show UBC Sponsorship Banner displayed in prominent location of event
- ✓ Your company representative will be on stage to present Medallion or Gift to Champions in one Challenge Category
- ✓ Product & Category Exclusivity
- ✓ UBC feature your Product via Slide Show and/or 2 – 3 Minute DVD Advertisement; provided by Sponsor at prominent location on UBC Stage LCD Screens
- ✓ Opportunity to provide Product samples, literature, Gift for all challengers and champions presented at awards ceremonies in gift bags
- ✓ Use of UBC Marks and Logos (including Internet) up to and including FHC China 2009
- ✓ You'll receive 4 Complimentary Passes to the show
- ✓ Presence on FHC China 2009 UBC website
- ✓ Company verbal recognition by MC & Event Coordinator throughout event and mentions your Booth Number for show attendees UBC audience
- ✓ Ultimate Baristi will demonstrate your quality products at least once during event
- ✓ Your company representative will be invited on stage at opening, closing or award ceremonies
- ✓ UBC Tabletop display of your sponsor products at UBC Stage area
- ✓ On-Site Signage
- ✓ On-Site Sampling
- ✓ Platinum Sponsors receive company name included in UBC China Press Release

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Gold Sponsor – USD \$1,500 each

- | | |
|---|--|
| <input type="checkbox"/> Frappe / Smoothie Mix | <input type="checkbox"/> Sugar – Sweeteners |
| <input type="checkbox"/> Coffee Roaster Machines | <input type="checkbox"/> Ceramic Cups (caffè latte and espresso) |
| <input type="checkbox"/> Barista Products (i.e.: Steam pitchers, Tools) | <input type="checkbox"/> Tea |
| <input type="checkbox"/> Paper Cups | <input type="checkbox"/> Alcohol |
| <input type="checkbox"/> Bottled Water | <input type="checkbox"/> Cleaners/Detergents |
| <input type="checkbox"/> Baked Items | <input type="checkbox"/> Aprons |
| <input type="checkbox"/> Dairy | <input type="checkbox"/> All other categories |

Benefits Include:

- ✓ Your company logo will be included in Gold Category show sponsorship banner displayed in prominent location at UBC
- ✓ Associate your company with the best representatives of coffee available today, the “Ultimate Barista”
- ✓ Company verbal recognition throughout event and mention your booth number for attendees/audience
- ✓ Product Category Exclusivity
- ✓ You’ll receive 2 Complimentary passes to the show
- ✓ Your company link will be posted on FHC China 2009 and UBC website
- ✓ UBC Tabletop display of your sponsor products at the UBC
- ✓ Company may provide Product Samples & Literature for distribution to participants in the UBC Gift Bags.

Associate your company with the best representatives of Specialty Coffee available today, the Ultimate Barista.

Important: Only FHC China 2009 exhibitors can sponsor the Ultimate Barista Challenge® China

**Ultimate Barista Challenge® China at
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Please complete this registration form and return with payment to secure sponsorship

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____

Country: _____ Postal Code: _____

Phone: _____

Fax: _____ Email: _____

Mobile of contact: _____

Credit Card Number: _____

Expiry: _____

Name on card: _____

I agree to abide by FHC China 2009 exhibitor rules & regulations

Signature: _____

Sponsors must cover costs associated with set up of any equipment or product displays and shipping. Materials and equipment must arrive to the stage area on installation day, not before. Please inform UBC organizers if you require electrical usage. Please note, sponsors products will be made available to the barista during the UBC, it is not mandatory for the competitors to use the coffee or other items supplied for the challenge. Sponsors products will be demonstrated by the Ultimate Barista during scheduled demonstrations. Show information www.fhcchina.com, www.ultimatebaristachallenge.com

*****Full payment must accompany signed contract and must be received at FHC office on or before 31 August 2009 to confirm UBC Sponsorship. If two companies are interested in same category, consideration for first submittal will be respected. There are no refunds. Thank you for your kind consideration of UBC Sponsorship. PLEASE DELIVER COMPETED FORM with PAYMENT TO:**

Mr. Ken Cui, **China International Exhibitions Ltd**, Room 2402, Singular Mansion No. 318 - 322 Xian Xia Road Shanghai 200336, China, Postal Code: 200336 Tel: +86 21 6209 5209 Ext 20 Fax: +86 21 6209 5210, ken@chinaallworld.com