

Sponsorship Brochure



**A global network of international professionals
interested in Asian business and partnerships**

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About ORIENTED

ORIENTED.COM

ORIENTED

ORIENTED.COM is a global network of international professionals interested in Asian business and partnerships.

Audience

ORIENTED attracts highly educated, [upwardly mobile, mid-career professionals](#) including international Asians, overseas Asians, Asian Americans (Asian Australians, Asian Canadians, etc.), and non-Asian professionals.

More than 80% of ORIENTED members are bilingual and bicultural, an audience that is notoriously hard to reach. They are highly motivated, tech savvy, have high disposable incomes, and travel frequently on both domestic and international routes. Many have strong family ties in the Asian region.



Signature Service

ORIENTED's signature service is the ORIENTED Happy Hours — real life, offline networking mixers that are held on the last Thursday of every month in cities around the world. Established in Shanghai and Taipei in 2002, the events enable international professionals interested in Asian business and partnerships to network in a casual and fun environment on a regular basis, face-to-face — a critical aspect of the Asian business culture. There are countless examples of business travelers who plan their flight itineraries around them.

Locations

ORIENTED Happy Hour locations include Beijing, Shanghai, Taipei, Hong Kong, Singapore, Sydney, London, Portland, San Francisco Bay Area, Los Angeles, New York City, and Toronto. More than 1000 Happy Hours have been held in 20 cities since 2002, and more locations are in the queue.

For a complete listing, visit ORIENTED.COM/HappyHours.

Established Brand

ORIENTED launched in 1999 as an online forum in Taipei, and the Happy Hours were introduced in 2002 in Shanghai and Taipei before expanding to other parts of the world.

The ORIENTED Happy Hours are the most recognized, professional, and consistent networking events for this premium audience. In Asia's international circuits, it is not uncommon to hear statements like "ORIENTED is an institution!" and "It's been around forever!"

High Value Audience

ORIENTED.COM/MemberProfile

Demographics

ORIENTED members are best described as “BMW’s” — bilingual, mid-career, Western-trained professionals. Members represent an extremely-targeted, affluent, and upwardly-mobile cross section of the population.

- Age range: **Mid-20’s to mid-40’s**
- Average age: **33**
- Gender: **48% Men; 52% Women**
- **86% single**; 14% married
- More than **80% are bilingual** (Chinese, English)
- Have **high disposable income**
- **Highly educated** – More than 90% have college degrees; more than 40% have higher degrees or are currently enrolled in a graduate program
- **Heavy users** of the Internet, mobile phones, and electronic devices
- **Frequent travelers** on both domestic and international routes
- **Major purchasers** of electronics, luxury, and name brand products
- Enjoy **fine dining, entertainment**, arts & culture, sports & recreation

Members

ORIENTED has more than **50,000** registered members worldwide. Note that a significant portion of the people who attend our Happy Hours are not registered members. They hear about the organization by word of mouth and decide to attend the Happy Hours.

Location

Shanghai	17.2%	Sydney	7.0%
Hong Kong	13.2%	New York	7.0%
Taipei	13.2%	Singapore	5.7%
Beijing	11.8%	Los Angeles	4.6%
SF Bay Area	10.4%	Other	< 4.0%



Global Member Influence

ORIENTED.COM/MemberProfile

Membership Representation

Members generally fall into one of four categories:

1. Asian Professionals

These professionals were born and raised in Asia and have a strong grasp of Western cultures and business practices through overseas education and work experience, or through employment with multinational corporations in the region. They are often referred to as "sea turtles" or "international Chinese" and make up more than 50% of our audience.

2. Bicultural Professionals

This demographic group includes Asian Americans, Chinese Americans, Chinese Canadians, Chinese Australians, and other bicultural, bilingual professionals. Many of them have strong family ties and business connections in Asia.

3. Foreign Professionals

This group includes Western professionals who currently live and work in Asia Pacific or travel there for business, as well as those professionals outside of the region who are interested in pursuing Asian business and partnerships.

4. Local Professionals

This group includes local professionals in each city who join ORIENTED to expand their business networks – Chinese nationals in China, American professionals in the U.S., etc.

Industry Breakdown

ORIENTED members work in a variety of industries including banking and finance, consumer electronics, technology, media, management consulting, telecommunications, and healthcare.

In each ORIENTED Happy Hour location, usually the industry breakdown aligns with the top industries in that area.

For example, members in Hong Kong and Sydney tend to be in the banking and finance sectors. Members in Shanghai and Taipei are in industries across the board because of the rapidly evolving growth opportunities, and the San Francisco Bay Area events tend to attract people in technology, Internet, multimedia, and business services.



Sponsor and Member Testimonials

ORIENTED.COM/Testimonials

Frank Scappaticci
Associate Group
Medical Director,
Genentech



I've been attending this group since 2005 and have found the events to be an enjoyable networking opportunity with a diverse group of professionals. The events are fun and provide an opportunity for meeting people with all types of professional backgrounds... I have found the people to be of high caliber, ambitious, and professional. I recommend coming out to an event. It will be a great way to connect and I predict you'll come out again to future events!

Courtney McColgan
Co-Founder, Wokai.org



We established chapters in the United States... and were thinking of ways to reach out to the young, Asian American community. A couple of our chapter representatives who volunteer with us said "hey you should check out ORIENTED," so we went to one of your events down in the financial district and just loved it. It's a great group of people, a lot of fun, and really great networking.

Jasemin Ho
Manager,
Talent Corp Malaysia



ORIENTED played a big part in connecting me with like-minded global citizens when I was living and working in Sydney and Singapore. Going to a regular networking session at the end of each month was something which I really looked forward to, especially after a month of hard work! I met many interesting professionals from diverse backgrounds, cultures and their own tales of how each of them ended up in a foreign country. In a way, these mixers quickly grounded me on the local scene as I became familiarized with a home away from home.

Abi Kirk-Walker
International
Manager,
HSBC Hong Kong



It has been an absolute pleasure to be involved with ORIENTED. It has been the lifeblood of my social life here in Taipei and I will be forever grateful for the fabulous people I have met as a result.

Jonathan Tang
International Marketing Manager,
Cheung Kong Graduate School of Business
- Founded by Li Ka-Shing



We wanted to promote our China-based graduate programs to professionals across North America, but we couldn't figure out how to reach that audience. After hearing about ORIENTED's community of sophisticated and ambitious individuals, we immediately decided to partner with them.

Evelyne Tseng
Pamir Law Group



ORIENTED brings together people from all corners of the world with whom you might have walked past one day but never got a chance to meet. It helps you realize the importance of staying connected on a global level. It is my goal in the future to drop by all the Happy Hours at each location - and then start some more in others!

Eye Hsu
Television Host,
CCTV-9



The people I met through ORIENTED have not only had a direct impact on my career, but many have also become great friends that are some of my closest in Beijing. The woman who eventually led me to CCTV was actually someone I met at an ORIENTED Happy Hour.

Dan Nystedt
Vice President and Head
of Research, TriOrient
Investments, and former
journalist



I've met a lot of interesting people and done a lot of good networking at ORIENTED events. I speak English, Mandarin Chinese and some Taiwanese, and I've met several lawyers, engineers, analysts and other people that I contacted professionally as a journalist. ORIENTED events were great for meeting experts that could be available to offer analysis in stories. The people who attend ORIENTED events are all professionals interested in or working in Asia. It's much more focused than other networking groups I've attended.

ORIENTED in the News

ORIENTED.COM/News

ORIENTED has garnered media attention in Beijing, Shanghai, Taipei, the San Francisco Bay Area, New York, and other cities.



“ORIENTED is one of the most recognized brands in the offline networking space in Beijing and Shanghai.”



ShanghaiDaily.



San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER



Sponsorship Opportunities (USD)

- **RAISE AWARENESS** of your brand to an extremely targeted, upwardly-mobile and captive audience
- **STAND OUT** from the competition with this very powerful and creative marketing channel
- **SHOW YOUR CORPORATE SUPPORT** and commitment to the Asian business community
- **GAIN ACCESS** to a well-defined pool of potential customers, local partners, and employees



Sponsor Benefits

For a **complete description** of the sponsor benefits for each of the services listed below, as well as available "a la carte" items, visit ORIENTED.COM/Sponsors.

To contact us, please call +1 (415) 409-8009 (9am-5pm PST) or email us at sponsors@orientated.com. Thank you!

Online Sponsorship

- \$4,500** **Website Sponsor**
- Enjoy complete and exclusive takeover of the ORIENTED family of websites for the entire month of the sponsorship.
- \$4,500** **Newsletter Sponsor**
- Sponsor logo and link appears at the top right corner of all 25 email newsletters published worldwide during the sponsored month.
- \$8,000** **Package Deal**

Event Sponsorship (per location)

Event Sponsors are acknowledged on the ORIENTED.COM website and in all promotional newsletters for the entire month, leading up to the day of the sponsored Happy Hour.

- \$8,000** **Title Sponsor**
- Title Sponsors enjoy [exclusive title rights](#), a creative play on the word "oriented": "**[Sponsor Name] ORIENTED Happy Hour!**"
- \$4,500** **Food Sponsor**
- Food Sponsors are acknowledged at the registration area and near the food display(s). Sponsor signage is placed throughout the venue.
- \$4,500** **Drink Sponsor**
- Drink Sponsors are acknowledged at registration and with each drink ticket distributed. Sponsor signage is placed throughout the venue.
- Free** **Raffle Sponsor**

Table Sponsorship (per location)

- \$1,500** **Table Sponsor**
- Sponsors are provided a table at the event to greet guests and distribute sponsor material. Sponsor signs/banners may also be showcased.

ORIENTED Happy Hours Worldwide

- Beijing
- Shanghai
- Taipei
- Hong Kong
- Singapore
- London
- Portland
- SF Bay Area
- Los Angeles
- New York
- Toronto

More coming...

ORIENTED.COM, Inc. reserves the right to deny applications for any reason and at its sole discretion. Campaigns shall not commence until payment is made in full unless otherwise agreed upon.

Sponsors are fully responsible for delivering their sponsor materials to the designated site(s) and for covering all shipping and handling costs incurred.

ORIENTED.COM, Inc. and its employees, event organizers, volunteers, and affiliates shall not be responsible for any delays as a result of late delivery, or for returning any sponsor materials at any time for any reason. For our complete Terms and Conditions, please visit ORIENTED.COM/Terms.

Terms & Conditions

[ORIENTED.COM/Terms](https://www.oriented.com/terms)

Service Items Defined. All sponsorship service items are defined at [ORIENTED.COM/Sponsors](https://www.oriented.com/sponsors). By virtue of your participation, you indicate on behalf of your organization ("Sponsor") that you understand and agree to each service item description.

Designated Contact Person. ORIENTED.COM, Inc. (the "Company") will work directly with the Designated Contact Person and shall comply only with decisions reached with that person.

Sponsor Month. All sponsorship promotional campaigns are activated on the 1st of the month and remain active for the entire month of the sponsorship ("Sponsor Month") provided that payment is made in full, unless otherwise agreed upon.

Payment Due Date. Sponsorship fees must be paid in full BEFORE promotional campaigns can be activated, unless otherwise agreed upon. *No refunds or pro-rated amounts will be given for missed promotional services due to late payments.*

Submission Deadline of Sponsor Materials. Sponsors agree to provide all promotional materials listed [ORIENTED.COM/Sponsors/Materials](https://www.oriented.com/sponsors/materials) by the 15th of the month, PRIOR to the Sponsor Month, unless otherwise indicated. *No refunds or pro-rated amounts will be given for missed promotional opportunities due to late and/or erroneous submission of such materials.*

Sponsor Materials. All Sponsors are fully responsible for a) the timely delivery of any products or promotional items they wish to have distributed at Company events, and b) all shipping and handling costs incurred. *No refunds or pro-rated amounts will be given for missed promotional opportunities due to late and/or erroneous submission of such materials. The Company (including its employees, event organizers, and volunteers) shall not be responsible for any delays or damages as a result of shipment or delivery, nor will they be responsible for returning any Sponsor materials at any time for any reason.*

Venue Confirmation. Venues are typically confirmed at least thirty days before the scheduled Company event. In case of delays that are not within the Company's control, the Company agrees to design and post a full promotional webpage with "venue to be announced" showing full details of the sponsorship.

Attendee Contact Information. Per the Company's Privacy Statement at [ORIENTED.COM/Privacy](https://www.oriented.com/privacy), Sponsors understand and agree that the Company and its representatives are unable to provide member or attendee contact information to Sponsors or to other third parties. The Company understands Sponsor interest to have this information and thus encourages Sponsors to collect this information at the Sponsor Tables (where applicable) during the events.

Attendance Non-Guarantee. Sponsors understand and agree that, due to factors not within the Company's control such as inclement weather, the Company cannot and does not guarantee exact attendance and can only provide past attendance figures in the aggregate (where available), in strict confidence and for reference purposes only.

Sponsorship Cancellation. In the event of cancellation due to accidents, illnesses, riots, strikes, epidemics, acts of God or other deities, or any other condition beyond either the Company or Sponsor's control, both parties agree to notify the other party as soon as this information becomes known to them, and agree, in good faith, to make all reasonable efforts to accommodate to the situation and in the best interest of both parties.

IN NO EVENT SHALL THE COMPANY, ITS OFFICERS, DIRECTORS, EMPLOYEES, CONTRACTORS, VOLUNTEERS, EVENT ORGANIZERS, AGENTS, REPRESENTATIVES OR OTHER THIRD PARTY AFFILIATES BE LIABLE FOR ANY COMPENSATORY, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, LOSS OF DATA, INCOME OR PROFIT, LOSS OF OR DAMAGE TO PROPERTY, OR ANY CLAIMS BY THE SPONSOR OR OF THIRD PARTIES WHATSOEVER WITH RESPECT TO THE EVENT, THE SERVICE, THE MATERIALS, THE PROMOTIONS AND THE PRODUCTS REGARDLESS OF THE LEGAL THEORY ON WHICH THE CLAIM IS BASED, INCLUDING, WITHOUT LIMITATION, ANY DAMAGES THAT RESULT FROM ANY MISTAKE, OMISSION, VIRUS, DELAY OR INTERRUPTION IN OPERATION OR SERVICE OR FAILURE OF PERFORMANCE, WHETHER OR NOT RESULTING FROM AN ACT OF GOD OR OTHER DEITIES, HUMAN ERROR, COMMUNICATIONS FAILURE, THEFT OR UNAUTHORIZED ACCESS TO THE COMPANY WEBSITE(S). THE COMPANY SHALL NOT BE LIABLE FOR ANY LOSSES OR DAMAGES WHATSOEVER RESULTING FROM ANY FAILURE OF THE INTERNET OR FOR ANY OTHER REASON.

ORIENTED.COM, INC. RESERVES THE RIGHT TO APPROVE OR DENY SPONSORSHIP APPLICATIONS FOR ANY REASON AND AT THE COMPANY'S SOLE DISCRETION. FOR OUR COMPLETE TERMS & CONDITIONS, VISIT [ORIENTED.COM/Terms](https://www.oriented.com/terms).

Payment Instructions

Bank Wire Transfer

Account Name	ORIENTED.COM, Inc.
Account Number	502-414048-838
Beneficiary Bank	Hong Kong Shanghai Bank of China, Hong Kong (HSBC Hong Kong)
Bank Code	004
Bank Address	HSBC Main Building No. 1 Queen's Road Central, Hong Kong
Bank Phone Number	(852) 2822-1111
SWIFT CODE	HSBC HK HHH KH
ABA Number	108
CHIPS UID	075995
Routing Number	0210 0108 8