

SPONSORSHIP PACKAGE

BAA GLOBAL CONFERENCE

SHANGHAI

10–11 MARCH 2016

Milan, November 2015

Bocconi University

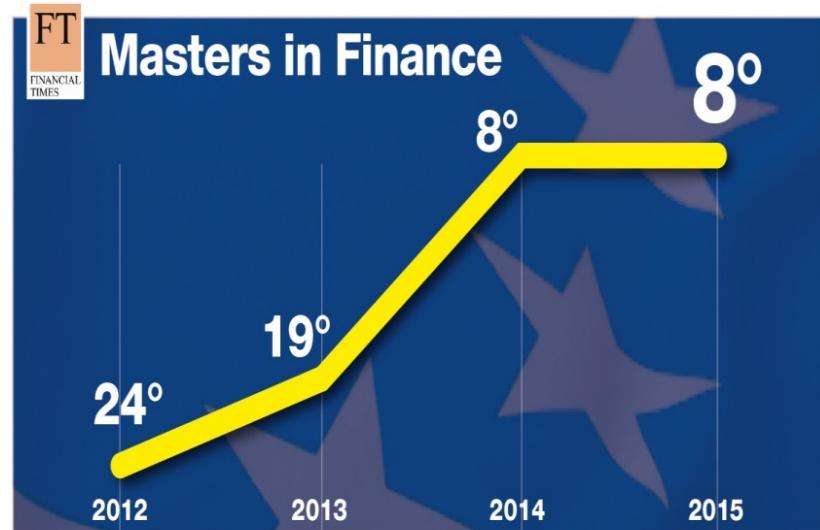
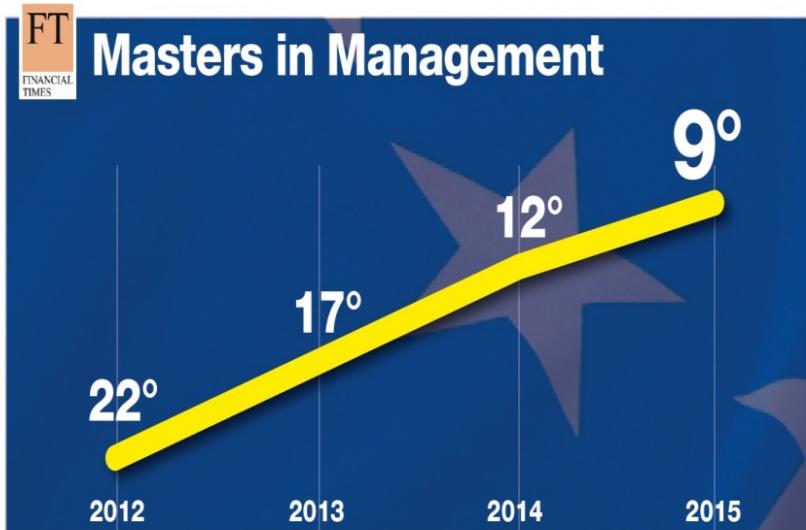
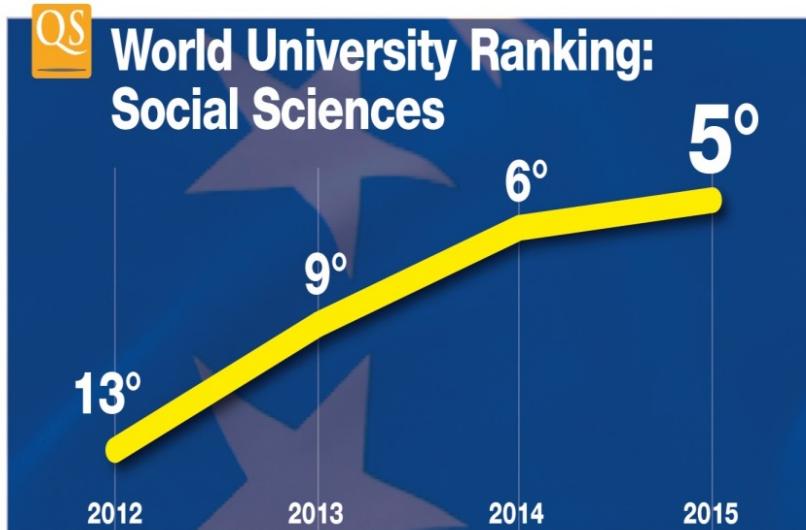
Established in Milan in 1902, Università Commerciale Luigi Bocconi became the first Italian institution of higher education to grant a degree in economics.

Today, Bocconi is a research university of international standing in business, economics, and law. By virtue of being a major node in the European and global network of business and economics universities, Bocconi exchanges faculty and cooperates on large projects with 254 like-minded European and American universities and business schools in 50 countries.

Bocconi promotes both economic advancement and civic values, by instilling in its Bocconi Alumni solid analytical skills and a strong emphasis on ethics, so that they can contribute to the innovation and development of international business and society.



International Rankings: European Trend



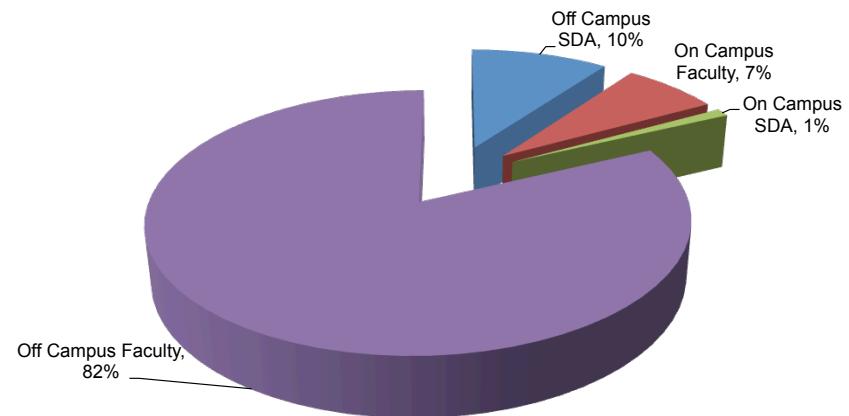
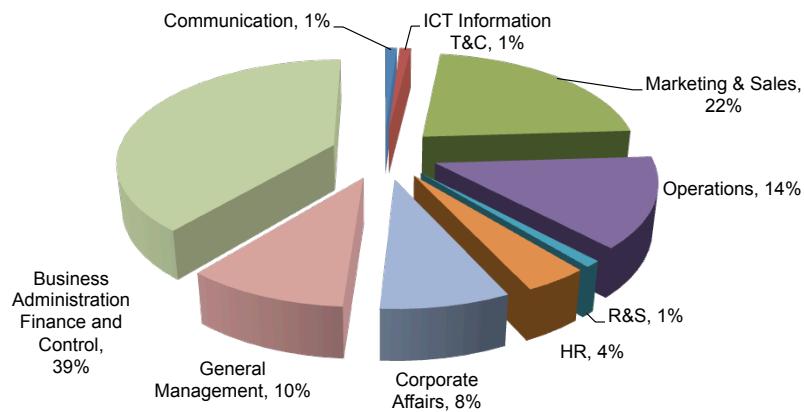
Bocconi Alumni Network

A unique opportunity to partner with Bocconi University that reaches an international alumni audience of 100,000 executives and decision-makers.

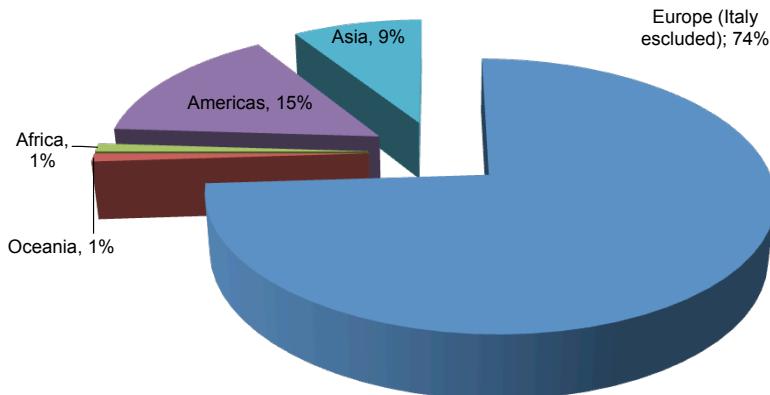
Bocconi University boasts one of the world's top MBA programs and has an alumni network in 110 countries across 5 continents.



Our Alumni around the world

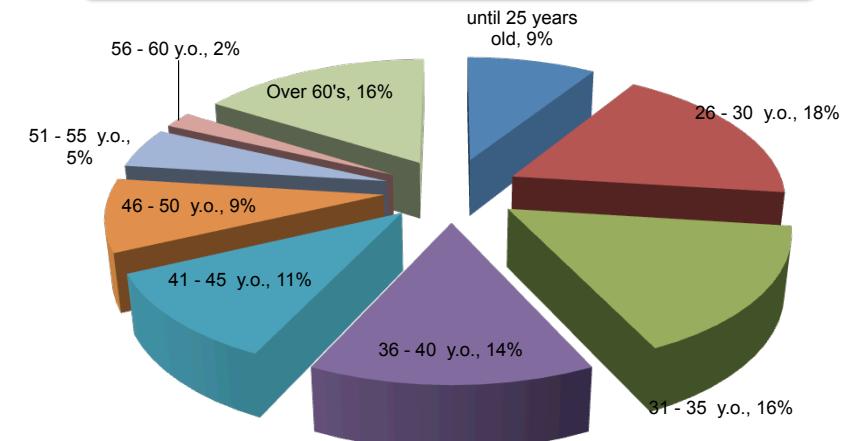


by Business Sector



by Continent

On Campus / Off Campus



by Age

Our Leadership Team



52 CHAPTER LEADERS



27 AREA LEADERS



19 TOPIC LEADERS



96 CLASS LEADERS

OUR LEADERSHIP TEAM IN 52 CITIES
AROUND THE WORLD

TEAM LEADERS SPREAD ACROSS 27
CITIES IN ITALY

TEAM LEADERS GROUPED BY
FIELD OF INTEREST

MBA CLASS REPRESENTATIVES

How we communicate with our Alumni

On line on www.bocconialumni.it

Home Network Career Advice Continuous Learning Sport About us Join us FAQ

ENG Q JOIN US

Bocconi ALUMNI ASSOCIATION

SUCCESS

GROWTH

GLOBAL BUSINESS

MARKET

SALES

DATA

TEAM

VISION

INVESTMENT

FUTURE

INTERNATIONAL

COOPERATION

TEAMWORK

PLANS

MARKETING

RESEARCH

INVESTMENT

PEOPLE

SOLUTION

INTERNATIONAL

FUTURE

MARKETING

RESEARCH

DATA

PARTNERSHIP

TEAM

COMMUNICATION

GLOBAL

PEOPLE

SHARES

DATA

Working abroad?
GoinGlobal will
show you the way

16 million job offers: the GoinGlobal portal helps you sort out the "world" of work across the border. A must-attend opportunity reserved to BAA Members free of charge. Find out more...

GLOBAL CONFERENCE

MBA REUNION

EVENTS NEWS

EVENTS AND NETWORK MEETINGS

ALL THE EVENTS

JULY 2015

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

15.000
unique visitors
per month



10.300
«likes»



5.150
followers



20.000
users



2.000 apps
downloaded
online

2016 BAA GLOBAL CONFERENCE – SHANGHAI

WWW.GLOBALCONFERENCE.ALUMNIBOCCONI.IT



"We lack nothing. We possess all things."

Qianlong, Chinese Emperor, rejecting requests for trade collaboration from George III of the United Kingdom

SILK ROAD: EURASIA CONNECTIVITY

Shanghai, 10-11 March 2016

Why become a BAA SPONSOR?

Here are 5 key reasons:

1. To have prominent visibility within our network and activities in Italy and abroad
2. To associate your name with the Bocconi one, thus pairing two leaders in the respective fields
3. To have access to events on campus and throughout the world
4. To enable your selected representatives to be part of our community
5. To give you the opportunity to promote your services or products to a very selected audience.



Our main events in 2015

- Dinner Speeches:
 - 26 January with Alberto Cribiore (CITI)
 - 23 February with Marco Patuano (Telecom Italia)
 - 13 April – Andrea Guerra
 - 13 July – Oscar Farinetti (Eataly)
 - 21 September – Marco Sala (IGT)
 - 23 November – Ing. Pietro Salini (Salini Impregilo)
- Bocconi Alumni Global Conference (London – 20-21 March)
<https://www.facebook.com/media/set/?set=a.917262368296077.1073741932.273379726017681&type=3>
- Global MBA Reunion (Milan - 22-23-24 May)
- Alumnus of the Year (17 October)
- Leaders' Conference (16 October)
- My Sweet Career: 7 February and 3 October
- Alumni Senior – 7 November
- Christmas Party – 10 December

- **Almost 250 events organized worldwide by our Chapters**
- **An average of 4-5 events organized by each Topic Group is added each month.**

- 15,000 Annual participants at our 300 events.
- The average age of our attendees is about 43.



Our sponsors in 2014 and 2015



Our sponsors in 2014 and 2015



Sponsorship Opportunities

EVENT VISIBILITY	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE	TECHNICAL
	\$50.000	\$25.000	\$15.000	\$10.000	\$5.000	
PRE-EVENT						
Company name on participants' list	◆	◆	◆	◆	◆	◆
ON-SITE EVENT or CONFERENCE						
Official Thank You	◆	◆	◆	◆	◆	◆
Maxi logo branding on welcome slides in plenary hall and stand-up banner	◆					
Large logo branding on welcome slides in plenary hall and stand-up banner		◆				
Medium logo branding on welcome slides in plenary hall and stand-up banner			◆	◆		
Small logo branding on welcome slides in plenary hall and stand-up banner					◆	◆
Full Conference delegate passes	6	5	4	3	2	2
Distribution of giveaways / publicity material	◆	◆	◆			
GALA DINNER						
Official Thank You	◆	◆	◆	◆	◆	◆
Company name on Menu Customization	◆	◆	◆	◆		
Dinner Conference delegate passes / invitees (in addition to Conference passes)	4	2	2	1		
Sponsor representative at VIP Table	◆					
Sponsor representative at table in prominent position		◆				
Sponsor representative at table in central position			◆	◆		
Sponsor representative at table in standard position					◆	◆
Dedicated corner (if space allow)	◆	◆				
ADVERTISING						
Recognition on newsletter related to the event	◆	◆	◆			
Recognition on video and photogallery (final slides/shot)	◆	◆	◆	◆		
Website, sponsor page: listing as a sponsor on the event page	◆	◆	◆	◆	◆	◆