

SPONSORSHIP PACKAGE

BAA GLOBAL CONFERENCE
SHANGHAI
10–11 MARCH 2016

Bocconi University

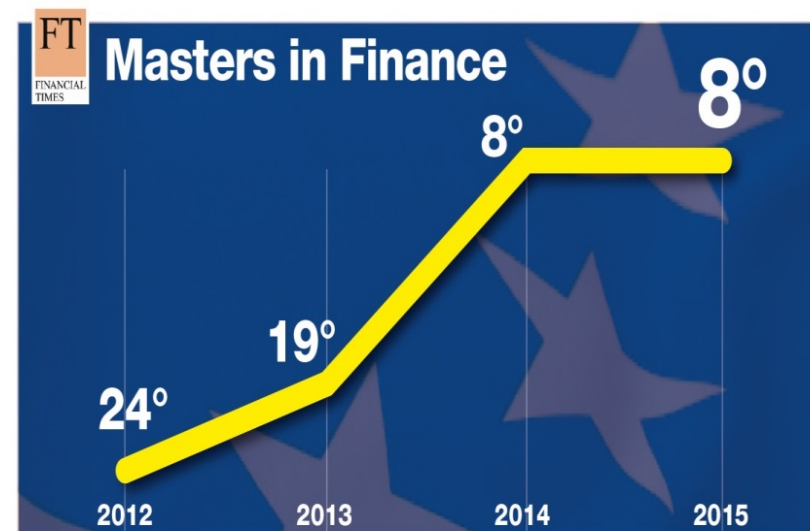
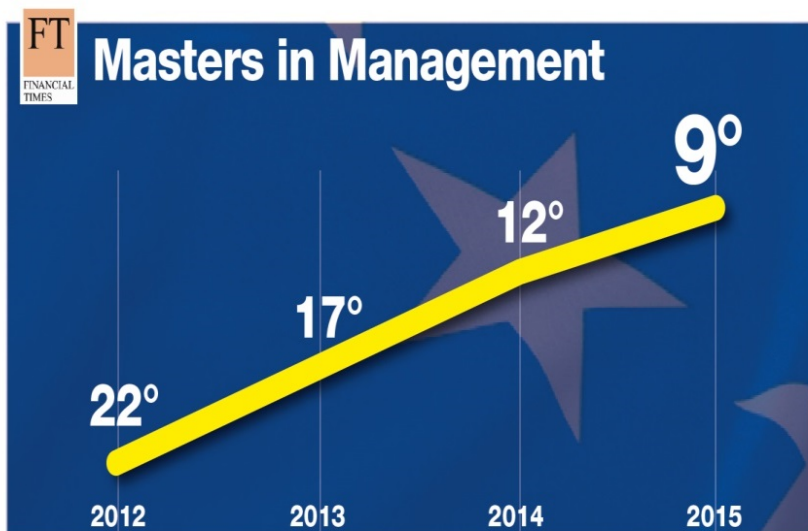
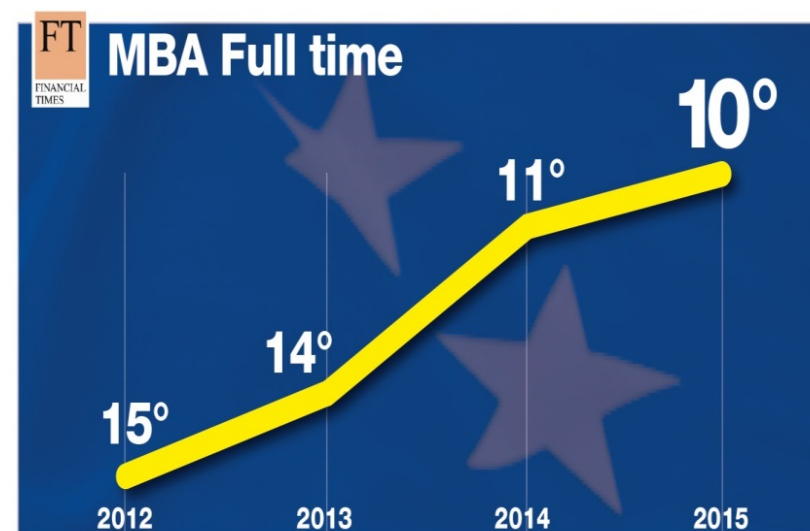
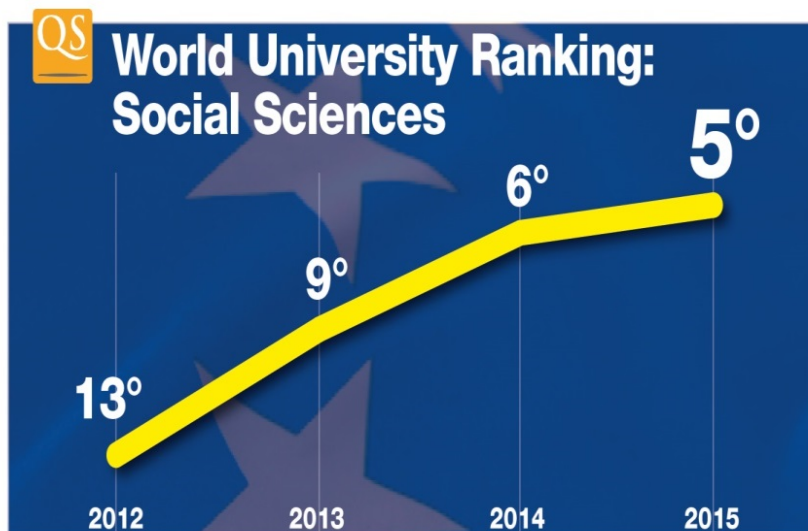
Established in Milan in 1902, Università Commerciale Luigi Bocconi became the first Italian institution of higher education to grant a degree in economics.

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



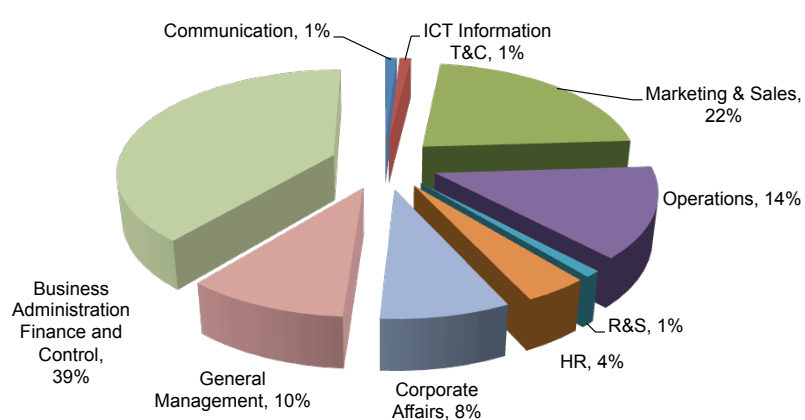
Bocconi Alumni Network

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

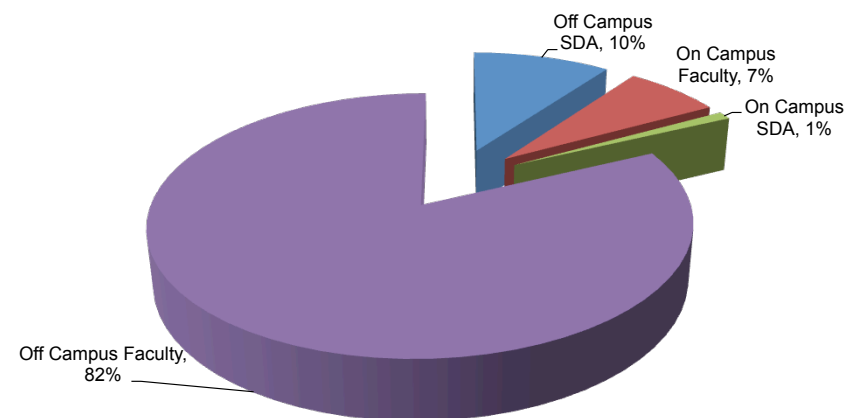
Bocconi University boasts one of the world's top MBA programs and has an alumni network in 110 countries across 5 continents.



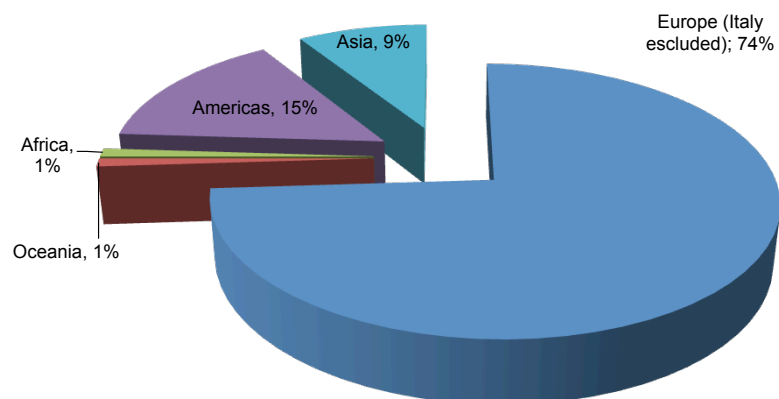
Our Alumni around the world



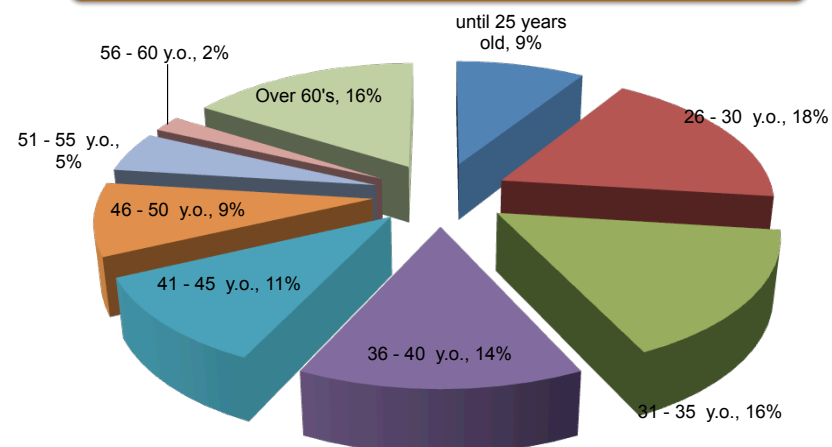
by Business Sector



On Campus / Off Campus



by Continent



by Age

Our Leadership Team



52 CHAPTER LEADERS

OUR LEADERSHIP TEAM IN 52 CITIES
AROUND THE WORLD



27 AREA LEADERS

TEAM LEADERS SPREAD ACROSS 27
CITIES IN ITALY



19 TOPIC LEADERS

TEAM LEADERS GROUPED BY
FIELD OF INTEREST



96 CLASS LEADERS

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

GROWTH
GLOBAL BUSINESS
VISION
TEAMWORK
PLANS
MARKET
PROFIT
SOLUTION
FUTURE
INTERNATIONAL
CONTRACT
COOPERATION
INVESTMENT
PEOPLE
SALES
DATA
PARTNERSHIP
TEAM
RESEARCH
NEGOTIATION
CONCEPTS
SHARES
DEVELOPMENT
PROMOTE
BUSINESS
FINANCE
PLAN
PEOPLE
RESEARCH
TEAM
SALES
INVESTMENT
PEOPLE
FINANCE
PLAN

Working abroad?
GoGlobal will
show you the way

16 million job offers: the GoGlobal 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	♦	♦	♦	♦	♦	♦