



TRANSMIT**CHINA**

transmitCHINA 2010

INFORMATION AND REGISTRATION

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www.transmitNOW.com

As transmitNOW continues to expand its reach across the globe, we realize the importance of delivering a diverse range of “transmissions” that support business-to-business initiatives AND business-to-consumer outreach. In doing so, transmitNOW participants are able to connect with regional leaders, thinkers, buyers and tastemakers like never before. At the same time, we are building creative events that build lasting relationships with the trend-leading fans and content consumers around the world.

A photograph of a bamboo forest with a path leading through it. The bamboo stalks are tall and green, and the path is paved and leads towards the center of the frame. The lighting is bright and natural, suggesting a sunny day. The overall atmosphere is peaceful and serene.

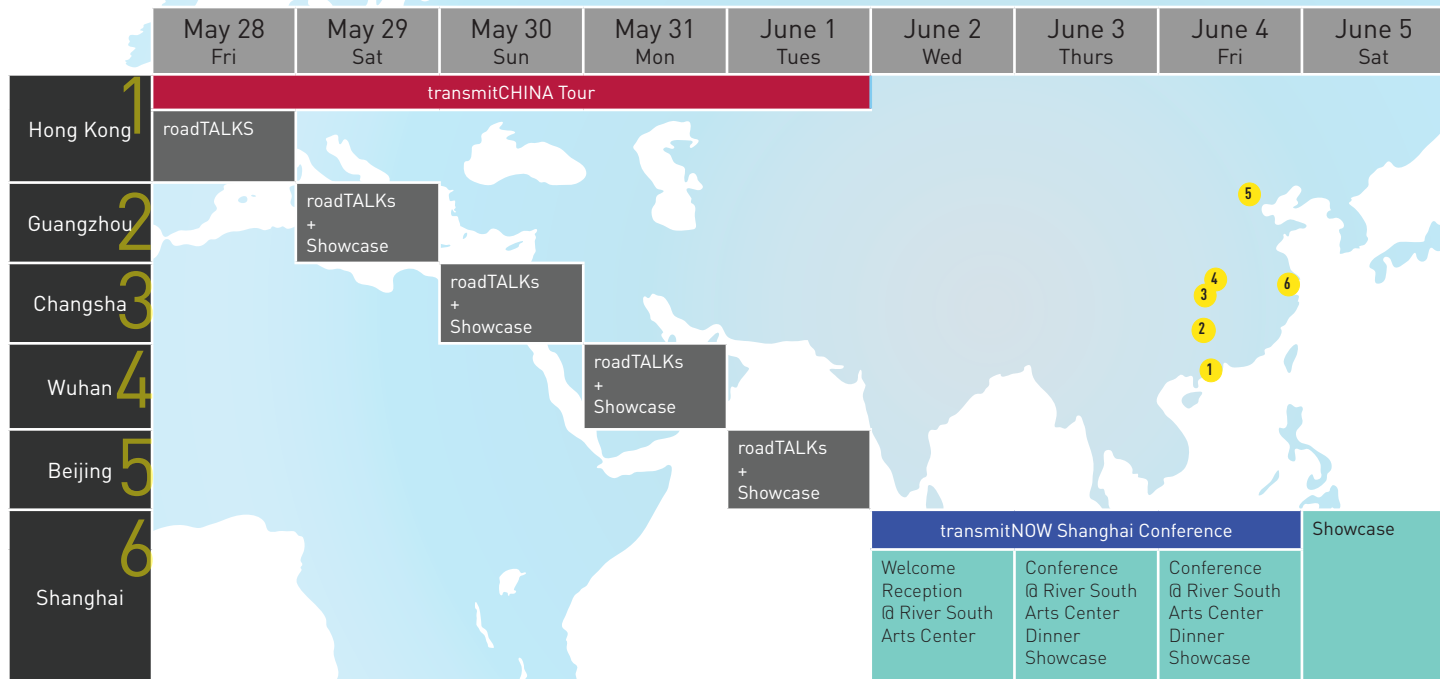
transmit**CHINA**

May 28 - June 5, 2010

transmitCHINA 2010

May 28 - June 5, 2010

transmitCHINA 2010 is a nine day initiative that enables artists, music professionals, (i.e. labels, publishers, managers and agents) and stakeholders from related industries (i.e. mobility and life-style brands) to build long-term relationships with Chinese counterparts.



transmitCHINA B2B OFFERINGS

experience	description	location	target	outcomes
conference	<ul style="list-style-type: none"> 30+ roundtable discussions (with interpreters) 3+ keynote presentations invitation only 	<ul style="list-style-type: none"> Shanghai 	<ul style="list-style-type: none"> 100 participants 70% Asian participants 	<ul style="list-style-type: none"> business development opportunity with over 75 'key' decision makers in China
roadTALKS	<ul style="list-style-type: none"> 5 of 6 cities one-on-one interactions at receptions & dinners 15+ pre-targeted executive invitees 	<ul style="list-style-type: none"> Hong Kong Guangzhou Changsha Wuhan Beijing 	<ul style="list-style-type: none"> regional and int'l buyers regional content distributors (web, mobile and media) international participants 	<ul style="list-style-type: none"> acquire on-the-ground local market intelligence and establish business relationships with over 15 local music executives, local promoters, and local buyers in three hours of over-the-plate meet & greets
B2B Focus Groups	<ul style="list-style-type: none"> culturally unique venues prepped and equipped for session in advance of arrival sponsor targeted participants specific B2B outcomes between sponsoring organizations and local stakeholders 	<ul style="list-style-type: none"> Hong Kong Guangzhou Changsha Wuhan Beijing Shanghai 	<ul style="list-style-type: none"> target groups of no more than 25 participants and regional buyers 	<ul style="list-style-type: none"> Exchange and leverage meetings between creative economy leaders & technology professionals across China and other key markets in Asia

transmitCHINA LIVE

experience	description	location	target	outcomes
showcase	<ul style="list-style-type: none">▪ ticketed concerts▪ 6-9 international-ready artists▪ exposure to over 400 tastemakers per venue night (total of 12 nights)	<ul style="list-style-type: none">▪ Hong Kong▪ Guangzhou▪ Changsha▪ Wuhan▪ Beijing▪ Shanghai	<ul style="list-style-type: none">▪ local fans/ consumers▪ regional and international buyers▪ regional and international participants	<ul style="list-style-type: none">▪ 12 separate showcases targeting 300-500 regional trend-leaders in the youth market over eight days
block party (TBC)	<ul style="list-style-type: none">▪ a FREE one-day festival located in Shanghai	<ul style="list-style-type: none">▪ Shanghai	<ul style="list-style-type: none">▪ audience capacity of 10,000▪ regional and int'l participants	<ul style="list-style-type: none">▪ connect iwth local audiences▪ meet with regional promoters, buyers & executives▪ 50+ accredited media representatives



*"Best conference experience yet."
-Pete Watson, RIM (Research in Motion)*

transmitCHINA 2010 PACKAGES AND EXPERIENCES

Registration Packages

3 different registration packages are on offer for transmitCHINA 2010:

- (Basic Conference Package) **4 days of events in Shanghai** including Round Table Discussions, Keynote Presentations, VIP access to Showcases and Ground Transport (does not include hotel accommodations or airport pick-ups)
- (The Full Conference Package) **4 days of events in Shanghai** which includes the Round Table Discussions, Keynote Presentations, VIP Access to showcases, Ground Transport, and Hotel accommodations.
- (The Tour China Package) all **9 days** of events in **6 cities** with Round Table Discussions, Keynote Presentations, roadTALK Dinners in 5 cities, VIP access to showcases in all roadTALK and transmitTALKS cities, Ground Transport, and Hotel accommodations.

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***Please note that all **transmitCHINA** packages **do not include international flights** to and from China.

What is a Transmitter

- A transmitter is an **individual who has previously participated in a transmitNOW event.**
(ie. transmission:GLOBAL SUMMIT or transmitCHINA)

Basic Conference Package (June 2 - 5, 2010)

The Basic Conference Package Includes:

- **3 days of transmitCHINA TALKS** which includes Roundtable Discussions, Keynote Presentations and Receptions
- **VIP access to 2 nights of transmitCHINA LIVE showcases**
- **Ground transportation** to and from the host hotel to transmitCHINA venues

	Early Bird (Until Mar 31, 2010)	Registration (April 1 - 26, 2010)	Late Registration (April 27 - May 7, 2010)
Basic Conference Package	\$ 1,200	\$ 1,500	\$ 1,800
Transmitter Basic Conference Package	\$ 1,000	\$ 1,250	\$ 1,500

Shanghai Package [Full Conference Package] (June 2 - 5, 2010)

Full Conference Package includes:

- **Basic Conference Package**
- **+**
- **4 nights of hotel accommodation** at the host hotel (Intercontinental Shanghai Puxi)
- **Ground transportation** including airport pick-ups and drop-offs, as well as transportation from the host hotel to transmitCHINA venues

	Early Bird (Until Mar 31, 2010)	Registration (April 1 - 26, 2010)	Late Registration (April 27 - May 7, 2010)
Full Conference Package	\$ 2,910	\$ 3,210	\$ 3,510
Transmitter Full Conference Package	\$ 2,660	\$ 2,910	\$ 3,160

Tour and Conference Package (May 28 - June 5, 2010)

This Tour and Conference package encompasses the whole 9-day experience in 6 cities in China. Registration for the Tour and Conference package includes:

- **3 days of transmitCHINA TALKS in Shanghai** which includes Roundtable Discussions, Keynote Presentations and Receptions.
- **VIP Access to transmitCHINA LIVE showcases** in all 6 cities
- **VIP access to the transmitCHINA Block Party** (TBC)
- Attendance at **roadTALKs in 5 cities** (Hong Kong, Guangzhou, Changsha, Wuhan, and Beijing)
- **9 nights of hotel accommodations** in the host city (Shanghai) and all five cities where the transmitLIVE tour and roadTALKS are located
- **3 domestic flights and all other** inter-city transportation (train and bus reservations)
- **Ground transportation** including airport pick-ups and drop-offs, as well as transportation from the host hotels to transmitCHINA venues

	Early Bird (Until Mar 31, 2010)	Registration (April 1 - 26, 2010)	Late Registration (April 27 - May 7, 2010)
Tour and Conference package	\$ 7,100	\$ 7,450	\$ 7,850
Transmitter Tour and Conference package	\$ 6,600	\$ 6,950	\$ 7,350

Add-ons:

- Additional hotel room nights in Shanghai (please contact us for details)

transmitCHINA roadTALKS (May 28 - June 5, 2010)

transmitCHINA roadTALKS Registration Includes:

- **Attendance at roadTALKS in 5 Cities** (Hong Kong, Guangzhou, Changsha, Wuhan, Beijing)
- Multiple course Dinners with some of Chinas best on the ground experts from the roadTALK host city
- **VIP Access to transmitCHINA LIVE Showcases** in all 5 cities

	Early Bird Rate (Until Mar 31, 2010)	Registration Rate (April 1 - 26, 2010)	Late Registration (April 27 - May 7, 2010)
Hong Kong May 28, 2010	\$75 per city	\$95 per city	\$125 per city
Guangzhou May 29, 2010			
Changsha May 30, 2010			
Wuhan May 31, 2010			
Beijing June 1, 2010			

Customized Itinerary

Don't see what you are looking for?

Please contact the registration coordinator with your specific travel requests. We will work together to build out a schedule that works for you.

Contact: reg.coordinator@transmitnow.com

Phone: 250.414.0006 ext 202

transmitNOW 2010

PROJECTS



TRANSMITNOW

March

April

May

June

July

*transmitCHINA
(May 28 - June 5, 2010)*

transmitCHINA 2010

- 1 HONG KONG
- 2 GUANGZHOU
- 3 CHANGSHA
- 4 WUHAN
- 5 BEIJING
- 6 SHANGHAI

transmission: GLOBAL SUMMIT 2010

1 VICTORIA

August

September

October

November

December

transmission: GLOBAL SUMMIT
(Sept 22 - 25, 2010)

transmitBRAZIL
(Nov 12 - 19, 2010)

transmitBRAZIL 2010

- 1 RECIFE
- 2 GOIÂNIA
- 3 SÃO PAULO
- 4 BUENOS AIRES
- 5 SANTIAGO

FAST FACTS

50 + Roundtable Discussions
per Conference

150 Pre-selected participants

Over 10,000 fans expected
for the Block Party

3+ Keynote Presentations
per Conference

transmission:GLOBAL SUMMIT

Sept 22 - 25, 2010

transmission: GLOBAL SUMMIT will connect leaders, thinkers and creators from around the world. These four days will include a Welcome Reception (intimate meet-and-greet), Conference (roundtable discussions and keynote presentations), Festival (two-days of artist showcasing) and a Block Party (free outdoor festival). All these platforms allow artists, participants and buyers to interact through business-to-business activities as well as business-to-consumer activities.

Victoria, BC, Canada ¹	Sept 22 Weds	Sept 23 Thurs	Sept 24 Fri	Sept 25 Sat
Conference	Welcome Reception	Round Tables @ Crystal Gardens + Reception + Dinner	Round Tables @ Crystal Gardens + Keynotes @ McPherson	
Showcases		Show Case @ Market Square + Various Venues	Show Case @ Market Square + Various Venues	
Block Party	for more information, visit: www.transmitnow.com/transmission2010			Block Party @ Inner Harbor

transmitBRAZIL

Nov 12 - 19, 2010

The newest edition to the transmitNOW family is transmitBRAZIL. This week long trade initiative will enable artists, music professionals (i.e. labels, publishers, managers and agents) and stakeholders from related industries to build a long-term relationship with Latin American counterparts.



for more information, visit:
www.transmitnow.com/transmitBRAZIL2010

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LIKE MORE INFORMATION? CONTACT US

Visit our website

www.transmitNOW.com

Follow us on Twitter

www.twitter.com/transmitGLOBAL

Email

info@transmitnow.com

Phone & Fax

250.414.0006



JOIN US HOW TO REGISTER



To attend transmitCHINA 2010

Visit our registration page @
<http://www.transmitnow.com/online-registration>



Artist submissions

Send inquiries to info@transmitnow.com



The background features several thick, yellow, brushstroke-like lines that curve from the bottom right towards the top right. In the bottom right corner, there is a solid yellow circle with a small white semi-circle cutout on its right edge.

".. I'd be honored to be invited back."

—Kevin Arnold, Founder CEO, IODA