



Wharton
UNIVERSITY of PENNSYLVANIA

| **Lifelong**
LEARNING

GLOBAL FORUM **AMSTERDAM**2016 JUNE 22-23



SPONSORSHIP OPPORTUNITIES

GLOBAL FORUM
AMSTERDAM2016
JUNE 22-23



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GLOBAL FORUM
AMSTERDAM2016
JUNE 22-23

THE EVENT

We invite you to become a sponsor of the 48th Wharton Global Forum in Amsterdam, June 22-23, 2016.

For more than two decades, the Wharton School has hosted flagship events—Wharton Global Forums—in cities around the world. Through the Forums, Wharton provides leaders from industry, government, and academia with opportunities to learn from and interact with the best minds in business.

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A HISTORY OF EXCELLENCE

22 Years

51 Forums*

North America

San Francisco
Miami*

Latin America

Buenos Aires
Rio de Janeiro
Panama
Mexico City
Santiago
Costa Rica
Lima
Bogotá

Europe, the Middle East, Africa

London	Cape Town
Paris	Zurich
Munich	Dubai
Berlin	Madrid
Moscow	Milan
Istanbul	Amsterdam*

Asia

Manila
Bangkok
Beijing
Hong Kong*
Shanghai
Taipei
Seoul
Phuket
Tokyo
Singapore
Mumbai
Ho Chi Minh City
Jakarta
Kuala Lumpur*

Australia

Sydney*

*Forum to be held in 2016, 2017 and 2018



A LEGACY OF PROMINENCE

The Wharton Global Forums attract a diverse array of participants and speakers from the private and public sectors. These individuals represent a range of industries and experiences—from international executives to up-and-coming entrepreneurs, from presidents of nations to nonprofit leaders. Together, they contribute a wealth of knowledge from a variety of perspectives.

Past Wharton Global Forum speakers include:



Dr. Zeti Akhtar Aziz
*Governor for the Central Bank
of Malaysia*



Al Gore
*45th Vice President of the United
States*



Dr. Boediono
*Vice President
Republic of Indonesia*



Jon M. Huntsman Jr.
*Former Governor of the State of Utah
Former US Ambassador to the
People's Republic of China
Former US Ambassador to Singapore*



**Ricardo Alberto
Martinelli Berrocal**
*President of the Republic
of Panama*



Mari Pangestu
*Minister of Tourism and
Creative Industries
Republic of Indonesia*



Yoon-Dae Euh
*Chairman
Presidential Council on Nation
Branding, Korea*



Corrado Passera
*Minister of Economic Development,
Infrastructure, and Transport
Government of Italy*

GLOBAL FORUM AMSTERDAM 2016

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FORUM ATTENDEES

A Global Audience 2009-2015

Among the countries represented at past forums are:



Albania
Argentina
Australia
Austria
Bahamas
Barbados
Belgium
Brazil
Bulgaria
Cambodia
Canada
Chile
China
Colombia
Costa Rica
Czech Republic
Denmark
Dominican Republic
East Timor
Egypt
El Salvador

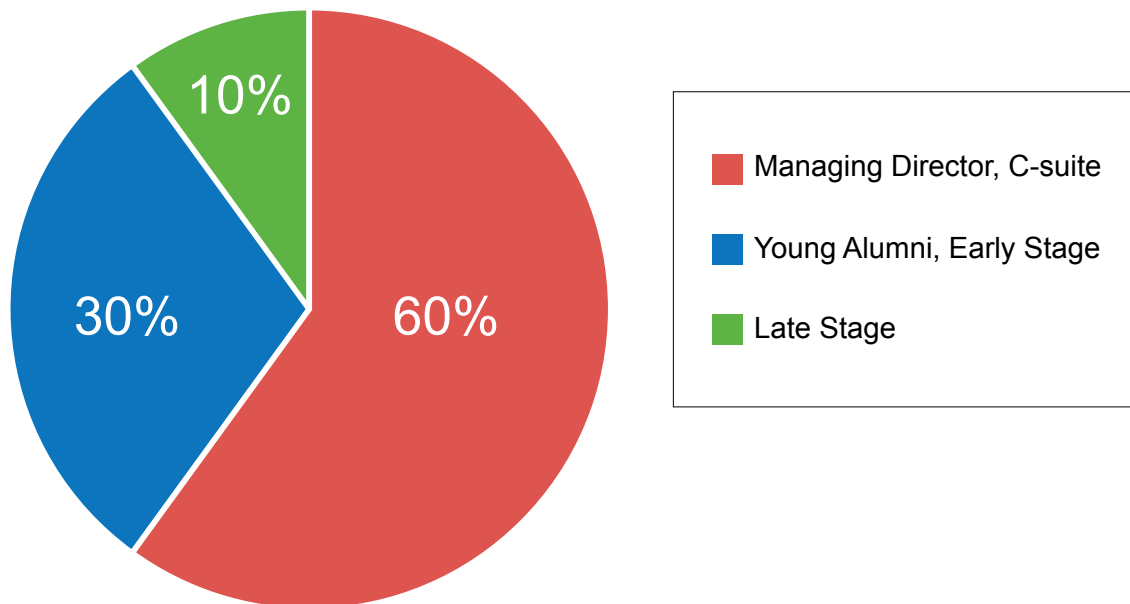
England
Ethiopia
Finland
France
Georgia
Germany
Greece
Honduras
Hong Kong
India
Indonesia
Israel
Italy
Jamaica
Japan
Kazakhstan
Kenya
Korea
Kuwait
Lebanon
Lithuania

Luxembourg
Macau
Malaysia
Mauritius
Mexico
Monaco
Morocco
Netherlands
New Zealand
Nicaragua
Nigeria
Pakistan
Panama
Peru
Philippines
Poland
Portugal
Puerto Rico
Romania
Russia
Rwanda

Saudi Arabia
Singapore
South Africa
Spain
Suriname
Sweden
Switzerland
Taiwan
Tanzania
Thailand
Trinidad and Tobago
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Venezuela
Vietnam

FORUM ATTENDEES

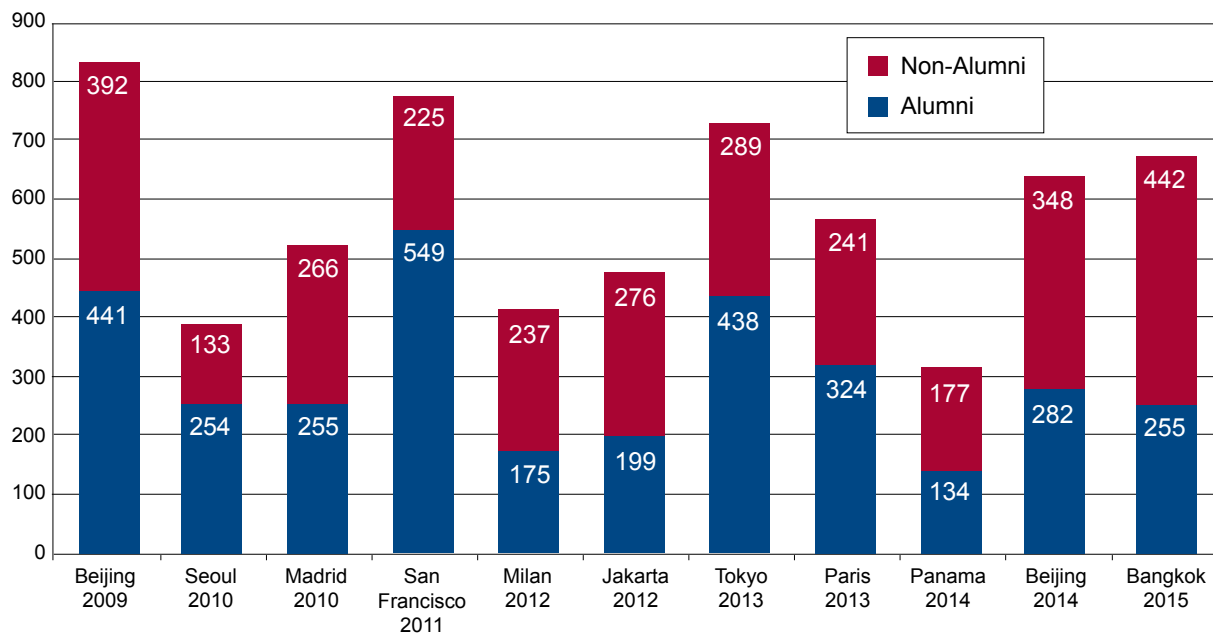
**Global Forum Participant Career Stage
2009-2015**



GLOBAL FORUM AMSTERDAM 2016

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Global Forum Registration Numbers 2009-2015





SPONSORSHIP OPPORTUNITIES

We welcome your participation in the following select sponsorship opportunities through this high-profile event.

Through your sponsorship, you will have an opportunity to connect with some of the leading experts in business, government, and academia. Other benefits include the following:

- Access thought leadership from Wharton's preeminent faculty;
- Generate visibility for your organization among captive members of the Forum audience and throughout the broader business community; and
- Engage with Wharton alumni and other leaders in the public and private sector from around the globe

Sponsorship opportunities are available at the following levels of distinction.

GLOBAL FORUM AMSTERDAM 2016 JUNE 22-23

Lead Sponsorship

US\$50,000

The Forum's **Lead Sponsors** receive substantial recognition throughout the Forum.

Benefits

- Opportunity to participate as a keynote speaker or panelist, or to designate a keynote speaker or panelist
- Prominent recognition on the Forum's website and e-communications, which are heavily promoted among an elite population of business leaders
- Prominent signage throughout the venue
- Complimentary exhibition booth
- Ten (10) complimentary passes
- Recognition as a member of the Wharton Partnership*

**see back of booklet for details*



SPONSORSHIP OPPORTUNITIES

Platinum Sponsors

US\$25,000

The Forum's **Platinum Sponsors** receive substantial recognition throughout the Forum.

Benefits

- Opportunity to participate as a panelist, or to designate a panelist
- Prominent recognition on the Forum's website, which is heavily promoted among an elite population of business leaders
- Signage throughout the venue
- Complimentary exhibition booth
- Five (5) complimentary passes
- Recognition as a member of the Wharton Partnership*

**see back of booklet for details*

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Gold Sponsors

US\$15,000

The Forum's **Gold Sponsors** receive substantial recognition throughout the Forum.

Benefits

- Recognition on the Forum's website, which is heavily promoted among an elite population of business leaders
- Signage throughout the venue
- Complimentary exhibition booth
- Five (5) complimentary passes
- Recognition as a member of the Wharton Partnership*

**see back of booklet for details*



SPONSORSHIP OPPORTUNITIES

Silver Sponsors

US\$10,000

The Forum's **Silver Sponsors** receive recognition throughout the Forum.

Benefits

- Recognition on the Forum's website, which is heavily promoted among an elite population of business leaders
- Signage throughout the venue
- Complimentary exhibition booth
- Two (2) complimentary passes
- Recognition as a member of the Wharton Partnership*

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Product Sponsors

Various Amounts

Product Sponsors provide specific products or services for the Forum. Products may include items for the attendee gift bags or tourism packages for registrants.

The benefits of product sponsorship vary according to the product or service provided and the monetary value of the product or service.



WHARTON PARTNERSHIP

Corporations and foundations providing annual financial support of \$10,000 or more to the Wharton Global Forum will be recognized as members of the Wharton Partnership.

The Wharton Partnership is the Wharton School's program for fostering industry/academic collaboration.

Partner corporations and foundations provide the Wharton School with support for research centers and initiatives, events such as the Wharton Global Forums, student and faculty research, curriculum development, and much more. Wharton Partners are invaluable to the School's continued innovation the generation and dissemination in business knowledge. The School forges an individualized alliance with each Partner, creating powerful advantages for exceptional visibility and dynamic exchanges of knowledge within the Wharton community.

Through mutually beneficial, multidimensional interactions, Wharton Partners are the most active, best informed, and consistently visible organizations at the School.

Learn more: [**wharton.upenn.edu/partnership**](https://wharton.upenn.edu/partnership)



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MEDIA EXPOSURE

In Social Media, 650 posts related to the 2014 Beijing Forum were posted on Sina Weibo, which covered almost all of the speeches and panel discussions. In addition, a number of posts were tweeted by invited domestic media, such as Sina Finance, Caijing Radie Beijing, etc. All the Weibo posts have generated nearly 2,240 reposts and 900 comments.

Past Forums have generated media presence in the following:

Les Échos

AEF Publicite Et Communication

Le Figaro

Challenges: The Magazine of Economic Affairs

Elite Reference: China Media Guide

Reuters

Sina Finance

Caijing Finance and Economics Magazine

Radio Beijing

