



U.S. COMMERCIAL SERVICE
 American Consulate General
 26 Garden Road, Central, Hong Kong
 Tel: (852) 2521-1467 Fax: (852) 2845-9800

Real Estate

AREAS.

*"American Real Estate and Services" (AREAS)
 @ MIPIM ASIA, September 27 – 29, 2006 @
 Hong Kong Convention and Exhibition Center*

The "American Real Estate and Services" (AREAS) pavilion will promote specific commercial, industrial and residential real estate portfolios as well as highlight services available to support real estate transactions. It includes: a 3-day exhibition; a 2-day seminar; one-on-one meetings for U.S. service providers to find Asian agents/distributors, buyers or partners; exclusive receptions, and networking functions.

Exhibition space: Booths (each measures 3m x 3m) at \$U.S. 7,500 each and smaller kiosks at \$U.S. 3,400 each are being offered on a first-come, first-served basis for U.S. States and business service providers. The booth or kiosk cost includes: (1) an invitation to an exclusive VIP reception with key Asian investors, (2) a company listing in the MIPIM ASIA and the American Consulate's exhibitors' guides, (3) the registration fee at MIPIM ASIA, and (4) a company profile to be posted on MIPIM ASIA's and the U.S. Commercial Service's websites.

Seminars: 14 half-hour panel presentation slots are being offered at \$U.S. 1,000 each, during the seminar portion of the show. Seminars focus on taxation, visas, financing, environmental regulations, legal requirements and state and local investment incentives in the U.S.. These seminars provide opportunities for U.S. business service providers to promote their delegations and/or services. 8 slots are reserved for U.S. States and Economic Development Agencies.

One-on-one meetings* (Commercial Service Hong Kong Gold Key Service): \$U.S. 765 per day of four pre-arranged, customized appointments.

*(*This is an additional cost not included in the cost of the exhibition or seminar. This option is only being offered to U.S. real estate-related service providers, e.g., brokers, bankers, insurers, lawyers, architects, engineers, etc. or U.S. property owners or developers that are accompanied by one or more such real estate-related service providers.)*

High Profile Sponsorship Opportunities:

- Platinum sponsorship: \$U.S. 50,000, each package includes:
- 1 speaking opportunity at the Consulate-hosted dinner for key investors.
 - 8 invitations to the Consulate-hosted private reception.
 - 10 invitations to the opening reception.
 - 1 speaker's slot at the seminar.
 - 2 moderator's slots at the seminar.
 - 1 speaking slot at the Consulate-organized press conference.
 - Co-branding on AREAS event marketing materials.

- Gold sponsorship: \$U.S. 25,000, each package includes:
- 2 invitations to the Consulate-hosted dinner with key investors.
 - 5 invitations to the Consulate-hosted private reception.
 - 7 invitations to the opening reception.
 - 1 speaker's slot at the seminar.
 - 1 moderator's slot at the seminar.
 - 1 speaking slot at the Consulate-organized press conference.
 - Co-branding on AREAS event marketing materials.

- Silver sponsorship: \$U.S. 15,000, each package includes:
- 1 invitation to the Consulate-hosted dinner.
 - 3 invitations to the Consulate-hosted private reception.
 - 5 invitations to the opening reception.
 - 1 speaker's slot at the seminar.
 - Attendance at the Consulate-organized press conference.
 - Co-branding on AREAS event marketing materials.





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A.R.E.A.S.

Reply Form

Step 1: Reservation ASAP: Please fax a completed copy of this form to 852-2845-9800 for the attention of Ms. Elanna Tam for each participating company and its executives. Please indicate your areas of interest:

- Booth Kiosk Speaker's slot One-on-One Meetings

Name:	Title:	
Organization:		
Address:		
Telephone: ()	Fax: ()	E-mail:

Step 2: Payment by May 19th 2006:

Registration closes on **May 19, 2006**. A deposit of 30% must be paid upon registration, followed by 50% on May 19, 2006 and then 20% on July 19, 2006.

The U.S. Commercial Service reserves the right to ensure U.S. geographic diversity of companies participating in this event. In addition, booths will be made available on a first-come-first-served basis, with a 25% cap on the total number of booths showcasing residential properties.

For further information, please do not hesitate to contact Elanna Tam, Commercial Specialist, U.S. Commercial Service at tel: (852) 2521-5950, fax: (852) 2845-9800

email: Elanna.tam@mail.doc.gov

mail: U.S. Commercial Service, 26 Garden Road, Central, Hong Kong

web: http://www.buyusa.gov/hongkong/en/areas_main.html

Payment Methods:

Method 1: By U.S. dollar check made payable to "International Trade Administration"

Method 2: Payment by credit card to "International Trade Administration"

Name of Card Holder:	
Card Number:	Expiration Date:

Check One or More (optional):

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Platinum Sponsorship \$U.S. 50,000 | Number of Sponsorship Packages ____ |
| <input type="checkbox"/> Gold Sponsorship \$U.S. 25,000 | Number of Sponsorship Packages ____ |
| <input type="checkbox"/> Silver Sponsorship \$U.S. 15,000 | Number of Sponsorship Packages ____ |