

IPRA INTERNATIONAL CONFERENCE 2010

Global Reach Regional Leadership

HOTEL MULIA, JAKARTA, INDONESIA 2-4 FEBRUARY 2010



International Conference 2010
Jakarta, 2-4 February 2010

SPONSORSHIP PROPOSAL

IPRA 2010 INTERNATIONAL CONFERENCE

Theme:

“ Global Reach, Regional Leadership ”

2-4 February 2010, Hotel Mulia, Jakarta - Indonesia

Hosted by:



TABLE OF CONTENTS

A. GENERAL INFORMATION

1. Background of IPRA
2. Target Participants
3. IPRA International Conference Committee
4. Local Organizing Committee

B. OVERALL PROGRAM

C. SPONSORSHIP PACKAGE

D. FORM

A. GENERAL INFORMATION

Background of IPRA

International Public Relations Association (IPRA) is the world's solely association for individual membership for senior public relations practitioners. IPRA offers a unique opportunity to its members to network with 1,000 top level professionals from over 100 countries in the ever-evolving business and social communications. IPRA was established in 1955 and with 55 years of experience in sharing and promoting professional and intellectual leadership, IPRA provides exchange of information and co-operation aimed at enhancing the role of public relations in building harmonious relationship among people of different cultures and heritage. As public relations grows and flourishes in a future of South East Asian countries, the standard upheld by IPRA and exercised by IPRA's members in this region will be the foundation of sharing regional worldviews and leadership.

IPRA Council has met periodically, and Council meetings have been held in big cities around the world and in Asian cities were Hong Kong (1980), Tokyo (1986), Hong Kong (1992), Kuala Lumpur (1995), Tokyo (1999), and Jakarta (2010).

IPRA Past Presidents in the last ten years were from USA (2000), United Kingdom (2001), Mauritius (2002), Turkey (2003), USA (2004), Belgium (2005), Egypt (2006), Belgium (2007), USA (2008), Bulgaria (2009) and Indonesia (2010). Indonesia will be the third country after India (1979, 1989, 1998), and Japan (1999) to assume the leadership position in this world professional organization

The significant momentum of 2010 for Indonesia

Having been active in providing intellectual leadership and conducting professional development opportunities since 1980s, Indonesia has the high honor to assume the role of IPRA President 2010.

After the success of IPRA Regional Conference in Bali in September 2007, attended by 200 delegates from 22 countries – in coincide with the IPRA 2010 Presidential Inauguration, Board and Council meetings, Indonesia is in the strong point to host an international conference along with neighboring countries in this South East Asian region.

This is a rare opportunity that not to be missed by

- The Indonesian government through the related governmental offices and state-owned companies
- The Indonesian business society, related industries and media experts
- The foreign companies, multinational enterprises operating in Indonesia
- The Indonesian public relations industry : consultancy, education and professional organizations ;

so as to strengthening the leadership position of Indonesia in the South East Asian Region in terms of world's recognition through public relations industrial development.

This conference has received strong support from several prominent parties, the Government of the Republic of Indonesia: the Governor of DKI Jakarta, the Foreign, Tourism, Communication and Information Ministry, national public relations organizations, corporate entities, with national and international media.

Objectives of IPRA International Conference

- To bring distinguished speakers, regional and international, business leaders, industry association, the nonprofit sectors, professional organizations, media technology experts to speak on the various topics revolving around the trends and challenges of public relations of different industries in various countries in coping with the impact of global economic crisis.
- To provide a deeper understanding of public relations and leadership management on how to strategically manage the corporate public relations function
- To showcase regional success in coping with global economic crisis

Theme

GLOBAL REACH, REGIONAL LEADERSHIP

Sub themes

- Global Economic Crisis: The role of Public Relations in Restoring Trust
- Economic Turbulence: How Public Relations Contribute to the Solution
- Developing New Business Leaders: The role of Public Relations Education
- Corporate Social Responsibility: Global Application
- Ethics and Professionalism: Global Performance Standard of Public Relations
- Social Media: Its Challenges and Opportunities for Corporate Reputation
- Enhancing Global Reputation by Empowering Regional Leadership

Target audience

- CEOs speak and attend the conference
- Broad and diverse audience, public sector, private, NGOs, education
- Build awareness of IPRA leadership, invite more senior members to join
- Jakarta Declaration / Memorandum 2010 – global / regional empowerment

Delegates

The conference is open to company and business executives, CEOs, public relations practitioners, academics through leaders, members of media and related organization. All participants will benefit from a deeper understanding of the significant role of public relations in leadership management and why the South East Asian region should be empowered to build strong relationships and cooperation throughout various regions of the world.

Some 350 delegates are expected to attend the conference, 100 foreign and 250 local participants.

Speakers among others:

Ahmad Fuad Afdhal	Director, AFA Com, IPRA National Chair	Indonesia
Agus Martowardojo*	President Director, Bank Mandiri, Tbk	Indonesia
Chadd McLisky	Chairman, IndoPacific Edelman	Indonesia
Dino Patti Djalal*	Co Founder, Modernisator Indonesia	Indonesia
Don W. Stacks	Professor of Communications, Miami University	USA
Elizabeth G. Ananto	IPRA President 2010, Trisakti University	Indonesia
Emirsyah Satar*	President Director, Garuda Indonesia	Indonesia
Faisal Al Zahrani	IPRA Gulf Chapter, Saudi Aramco	Saudi Arabia
James Grunig	Professor Emeritus, Maryland University	USA
John Arnold	President Director, APCO Worldwide	Indonesia
Harijv Singh	Co-Chair - Gunterberg Communications,	India
Karen Agustiawan*	President Director, PT Pertamina (Persero)	Indonesia
Larissa Grunig	Professor Emerita, Maryland University	USA
Loula Zaklama	President - Rada Research,	Egypt
Maria Gergova	IPRA President 2009, Director United Partners	Bulgaria
Michael D. Ruslim*	President Director, PT Astra International, Tbk	Indonesia
Michael Okereke	Chairman, Mike Okereke Consulting Ltd.	Nigeria
Noke Kiroyan	Managing Partner, Kiroyan Partners	Indonesia
Paul Homes	Chairman, Paul Homes Report	USA
Peter Mutie	Chairman of the Public Relations Society of Kenya	Kenya
Prema Sagar	Founder & President , Genesis Burson Marsteller	India
Richard Linning	IPRA President elect 2011	UK
Robert W. Grupp	IPRA Past President, President Institute of PR	USA
Roger Hayes	IPRA Past President, Senior Counselor APCO Worldwide	UK
Serge Dumont	Senior VP Asia Pacific, Omnicom Group Inc	China
Sri Mulyani Indrawati*	Coordinator Minister of Finance, Republic of Indonesia	Indonesia
Takashi Inoue*	President Director, Inoue Public Relations Inc	Japan
Zehra Güngör	Director - Stage PR	Turkey

*proposed, waiting for confirmation

IPRA Jakarta 2010 Committee

IPRA International

- Elizabeth Goenawan Ananto – IPRA President 2010 Indonesia
- Robert W. Grupp – IPRA President 2008 USA
- Melek Manisali – IPRA Board Member Turkey
- Loula Zaklama – IPRA Past President Egypt
- Jim Holt – IPRA CEO United Kingdom
- Ahmad Fuad Afdhal – IPRA National Chair Indonesia

Local Organizing Committee

Coordinating Committee



Hosting Committee



Conference Organizer



Media Relations



Government Relations



Supporters

- Indonesian Public Relations Association (PERHUMAS)
- Association of Public Relations Companies of Indonesia (APPRI)
- Department of Culture and Tourism of the Republic of Indonesia
- Jakarta Provincial Government – DKI Jakarta
- Garuda Indonesia - Official airline
- Trisakti University - MM Communication

B. OVERALL PROGRAM

Pre – conference

1st February 2010 Executives/ CEOs Luncheon with the Grunigs

2nd February 2010 Board and Council Meeting
IPRA Presidential Inauguration, Welcome Reception

Conference 3rd February 2010

Official Opening, President of Republic of Indonesia *

Plenary Sessions

Concurrent Sessions – Panel Discussion

IPRA Indonesia Awards – Gala Dinner

Conference 4th February 2010

Plenary Sessions

Concurrent Sessions – Workshops

Jakarta Declaration

IPRA Farewell Dinner

Post Conference 5th February 2010

The Grunigs Grand Lecture

Venue :

Ballroom, Hotel Mulia, Jakarta

C. SPONSORSHIP PACKAGE

Exclusive Sponsor

Investment : US\$ 50,000

Available only for 1 sponsor/ single sponsor

Compensation offered:

- Raw space of 11m2 at the exhibition area, Hotel Mulia (Code A)
- Opportunity to speak at International Conference
- Opportunity to speak at the Press Conference and Media Gatherings
- Logo display at Press Conference and Media Gatherings backdrop/ banner
- Full page color advertisement inside front cover of Final Announcement
- Full page color advertisement inside front cover of Program Book
- Company profile of 7 minutes maximum at the Plenary before Conference session begins
- Complimentary 3 (three) executives for one year IPRA membership for 2010
- Complimentary 10 (ten) tickets for IPRA Presidential Inauguration
- Complimentary 1 (one) VVIP table of 8 for CEOs forum
- Complimentary 10 (ten) tickets for the IPRA International Conference
- Complimentary 1 (one) VVIP table of 8 on IPRA Indonesia Gala Dinner
- Stage announcement at the opening ceremony by Master of Ceremony
- Acknowledgement in the Conference website, Final Announcement and Program Book as Exclusive Sponsor
- Company logo at the backdrop of the Conference room
- Insertion of promotional brochures and gifts from sponsor in the Delegate Bag

Premium Sponsor

Investment : US\$ 30,000

Available for 2 sponsors

Compensation offered:

- Raw space of 3 x 3 meters (9 m2) at the exhibition area, Hotel Mulia (Code B1-B2)
- Opportunity to speak at International Conference
- Opportunity to speak at the Press Conference and Media Gatherings
- Logo display at Press Conference and Media Gatherings backdrop/ banner
- Full page color advertisement inside back cover of Final Announcement
- Full page color advertisement inside back cover of Program Book
- Company profile of 5 minutes maximum at the Plenary before Conference session begins
- Complimentary 2 (two) executives for one year IPRA membership for 2010
- Complimentary 7 (seven) tickets for IPRA Presidential Inauguration
- Complimentary 5 (five) VVIP tickets for CEOs forum
- Complimentary 7 (seven) tickets for the IPRA International Conference
- Complimentary 1 (one) VVIP table of 8 on IPRA Indonesia Gala Dinner
- Stage announcement at the opening ceremony by Master of Ceremony
- Acknowledgement in the Conference website, Final Announcement and Program Book as Premium Sponsor
- Company logo at the backdrop of the Conference room
- Insertion of promotional brochures and gifts from sponsor in the Delegate Bag

Diamond Sponsor

Investment : US\$ 20,000

Available for 2 sponsors

Compensation offered:

- Raw space of 4x2 meters (8 m²) at the exhibition area, Hotel Mulia (Code C1-C2)
- Opportunity to speak at International Conference
- Opportunity to speak at the Press Conference and Media Gatherings
- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 1 (one) executives for one year IPRA membership for 2010
- Complimentary 5 (five) tickets for IPRA Presidential Inauguration
- Complimentary 3 (three) VVIP tickets for CEOs forum
- Complimentary 5 (five) tickets for the IPRA International Conference
- Complimentary 1 (one) VVIP table of 8 on IPRA Indonesia Gala Dinner
- Stage announcement at the opening ceremony by Master of Ceremony
- Acknowledgement in the Conference website, Final Announcement and Program Book as Diamond Sponsor
- Company logo at the backdrop of the Conference room
- Insertion of promotional brochures and gifts from sponsor in the Delegate Bag

Gold Sponsor

Investment : US\$ 10,000

Available for 2 sponsors

Compensation offered:

- Raw space of 3x 2 meters (6 m²) at the exhibition area, Hotel Mulia (Code D1-D2)
- Opportunity to speak at International Conference
- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 3 (three) VVIP tickets for IPRA Presidential Inauguration
- Complimentary 2 (two) VVIP tickets for CEOs forum
- Complimentary 3 (three) tickets for the IPRA International Conference
- Complimentary 5 (five) tickets for IPRA Indonesia Gala Dinner
- Stage announcement at the opening ceremony by Master of Ceremony
- Acknowledgement in the Conference website, Final Announcement and Program Book as Gold Sponsor
- Company logo at the backdrop of the Conference room
- Insertion of promotional brochures and gifts from sponsor in the Delegate Bag

Luncheon Speaker

Investment : US\$ 10,000

Available for 1 sponsor

Date : 3 or 4 February 2010
Time : 12.30 – 13.30
Venue : Hotel Mulia
Audience : 350 participants

Topics and speakers must be approved by the Organizing Committee.
The sponsoring company will bear the costs of speakers : travel expenses, accommodation, and honoraria (if any).

Compensation offered:

- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 3 (three) VVIP tickets for IPRA Presidential Inauguration
- Complimentary 3 (three) VVIP tickets for the IPRA International Conference
- Acknowledgement in the Conference website, Final Announcement and Program Book
- Distribution of company brochures or gifts during Lunch

IPRA 2010 Dinner

Investment : US\$ 20,000

Available for 1 sponsor

This is the major social and networking event of IPRA 2010. It will be open to all the attendees and their accompanying persons. The cost is for food, beverage and entertainment for up to 400 delegates.

Date : 4 February 2010
Venue : Tba
Audience : 350 participants

Compensation offered:

- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 1 (one) executives for one year IPRA membership for 2010
- Complimentary 2 (two) VVIP table of 8 on IPRA Indonesia Gala Dinner
- Complimentary 5 (five) VVIP tickets for IPRA Presidential Inauguration
- Complimentary 3 (three) tickets for CEOs forum
- Complimentary 5 (five) tickets for the IPRA International Conference
- Opportunity to present welcome speech at the dinner program (5')
- Stage announcement by Master Ceremony
- Acknowledgement in the Conference website, Final Announcement and Program Book
- Invitation card provided by the organizer with company name and logo
- Company logo at the backdrop of the Dinner venue
- Distribution of company brochures or gifts during Dinner program
- Insertion of promotional brochures and gifts from sponsor in the Delegate Bag

Executives/ CEOs Luncheon with The Grunigs Investment : US\$ 15,000

Available for 1 sponsor

Date : 1 February 2010
Time : 11.00 – 14.00
Venue : Hotel Mulia
Audience : 100 participants

Compensation offered:

- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 2 (two) VVIP table of 8 on CEOs forum
- Complimentary 3 (three) VVIP tickets for IPRA Presidential Inauguration
- Complimentary 5 (five) tickets for the IPRA International Conference
- Complimentary 3 (three) tickets for IPRA Indonesia Gala Dinner
- Opportunity to present welcome speech at the CEOs forum (5')
- Opportunity to display company commercial clip during the luncheon (equipment and material provided by sponsor)
- Stage announcement by Master Ceremony
- Invitation card provided by the organizer with company name and logo
- Company logo at the backdrop of the CEOs forum venue
- Distribution of company brochures or gifts during CEOs forum

The Grunigs Grand Lecture Investment : US\$ 15,000

Available for 1 sponsor

Date : 5 February 2010
Time : 09.00 – 14.00
Venue : Nikko Hotel
Audience : 500 participants

Compensation offered:

- Full page color advertisement inside the Final Announcement (Run of the page)
- Full page color advertisement inside the Program Book (Run of the page)
- Complimentary 1 (one) VVIP table of 8 on CEOs forum
- Complimentary 20 (twenty) VVIP tickets for The Grunigs Grand Lecture
- Complimentary 3 (three) VVIP tickets for IPRA Presidential Inauguration
- Complimentary 5 (five) tickets for the IPRA International Conference
- Complimentary 3 (three) tickets for IPRA Indonesia Gala Dinner
- Opportunity to present welcome speech at (5')
- Opportunity to display company commercial clip during the program (equipment and material provided by sponsor)
- Stage announcement by Master Ceremony
- Invitation card provided by the organizer with company name and logo
- Company logo at the backdrop of the Grunigs Grand Lecture venue
- Distribution of company brochures or gifts during the Grunigs Grand Lecture

Supporting Sponsor A

Investment : US\$ 5,000

Unlimited Sponsor

Compensation offered:

- Full page color advertisement inside the Final Announcement (Run of the page)
- Complimentary 4 (four) tickets for the IPRA Presidential Inauguration
- Complimentary 4 (four) tickets for IPRA International Conference
- Complimentary 4 (four) tickets for IPRA Indonesia Gala Dinner
- Acknowledgement in the Conference website, Final Announcement and Program Book

Supporting Sponsor B

Investment : US\$ 2,500

Unlimited Sponsor

Compensation offered:

- ½ page color advertisement inside the Final Announcement (Run of the page)
- Complimentary 2 (two) tickets for the IPRA Presidential Inauguration
- Complimentary 2 (two) tickets for IPRA International Conference
- Complimentary 2 (two) tickets for IPRA Indonesia Gala Dinner
- Acknowledgement in the Conference website, Final Announcement and Program Book

REMARKS:

- The size of company's logo, profile and other publication & advertisements will appear in accordance with sponsorship category
- Time limit for company's profile & logo submission is on **December 15, 2009** for printing purpose
- Complete proof of compensation will be delivered to the Sponsors at the latest one month after the Conference

PAYMENT METHOD

Sponsorship Package:

- 1st payment of 50% to be made upon signed confirmation of sponsorship
- 2nd payment of 50% to be made by **November 30, 2009** at the latest

Your payment should be addressed to:

Account Name : PT. Multi Taruna Sejati – IPRA 2010
USD \$ Account # : 123 0005437597
IDR Account # : 123 0005437571
Name of Bank : Bank Mandiri Branch. Universitas YARSI – Jakarta
Swift Code : BMRIIDJA
Bank Address : Universitas YARSI , Jl. Jend. Soeprapto, Jakarta, Indonesia

Sponsorship Confirmation Form

Please return the form to organizer:

Secretariat **IPRA 2010 INTERNATIONAL CONFERENCE**

c/o. **PT. Multi Taruna Sejati**

Jl. Tebet Utara II G No. 21 Jakarta 12820

Tel. +62 21 83792121

Fax. +62 21 83793131

Email. secretariat@ipra2010jakarta.com

Contact Persons: Ms. Intan T. Senduk (0812 921 9981)

YES, we are interested in the following sponsorship(s) at the **IPRA 2010 INTERNATIONAL CONFERENCE** at Hotel Mulia, Jakarta - Indonesia.

I, the undersigned, certify that I am authorized to sign this Confirmation Form on behalf of the company specified below.

Name : _____
Position : _____
Company : _____
Address : _____
Tel. : _____ Fax.: _____
Email : _____ HP: _____

Sponsorship Package : (Please tick as appropriate)

- | | | | |
|------------------------------------|------------|--|------------|
| <input type="checkbox"/> EXCLUSIVE | USD 50,000 | <input type="checkbox"/> LUNCHEON SPEAKER | USD 10,000 |
| <input type="checkbox"/> PREMIUM | USD 30,000 | <input type="checkbox"/> IPRA 2010 DINNER | USD 20,000 |
| <input type="checkbox"/> DIAMOND | USD 20,000 | <input type="checkbox"/> Executives/CEOs Luncheon | USD 15,000 |
| <input type="checkbox"/> GOLD | USD 10,000 | <input type="checkbox"/> The Grunigs Grand Lecture | USD 15,000 |
| | | <input type="checkbox"/> Supporting Sponsor A | USD 5,000 |
| | | <input type="checkbox"/> Supporting Sponsor B | USD 2,500 |

Please note that the Organizing Committee should receive the payment in FULL AMOUNT by **November 30, 2009** at the latest.

Payment Method

Your payment should be addressed to:

Account Name : PT. Multi Taruna Sejati – IPRA 2010
USD \$ Account # : 123 0005437597
IDR Account # : 123 0005437571
Name of Bank : Bank Mandiri Branch. Universitas YARSI – Jakarta
Swift Code : BMRIIDJA
Bank Address : Universitas YARSI , Jl. Jend. Soeprapto, Jakarta, Indonesia

Signature, Date:.....

(_____)
Company Stamp & Full Name

SECRETARIAT :

IPRA 2010 INTERNATIONAL CONFERENCE

c/o. PT. Multi Taruna Sejati

Jl. Tebet Utara II G No. 21 Jakarta 12820

Tel. +62 21 83792121

Fax. +62 21 83793131

Email. secretariat@ipra2010jakarta.com

Contact Person:

Ms. Intan T. Senduk Mobile Phone: +62 812 9219981

Ms. Yustien Mobile Phone: +62 812 80757915