



Ultimate Barista Challenge® China – Showdown! Sponsorship Opportunities at FHC Beijing 2009

FHC Beijing is China's oldest and most prestigious imported food, drink & hospitality event. First established in 1994, FHC Beijing caters to **Beijing & North East China's** coffee industries from Beijing, Tianjin, Qingdao, Dalian, Shenyang and Harbin.

The **Ultimate Barista Challenge® China - Showdown!** is unlike any food or coffee competition seen before with a unique format of diverse short challenges designed to entertain and amaze spectators, highlighting skills, companies and products that will improve coffee quality and bottom line profits in food & hospitality service, restaurants and cafés. Ultimate Baristi are professional competition baristi who compete in a new exciting dueling format on the main exhibition floor where attendance is highest!

Place your business, products and services in front of thousands of buyers, decision-making restaurant and hospitality executives, with a sponsorship of the Ultimate Barista Challenge® China - Showdown!; the newest coffee & espresso competition concept.

Ultimate Barista Challenge® China - Showdown! Events at FHC Beijing 2009 include:

- **Latte Art Challenge**
- **Espresso Frappe Challenge**
- **Espresso Cocktail Challenge**
- **Best of Brew Challenge- Drip/French Press coffee competition**
- **Demonstrations and Sampling by Ultimate Baristi and Sherri Johns featuring products and equipment of sponsors**

The Ultimate Barista Challenge® is featured at FHC China, FHC Beijing, Korea and 5 major food shows in the USA. Other countries signing up now for this one of a kind new and exciting coffee and espresso competition!



9 - 11 June 2009 ♦ The NEW HALL, China National Agriculture Exhibition Centre, Beijing

Ultimate Barista Challenge® China - Showdown Sponsorships

Check box to select sponsorship category (please tick as many boxes as desired)

Gold Sponsor – USD \$1,500 per item per show

- Roasted Coffee Beans**
- Espresso Machines / Grinders**

Benefits Include:

- ✓ Your logo will be included in show UBC Sponsorship Banner with large font and displayed in prominent location of event
- ✓ Opportunity to provide Gift for all challengers and champions presented at awards ceremonies
- ✓ Your company representative will be on stage to present Medallion or Gift to Champions in one Challenge Category
- ✓ We feature your Product via Slide Show and/or 2 – 3 Minute DVD Advertisement; provided by Sponsor at prominent location on UBC Stage Plasma Screens
- ✓ Use of UBC Marks and Logos (including Internet) up to 2009 FHC Shanghai
- ✓ Right of First Refusal for Sponsorship at future UBC China events
- ✓ You'll receive 4 Complimentary Passes to the show
- ✓ Product & Category Exclusivity
- ✓ Presence on FHC Beijing and UBC website
- ✓ Association of your company with the best representatives of Specialty Coffee available today: the "Ultimate Barista"!
- ✓ Company verbal recognition by MC & Event Coordinator throughout event and mentioning of your Booth Number for show attendees/UBC audience
- ✓ Ultimate Barista will demonstrate one or more times, featuring your quality products
- ✓ Your company representative will be invited on stage at opening & closing ceremonies
- ✓ UBC Tabletop display of your sponsor products at UBC Stage area
- ✓ On-Site Signage
- ✓ Company may provide Product Samples & Literature for distribution to participants in the UBC Gift Bags
- ✓ On-Site Sampling
- ✓ Sponsors receive company name included in UBC China Press Release
- ✓ Company receives logo and/or company name included in Press Releases & FHC Beijing email blasts.
- ✓ Sponsor logos listed in FHC Beijing show directory.



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Silver Sponsor – USD \$500 per item per show

- Frappe / Smoothie Mix
- Sugar – Sweeteners
- Paper Cups
- Alcohol
- Bottled Water
- Coffee Roaster Machines
- Cleaners/Detergents
- Ceramic Cups (caffè latte and espresso)
- Glasses
- Dairy
- Baked Items
- Barista Products (i.e.: Steam pitchers, Tools)
- Milk
- Tea
- Drip Coffee Brewers / Grinders
- Blender (mixers)
- Cocoa – Chocolate
- Flavored Syrups
- Cream
- Please feel free to suggest another categories _____

Benefits Include:

- ✓ Your company logo will be included in Gold Category show sponsorship banner displayed in prominent location at UBC
- ✓ Associate your company with the best representatives of coffee available today, the “Ultimate Barista USA/Americas”.
- ✓ Company verbal recognition throughout event and mention your booth number for attendees/UBC audience
- ✓ Product Category Exclusivity
- ✓ You’ll receive 2 Complimentary passes to the show
- ✓ UBC Tabletop display of your sponsored products at the UBC
- ✓ Company may provide Product Samples & Literature for distribution to participants in the UBC Gift Bags.



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Please complete this registration form and return with payment to secure.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____

Country: _____ Postal Code: _____

Phone: _____

Fax: _____ Email: _____

Mobile of contact: _____

Credit Card Number: _____

Expiry: _____

Name on card: _____

I agree to abide by FHC Beijing exhibitor guidelines

Signature: _____

Sponsors must cover costs associated with set up of any equipment or product displays and shipping. Materials and equipment must arrive to the stage area on installation day, not before. Please inform UBC organizers if you require electrical usage.

Please note, sponsors products will be made available to the barista during the UBC, it is not mandatory for the competitors to use the coffee or other items supplied for the challenge. Sponsors products will be demonstrated by the Ultimate Barista during scheduled demonstrations.

Show info: www.FHCbeijing.com.cn , www.ultimatebaristachallenge.com

*****Sponsorship will be confirmed by FHC Beijing once payment is received. Sponsors are on a first come, first serve basis. Once confirmed we will contact your company for its logo.**

Fax competed form to: Mr. Ken Cui @ fax:+ 86 21 6209 5210 or Ken@chinaallworld.com