

Supplier Marketing & Sales 2012

SUPPLIER OPPORTUNITIES



The Forum For
Expatriate Management  TotallyExpat.com

Creating the Environment to Build Relationships and Grow Business

The Forum for Expatriate Management is the global community that brings all sides of the Global Mobility industry together. The FEM is both an online and physical community of Global Mobility Professionals united in one aim: supporting international assignees wherever they are posted.

On-Line – Our members and the broader community use www.TotallyExpat.com, our LinkedIn groups and several FEM social media sites (eg Facebook and Twitter) to access news, post jobs,

share knowledge and to source expert suppliers of services.

In Person – The FEM hold regular Networking Chapter Meetings in over 30 locations in the US, Europe and Asia Chapters; more Chapters are being opened around the world in 2012. In addition to these monthly meetings the industry meets en-mass at our major events (Global Mobility Summits and Totally Expat Shows) several times a year in major cities around the world. The climax for each year is our annual Expatriate Management & Mobility Awards (EMMAs).

Mobility and Relocation: The Beating Heart of Globalization

FEM members enable the globalization of businesses by sending and receiving expertise around the world to fill skill gaps, build new businesses and ensure that talent is developed, supported and retained in the worlds largest multinational groups.

As globalization is one of the biggest trends in society today, Global mobility and membership of FEM is



now more important than ever before.

Need A Service: Have To Buy

Unlike most industries it is imperative for our members to provide essential services to relocate their assignees: these are non-discretionary services. Consequently, sourcing the best service providers is essential as there are a wide range of services required to support the modern assignee:

- Accommodation & Property
- Business Travel Services
- Cross Cultural Training
- Destination Services
- Expatriate Banking
- Expatriate Compensation & Benefits
- Expatriate & Mobility Recruitment
- Foreign Language Training
- Foreign Exchange
- Global Insurance & Pensions
- Global Communication Technologies
- Immigration, Work Permits & Visas
- Expatriate Healthcare
- Expatriate Moving Services
- Expatriate Payroll Services
- Expatriate Schools & Education
- Expatriate Tax Services
- Expatriate Wealth Management
- Relocation Management

FEM Working to Build Your Business

FEM's Supplier Members reads like a who's who in services to the mobility industry, many having been involved since our launch. The Forum for Expatriate Management can offer you that same access, support and sales opportunities. A targeted campaign begins with you selecting one of our Supplier Membership Packages then selecting from a menu of:

- Online sales & marketing campaigns
- Participating in local, regional and global Chapter meetings

- Exhibiting and sponsoring our major events
- Entering, sponsoring and attending The EMMA's
- Commissioning research and reports
- Employing our global mobility consulting services

These options can be accessed individually or one of our Account Managers can develop a bespoke campaign to suit your priorities and budget in one annual package.

“The quality of the attendees was excellent and the day flashed passed. I have participated in many exhibitions where time seems to stand still. ... all those attending were relevant and I made a number of good new contacts.”

European Relocation Association



The Events of Choice For The Mobility Industry

FEM events provide the industry with the essential environment it needs to build strong relationships with suppliers whilst building knowledge and understanding. The success of our Events is based on providing corporate HR professionals with real value so that they can justify taking time out of their enormously hectic schedules.

The FEM's corporate HR members are constantly asking for more information, advice and support and exhibiting or sponsoring our events gives you that opportunity to demonstrate your services, expertise and business proposition. A survey of attendees to the 2011 Totally Expat Show showed:

40.4% of visitors attended "To source new suppliers".

34.4% wanted "To discover new services".

40.4% planned their visit "To attend a specific seminar(s)" - majority presented by FEM Supplier Members.

FEM Events are select, targeted and balanced. We use more personal, intimate venues so exhibitors are easily located. We manage the stand bookings so no one segment of supply dominates the exhibition. We work with the exhibitors to ensure that they gain the maximum exposure in the lead up to, during and after an Event.

FEM Events For 2012

The Totally Expat Shows		
Totally Expat Show - South West USA	Hyatt Regency, Houston, USA	27th February 2012
Totally Expat Show - North East USA	Metropolitan Pavilion, New York, USA	3rd April, 2012
Totally Expat Show - London	Business Design Centre, London, UK	14th May 2012
Totally Expat Show - Mid West USA	Sheraton Chicago Hotel & Towers, Chicago, USA	1st June 2012
The Global Mobility Summits		
Global Mobility Summit - Americas	JW Marriott Las Vegas Resort and Spa, Las Vegas, USA	13th & 14th September 2012
Global Mobility Summit - Europe	Plaza Riverbank, London, UK	19th October 2012
Global Mobility Summit - Asia	Grand Hyatt, Hong Kong	28th and 29th November 2012
EMMA Gala Dinners		
U.S Awards	JW Marriott Las Vegas Resort & Spa, Las Vegas, USA	13th September 2012
European Awards	Plaza Riverbank, London, UK	19th October 2012
Asian Awards	Grand Hyatt, Hong Kong	28th November 2012

Membership 2012

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FEM Membership for Service Providers

Involvement with The Forum for Expatriate Management starts with joining as a Service Provider Member; this is your gateway to gaining access to our Corporate HR Members.

Any of your sales or marketing team can register for a Free Individual Membership on the www.totallyexpat.com website. This simply gives them access to some of our online content, news and

members forum; they will also receive our monthly TotallyExpatNews email.

To be more directly involved with our Corporate members, meet them at networking meetings, promote your services and contribute to FEM then we have 3 different levels available to help you maximise sales opportunities, build brand awareness and demonstrate your expertise to the community.

Regional Supporter Membership (\$12,000 / £7,500)

New for 2012 – are your sales team active in multiple locations? Do you have a team of representatives spread across the USA, Europe or Asia? If so, then the new Regional Supporter Membership is designed for your company and can save you money when joining multiple Chapters.

- 12 months' on-going branding, marketing and PR support.
 - Membership of ALL Chapters in your chosen Region (USA, Europe or Asia).
 - Entitlement for 2 of your team to attend each Chapter meeting in your Region on payment of appropriate attendance fee.
 - Exclusive entitlement to co-host an FEM networking event. Please note that the cost of hosting the event will be borne by you.
- Your logo and hyperlink on the FEM homepage for 1 year.
 - A featured listing in Service Directory ranking above Supplier Members.
 - Access to The FEM Team to develop effective marketing campaigns, including listings of your own events/speaking engagements, development of "affinity programs" or "special offers" for our members. Posting of news releases or other information on the Totally Expat website, promotion and/or hosting of specific content (eg research reports or surveys) and discretionary announcements in our monthly Totally Expat News email.
 - Promotion of special offers and member discounts to FEM Corporate Members.

Supplier Member – Service Provider (\$550 / £350)

For the comparative cost of a short business trip, a small classified advert or a cheap mobile phone you can be a full member of FEM for an entire year!

Paid Supplier Membership gives you and your colleague's access to the wealth of information available in the member's area, plus five category listings in our Service Directory with text keyword search facility. The listing links to a comprehensive profile describing your services, including contact details, a link to your website plus company logo or photo.

Supplier Members are also entitled to attend a nominated Local Chapter to meet with our Corporate Members and network with other Suppliers upon payment of appropriate attendance fee. Supplier members receive news on each Chapter meeting and can register and pay for their chosen meetings online at www.totallyexpat.com/events

Sign up as a Supplier Member with our easy to complete on-line application and payment system. You can write your own profile, add a logo or photograph and pay immediately with VISA or PayPal or contact FEM through sales@totallyexpat.com.



Global Supporter Membership (\$22,500 / £15,000)

Global Supporter Membership is our highest level of promotional package and offers great value as there are no extra charges for Chapter meetings (an increasing value as we continue to expand). As a Global Supporter Member you get all of the benefits of a Regional Supporter, but with all of the following additional benefits:

- Membership of all Chapters worldwide and you will be entitled to send two representatives to all networking events free of charge. (with more Chapters being added all the time).
- We will work with Global Supporter Members to develop a global marketing campaign.
- We can develop surveys of our members to create appropriate content to support Global Supporter Member's market position and provide valuable market information.



- A banner listing in our "Service Directory".
- Top Banner Logo and link on the www.totallyexpat.com Home Page.
- We will contact our members promoting up to 2 of your surveys or other such market intelligence initiative you may wish to

- undertake. (We also have the capability to produce, write and undertake the survey for you for an extra charge.)
- Promotion of special offers and member discounts to FEM Corporate Members.

Tailored Packages

We are happy to tailor a package of membership, events sponsorship, online advertising etc to meet the needs of your marketing/ sales strategy ensuring you get the best out of your membership and involvement at different levels in our events locally or around the globe. These packages can ensure that you qualify for our structured discounts.

To discuss your objectives and identify a solution to meet your requirements please contact your Account Manager or send an email to sales@totallyexpat.com and we will assign an appropriate Account Manager to discuss your options.



Totally Expat Shows 2012



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Totally Expat Show – Sponsorship Opportunities

Totally Expat Shows are designed as regional trade shows with the corporate HR attendee in mind: it offers free entry to all HR professionals, a select exhibition of respected suppliers (both local and national), free educational seminars based on case-studies of real programs, all set in a welcoming and lively environment.

This formula helps us to attract the best possible audience for your business



both in terms of quantity and quality and provides an excellent environment for extended exposure to the audience.

“Congratulations on the Successful event on Monday, I have heard great feedback from the attendees from HCR and would therefore like to find out more information about booking as a lead sponsor for next years event.”

HCR Group

Sponsorship Options for the Totally Expat Show

*All UK prices exclude VAT

US Totally Expat Shows	
Lead Sponsorship Package	\$12,500
Platinum Sponsorship Package	\$9,500
Exhibit Booth (10 by 10 feet)	\$5,500
Exhibit Booth (6 by 10 feet)	\$3,250
Exhibit Booth (6 by 8 feet)	\$2,600

London Totally Expat Show	
Lead Sponsorship Package	£9,000
Platinum Sponsorship Package	£5,500
Exhibit Stand (3 by 2 metres)	£2,750
Exhibit Stand (2 by 2 metres)	£2,000

Sponsorship Options for the Totally Expat Show

Lead Sponsor (\$12,500 / £9,000 plus VAT)

Lead Sponsorship of the Totally Expat Shows includes the following benefits:

- ▶ Exhibition Stand in prime location – 15ft x 15ft booth / 2m x 4m stand
- ▶ Seminar presentation slot
- ▶ Clearly featured as a Lead Sponsor on the cover of the TotallyExpat Show Guide
- ▶ A 150 word profile, contact details and hyperlinked banner advert on the Totally Expat Show Website
- ▶ 60 word editorial and contact details (Name/email/phone/web) in the Totally Expat Show Guide
- ▶ Logo on all Show marketing materials
- ▶ Prominent recognition as a Lead Sponsor in Exhibition Hall
- ▶ 5 Exhibitor passes to attend the full event

Platinum Sponsorship (\$9,500 / £5,500 plus VAT)

Platinum Sponsorship of the Totally Expat Shows includes the following benefits:

- ▶ Exhibition Stand - 10ft x 10ft booth / 2m x 3m stand
- ▶ Seminar presentation slot
- ▶ A 100 word profile, contact details and hyperlinked logo on the Totally Expat Show Website
- ▶ 60 word editorial and contact details (Name/email/phone/web) in the Totally Expat Show Guide
- ▶ Promotional Materials included in the visitors Welcome Pack
- ▶ Logo on all Show marketing materials
- ▶ Recognition as Sponsor in Exhibition Hall
- ▶ 4 Exhibitor passes to attend the full event

Exhibition Stands

All stand packages at the Totally Expat Shows include the following benefits:

- ▶ Exhibition Stand
- ▶ A 50 word profile, contact details and hyperlinked logo on the TotallyExpat Show Website
- ▶ 60 word editorial plus contact details (Name/email/telephone/web) in the Expat Show Guide
- ▶ 2 Exhibitor passes to attend the full event

“... it was a great success, finally we have a global mobility focused exhibition! Overall, we're glad to have participated at this event and am very keen and quite certain we'll sign up again for next year.”

ECA International

Global Mobility Summits 2012



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Global Mobility Summits - Sponsorship Opportunities

We are holding FEM Global Mobility Summits in each major region of the world: USA, Europe and Asia. These events are a chance for the global mobility community to meet together to attend a thought leadership conference, to network with colleagues and leading service providers in an exhibition and celebrate excellence as the annual EMMAs are awarded.

We attract senior members of the corporate HR community through a

variety of approaches. The events are carefully planned to ensure that sponsors have the opportunity for quality time with a predominantly corporate audience (typically 70%).

Sponsorship opportunities range from a presence in the exhibit hall, the opportunity to present in one of the breakout sessions, and taking a leading role in the EMMAs dinner by hosting a table and associating your company's name with one of the night's awards. All of the Summits



offer a captive audience of corporate HR delegates who attend to develop their knowledge and gain guidance from some of the worlds most respected global mobility professionals and service providers.

Global Mobility Summit - Americas	
Lead Sponsorship	\$35,000
Premier Sponsorship	\$17,500
Platinum Sponsorship	\$12,750
Gold Sponsorship	\$ 6,000
Exhibitor	\$ 3,000
EMMA Category Sponsorship	\$ 5,000
Global Mobility Summit - Europe	
Lead Sponsorship	€20,000
Premier Sponsorship	€12,500
Platinum Sponsorship	€ 8,000
Gold Sponsorship	€ 4,000
Exhibitor	€ 2,500
EMMA Category Sponsorship	€ 5,000
Global Mobility Summit - Asia	
Lead Sponsorship	HK\$ 240,000
Premier Sponsorship	HK\$ 160,000
Platinum Sponsorship	HK\$ 100,000
Gold Sponsorship	HK\$ 50,000
Exhibitor	HK\$ 25,000
EMMA Category Sponsorship	HK\$ 60,000

*All prices exclude VAT

Global Mobility Summits - Sponsorship Benefits

Summit Lead Sponsor - (\$35,000 / £20,000 / HK\$240,000)

Lead Sponsorship of either Summit includes the following benefits:

- ▶ Exhibition stand in prime location at Global Mobility Summit (15ft x 15ft / 4m x 4m)
- ▶ Clearly featured as Lead Sponsor with logo in all promotional materials and around the Summit venue
- ▶ Nominate speaker in one of the Plenary Sessions
- ▶ 5 conference passes and 5 exhibitor passes
- ▶ Identified as co-host and Category Sponsor for the EMMAs 2012. (US, European or Asian) – Headline Award – Major Contribution to Global Mobility
- ▶ Top table for 10 people at the EMMAs Gala Dinner (US, European or Asian)
- ▶ A prominent 250 word profile and Logo link on the Global Summit Website (US, European or Asian)
- ▶ Logo and 250 word profile in the Global Summit Guide (US, European or Asian)
- ▶ A prominent 250 word profile and Logo on the Totally Expat EMMAs Website (US, European or Asian)
- ▶ Logo and 250 word profile in the official EMMAs Brochure (US, European or Asian)
- ▶ Promotional Materials in Global Summit Delegate Bag (US, European or Asian)

Summit Premier Sponsor - (\$17,500 / £12,500 / HK\$160,000)

Premier Sponsorship of either Summit includes the following benefits:

- ▶ Exhibition stand in prime location at Global Mobility Summit (6x12ft / 2x4m)
- ▶ Clearly featured as Premier Sponsor with logo in all promotional materials and around the Summit venue
- ▶ Nominate speaker in one of the Break-Out Case Study Seminars
- ▶ 4 conference passes and 4 exhibitor passes
- ▶ Identified as co-host and Category Sponsor for the EMMAs 2011. (US, European or Asian) - Category allocated on a first-come, first-served basis
- ▶ Exclusive table for 10 people at the EMMAs Gala Dinner (US, European or Asian)
- ▶ A prominent 200 word profile and Logo link on the Global Summit Website (US, European or Asian)
- ▶ Logo and 200 word profile in the Global Summit Guide (US, European or Asian)
- ▶ A prominent 200 word profile and Logo on the Totally Expat EMMAs Website. (US, European or Asian)
- ▶ Logo and 200 word profile in the official EMMAs Brochure (US, European or Asian)
- ▶ Promotional Materials in Global Summit Delegate Bag (US, European or Asian)

Summit Platinum Sponsor - (\$12,750 / £8,000 / HK\$100,000)

Platinum Sponsorship of either Summit includes the following benefits:

- ▶ Exhibition stand in prime location at The Global Mobility Summit (6x12ft / 2x3m)
- ▶ Clearly featured as Platinum Sponsor with logo in all promotional materials, including The Summit Guide and around The Summit venue
- ▶ Nominate speaker in one of the Break-Out Case Study Seminars
- ▶ 3 conference passes and 3 exhibitor passes
- ▶ A prominent 150 word profile and Logo link on The Summit Website (US, European or Asian)
- ▶ Logo and 150 word profile in The Summit Guide (US, European or Asian)
- ▶ Promotional Materials in The Summit Delegate Bag (US, European or Asian)

Summit Gold Sponsor - (\$6,000 / £4,000 / HK\$50,000)

Gold Sponsorship of the Summits includes the following benefits:

- ▶ Exhibition stand at The Global Mobility Summit (6x8ft / 2x2m)
- ▶ 2 conference passes and 2 exhibitor passes
- ▶ Clearly featured as Gold Sponsor with logo in all promotional materials, including The Summit Guide and around The Summit venue
- ▶ A prominent 75 word profile and Logo link on The Summit Website (US, European or Asian)
- ▶ Logo and 75 word profile in The Summit Guide. (US, European or Asian)
- ▶ Promotional Materials in The Summit Delegate Bag. (US, European or Asian)
- ▶ Discounted price on EMMA seats and tables

Summit Exhibitor - (\$3,000 / £2,500 / HK\$25,000)

Exhibiting at the Summits includes the following benefits:

- ▶ Exhibition stand at the Global Mobility Summit (6x8ft/2x2m)
- ▶ 2 exhibitor passes
- ▶ Listed in Summit Guide and on The Summit Website (US, European or Asian)

EMMAs Category Sponsors - (\$5,000 / £5,000 / HK\$60,000)

Sponsorship of each category is available in America, Europe or Asia. Category sponsors receive the following:

- ▶ Identified as co-host and Category Sponsor for the EMMAs 2012. (US, European or Asian)
- ▶ Clearly branded with Logo against your chosen Category on all promotional materials referring to that category for the full duration of the EMMAs campaign. (From the point of an official order.)
- ▶ A 100 word profile and hyperlinked logo on the Totally Expat EMMAs Website
- ▶ Nominated presenter of the Award for the Category sponsored on the night of the Awards
- ▶ Exclusive table for 10 people at the EMMAs Gala Dinner (US, European or Asian)
- ▶ Prominent recognition as a Category Sponsor at the Gala Dinner and Presentation Ceremony.
- ▶ Recognition in Awards Brochure profiling the EMMA nominees and logo against sponsored category.

Sponsorship and high profile branding is a vital part of any event. Sponsored features and gifts ensure that the delegates associate their time at the event with your company: in many cases they continue that association long after they have returned to the office.

Key sponsorships attract more visitors to your stand and help raise your stature above other similar suppliers. We have a limited number of opportunities at all our events, with substantial discounts available to exhibitors.



Additional Promotional Options at Global Mobility Summits

On-Site Sponsorship Opportunities	Non-Exhibitors	Exhibitors & Sponsors
Your Logo On All Visitor Badges/Lanyards	\$5,250 / £3,500 / HK\$42,000	\$3,000 / £2,000 / HK\$24,000
Delegate Bag Branding	\$5,250 / £3,500 / HK\$42,000	\$3,000 / £2,000 / HK\$24,000
Delegate Bag Inserts	\$1,800 / £1,200 / HK\$14,000	\$900 / £600 / HK\$7,000
Registration Pens + Seminar Pads & Pens	\$4,200 / £2,800 / HK\$34,000	\$2,100 / £1,400 / HK\$17,000
Catering Area Sponsorship	\$6,000 / £4,000 / HK\$48,000	\$5,250 / £3,500 / HK\$42,000
Cyber Cafe	\$6,000 / £4,000 / HK\$48,000	\$5,250 / £3,500 / HK\$42,000
Meeting Area Sponsorship (per area)	\$5,250 / £3,500 / HK\$42,000	\$3,000 / £2,000 / HK\$24,000
Solution Trail (Themed floorplan highlighting areas of expertise eg: Technology Providers.)	\$4,200 / £2,800 / HK\$34,000	\$2,100 / £1,400 / HK\$17,000

Global Mobility Summit Guide Advertising	Non-Exhibitors	Exhibitors & Sponsors
1/4 Page Landscape (128mm wide x 47mm high)	\$900 / £600 / HK\$7,000	\$450 / £300 / HK\$3,500
1/2 Page Advert (128mm wide x 94mm high)	\$1,500 / £1,000 / HK\$12,000	\$750 / £500 / HK\$6,000
Full Page Advert (128mm wide x 188mm high)	\$2,700 / £1,800 / HK\$21,500	\$1,550 / £900 / HK\$10,500
Outside Back Cover	\$4,500 / £3,000 / HK\$36,000	\$2,250 / £1,500 / HK\$18,000

*All prices exclude VAT

These additional promotional options provide a real opportunity for building name recognition and enhancing your profile with the global mobility community. These can be an enhancement of your profile at the event as part of a wider sponsorship package or can be an opportunity to build your profile without committing to exhibiting.

We would be happy to tailor a package for you to achieve maximum impact.



“ This conference surpassed my expectations. The content was insightful and relevant, the mix of corporate and supplier attendees was balanced. I learned about new suppliers and services in the Exhibition Hall. It was a great opportunity to network. The quality and attention to detail of the staff was amazing. Great job!

Dell



Contact The FEM Team

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To plan your involvement with FEM as a recognised supplier to the global mobility and international HR industry contact the FEM for help and advice.

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