

How many places do you know of where you can meet hundreds of the world's future business executives under one roof? We know of such a place - over 70 such places, in fact - and we invite you to join us there.

Since 1993, the QS World MBA Tour has matched the world's top business schools with the next generation of MBA talent. Admissions directors from 390 MBA programs regularly travel the globe with us to deliver their message to the best and brightest young professionals. It's time for you to deliver your message in 2009 by becoming a corporate partner.

In 2008, our Tour traveled to more than 70 cities across 27 countries. After 14 years in operation, the World MBA Tour continues to average over 1000 targeted, MBA-seeking visitors per fair. Our client schools demand that our Tour attendees be:

- Academically and professionally accomplished
- Globally minded
- Diverse
- Experienced (60% with 2 years or more)

And we deliver. The World MBA Tour marketing team reaches a global audience of 20 million through close collaboration with over 370 print, web, radio and TV media partners across 35 countries. As a corporate partner your brand could reach them as well.

What's in it for you? Recruiting and marketing to a highly coveted demographic in whichever city, country or region you choose. Experience what Barclays, Deloitte, IBM, Siemens, McKinsey, Citigroup and GE already know about the World MBA Tour:



*"The fair attendees were of a very high calibre"* Junian Makgoatha, Deloitte Consulting

## Recruiting

### CANDIDATES NOW

- Meet face-to-face with candidates worthy of admission into the top business programs
  - All looking for the next big challenge
  - 60% of whom don't immediately pursue an MBA, and remain in the workforce
- Access to the tour's registration database of tens of thousands of people exploring an MBA program

### CANDIDATES LATER

- Build and reinforce your relationships with your target school partners
  - Co-sponsor a panel on green initiatives or perhaps a post-event reception
  - Leave your recruiting materials at your partner school's booth
- Remind your city's future MBA students that you'll be looking for them when they're ready to come home after graduation (or for an internship).

## Marketing

### IN PERSON

- Exhibit your products and services in an exclusive central location
  - Deliver face-to-face demonstrations
  - Provide giveaways in the Tour Pack
- Brand your company in all welcome material delivered to attendees

### IN THE MEDIA

- Access our registration database of tens of thousands
- Include your company logo on all tour publicity with our media partners
- Brand your company on the floor plan distributed to all attendees

## Reach the elusive QS World MBA Tour demographic

- By degree: 40% technical, 60% non-technical
- 40% female
- By work experience:
  - <2 years = 40%
  - 2-3 years = 28%
  - 3-5 years = 28%
  - >6 years = 4%
- By industry experience: Finance 18%, Consulting 12%, Technology 17%, Engineering 13%

## North America (2008 registration: 8166)

New York	Sunday 22 February
Washington, DC	Tuesday 24 February
Boston	Thursday 26 February
Toronto	Saturday 28 February

## Europe (2008 registration: 5970)

Almaty (Kazakhstan)	Tuesday 3 March
London	Thursday 5 March
Paris	Saturday 7 March
Amsterdam	Monday 9 March
Barcelona	Thursday 12 March
Rome	Saturday 14 March
Sofia	Tuesday 17 March
Budapest	Thursday 19 March
Frankfurt	Saturday 21 March
Moscow	Monday 23 March
St Petersburg	Wednesday 25 March

## Africa & Middle East Spring Tour (New)

Lagos	Saturday 28 March
Nairobi	Monday 30 March
Johannesburg	Wednesday 1 April
Dubai	Friday 3 April

## India & Asia Pacific (2008 registration: 5684)

New Delhi	Saturday 11 July
Mumbai	Monday 13 July
Shanghai	Thursday 16 July
Beijing	Saturday 18 July

The following packages are available for all venues and regions. We welcome suggestions for customizing packages to suit your needs. All packages are sold on a first-come, first-served basis.

## 1. Exhibitor

<b>Exhibition Facilities</b>	Exhibition space at World MBA Tour venue/s of your choice
<b>Visitor Emails</b>	One email communication to all registered visitors after the event
<b>Corporate Kit</b>	Distribute marketing material at event
<b>Web Presentation</b>	Company profile and logo on topmba.com and global-workplace.com
<b>Cost:</b>	1 OR MORE VENUE/S <b>US\$6,000 per venue</b>

## 2. Local Sponsor

*All of the above plus...*

<b>Branding &amp; Positioning</b>	Logo placement on all local WMT advertising, both print and online
<b>MasterClass Seminar</b>	Introduce an MBA Presentation by a top professor from a leading business school
<b>Cost:</b>	1 OR MORE VENUE/S <b>US\$12,000 per venue</b>

## Regional Sponsor

### **Sector Exclusivity Advertising & PR**

Exclusive sector sponsorship for all WMT events for the entire region. Logo placement on all regional advertising, both print and online. Your brand will be included in all promotional material through an extensive advertising campaign in leading broadsheets, business magazines and web portals – adverts, banners, and e-campaigns. You will get PR coverage through our extensive communication campaign for the entire region. This will also include promoting your brand to our candidate databases as well as our website – [www.topmba.com](http://www.topmba.com).

### **Recruitment Guides**

The combined targeted brand exposure typically amounts to hundreds of thousands of individuals for the entire region. Double-page advert/profile in TopMBA Career Guide. The guide is the world's largest and most widely read MBA publication. The guide is distributed at each Tour event.

Cost:	NORTH AMERICA	US\$40,000
	EUROPE	US\$110,000
	ASIA	US\$30,000
	INDIA & MIDDLE EAST	US\$40,000

Regional Sponsorship of the **QS World MBA Tour** gives you unparalleled and exclusive exposure across an entire continent. The combined package of media campaigns, events, online profiles and database access is the most cost-effective regional recruitment solution available:

Your career brand is promoted via a comprehensive campaign with the region's leading media offering unbeatable value for money. Your company is the exclusive Sponsor from your industry sector throughout the entire region and at every venue.

## Contact us:

We would be delighted to provide you more information on all aspects of the Tour including:

- Attendee demographics by city/region
- Customised Sponsorship options
- Global participation
- Current availability
- Worldwide media partners

Please contact **Dan Beaudry** Tel: **+1 617 372 3118** Email: [dan.beaudry@qsnetwork.com](mailto:dan.beaudry@qsnetwork.com)