

## 2008 Show Report

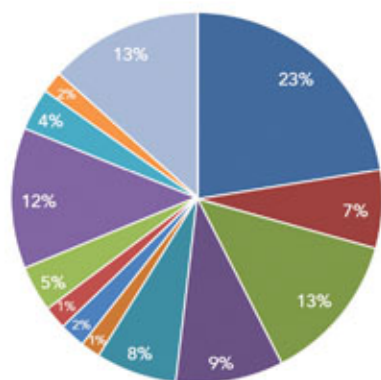
The 4th edition of the ad:tech China in Shanghai this November 25-26 saw a healthy turnout of more than 1500 participants. A total of 23 exhibitors and 17 sponsors showcased their products and services. We heard from 125 speakers, supported by 17 media partners and 5 industry associations.

第四届 ad:tech 中国大会于2008年11月26日在上海胜利闭幕。共计出席来宾超过1500人次，共有来自23位参展商和17位赞助商在本次大会展示了各自的风采。同时，我们也赢得了125位演讲嘉宾，17位媒体伙伴以及5个行业协会的大力支持！

### ad:tech Shanghai 2008 highlights\*

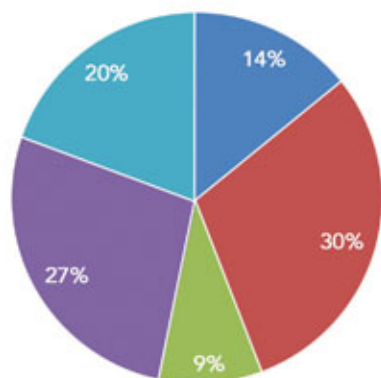
### ad:tech 上海2008展后数据分析

Job Function / 工作性质



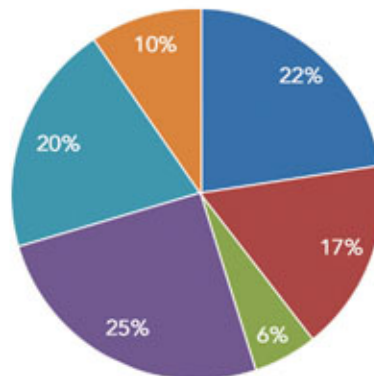
- C-LEVEL / VP / MD / FOUNDER  
行政长官/副总裁/执行董事/创办人
- HEAD-ECOMMERCE / ONLINE / NEW MEDIA  
电子商务/网络/新媒体
- INTERNET / WEB MARKETING DIRECTOR / MANAGER  
互联网/网络营销总监/经理
- MARKETING DIRECTOR / MANAGER  
营销总监
- ADVERTISING DIRECTOR / MANAGER  
广告总监/经理
- CONTENT PRODUCER / PUBLISHER / EDITOR / MANAGER  
作者/出版社/编辑/经理

Type of Company / 公司行业类型



- BRAND/ADVERTISER 品牌 / 广告客户
- AGENCY 广告代理
- PUBLISHER 出版商
- SOLUTIONS PROVIDER/VENDOR 解决方案供应商 / 供应商
- OTHER 其他

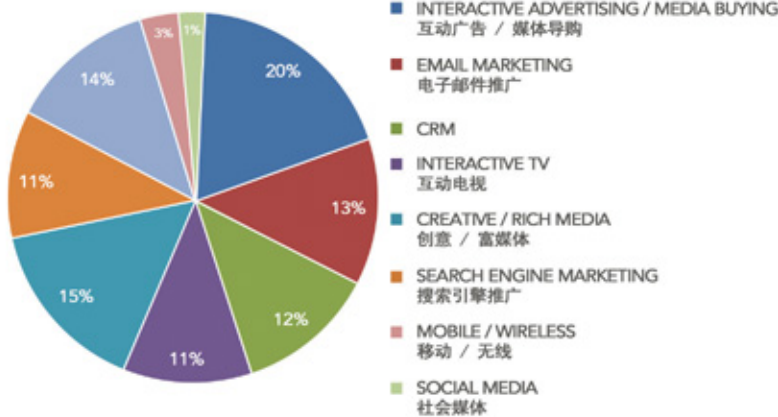
Role in Advertising Purchase / 公司广告/市场推广中的角色



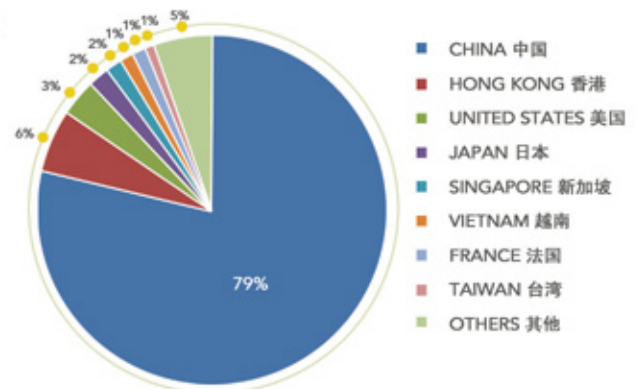
- PURCHASE 购买
- APPROVE 审批
- SPECIFY 指定
- RECOMMEND 推荐
- RESEARCH 研究
- NOT INVOLVED 不参与

## Area of Interest / 最感兴趣的领域

What areas of interactive marketing attendees were interested in



## Attendee Geographical Breakdown / 参会者国家分布



## Media Partners / 媒体合作伙伴



## Association Partners / 行业协会合作伙伴



As at 4 Dec 2008, ad:tech Shanghai 2008 gathered high quality TV Coverage from CCTV9, China Business News and International Channel Shanghai. 101 media clips were generated which includes 9 printed articles in major newspapers, 2 special reports, 18 original written online articles and 69 online re-prints across all key portals and vertical websites.

截至2008年12月4日，中央9台，中国商业新闻以及上海国际频道都对ad:tech上海2008大会进行了高品质的电视报道。同时，我们也收集到了101条媒体简报，分别来自主要印刷报刊媒体9篇，特别报道2篇，在线原创文章18篇以及69篇在各大主要门户和相关垂直网站转载的文章。

Official News Portal Partner Official Online Video Partner Official News Distribution Partner Official PR Agency



## Hear what people says about us / 参会者给予的评价：

"This is our first year participating at ad:tech and we are very happy with the turnout of the event and have met many potential clients over the 2 days. We will definitely be back bigger at ad:tech Beijing 2009!"  
- Steven Lan Jiang, PR Director, AdChina Ltd

"虽然今年是我们第一次参加ad:tech 大会，但我们对这次的展会感到非常满意。同时，也很高兴能在这为期两天的大会里遇到了许多潜在客户。我们必定会以更盛大的方式参与明年举办的2009年ad:tech北京大会。"  
- 江兰，PR总监，上海新易传媒广告有限公司

"We met many quality clients through ad:tech Shanghai 2008 and will definitely exhibit again next year at ad:tech Beijing 2009"  
- Wayland Zhang, CEO, Clicksor/ Jungo Media Technology Co., Ltd.  
"我们很高兴能在2008年ad:tech上海大会里遇见了许多潜在客户，并且一定会在明年的ad:tech北京2009再次参展。"  
- 张卓，总经理，Clicksor/广州市聚告网科技有限公司

"I got to meet quality buyers and will consider to participate at ad:tech again" - Marc van der Chijs, CEO, Spil Games Asia Ltd

"ad:tech Beijing is definitely in our marketing agenda for 2009!"  
- Jeff Chen, Regional Marketing Director, Tencent Technology (Shenzhen) Company Limited  
"在我们2009年的营销方案与日程里，绝对少不了ad:tech北京"  
- 陈辉，区域市场总监，腾讯科技(深圳)有限公司

"It is indeed a pleasant surprise that the event turnout is good despite the fact that the economy is slowing down. I am happy with the crowd and people I met so far. ad:tech is definitely the place to establish contacts for my business." - Alvin Foo, Vice President of China & Asia Pacific, Sales, Velti