



**MSPA Asia - Pacific
5th Annual Conference
Shanghai, China**



"Potential & Possibilities"



**Le Royal Meridien Shanghai, China
November 13 - 15, 2009**



Shanghai 2009

This conference will focus on clients and providers of Mystery Shopping services and will be good opportunity to learn how to fully maximise the benefits of Mystery Shopping for clients and for providers to enhance future possibilities.

Conference Schedule

Friday, November 13

18:00 - 19:00 Registration
19:00 - 21:00 Welcome Reception

Saturday, November 14

09:30 - 09:40 Opening
09:40 - 10:10 Welcome address by President-AP
10:10 - 10:50 General Session 1
10:50 - 11:10 Coffee Break
11:10 - 11:50 General Session 2
11:50 - 12:30 General Session 3
12:30 - 14:00 Lunch
14:00 - 14:40 General Session 4

Saturday, November 14 (cont.)

14:40 - 15:20 General Session 5
15:20 - 15:40 Coffee Break
15:40 - 16:20 General Session 6
16:20 - 17:00 General Session 7

Sunday, November 15

09:30 - 10:10 General Session 8
10:10 - 10:50 General Session 9
10:50 - 11:10 Coffee Break
11:10 - 13:40 Workshops/Group Session
13:40 - 14:00 Closing

Topics to be included

- Using results for business improvement - beyond mystery shopping
- Incorporating Mystery Shopping with other business KPIs
- Measuring the financial benefit of Mystery Shopping to drive profitability.
- Case study of going beyond the Mystery Shopping results
- Possibilities to engage more deeply with clients to improve client profitability
- Addressing and profiting from the threats to Mystery Shopping
- Best practice possibilities to save your money and increase revenue
- Case study of additional product offerings to clients

Registration

Registration fee in US\$

MSPA Member (First participant)	\$400
MSPA Member (Additional participant)	\$300
NON - MSPA Member	\$600

The registration fee includes registration for the conference, all materials and scheduled food functions: Reception, coffee/tea, lunch. Note that Dinners and Optional Tour Events are not included

Late registration fee (after October 25, 2009)	\$100
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Hotel Accomodation

We have secured one of the newest and most spectacular hotels in Shanghai. The conference will be held at a very unique location overlooking Shanghai on the 68th floor of

Le Royal Meridien Shanghai

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Shanghai, China 789 200001
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www.lemeridien.com/royalshanghai

Special room rates for conference

	Rate in RMB	Approx US Rate	Occupancy
Deluxe Room	1020 Nett	150 nett	Single
	1120 Nett	165 nett	Double

1 US\$ = 6.78 RMB. Exchange rate is subject to change

To reserve your room click at <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0907071565&key=5F432>

- Rates quoted are per room per night in RMB and are inclusive of 15% Service charges
- Rates are inclusive of one buffet breakfast. Additional buffet breakfast is available at RMB 100 Nett
- All booking through the above link specially established for MSPA-AP will get free upgrade to Grand Deluxe Room



Optional Events

Special Dinner Event

Saturday, November 14 2009 18.30 - 22.30

Price per person US \$50

Shanghai represents the blending of ancient and modern influences. This renowned city is famous for its variety of local cuisines .

Your evening starts with an drive through Bund area along the Huangpu River, which divides the city into two sections, Pu Dong and Pu Xi, which mean 'east of river' and 'west of river' respectively.

After the drive, we will proceed for dinner at one of Shanghai's most stylish restaurants. Housed in a renovated old Chinese mansion in a secluded alley, this stylish Shangainese restaurant is a in-demand foreigner favourite and serves many mouth watering local delicacies.

Half day city Tour

Sunday, November 15

Price per person US \$50

For any visitor to China, perhaps the most attractive thing about Shanghai is just how fashionable it is. Museums, galleries, restaurants, etc. have emerged in the past few years. Your tour begins with Jade Buddha Temple. Next stop is Fresh Water Pearl Gallery. People Square is a spectacular space in the heart of the city. It is a vast green area including plants and trees, and surrounded by great buildings on all sides. The visit to Shanghai Museum will take you to the climax in the morning. The museum design is in keeping with Feng Shui principles. It houses a great permanent collection and hosts various exhibitions with over 120,000 pieces including bronze ware, ceramics, paintings, calligraphy, sculpture, ancient Chinese coins, jade carving, ancient furniture, and western art, which shows you 5000 years history of China.



Speakers Invite

MSPA is the largest professional trade association dedicated to improving service quality using anonymous resources. Our diverse membership includes marketing research and merchandising companies, private investigation firms, training organizations and companies that specialize in providing mystery shopping services. Our member companies work with their clients to establish mechanisms to measure and improve levels of service.

We would appreciate if you could speak at our conference for about 40 minutes on the subject of your choice amongst any of the topics of the conference given below.

We look forward to hearing from you. Please feel free to contact us for more details.

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Sponsors Invite & Opportunities

The Board of Directors invite you to sponsor various events & opportunities that are available at "MSPA Asia-Pacific 5th Annual Conference" to be held on November 13-15, 2009 in Shanghai.

This prestigious event in China, one of the fastest growing economies, is expected to draw around 60-70 delegates along with several large companies and is an ideal platform to showcase your organisation.

MSPA AP Annual Conference in Shanghai 2009 will commence with a Welcoming Reception on Friday November 13th and conclude in the evening on Sunday November 15th.

This is your opportunity to come forward and network with others in the region and to play your part to raise the awareness and profile of the industry, and the MSPA.

To take full advantage of this conference, we are offering sponsorship opportunities for members to gain maximum mileage amongst the best mystery shopping providers in the Asia Pacific region.

SPONSORSHIP BENEFITS	Platinum	Gold	Silver	Welcome Reception (Nov 13)	Drinks (Nov 14)	Booth
NO OF SPONSORSHIP OPPORTUNITIES	2	5	5	1	1	2
SPONSOR PACKAGE PRICE	\$2,750	\$1,500	\$750	\$750	\$750	\$500
Your company logo will be freely displayed during the reception/drinks event and you may give a speech to welcome everyone to the event, identifying your company as the sponsor				X	X	
A display booth where you may speak with conference attendees during breaks, free time and between sessions regarding your business.						X
Your company logo and link will be displayed on the Event Information page of the MSPA Asia-Pacific website until the end of the Conference	X	X	X			
Your company logo will appear in the conference print program	X	X	X			
Your company logo will appear on the front page of the conference print program	X	X	X			
One page advertisement of your company on back page or front inside page of the printed program	X					
One page advertisement of your company on a page inside the printed program		X		X	X	
Your company logo will be printed on the MSPA Conference signage at the entrance of conference	X	X				
Your company logo will be printed on the MSPA Conference banner that will appear in the session area during the conference days	X					
Opportunity to include promotional materials in conference pack given to all participants at reception	X					
Introduced during the Welcome Lunch and at the commencement of each day of the conference	X					
A free banner advertisement and link on the MSPA Asia-Pacific website for two months	X					
One free conference registration	X					

For Conference Registration, Speakers Invite & Sponsorship Opportunities please contact:

Ms. Anu Mehta

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