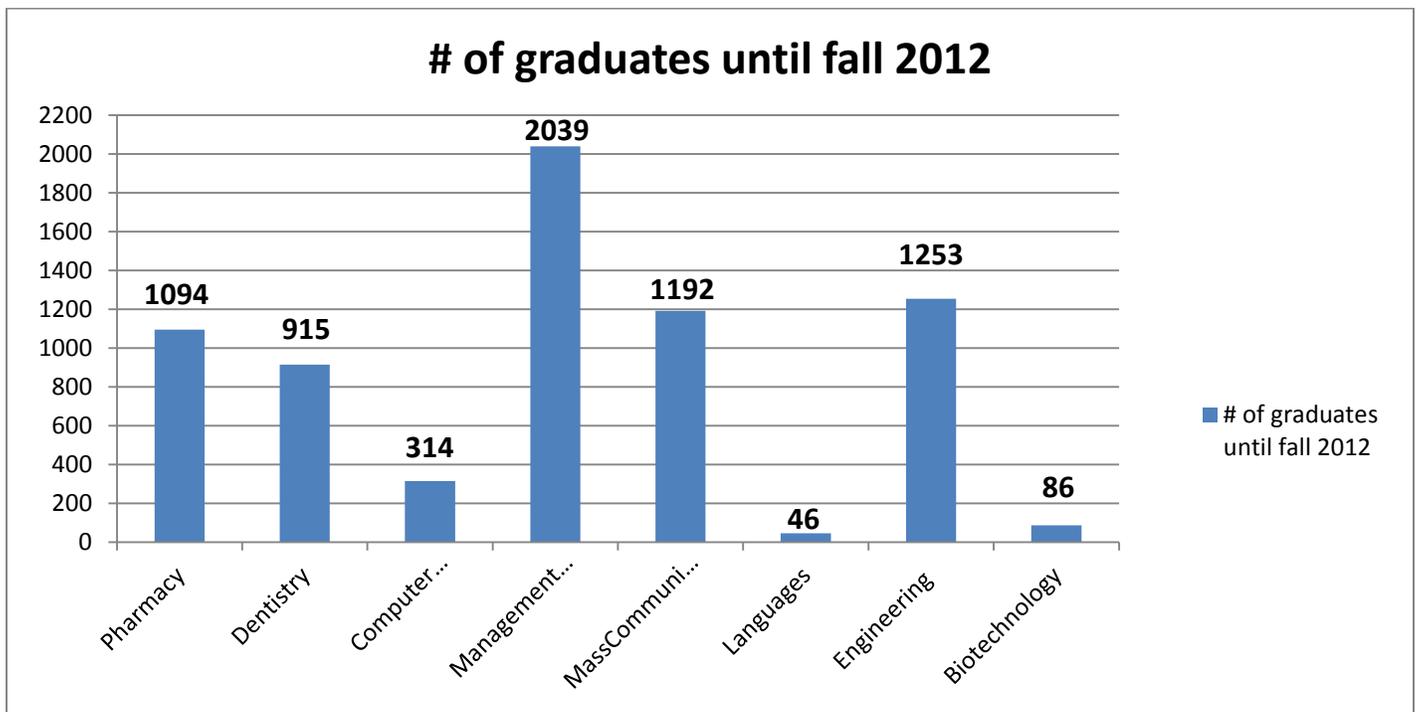


SPONSORSHIP BENEFITS & AGREEMENT

MSA University's Employment & Internship Fairs "Spring & Fall-2013" will be held on (**Saturdays: May, 11th & November, 30th, 2013**) at MSA University 6th of October Campus. Interested partners & employers in sponsoring the event are required to fill in the agreement/ Registration form before sending it to the Alumni Office. Please note that early bird will enjoy 25% of discount until 15th of March, 2013. For any further information kindly contact us directly through alumni@msa.eun.eg or call Mr. Karim Singer- Business Development Executive / Ms. Reham El-Areeny: Senior Business Development Executive; on 011-2000-20-55/44

Facts about MSA University Graduates "Numbers & Majors"

Total Number of Graduates: 6,936 graduates



Number of Graduates per major

Faculty of Engineering: 1,253				Faculty of Mass Communication: 1,192		
Architecture	Communication & Electronics	Industrial Engineering	Computer Engineering	Advertising & Public Relations	Broadcasting	Journalism
392	545	268	48	803	287	102

Faculty of Management Sciences: 2,039				
Accounting	Economics	Marketing & International Business	Management Information System	General Mgt
274	189	1251	129	196



MSA EMPLOYMENT & INTERNSHIP FAIRs – 2013

MAY, 11th & NOVEMBER, 30th, 2013

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- Inclusion of one full colored page Recruiting or Commercial Ad as an insert in MSA Alumni Newsletter “**CAREER MART**” – Career Mart is a monthly newsletter to be sent to all MSA graduates via email each month and as a regular mail each quarter of the year “1000 copies- Size: A4”
- Acknowledgement as the Sole Official Headline Sponsor on the **Closing Ceremony** Stage Background “Logo & Name” “The Closing Ceremony will be 3 month after Spring Employment Fair and 3 month before Fall Employment Fair”
- Placing two promotional Roll-ups next to the entrance gate at the closing ceremony and all other events

A.3. Media & Promotion:

- Acknowledgement as The Sole Official Headline Sponsor on the Spring & Fall Employment Fairs’ Billboard “Logo & Name” “Billboard Location: 26th of July Mehwar Road, Duration: one month: April & November, 2013”
- Acknowledgement as The Sole Official Headline Sponsor in the Fall Employment Fair’s Newspaper Ads “Logo & Name”
- “Al-Ahram Newspaper: Friday 22nd of November, 2013”
- Acknowledgement as The Sole Official Headline Sponsor in The Fall Employment Fair’s Radio Ads “Nile FM: 6 Spots per day at the peak time for three days- date: 19th, 20th & 21st of November, 2013”
- Video Commercial Ad to arise on MSA University- Campus LCDs: “Number of LCDs: 9 Screens – Ad Length: 1 minute/ 10 Repetitions per day- Duration: one month prior each event”
- 15 Minute- Presentation at the closing ceremony “Date: August, 2013”
- Acknowledgement as The Sole Official Headline Sponsor in the following websites/ Facebook pages:
alumni.msa.edu.eg cpc.msa.edu.eg www.msa.edu.eg “Pop-up Advertisement- 10 days before each event”
<https://www.facebook.com/?q=#/MSAUniversity.News?ref=ts&fref=ts>
<https://www.facebook.com/Alumni.MSA> <https://www.facebook.com/MSA.CPC>

A.4. Recruitment:

- 12 month full access to the online database on the CPC website: www.cpc.msa.edu.eg & Alumni Website: www.alumni.msa.edu.eg
- The right to receive the updated MSA graduates database on a CD at the event days: number of graduates until fall 2012: 6,936 graduates –**Database format:** Name-mobile#- Home#- Home Address- Email Address- GPA-Faculty-Major- Graduation year
- Three Full On-Campus Career days with exclusive right to place a stationary booth “maximum size: 32 sq.m”- Exact Dates subject to agreement with the Career Placement Office –CPC
- Annual Recruitment Contract: This contract will guarantee excellent recruitment service for one complete year without any extra fees, including initial screening and psychometric assessment if required
- Fully equipped interview room: Electrical utilities + Wireless internet + meeting table + Printer + Pens & Pads

A.5. Corporate Representatives:

The right to receive up to 10 invitations for corporate representatives per event “Name, Job Title, email and Mobile number are required” – This invitation includes “VIP Lunch, Beverage & Coffee vouchers, MSA Welcome Package & giveaways”



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OCTOBER UNIVERSITY FOR MODERN SCIENCES & ARTS -MSA UNIVERSITY
 HR-TRAINING & DEVELOPMENT DEPARTMENT-ALUMNI SECTION
 CAREER PLACEMENT CENTER-CPC
 26th JULY MEHWAR ROAD, INTERSECTION WITH WAHAT ROAD, 6th of OCTOBER CITY
 TEL: +202- 38371114/5/6 EXT: 2116 FAX: +202-38371543
alumni@msa.eun.eg
alumni.msa.eun.eg
cpc.msa.eun.eg



MSA EMPLOYMENT & INTERNSHIP FAIRS – 2013
MAY, 11th & NOVEMBER, 30th, 2013

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- Acknowledgement as The Platinum Sponsor in the following websites/ Facebook pages:
alumni.msa.edu.eg cpc.msa.edu.eg www.msa.edu.eg “Pop-up Advertisement- 10 days before each event”
<https://www.facebook.com/?q=#/MSAUniversity.News?ref=ts&fref=ts>
<https://www.facebook.com/Alumni.MSA> <https://www.facebook.com/MSA.CPC>

B.4. Recruitment:

- 9 month full access to the online database on the CPC website: www.cpc.msa.edu.eg & Alumni Website: www.alumni.msa.edu.eg
- The right to receive the updated MSA graduates database on a CD at the event days: number of graduates until fall 2012: 6,936 graduates –**Database format: Name-mobile#- Home#- Home Address- Email Address- GPA-Faculty-Major- Graduation year**
- Two Full On-Campus Career days throughout the year: exact dates subject to agreement with the Career Placement Center- CPC
- 9 month Recruitment Contract: This contract will guarantee excellent recruitment service for 9 months without any extra fees, including initial screening and psychometric assessment if required
- Fully equipped interview room: Electrical utilities + Wireless internet + meeting table + Printer + Pens & Pads

B.5. Corporate Representatives:

The right to receive up to 6 invitations for corporate representatives per event “Name, Job Title, email and Mobile number are required” – This invitation includes “VIP Lunch, Beverage & Coffee vouchers, MSA Welcome Package & giveaways”

C. GOLD SPONSOR PACKAGE:

C.1. Events’ Display & Existence:

Prime Booth Location in an exhibit space of **12 sq.m.** (Width: 6 m, Depth: 2 m & Height: 2,2 m)

C.2. Events’ Publications:

- Inclusion of one full-colored **Recruiting Ad** in the Employment & Internship fairs booklets (3000 copies per fair: Total of 6000 copies) - size of the Ad page is “A5- Width: 14.8 cm & Height: 21 cm”
- Acknowledgement as the Gold Sponsor “Logo & Name” in all events publications “Posters, Banners, Fliers, Invitations and booklets”
 - 6000 Fliers “Size: A5 to be distributed as per Media sponsors’ Agreement”
 - 3000 Invitations per event: Total of 6000 Invitations
 - 20 campus Banners “size: Width: 100 cm & Height: 220 cm”
 - 40 Regular Campus Posters “Size A3”



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MSA EMPLOYMENT & INTERNSHIP FAIRS – 2013

MAY, 11th & NOVEMBER, 30th, 2013

SPONSORSHIP BENEFITS & AGREEMENT

- Inclusion of 1 B/W **Company Profile** page as an insert in the Employment Fairs Booklets (3000 copies per fair: Total of 6000 copies) - size of the Ad page is “A5- Width: 14.8 cm & Height: 21 cm”
- Inclusion of Maximum 6 B/W pages for company’s **Vacancies** in the Employment Fairs Booklets (3000 copies per fair: Total of 6000 copies) - size of the Ad page is “A5- Width: 14.8 cm & Height: 21 cm”

C.3. Media & Promotion:

- Acknowledgement as The Gold Sponsor in the Fall Employment Fair’s Newspaper Ads “Logo & Name” “Al-Ahram Newspaper: Friday 22nd of November, 2013”
- Video Commercial Ad to arise on MSA University- Campus LCDs: “Number of LCDs: 9 Screens – Ad Length: 45 seconds/ 4 Repetitions per day- Duration: one month prior each event”
- Acknowledgement as The Gold Sponsor in the following websites/ Facebook pages:
alumni.msa.edu.eg cpc.msa.edu.eg www.msa.edu.eg “Pop-up Advertisement- 10 days before each event”
<https://www.facebook.com/?q=#/MSAUniversity.News?ref=ts&fref=ts>
<https://www.facebook.com/Alumni.MSA> <https://www.facebook.com/MSA.CPC>

C.4. Recruitment:

- 6 month full access to the online database on the CPC website: www.cpc.msa.edu.eg & Alumni Website: www.alumni.msa.edu.eg
- The right to receive the updated MSA graduates database on a CD at the event days: number of graduates until fall 2012: 6,936 graduates –**Database format:** Name-mobile#- Home#- Home Address- Email Address- GPA-Faculty-Major- Graduation year
- One Full On-Campus Career day throughout the year: exact date subjects to agreement with the Career Placement Center- CPC
- 6 month Recruitment Contract: This contract will guarantee excellent recruitment service for 6 months without any extra fees, including initial screening and psychometric assessment if required
- Fully equipped interview room: Electrical utilities + Wireless internet + meeting table + Printer + Pens & Pads

C.5. Corporate Representatives:

The right to receive up to 4 invitations for corporate representatives per event “Name, Job Title, email and Mobile number are required” – This invitation includes “VIP Lunch, Beverage & Coffee vouchers, MSA Welcome Package & giveaways”



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cpc.msa.eun.eg

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E. EXHIBITOR PACKAGE:

E.1. Events' Display & Existence:

Prime Booth Location in an exhibit space of **4 sq.m.** (Width: 2 m, Depth: 2 m & Height: 2,2 m)

E.2. Events' Publications:

- Inclusion of 1 B/W **Company Profile** page as an insert in the Employment Fairs Booklets (3000 copies per fair: Total of 6000 copies) - size of the Ad page is "A5- Width: 14.8 cm & Height: 21 cm"
- Inclusion of Maximum 6 B/W pages for company's **Vacancies** in the Employment Fairs Booklets (3000 copies per fair: Total of 6000 copies) - size of the Ad page is "A5- Width: 14.8 cm & Height: 21 cm"

E.3. Media & Promotion:

Acknowledgement as The Exhibitor in the following websites/ Facebook pages:

alumni.msa.edu.eg cpc.msa.edu.eg www.msa.edu.eg "Pop-up Advertisement- 10 days before each event"

<https://www.facebook.com/?q=#/MSAUniversity.News?ref=ts&fref=ts>

<https://www.facebook.com/Alumni.MSA> <https://www.facebook.com/MSA.CPC>

E.4. Recruitment:

1 month full access to the online database on the CPC website: www.cpc.msa.edu.eg & Alumni Website:

www.alumni.msa.edu.eg

E.5. Corporate Representatives:

The right to receive up to 2 invitations for corporate representatives per event "Name, Job Title, email and Mobile number are required" – This invitation includes "VIP Lunch, Beverage & Coffee vouchers, MSA Welcome Package & giveaways"

F. MEDIA SPONSOR PACKAGE:

F.1. Events' Display & Existence:

Prime Booth Location in an exhibit space of **4 sq.m.** (Width: 2 m, Depth: 2 m & Height: 2,2 m)

F.2. Events' Publications:

- Acknowledgement as The Media Sponsor "Logo & Name" in all events publications "Posters, Banners, Fliers, Invitations and booklets"
 - 3 Campus Mega Posters "Width: 4 m & Height: 7 m"
 - 6000 Fliers "Size: A5 to be distributed as per Media sponsors' Agreement"
 - 3000 Invitations per event: Total of 6000 Invitations
 - 20 campus Banners "size: Width: 100 cm & Height: 220 cm"
 - 40 Regular Campus Posters "Size A3"



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G.3. Media & Promotion:

- Acknowledgement as The Catering Sponsor on the Spring & Fall Employment Fairs' Billboard "Logo & Name" "Billboard Location: 26th of July Mehwar Road, Duration: one month: April & November, 2013"
- Acknowledgement as The Catering Sponsor in the Fall Employment Fair's Newspaper Ads "Logo & Name" "Al-Ahram Newspaper: Friday 22nd of November, 2013"
- Acknowledgement as The Catering Sponsor in The Fall Employment Fair's Radio Ads "Nile FM: 6 Spots per day at the peak time for three days- date: 19th, 20th & 21st of November, 2013"
- Video Commercial Ad to arise on MSA University- Campus LCDs: "Number of LCDs: 9 Screens – Ad Length: 45 seconds/ 5 Repetitions per day- Duration: one month prior each event"
- Acknowledgement as The Catering Sponsor in the following websites/ Facebook pages:

alumni.msa.edu.eg cpc.msa.edu.eg www.msa.edu.eg "Pop-up Advertisement- 10 days before each event"

<https://www.facebook.com/?q=#/MSAUniversity.News?ref=ts&fref=ts>

<https://www.facebook.com/Alumni.MSA> <https://www.facebook.com/MSA.CPC>

SPONSORSHIP FEES:

	APRIL'S FAIR	NOVEMBER'S FAIR	OTHER EVENTS "Reunions/ Football Tournament/ Student models"	Total Package	Early Bird Discount & Deadline	Previous Sponsor's Discount & Deadline
SOLE OFFICIAL HEADLINE SPONSOR	70,000 EGP	160,000 EGP	100,000 EGP	250,000 EGP	187,500 EGP	225,000 EGP
PLATINUM SPONSOR	35,000 EGP	80,000 EGP	Not applicable	95,000 EGP	71,250 EGP	85,500 EGP
GOLD SPONSOR	20,000 EGP	50,000 EGP	Not applicable	60,000 EGP	45,000 EGP	54,000 EGP
SILVER SPONSOR	8,000 EGP	25,000 EGP	Not applicable	28,000 EGP	21,000 EGP	25,200 EGP
EXHIBITOR	4,000 EGP	9,000 EGP	Not applicable	10,000 EGP	7,500 EGP	9,000 EGP
MEDIA SPONSOR	B2B	B2B	Not applicable	B2B	Not applicable	Not applicable
CATERING SPONSOR	B2B	B2B	Not applicable	B2B	Not applicable	Not applicable



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MSA EMPLOYMENT & INTERNSHIP FAIRs – 2013

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SPONSORSHIP BENEFITS & AGREEMENT

CORPORATE REGISTRATION FORM

“Kindly send the complete form to alumni@msa.eun.eg”:

COMPANY’S INFORMATION

COMPANY NAME:

ADDRESS:

TEL/ LAND LINE:

FAX:

WEBSITE:

CONTACT PERSON

NAME:

JOB TITLE:

EMAIL:

MOBILE NUMBER:

TEL/ EXT:

FAX:

SPONSORSHIP PACKAGE “please select the package that you are interested in”:

- SOLE OFFICIAL HEADLINE SPONSOR
- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- EXHIBITOR
- MEDIA SPONSOR
- CATERING SPONSOR

SPECIAL AMENDMENTS & REQUESTS:



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