



2011 Show Report

ad:tech Singapore 2011 satisfies Asia's digital appetite with another successful run where close to 2000 attendees from over 30 countries attended Asia's largest digital marketing event in Singapore. The two day exhibition and conference brought together movers and shakers across all industries to discuss the future of digital marketing through 7 thought provoking keynote sessions, 32 panels & workshops and a dynamic show floor. More than 50 exhibitors and sponsors showcased their products and services at the exhibition and we heard from 80+ top-notch industry speakers. The event was strongly supported by 15 media partners and 11 industry associations.



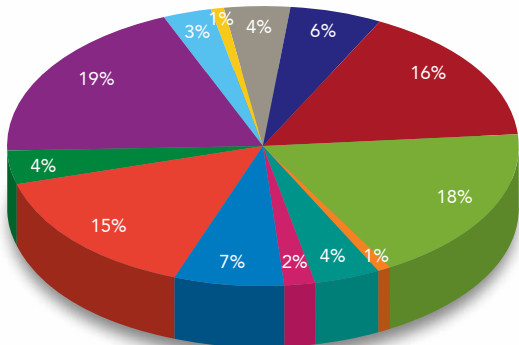
In addition to a 26 per cent increase in attendees this year, ad:tech Singapore 2011 welcomed attendees from all around the globe with 28 per cent of attendees representing participants from abroad. This number continues to grow each year, demonstrating ad:tech's ability to attract marketers with

diverse backgrounds and geographies to offer attendees a rich global perspective for their business and networking needs. Based upon verified data collected from the attendees during registration, this report will give you insights on the type of attendees and their feedback on the event.



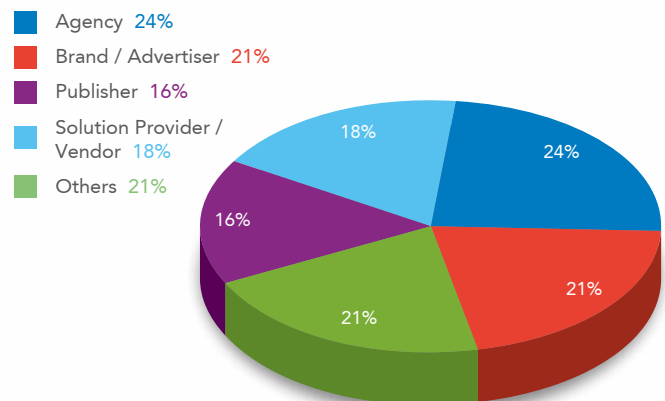
Breakdown of attendees at ad:tech Singapore 2011

By Job Function

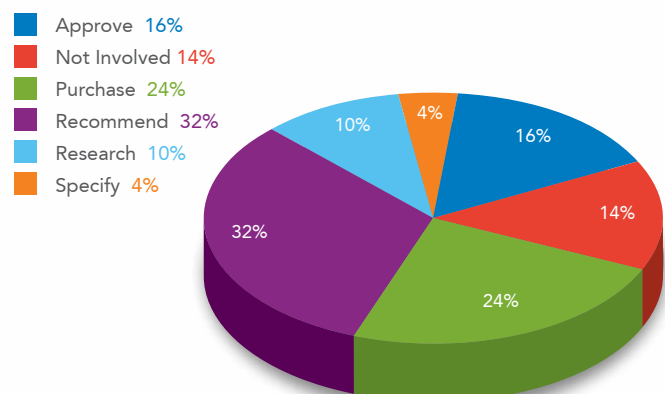


- Advertising Director / Manager 6%
- Business Development / Sales Director / Manager 16%
- Chief Executive / VP / MD / Founder 18%
- Content Producer / Publisher / Editor / Manager 1%
- Head Of ECommerce / Online / New Media 4%
- Interactive Director / Manager 2%
- Internet / Web Marketing Director / Manager 7%
- Marketing Director / Manager 15%
- Media Management / Planner / Buyer 4%
- Product / Brand Manager 3%
- SEO Director / Manager / Consultant 1%
- Web Designer / Creative Director / Manager 4%
- Others 19%

By Type of Company



By Role in Advertising Purchase



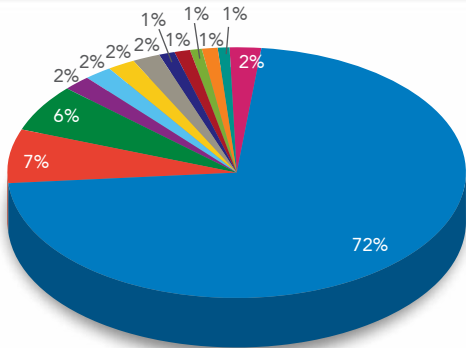


ad:tech singapore

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June 16 - 17 2011
Suntec Convention Centre

The 4th Interactive Advertising and Digital Marketing Exhibition and Conference, Asia



By Geographical Location

- Singapore 72%
- Indonesia 7%
- Malaysia 6%
- India 2%
- Hong Kong 2%
- Thailand 2%
- Japan 2%
- Australia 1%
- Philippines 1%
- United States of America 1%
- Korea 1%
- United Kingdom 1%
- Others 2%

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Sponsors



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Held in



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MEDIA PARTNERS



Official PR Agency



ad:tech Singapore was well featured in the media. As of 30 Jun 2011, the event had gathered high quality coverage on various media channels, including major newspapers, trade publications, online portals and blogs. A total of over 100 print articles, online articles and blog posts were generated from the event.

What the attendees thought of ad:tech Singapore 2011

"ad:tech Singapore is one of the important platforms in Singapore for OOm to gain great exposure. Definitely a value for money investment and we will be participating with a bigger presence in 2012."

Wyvan Xu, Director, OOm Singapore

"ad:tech Singapore 2011 has given vCommission a base in APAC and we're overwhelmed with the response! We, as an affiliate network, got more insights on what is happening in the affiliate industry in Asia, particularly in Singapore, Indonesia and Malaysia along with, needless to say, a great platform to network."

Parul Mehta, COO, vCommission / VC Internet Media

"I look forward to ad:tech Singapore each year – it is hands down the best place to see the regional industry professionals we need to keep in touch with."

Euan Wilcox, Regional Managing Partner, The Upper Storey

"This was certainly the strongest ad:tech Singapore to date. A variety of excellent key note speakers supported with insightful, practical view points from digital leaders across the region. The networking is second to none and valuable for anyone looking to broaden their digital horizons. ad:tech Singapore continues to be the region's event of the year."

James Hawkins, Executive Director, Performance Marketing

"ad:tech Singapore 2011 once again brought together the best players in the digital industry, both globally and locally, to share their insights on what matters to marketing in the digital world we live in. Each year the level of conversation grows in sophistication and this year was no exception. The topics discussed at ad:tech signal the issues which the industry will be focused on for the near future."

Jason Kuperman, Vice President Omnicom Digital Asia Pacific, Omnicom Group

"ad:tech Singapore gave me a holistic view of digital marketing and as a digital marketing manager, I benefited from the content and knowledge that could be applied to my job. The event also provided great networking opportunities where I made many new contacts."

Yu-Sun Jung, Digital Marketing Manager, GlaxoSmithKline, Korea

"ad:tech Singapore is a good platform for professionals and managers of various industry to come together to network and share their experiences. This is showcased during the various sessions where specialists from different fields gather to share their knowledge and application on digital/online media which I find useful. I believe attendees will find it applicable and relevant to their job."

Amy Tee, Marketing Director, Kaplan Singapore

