

ad:tech Singapore 2010 Rate Card

| Benefits as a Sponsor | | Diamond Sponsorship (exclusive) USD\$70,000 | Platinum Sponsorship (Up to 3 sponsors) USD\$50,000 | Gold Sponsorship (up to 5 sponsors) USD\$30,000 | Silver Sponsorship (up to 7 sponsors) USD\$20,000 | Bronze Sponsorship (Up to 10 sponsors) USD\$15,000 |
|---|----------|---|---|---|---|---|
| Full Conference Pass -Entitles you to attend all keynote sessions, breakout sessions and exhibition hall | | 15 | 10 | 6 | 4 | 3 |
| Event Guide Advertisement -Run of page unless otherwise stated | | 2 | 2 | 2 | 1 | 1 |
| Online Rotating Skyscraper Banner | | 1 | 1 | 1 | 1 | 1 |
| Conference Bag Promotional Collateral Insertion | | 1 | 1 | 1 | | |
| Post-show EDM / e-newsletter Insertion | | 1 | 1 | 1 | | |
| Premium Stand-alone Sponsorship Items | USD | Select up to 4 items not exceeding total value of USD70,000 | Select up to 3 items not exceeding total value of USD50,000 | Select up to 3 items not exceeding total value of USD30,000 | Select up to 2 items not exceeding total value of USD20,000 | Select up to 2 items not exceeding total value of USD15,000 |
| Registration Sponsor -Linkable ad on confirmation email of all pre-registered conference attendees -On-site signage in registration area -Promotional collateral to be given out at the registration desks. Produced and delivered by sponsor -Sponsor's advertisement to appear on event website as well as registration page | \$25,000 | ● | ● | ● | | |
| Keynote Session -Sponsor logo to appear on on-site signage, stage backdrop as well as outside conference room -Distribution of your promotional material at the session -Acknowledgement as keynote sponsor on ad:tech's website and other collaterals | \$25,000 | ● | ● | ● | | |
| Wi-Fi Services On-site -On-site Wi-Fi login page featuring sponsor logo -Sponsor's logo will also appear on search network and on-site signage | \$25,000 | ● | ● | ● | | |
| Speaker Pack -Official host to the ad:tech Singapore 2010 speakers/press lounge -Corporate logo to appear on signage outside the speakers/press lounge -Corporate logo to be printed on speakers' gifts | \$20,000 | ● | ● | ● | ● | |
| Cyber Lounge -Corporate logo to appear on signage in the cyber lounge as well as directional signage and floor plans at the event -Sponsor's homepage will be the default starting page on all laptops at the cyber lounge -Brochure racks displaying your promotion collaterals will be placed at the cyber lounge -Acknowledgement as cyber lounge sponsor | \$20,000 | ● | ● | ● | ● | |
| Coffee / Tea Break -Brochure racks displaying your promotional collaterals will be placed at the tea break venue -Corporate logo to appear on all on-site signage, napkins and cups | \$15,000 | ● | ● | ● | ● | ● |
| Conference Track -Acknowledgement as conference session sponsor on the backdrop as well as signage outside the conference room -Distribution of your promotional material in the conference room -Logo to be printed on session evaluation forms for the selected conference track -Acknowledgement as conference session sponsor on ad:tech's website and other collaterals | \$15,000 | ● | ● | ● | ● | ● |
| Podcast -Podcasting service shall include recordings of conference sessions at the event to be made available on ad:tech's website -Acknowledgement as sponsor at the start and end of every recording | \$15,000 | ● | ● | ● | ● | ● |
| Breakfast Forum -Brochure racks displaying your promotional collaterals will be placed at the breakfast venue -Corporate logo to be included on all on-site signage, Event Guide, and official website -Pre-event publicity on official website and e-newsletters | \$15,000 | ● | ● | ● | ● | ● |
| Lunch - Choice Day 1 or Day 2 -Brochure racks displaying your promotional collaterals will be placed at the lunch venue -Corporate logo to be included on all on-site signage, Event Guide and lunch coupons -Acknowledgement as the official lunch sponsor | \$12,000 | ● | ● | ● | ● | ● |
| Networking Party (Co sponsorship: 3 Available) -Sponsor corporate logo will appear on all signage at the networking party -Specially designed invitation cards will be distributed to all attendees -Publicity of the party on event website, Event Guide and e-newsletters -Brochure racks displaying your promotional collaterals will be placed at the party venue | \$12,000 | ● | ● | ● | ● | ● |
| Exclusive Mobile Marketing Sponsor -All outgoing mobile messages will feature your company tagline -Sponsor to provide pre and post event WAP services to ad:tech for publicity of the event | \$10,000 | ● | ● | ● | ● | ● |
| Visitor Guide -Specially designed visitor guide that will be distributed to all the attendees -Company logo and one-page advertisement to be included in the visitor guide | \$10,000 | ● | ● | ● | ● | ● |
| Notepads - For Keynote Sessions Only -Official notepad sponsor -Sponsor corporate ad will appear on the back cover of the notepad | \$10,000 | ● | ● | ● | ● | ● |
| Delegate Badges - Printed with your company logo to brand you as event sponsor and distributed to all attendees at the event - Co-branded with ad:tech | \$10,000 | ● | ● | ● | ● | ● |

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|--|------------------------|---|---|---|---|--|
| Delegate Lanyards -Printed with your company logo to brand you as event sponsor and distribute to all attendees at the event -Co-branded with ad:tech | \$10,000 | • | • | • | • | • |
| Conference Paper Bag -Printed and distributed to all attendees at the event -Includes 2 piece of promotional collaterals insertion in the paper bag -Artwork of paperbag to be supplied by Sponsor (ONE side only) | \$10,000 | • | • | • | • | • |
| Closing Cocktail Party -Sponsor corporate logo will appear on all signage for the closing party -Brochure racks displaying your promotional collaterals will be placed at the party venue -Pre-event publicity on website and e-newsletter about the party | \$5,000 | • | • | • | • | • |
| Bellyband - Event Guide -Printed and bound onto 2500 copies of our Event Guide. Artwork to be supplied by Sponsor | \$5,000 | • | • | • | • | • |
| Bookmark - Event Guide -Printed and attached onto 2500 copies of our Event Guide. Artwork to be supplied by Sponsor | \$5,000 | • | • | • | • | • |
| Pens - For Keynote Sessions Only -Printed with your company logo to brand you as event sponsor -Co-branded with ad:tech | \$5,000 | • | • | • | • | • |
| Other Sponsorship Items | USD | | | | | |
| Advertising Package -Corporate logo on the Event Guide, Website and on-site signage -100 word write up on Event Guide, Website and on-site signage -160x 600 Skyscraper to appear on event website -1 ROP advertisement in Event Guide | \$5,000 | | | | | |
| Opt-in attendee Email Broadcast -Dedicated email broadcast will be sent to all attendees who had opted-in to receive ad:tech's e-newsletters | \$5,000 | | | | | |
| Sponsored Workshop - Conduct your own seminar workshop. -Sponsored workshop will be promoted along side with ad:tech conferences - One complimentary full conference pass | \$4,000 | | | | | |
| Insertion of promotional collaterals in the official Conference Paper Bag -1 piece of promotional collateral produced and delivered by the sponsor | \$4,000 | | | | | |
| Standee (each) -Placed at a high traffic area; artwork and production cost to be borne by sponsor | \$1,800 | | | | | |
| Literature Bin -Collaterals will be place at a high traffic area | \$1,800 | | | | | |
| Rotating Skyscraper Advertising + ad:tech e-newsletter logo advertising space -160x 600 Skyscraper to be appear on event website -Logo to appear on the e-newsletter | \$800 per ad per month | | | | | |
| Rotating Skyscraper Advertising -160x 600 Skyscraper to be appear on event website | \$500 per ad per month | | | | | |