

ad:techsingapore

ASIA'S EVENT FOR MODERN MARKETING

3 - 4 June 2010

Suntec Singapore International
Convention & Exhibition Center

www.ad-tech.com/singapore

endorsed by:



SINGAPORE EXHIBITION
& CONVENTION BUREAU

held in:

UNIQUELY
Singapore

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dmg (world media)

ASIA'S EVENT FOR MODERN MARKETING

With the continuing decline of ad spend in many of traditional media businesses, budget spend on interactive media continues to gain momentum and at the same time delivers quantifiable results for the brand advertiser.

ad:tech Singapore 2010 is a regional event for the interactive marketing community. ad:tech brings together brand advertisers, traditional & interactive agencies, portals, on-line publishers and technology providers. With the continued growth in technology and use of digital media, ad:tech offers an unrivalled opportunity to discover new practices and technologies, and to learn how many of the great names have utilized the net, built brand recognition and immersed themselves in digital technologies. Companies are realizing the meaning of ROI on ad spend like never before.

The two day exhibition and highly engaging conference will provide you with a mass of new knowledge and many new contacts.

Create a Positive Impact on your Business

As THE regional event for modern marketing, ad:tech Singapore 2010 will continue to feature the latest and the most comprehensive range of solutions.

As Asia's leading event organiser in the field of interactive marketing, we provide sponsors only with the optimal branding and networking opportunity, and exhibitors with the best platform to showcase your products complete with unsurpassed quality leads generation.



the ad:tech exhibition

ad:tech puts solution providers in front of digital marketing and advertising buyers. The ad:tech exhibition hall provides unparalleled opportunities to reach brand advertisers, agencies, publishers, and key members of the trade media. The exhibition hall features technologies, software and services employed in digital marketing today, including:

- Ad Networks
- Ad Servers
- Advertising Agencies
- Affiliates
- E-marketing
- Interactive Agencies
- Metric/Analytics
- Mobile
- Portals
- Publishers
- Research
- Rich Media
- Search Engine Marketers
- Search Engine Optimization
- Viral Marketing

"The workshops on search marketing were useful for me. I'm from Hong Kong, and mostly focused on the greater China market. This is the first time I'm attending ad:tech Singapore. I've learnt something about online marketing in SEA. I'll be back again next year."

Kurt Chan, General Manager, MG Interactive



why exhibit at ad:tech Singapore?

Asia Pacific continues to be the fastest growing region and digital ad spend estimations are expected to exceed \$110 billion per annum, that is showing an average of more than 17% growth a year whereas traditional media platforms are already seeing a decline in ad spend.

- Is your company specialised in delivering online marketing solutions?
- Is your sales team looking to develop more Asia-based accounts?
- Do you see value in meeting Asia's online marketing budget holders?

If you've answered yes to any of the above questions, then ad:tech Singapore is the event for you! Exhibiting at the event will allow you to:

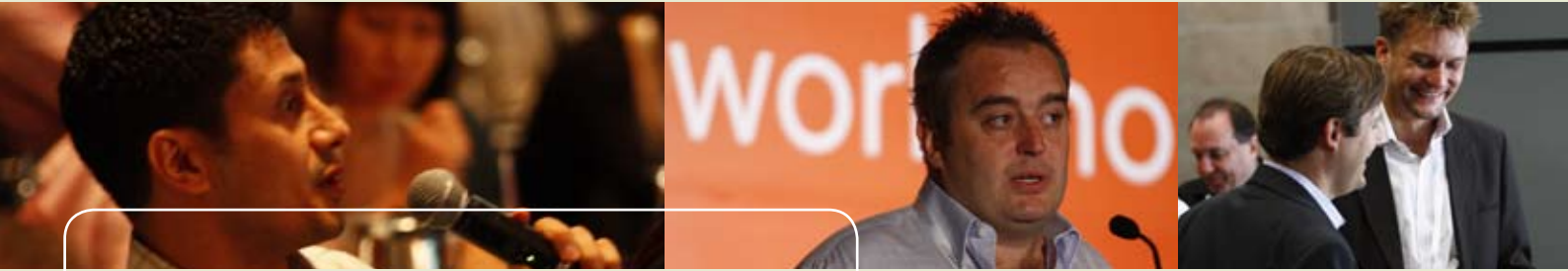
- **Position your brand:** ad:tech is an event organised by the industry, for the industry. Place your products and solutions at the forefront of the industry by exhibiting.
- **Generate new leads:** Companies from Asia and beyond travel to attend ad:tech. Make these prospects your customers.
- **Ensure quality of prospects:** The highly targeted audience consists of the decision makers whom you want to meet.
- **Connect with existing clients:** In today's fast-paced virtual world, it's never been more important to connect in the real one. Renew and strengthen existing relationships at ad:tech.
- **Market / Launch new products:** As the must-attend event for the region, ad:tech Singapore will generate maximum exposure for your new initiatives.
- **Garner extensive media coverage:** In 2009, more than 35 news and media organisations covered ad:tech Singapore. Mainstream media and trade publications and media always make it a priority to attend ad:tech events.

"Friendster has been a solid supporter of ad:tech Singapore for the past two years and find the conference a cornerstone of our year. The opportunity to meet hundreds of new partners and to mingle with new and old friends is fantastic. We look forward to 2010 and beyond."

Ian Stewart,
Head of Asia, Friendster, Inc.

I really had a very productive 2 days at ad:tech. I enjoyed the panel with the youths because it was a great opportunity for us to hear from the customers themselves rather than just from the brands or the service providers. The Workshops were great for brand marketers like us to hear from industry experts on effective tips, tools and benchmarks. And of course, the presentation by Scott Goodstein was fantastic...well worth the conference fee!

Lin Pei Hua, Assistant Vice-President, Marketing & Communications, CK TANG



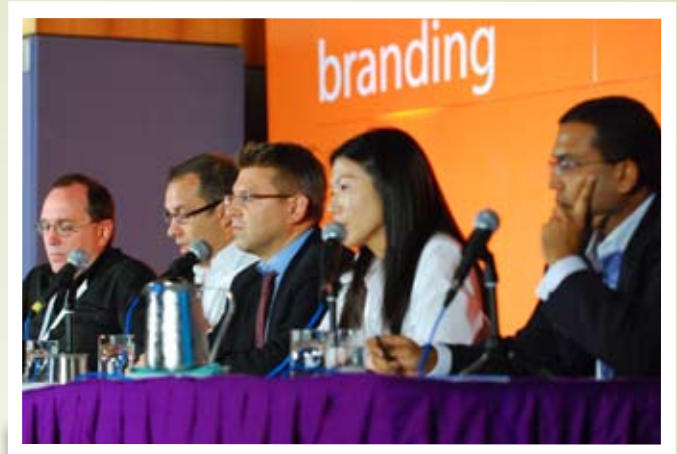
decision makers from
these companies attended

you will be in
good company

- AMERICAN EXPRESS
- ARC WORLDWIDE
- BANYAN TREE
- CANON SINGAPORE
- CHEVRON
- CIMB-GK-SECURITIES
- CITIBANK
- CIVIL AVIATION AUTHORITY OF SINGAPORE
- COMMERZBANK WEALTH MANAGEMENT SINGAPORE
- DENTSU INC.
- EURO RSCG
- FUJI XEROX
- FRIENDSTER
- GOLDMAN SACHS
- GOOGLE
- GREY GROUP
- HEINEKEN - APB
- HEWLETT PACKARD
- HONDA CARS
- HSBC
- INTERCONTINENTAL HOTELS GROUP
- KIM ENG SECURITIES
- LUFTHANSA
- MAYBANK
- MCCANNWORLD GROUP
- MICROSOFT
- MINDSHARE
- MINISTRY OF COMMERCE, SINGAPORE
- MINISTRY OF DEFENCE, SINGAPORE
- MOTOROLA ASIA PACIFIC
- MRM WORLDWIDE
- NATIONAL LIBRARY BOARD, SINGAPORE
- NEO@OGILVY
- NOKIA
- OMD
- PROCTOR & GAMBLE
- PARK HOTEL GROUP
- PHILLIP SECURITIES PTE LTD
- SAMSUNG
- SAP ASIA PACIFIC
- SINCERE WATCH LIMITED
- SINGAPORE PETROLEUM COMPANY
- SINGTEL
- SONY ERICSSON
- STANDARD CHARTERED BANK
- STARCOM MEDIA WORLDWIDE
- STARHUB
- STARWOOD ASIA PACIFIC HOTELS & RESORTS
- TEMPLETON ASSET MANAGEMENT LTD
- THE RITZ-CARLTON
- THE SWATCH GROUP
- TOURISM WESTERN AUSTRALIA
- VIETNAM BREWERY
- VISA WORLDWIDE
- YAHOO
- ZUJI PTE LTD

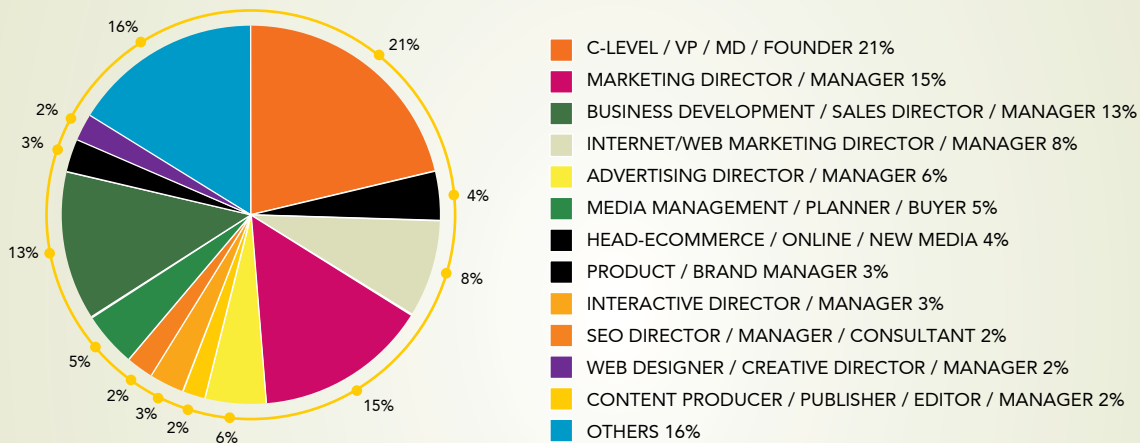
QUICK FACTS

- 1600+ senior industry executives
- 20+ countries represented
- 24 breakout sessions
- 8 free expo seminars
- 4 ground-breaking keynotes
- 1 event!

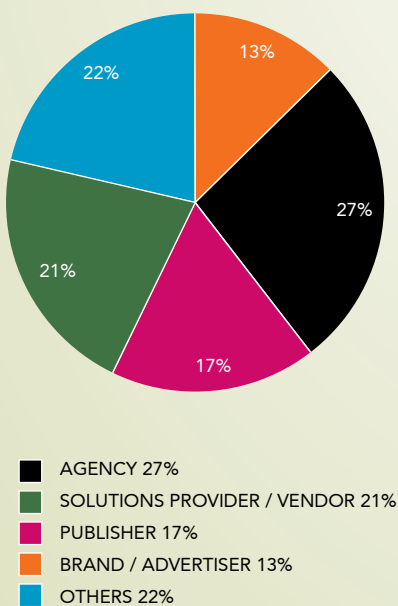


HIGH QUALITY ATTENDEES IN 2009

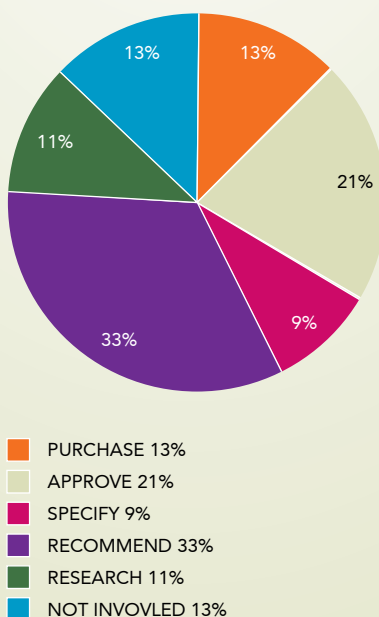
By Job Function



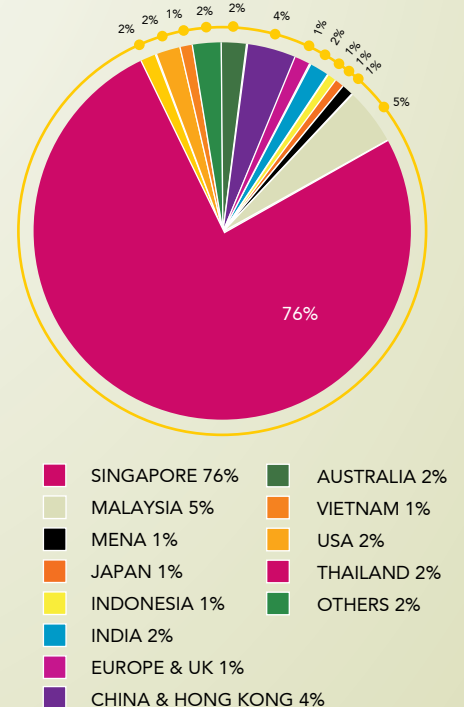
By Type of Company



By Role in Advertising Purchase



By Geographical Location





option a (shell package)

Early bird rate (by 1 March 2010): US\$600 per m²
 Normal rate (after 1 March 2010): US\$620 per m²

Every 9 sqm of shell scheme comes equipped with:

- one information counter
- 2 fold-away chairs
- wall to wall carpet
- one 13 amp. power socket per 9 sqm
- blue fascia board with company name and booth number
- fluorescent lighting
- one waste paper basket

option b (raw package)

Early bird rate (by 1 March 2010): US\$510 per m²
 Normal rate (after 1 March 2010): US\$527 per m²

“Yahoo! is a firm supporter of pushing online industry growth in Southeast Asia. It’s through events like ad:tech that allow us to share our insights and best practices with marketers, advertisers and publishers.”

Ken Mandel, Vice-President and Managing Director, Yahoo! Southeast Asia

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