

## **Sponsored Workshops @ ad:tech Singapore 2010 Fact Sheet**

**Venue:** Exhibition Hall, Suntec Convention Centre Level Two.  
**Date:** 3 and 4 June 2010

### **What is the Sponsored Workshop?**

Flexible presentation style to a targeted audience.

Sponsors can run the presentation as a panel format or solo speaking format. If sponsors wish to run as a panel format, sponsors will have to find their own panelist or refer back to our content team for recommendations.

Sponsors will be advised not to use this solely for sales pitch. They should rather use this platform to present a case study which will be of interest to the ad:tech attendees. Interested sponsors will be connected to the Content Team for advise and reference on what are the possible topics or discussions that they could consider to adopt.

Please carefully read the following points to ensure you are fully prepared for your seminar session.

### **When should I arrive at the Exhibition Hall and how long can I prepare the presentation?**

Please arrive at the Sponsored Workshop area approximately 15 minutes before you are supposed to start. The Sponsored Workshop venue will be available as soon as the speaker of the previous session is done. Should you encounter any problems onsite, please contact ad:tech team for help.

### **What equipment is available?**

Projector/ Projection Screen / laptop / lectern / microphone

### **What do I need to bring?**

Please bring your presentation on a memory stick or DVD/CD to upload on the provided laptop. You can use your own laptop if you prefer and this has to be made know to the ad:tech team before the start of the event. Presenters are strongly encouraged to upload your presentation on the provided laptop and conduct a trial run during the event set up day on 2 June 2010.

### **How long can I speak for?**

The session is 50 minutes – which we advise to schedule it to 40 minutes presentation and 10 mins Q&A. Please make sure you keep to that time to avoid any delay. Use the opportunity to answer any questions after the session at your booth.

### **Marketing for my seminars?**

ad:tech will promote the Sponsored Workshop prior the event on various online & offline marketing collaterals. Presenters are encouraged to engage in your own marketing efforts. Please make sure you inform all your partners and clients about your exact time, date and venue of your seminar. Also advise your clients that the seminars are **free to attend**.

## Sponsored Workshop submission ad:tech Singapore 2010

- **Sponsored Workshop Sessions**

To market and programme your session we need you to complete the following document and send it back to us by **Friday 14 May 2010**. If you have any questions please contact Daphne Yuen or Ng Ai @ 6513 0601 & 6513 0194

- **Please specify the category addressed during your session**

- |                                                        |                                                            |
|--------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Accessibility                 | <input type="checkbox"/> Interactive TV                    |
| <input type="checkbox"/> Ad Sales                      | <input type="checkbox"/> Market Research                   |
| <input type="checkbox"/> Ad Serving                    | <input type="checkbox"/> Media Monitoring                  |
| <input type="checkbox"/> Affiliate Marketing           | <input type="checkbox"/> Mobile Marketing                  |
| <input type="checkbox"/> Blogging                      | <input type="checkbox"/> Online Advertising                |
| <input type="checkbox"/> Consultancy                   | <input type="checkbox"/> Rich Media                        |
| <input type="checkbox"/> Content Management            | <input type="checkbox"/> SEO/SEM                           |
| <input type="checkbox"/> CRM                           | <input type="checkbox"/> Usability                         |
| <input type="checkbox"/> Database Management           | <input type="checkbox"/> User Generated Content            |
| <input type="checkbox"/> Design/Creative Services      | <input type="checkbox"/> Viral Marketing                   |
| <input type="checkbox"/> Digital Media Planning/Buying | <input type="checkbox"/> Web site Analytics & measurements |
| <input type="checkbox"/> Digital Media Sales Strategy  | <input type="checkbox"/> Web site Design/Development       |
| <input type="checkbox"/> E-Commerce                    | <input type="checkbox"/> Web2.0                            |
| <input type="checkbox"/> Email Marketing               | <input type="checkbox"/> Video/Streaming Media             |

- **Presentation Session Title**

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- **Session Synopsis (approx. 100 words)**

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- **Presentation Speaker**

Presented by (please tick one)

Speaker Name:

Speaker Job Title:

Speaker Company name:

Speaker Tel. / Mobile:

Speaker E-mail

Speaker Full Address

- **Contact details (if different from speaker)**

Name:

Job Title:

Company name:

Tel.:

E-mail:

Full Address: