

ad:tech singapore

the 5th INTERACTIVE ADVERTISING
and DIGITAL MARKETING
Exhibition and Conference, Asia

Asia's No.1 Digital Marketing, Media and Advertising Event



13 – 14 June 2012

Suntec Singapore International Convention & Exhibition Centre

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held in:



organised by:

dmg :: events

ad:tech singapore

An analysis of social networking visitation and engagement by region revealed that Asia Pacific, home to the largest online audience of the five global regions, contributed 32.5% of worldwide visitors to the category.

(SOURCE: COMSCORE)

Singapore's online advertising market is expected to grow at a CAGR of 15.6% from 2009 to reach US\$66 million by 2014.

(SOURCE: PWC)

In 2010, Asia Pacific had more than 825 million internet users, 42% of the global total.

(SOURCE: ADMA)

Mobile commerce in Asia Pacific is expected to reach US\$139 billion in 2012.

(SOURCE: ZDNET ASIA)

Online ad spend across Asia Pacific in 2014 is expected to reach US\$22.2 billion, representing 22.9% of global spend.

(SOURCE: EMARKETER/STARCOM/BLOOMBERG)

With such compelling statistics on Asia Pacific's growth and potential in the digital marketing industry, ad:tech Singapore serves as the definite marketplace to be if you are in this business.

ad:tech Singapore 2012 is a regional event for the interactive marketing community at its 5th edition. ad:tech Singapore 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.



“ad:tech Singapore provided a critical platform for marketers, agencies, portals, online publishers and technology providers to exchange their views on the interactive advertising and digital marketing space... I had the opportunity to meet with experts from across Asia Pacific and other regions, and thoroughly enjoyed the stimulating debates and conversations...”

- **Nirvik Singh, Chairman & CEO, Grey Group Asia Pacific**

“ad:tech Singapore 2011 was more successful this year than it has been in the past in terms of the levels of enthusiasm, the quality of the participants and the superior content that was communicated. Innity sees great merit in this event and we will definitely participate again next year”, - **Fabian Looa, Regional Director, Innity**

Create a Positive Impact on your Business

As THE regional event for modern marketing, ad:tech Singapore 2012 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's exhibition hall affords participating vendors 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 Sales
- Ad Serving
- Affiliate Marketing
- Analytics
- Consultancy
- Content Management
- CRM
- Database Management
- Design/Creative Services
- Digital Media Planning/Buying
- Digital Media Sales Strategy
- E-Commerce
- Email Marketing
- Interactive TV
- Market Research
- Measurement and Auditing Traffic
- Media Monitoring
- Mobile Marketing
- Online Advertising
- Rich Media
- Search Engine Marketing
- Social Media
- Usability
- Viral Marketing
- Website Design/Development
- Webcasting/Streaming Media

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 2011, the event gathered high quality coverage on various media channels. A total of over 100 print articles, online articles and blog posts were generated from the event. Mainstream media and trade publications always make it a priority to attend ad:tech events.



“ad:tech Singapore brings together all the major players in the industry, creating deep discussion, interesting ideas and new connections. Really enjoyed meeting some great people and talking media!”- **Robert John Findlay, Customer, Culture & Innovation, Group Customer Experience, OCBC Bank**

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!



“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 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**

Who will attend: Brand Advertisers, Agencies, Portals, Online Publishers and Technology Providers

- CEOs
- CMOs
- Brand Managers
- Marketing Management
- Advertising Executives
- Sales Executives
- Business Development Managers
- Media Buyers and Planners
- Product Managers
- Creatives
- Search Management
- E-commerce
- Management

Decision makers from these companies attended You will be in good company

Acer Computer (S) Pte Ltd
All Nippon Airways Co., Ltd.
American Express International, Inc
Apple
Asatsu-DK Inc. Asia Regional Office
Bank Central Asia
BP Singapore
British High Commission
Canon
Central Provident Fund Board
Cerebos Pacific Limited
Citibank Singapore Limited
Coca-Cola Singapore
Daimler
DBS Bank Limited
Dell
Dentsu Asia
Economic Development Board
Embassy Of The United States Of America
Estee Lauder Travel Retailing, Inc
Euro RSCG Worldwide
FJ Benjamin
Far East Organization
Glaxosmithkline
Great Eastern Life
GroupM Asia Pacific
Hong Kong Trade Development Council

HSBC Ltd
Infocomm Development Authority Of Singapore (IDA)
Johnson & Johnson
Kimberly Clark
Land Transport Authority
Lowe Indonesia
Maybank
Ministry Of Manpower
MPG Asia Pacific
Nestle Philippines, Inc.
Ngee Ann Polytechnic
OCBC Bank
Omnicom Group
P&G Asia
Philips Electronics Singapore Pte Ltd
PT. Djarum
Royal Caribbean Cruises (Asia) Pte Ltd
SMRT Investment Pte Ltd
Standard Chartered Bank
Starcom Mediavest Group
Telkomsel
Unilever Pte Ltd
Volvo Asia
Waggener Edstrom
XM Asia
Yamaha China
Zenithoptimedia

What to Look Forward to in 2012

- Nearly 4,000 sqm of exhibition area
- Over 100 technology showcases on the expo floor
- More than 3,000 quality attendees from the region
- Close to 40 power packed sessions delivered by more than 80 top-notch speakers
- Unlimited business networking opportunities!

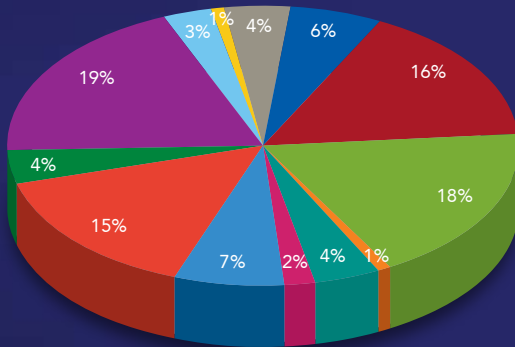
Quickfacts from 2011

- 1900+ Senior industry executives
- 30+ Countries represented
- 32 Panel sessions and workshops
- 7 Ground breaking keynotes

All at just ONE event!

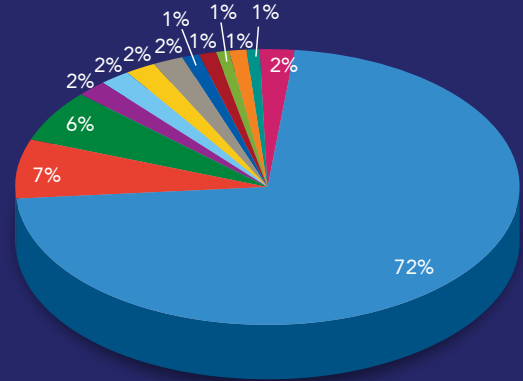
Attendee profile at ad:tech Singapore 2011 (audited figures)

By Job Function



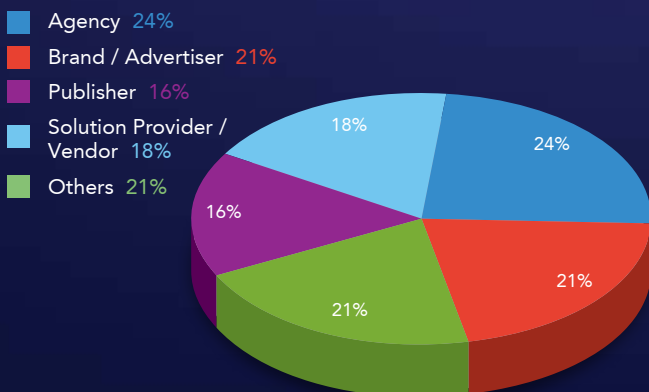
- Advertising Director / Manager 6%
- Business Development / Sales Director / Manager 16%
- Chief Executive / VP / MD / Founder 18%
- Content Producer / Publisher / Editor / Manager 1%
- Head Of ECommerce / Online / New Media 4%
- Interactive Director / Manager 2%
- Internet / Web Marketing Director / 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 Geographical Location



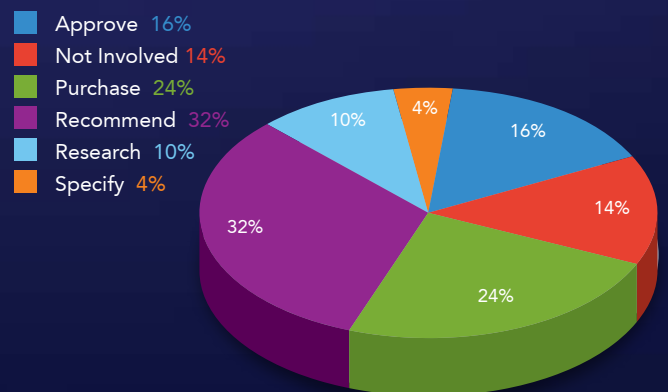
- Singapore 72%
- Indonesia 7%
- Malaysia 6%
- India 2%
- Hong Kong 2%
- Thailand 2%
- Japan 2%
- Australia 1%
- Philippines 1%
- United States of America 1%
- Korea 1%
- United Kingdom 1%
- Others 2%

By Type of Company



- Agency 24%
- Brand / Advertiser 21%
- Publisher 16%
- Solution Provider / Vendor 18%
- Others 21%

By Role in Advertising Purchase



- Approve 16%
- Not Involved 14%
- Purchase 24%
- Recommend 32%
- Research 10%
- Specify 4%



Booth Packages and Pricing (excluding GST)



- Booths sizes: 2sqm**, 6sqm, 9sqm, 12sqm, 18sqm
- Exhibitor packages are matched to your business objectives with entry level booths starting from US\$1600
- All booth packages are inclusive of a shell scheme stand, lighting, electrical and fascia board
- All booth purchases includes 1 full conference pass to ad:tech Singapore 2012 valued at US\$1095
- International discounts apply if you exhibit at 3 or more ad:tech events Worldwide

** If you are a start-up company less than 2 years old, not a listed company and has staff strength of not more than 20 people, then we are here to help you showcase your business at just US\$1600 for a kiosk booth.



Exhibition Seminar Theatre

Situated within the exhibition hall, the theatre has 45 minute presentations reserved for exhibitors to help drive additional traffic to their booths for follow up conversations.

- Presentations are free of charge for all attendees
- Are actively marketed before the event and onsite
- Will position your company as a thought leader
- The perfect platform to provide tactical how to's, showcase a case study, your latest research or launch a product to an eager audience.
- Priced at US\$3500 per presentation

Why Singapore?

Singapore clinched the top spot as the Best City for MICE Events once more, well ahead of Hong Kong and Bangkok, which came in second and third respectively. (SOURCE: CEI ASIA - 2010)

Singapore is the preferred choice for many prestigious conventions, with its reputed clockwork efficiency, inherent strengths in high-growth industries, fertile ecosystem for networking and learning, and its unique venues and activities. Put together, all these aspects form a superb framework for a successful convention.

"With Singapore being the headquarters for most businesses in Southeast Asia, ad:tech Singapore is indeed geographically well positioned and with APAC being one of the fastest growing market in online ad spend, we are confident in gathering the entire spectrum of interactive marketing players in Asia and beyond." – **Paul Beckley, Vice President of Technology, dmg :: events**

Sponsorship Opportunities Available

Sponsors of ad:tech Singapore enjoy unique brand and strategic marketing opportunities. Enhance your marketing efforts by getting your new products and services in front of the right people at the right time. Whether you are looking to reach all attendees or focus on delegates and speakers, ad:tech Singapore has the right "mix" of qualified customers and prospects to help sponsors reach their goals.

See attached rate-card for the different sponsorship opportunities available. We are able to customize the sponsorship to help you achieve your branding and sales promotion objectives.

Contact Us

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