

# ad:tech singapore 2012 rate card

Benefits as a Sponsor	USD	Diamond Sponsorship (exclusive) USD70,000	Platinum Sponsorship (Up to 3 sponsors) USD50,000	Gold Sponsorship (up to 5 sponsors) USD30,000	Silver Sponsorship (up to 7 sponsors) USD20,000	Bronze Sponsorship (Up to 10 sponsors) USD15,000
 <p><b>Full Conference Pass</b> - Entitles you to attend all keynote sessions, breakout sessions and exhibition hall</p>		15	10	6	4	3
 <p><b>Event Guide Advertisement</b> - Run of page unless otherwise stated</p>		2	2	2	1	1
 <p><b>Online Rotating Skyscraper Banner</b></p>		1	1	1	1	1
 <p><b>Conference Bag Collateral Insertion</b></p>		1	1	1		
 <p><b>Post-show EDM / e-newsletter Insertion</b></p>		1	1	1		
<b>Premium Stand-alone Sponsorship Items</b>		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
 <p><b>Registration Sponsor</b> - 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</p>	\$25,000	●	●	●		
 <p><b>Keynote Session</b> - 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</p>	\$25,000	●	●	●		
 <p><b>Wi-Fi Services On-site</b> - On-site Wi-Fi login page featuring sponsor logo - Sponsor's logo will also appear on search network and on-site signage</p>	\$25,000	●	●	●		
 <p><b>Speaker Pack</b> - Official host to the ad:tech Singapore 2012 speakers/press lounge - Corporate logo to appear on signage outside the speakers/press lounge - Corporate logo to be printed on speakers' gifts</p>	\$20,000	●	●	●	●	
 <p><b>Cyber Lounge</b> - 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</p>	\$20,000	●	●	●	●	
 <p><b>Coffee / Tea Break</b> - 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</p>	\$15,000	●	●	●	●	●
 <p><b>Conference Track</b> - 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 included on session evaluation forms for the selected conference track - Acknowledgement as conference session sponsor on ad:tech's website and other collaterals</p>	\$15,000	●	●	●	●	●
 <p><b>Podcast</b> - 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</p>	\$15,000	●	●	●	●	●
 <p><b>Breakfast Forum / Corporate Seminars</b> - Brochure racks displaying your promotional collaterals will be placed at the breakfast/seminar 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</p>	\$15,000	●	●	●	●	●

	<b>Closing Cocktail Party (Exclusive)</b> - 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	\$15,000	●	●	●	●	●
	<b>Lunch - Choice Day 1 or Day 2</b> - 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	●	●	●	●	●
	<b>Networking Party (Co-sponsorship: 3 Available)</b> - 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	●	●	●	●	●
	<b>Exclusive Mobile Marketing Sponsor</b> - 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	●	●	●	●	●
	<b>Notepads</b> - Official notepad sponsor - Sponsor corporate ad will appear on the back cover of the notepad	\$10,000	●	●	●	●	●
	<b>Delegate Badges</b> - 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	●	●	●	●	●
	<b>Delegate Lanyards</b> - 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	●	●	●	●	●
	<b>Conference Paper Bag</b> - Printed and distributed to all attendees at the event - Includes 2 pieces of promotional collaterals insertion in the paper bag - Artwork of paper bag to be supplied by Sponsor (ONE side only)	\$10,000	●	●	●	●	●
	<b>Bellyband - Event Guide</b> - Printed and bound onto 2500 copies of our Event Guide - Artwork to be supplied by Sponsor	\$5,000	●	●	●	●	●
	<b>Bookmark - Event Guide</b> - Printed and attached onto 2500 copies of our Event Guide. Artwork to be supplied by Sponsor	\$5,000	●	●	●	●	●
	<b>Pens - For Keynote Sessions Only</b> - Printed with your company logo to brand you as event sponsor - Co-branded with ad:tech	\$5,000	●	●	●	●	●
	<b>Other Sponsorship Items</b>	USD					
	<b>Advertising Package</b> - Corporate logo on the Event Guide, Website and on-site signage - 100 words 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					
	<b>Opt-in attendee Email Broadcast</b> - Dedicated email broadcast will be sent to all attendees who have opted-in to receive ad:tech's e-newsletters	\$5,000					
	<b>Expo Seminar Theatre</b> - Conduct your own seminar - Expo Seminar Theatre will be promoted along side with ad:tech conferences - One complimentary full conference pass	\$3,500					
	<b>Insertion of promotional collaterals in the official Conference Paper Bag</b> - 1 piece of promotional collateral produced and delivered by the Sponsor	\$2,500					
	<b>Standee (each)</b> - Placed at a high traffic area; artwork and production cost to borne by Sponsor	\$1,800					
	<b>Literature Bin</b> - Collaterals will be placed at a high traffic area	\$1,800					
	<b>Online Rotating Skyscraper Banner + ad:tech e-newsletter logo advertising space</b> - 160x 600 Skyscraper to appear on event website - Logo to appear on the e-newsletter	\$800 per ad per month					
	<b>Online Rotating Skyscraper Banner</b> - 160x 600 Skyscraper to appear on event website	\$500 per ad per month					