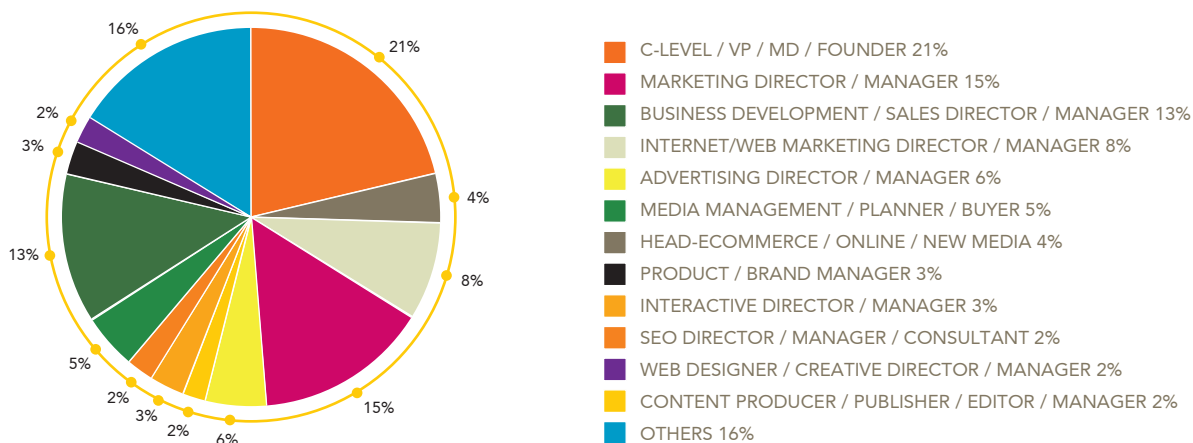


2009 Show Report

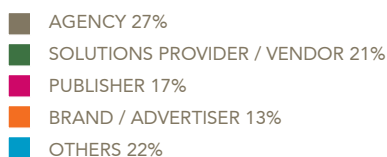
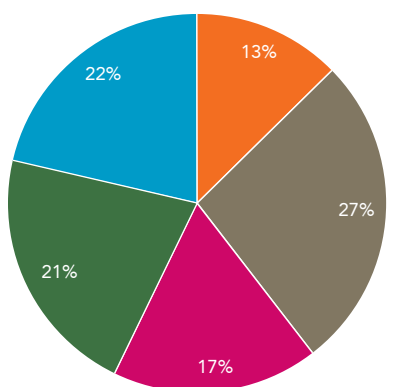
The 2nd edition of the ad:tech Singapore exposition took place on June 9 - 10, 2009. During this 2-day event, we welcomed more than 1,680 attendees which was a very encouraging turnout amidst the economic downturn. A total of 29 exhibitors and 12 sponsors showcased their products and services at the exhibition. We heard from 67 speakers, and were supported by 17 media partners and 6 industry associations. Based upon verified data collected from the attendees during registration, this report will give you insights on the type of attendees at the event, and their feedback on the event.

Breakdown of attendees at ad:tech Singapore 2009

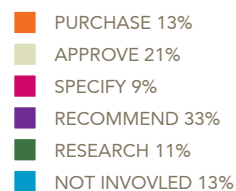
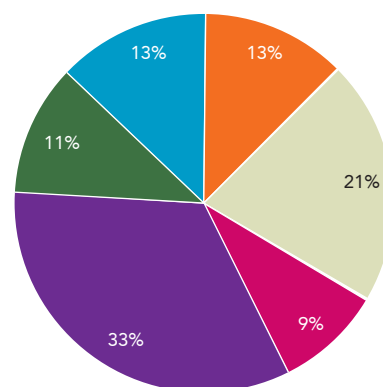
By Job Function



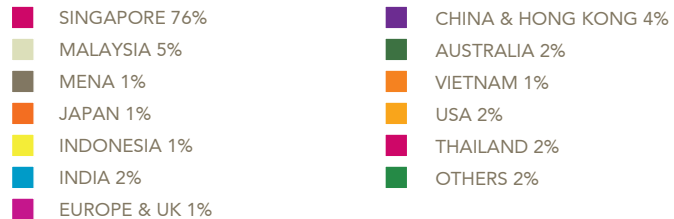
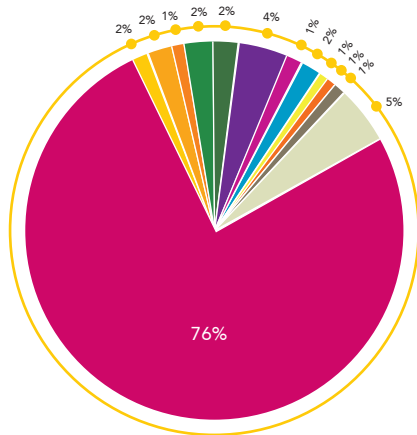
By Type of Company



By Role in Advertising Purchase



By Geographical Location



Sponsors

Gold Sponsors



Silver Sponsor



Bronze Sponsor



Sponsors



Supported By

Endorsed By

Held In



Association Partners



PR & Media Coverage

Official PR Agency



ad:tech Singapore was well featured in the media. As of 30 Jun 2009, the event had gathered high quality coverage on various media channels, including TV, radio, major newspapers, trade publications, online portals and blogs. A total of 5 broadcast segments, 6 print articles, 20 original online articles and 7 blog posts were generated by the event.

What the attendees thought of ad:tech Singapore 2009

"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](#)

"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](#)

"There's a lot of buzz about mobile marketing and everyone is watching with a very keen interest to where it's moving. For me the most useful part was the session on engaging the youth, just hearing real people speak about their lives and how they use not just social networks but the internet and their digital lifestyle."

[Elvin Tan, Country Manager for Singapore, Pixel Media Asia](#)

"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.](#)

"We were pleased with the footfall at the FT stand at ad:tech Singapore. Strong branding and a central positioning meant the stand had maximum impact; although the show was quieter this year we made interesting new contacts and generated some good quality leads for the FT sales team."

[Jocelyn Cripps, Marketing Director - Asia Pacific, Financial Times](#)

"ad:tech Singapore 2009 once again demonstrated why it is the premier digital conference in Asia. It continues to be a fantastic forum for networking, and a unique opportunity to experience firsthand the future of the marketing communications industry. The speakers and content provided a diverse range of provocative insights into how digital media can capitalise on the major economic and social changes we are experiencing in our rapidly changing world."

[Mike Armour, Formerly Chairman/CEO, Grey Group Asia Pacific](#)