



**11 November 2009
Raffles City Convention Centre, Singapore**

Sponsorships & Marketing and Promotional Opportunities

Dear Sir/ Madam,

I would be delighted to invite you to be a distinguished sponsor of **Indochina Business Leaders Bridge Forum, Singapore 2009**.

Indochina Business Leaders Bridge Forum, Singapore 2009 is the event organized by the International Data Group (IDG ASEAN) **on November 11th, 2009 at Raffles City Convention Center, Singapore**. This year, the feature theme of **Indochina Business Leaders Bridge Forum** is "building stronger linkage between Indochina and other trading regions around the world".

Indochina Business Leaders Bridge Forum is the destination where biggest players in Infrastructure Construction, Information Communications Technology (ICT), Oil and Gas, Transportation industry choose to prove their leading stature by showcasing their distinguished products and services, positioning a strong brand image on hundreds of decision makers' minds and deliver outstanding marketing opportunities and business partnership.

Whatever your goals, whatever your budget, whatever your products & services, **Indochina Business Leaders Bridge Forum sponsorships and marketing & promotional opportunities** (MPOs) will work best for you. We offer numerous programs to maximize your presence and highlight your products and services.

Should these programs and benefits fall outside your requirements, we would be pleased to negotiate an alternative that will be suitable for your needs.

Take action now and see how you will stand out during the show!

For further information, please contact:

Mr. Duy Le

Event Coordinator

Mobile: (84)93 415 6068

E-mail: duy_le@idg.com.vn

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Price Quotation

Sponsorships at Indochina Business Leaders Bridge Forum 2009	USD	Other Marketing and Promotional Opportunities	USD
Principal Sponsor	15,000	Bag Insert	1,000
Diamond Sponsor	10,000	Door gift	4,000
Platinum Sponsor	8,000	<i>IDG to produce the gift</i>	
Gold Sponsor	6,000	<i>Sponsor to produce the gift</i>	2,000
Reception Sponsor	5,000	Note-Book	2,000
Conference Session Sponsor	10,000	<i>Sponsor to produce the gift</i>	

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Main Sponsorships

Sponsorship programs like **Principal, Diamond, Platinum, Gold, Reception** packages offer exceptional pre-show, on-site and post-show visibility.

Sponsorship Packages	Principal 15,000 USD	Diamond 10,000 USD	Platinum 8,000 USD	Gold 6,000 USD	Reception 5,000 USD		
Custom Visibility Opportunities							
A customized benefit to enhance sponsors' visibility	*1	*2	*3				
Print Presence							
One (1) advertising page on Show Directory	Back cover	Inside front cover	Inside back cover	Inside Page	Inside page		
FOC four-color ad on PC World B	2	2	2	1	½		
Logo & Company Profile listed on Show Directory	●	●	●	●	●		
Logo placed on all printed marketing materials	●	●	●	●	●		
Email/ Mail Marketing							
One (1) pre-show promotional insert to be sent out to all pre-registered attendees. Sponsor responsible for the production of the pre-show insert	●						
Fifty (50) word company description in the Platinum highlight email to pre-registered attendees	●						
Logo placed on Event's e-newsletters (available upon	●	●	●	●	●		

receipt of signed contract)							
Event's Website Presence							
Prominent logo placement with link on Event's homepage	•	•	•	•	•		
One (1) 150x80 web banner ad with reciprocal link on Event's homepage. Banner to be designed by sponsors	6 months	5 months	4 months	3 months	3 months		
200-word company profile listed on the Website's Sponsorship sub page	•	•	•	•	•		
Logo placed on the Website's Sponsorship sub page	•	•	•	•	•		
Sponsorship Packages	Principal	Diamond	Platinum	Gold	Reception		
PR							
A joint Press release inserted into media kit at the Press Conference <i>(if applicable)</i>	•	•					
Sponsor's remark at the Press Conference <i>(if applicable)</i>	•	•	•				
Appearance in Event's official video clip	•	•	•				
A promotional insert into media folder	•	•	•				
Brief introduction to sponsors' featured product/ solution/ information in the Press Release	•	•	•	•	•		
Arrangement of onsite interview with media	•	•	•	•	•		
Company name recognition in the Event's Press release	•	•	•	•	•		
A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website	•	•	•	•	•		
Sponsors' information used as reference materials for PR's pre-event write-up activities	•	•	•	•	•		
Sponsor's spoke man opinions shared with media in e-news and sent to media/ on media sub page	•	•	•	•	•		
Exhibitor's solutions/ products information shared with media in e-newsletter and sent to media	•	•	•	•	•		
On-site Activities							
Sponsor's 5 minute remark	at Banquet						
One (1) Keynote at the Conference	•	•	•				
One (1) 20-25 minute Speaking slot at the Conference	•	•	•	•	•		
One (1) standard Showcase area				•			

Arrangement of VIPs to visit sponsor's booths	1st priority	2nd priority	3rd priority				
Onsite Presence							
Brochure placed on conference information desk	●	●	●				
One (1) standing banner (1.8mx 0.8m) at high traffic area. Sponsors to produce the banner	●	●	●				
A promotional insert in attendee bags	4-page brochure	4-page brochure	1 page	1 page	1 page		
Logo on Event's backdrops	●	●	●	●	●		

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Reception		
Registration							
Exhibitor/ Sponsor Pass	5	5	5	5	5	5	5
Conference Ticket	10	8	6	6	4	5	3
Banquet Ticket	5	4	3	3	2	5	2
Accommodation							
A room for 2 nights hotel accommodation	●	●	●				
One shuttle pick-up bus	●	●	●				
List Usage							
Newsletters sent to event's post-show attendee emailing list (Typically available 30 days after the event)	3 times	2 times	1 times				
Post-show attendee list including attendees' names, companies and titles	●						

*1, *2, *3: Banners with sponsor's logo and company name will be hung up at the eye-catching positions inside the conference room and the exhibition area.

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Other Sponsorships

Standard Exhibition Booth

Investment value: 3,500 USD

Show the participants what your company can offer by having your own standard booth at the Exhibition area. In the foyer, a standard booth is of 1,5m (W) x 3m (L) x 2,5m (H) in dimension. In the ballroom, a standard booth is of 3m (L) x 3m (W) x 2,5m (H) in dimension. Sponsors will also have all the **Standard Sponsorship Benefits** on page 12.

Lucky Draw Sponsor (Co-Sponsors)

Investment value: 5,000 USD

Everybody loves a lucky draw. Join as our Lucky Draw Sponsor and enjoy fascinating branding opportunities, including:

- Recognition at the registration area as Sponsor for Lucky Draw
- A company's representative to present the gift to the lucky person on stage
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12

Tea break Sponsor – Exclusive

Investment value: 3,000 USD

Tea break area is the place where attendees rush into for a rest after each Conference session. Enjoy higher visibility with 2 standing banners (1.8mx0.8m) at the Event's Tea break area (*Sponsors to produce the banners*) and other benefits listed in the **Standard Sponsorship Benefits**.

Facilities & Equipment Sponsor

Investment value: Based on service fees

As the manufacturers of conference & expo facilities and equipments, you can be our sponsors by providing Organizers equipments during the onsite days and expose your brand name to thousands of attendees and visitors at the Event.

You can choose to sponsor for one of these equipments: **Wireless, Screens, Projectors, Laptops, Headsets, Translation, etc.**

Sponsor will also have all the **Standard Sponsorship Benefits**.

Other marketing and promotional opportunities

Advertising

Advertising is also a great opportunity to expose you to higher visibility. You have various choices to enhance visibility of your brand image with:

- **Advertising pages inside the Event's Show Directory** (The ad to be designed by sponsors)
- **190x120 web banner** ad on Event's homepage for 3 months (Banner to be designed by sponsors)
- **Onsite banners/ standing banners**
- **Five-minute advertising clip** launched during tea-break time at the Conference

Bag Insert

One-page insert in the delegate bag can promote to all the attendees about your company, products and services.

Door gifts

Your promotional gifts will be delivered directly to attendee who entered the Conference room.

Other gifts

You can choose to sponsor for other attendee gifts such as: **Pen Sponsor, Notebook Sponsor, Notepad Sponsor** or *other customized gifts*.

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Standard Sponsorship Benefits

Once becoming our sponsor, you shall automatically enjoy these following benefits:

- *Have your Logo & Company Profile listed on the Event's Show Directory*
- *Have your Logo placed on all printed marketing materials*
- *Have your Logo placed on Event's attendee e-newsletter (available upon receipt of signed contract)*
- *Have your Logo placed on the Website's Sponsorship sub page*
- *Have your Logo placed on event's backdrop*
- *Have three (3) conference tickets & two (2) banquet tickets at Indochina Business Leaders Bridge Forum 2009*

Sponsorships from 7,000 USD to 15,000 USD shall enjoy these additional benefits:

- *A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics to be post on the Breaking News box on the Event's website*
- *Sponsors' information will be used as reference materials for PR's pre-event write-up activities*
- *Sponsor's spoke man opinions will be shared in e-newsletters sent to the media or on media sub page*
- *Exhibitor's solutions/ products information will be shared in e-newsletters sent to the media*

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