

## Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities

### PROMAX/BDA INDIA 2011 SPONSORSHIPS AT A GLANCE

The following is a summary of all sponsorship opportunities available at Promax/BDA India 2011. Packages can be tailored to individual company requirements with a number of creative elements designed to maximize the sponsorship impact.

#### PREMIUM CONFERENCE SPONSORSHIP PACKAGES

SPONSORSHIPS	RATE
Event Sponsor Platinum	SGD 38,000 <b>[SOLD]</b>
Event Sponsor Gold	SGD 28,000 <b>[SOLD]</b>
Event Sponsor Silver	SGD 18,000
Event Sponsor Bronze	SGD 10,000
Technology Sponsor	SGD 15,000
Delegate Bag Sponsor	SGD 15,000 <b>[SOLD]</b>
Official Badge and Lanyard Sponsor	SGD 9,000 <b>[SOLD]</b>
Keynote Speaker Sponsor	SGD 10,000
Demonstration Workshop	SGD 15,000

#### ASSOCIATE CONFERENCE SPONSORSHIP PACKAGES

SPONSORSHIPS	RATE
DISPLAY AND DEMONSTRATION	SGD 4,500
DVD Showreel Screen Display * subject to min 5 sponsors interest	SGD 3,500
Delegate Bag Premium Insertion	SGD 1,500
Website Banner Advertisement	SGD 1,200
Material Distribution	SGD 1,000
Conference Programme Advertising	Various

#### HOSPITALITY & NETWORKING SPONSORSHIP PACKAGES

SPONSORSHIPS	RATE
Post Party Sponsor	SGD 25,000
Awards Ceremony Sponsor	SGD 20,000
Opening Night Drinks Reception	SGD 20,000
Pre-Awards Drinks Reception	SGD 12,000
Official Sponsor Conference T-Shirts	SGD 8,000
Lunch Sponsor	SGD 8,000 (1 Day) SGD 12,000 (2 Days)
Coffee Break Sponsor	SGD 4,500 (1 Day) SGD 7,200 (2 Days)

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **PREMIUM CONFERENCE SPONSORSHIP PACKAGE**

#### **EVENT SPONSOR - PLATINUM SGD 38,000**

**SOLD**

Exclusive Sponsorship rights as Platinum Sponsor

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo and company profile (max 100 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Website banner advertisement (6 Months exposure - 4 months prior to the event and 2 months after) / Dimensions: 728 x 90 pixels (15k max)

#### Delegate Registration

- 15 Delegate passes for Promax/BDA India 2011 Conference
- 10% Discount on subsequent Delegate Passes for Promax/BDA India 2011 (based on individual regular rate)

#### Official Conference Programme

- Prominent logo placement on official conference programme (provided in EPS format, Color and White on Black)
- Logo and Company profile (100 words max) on special sponsors page in programme
- Full page advertisement in official conference programme

#### Conference Branding

- Prominent On stage branding throughout conference and awards
- Prominent display of Platinum Sponsorship acknowledgement with logo on signage at venue
- Inclusion of one marketing item or small premium in the official delegate bag

#### Social and Networking

- 15 tickets to the Post Awards Party
- Inclusion of one small premium in the official post awards goodie-bag (subject to sponsorship)

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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**EVENT SPONSOR - GOLD SGD 28,000**

**SOLD**

Maximum 2 Gold Sponsors

### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Website banner advertisement (6 Months exposure - 4 months prior to the event and 2 months after) / Dimensions: : 728 x 90 pixels (15k max)

### Delegate Registration

- 5 Delegate passes for Promax/BDA India Conference
- 5% Discount on subsequent Delegate Passes for Promax/BDA India 2011 (based on individual regular member rate)

### Official Conference Programme

- Prominent logo placement on official conference programme (provided in EPS format, Color and White on Black)
- Full page advertisement in official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

### Conference Branding

- Prominent On stage branding throughout conference and awards
- Prominent display of GOLD Sponsorship acknowledgement with logo on signage at venue

### Social and Networking

- 5 tickets to the Post Awards Party
- Inclusion of one small premium in the official post awards goodie-bag (subject to this being sponsored)

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **EVENT SPONSOR - SILVER SGD 18,000**

Maximum 3 SILVER Sponsors

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Website banner advertisement (6 Months exposure - 4 months prior to the event and 2 months after) / Dimensions: 468 x 60 pixels (15k max)

#### Delegate Registration

- 3 Delegate passes for Promax/BDA India Conference
- 5% Discount on subsequent Delegate Passes for Promax/BDA India 2011 (based on individual regular member rate)

#### Official Conference Programme

- Prominent logo placement on official conference programme (provided in EPS format, Color and White on Black)
- Full page advertisement in official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

#### Conference Branding

- Prominent On stage branding throughout conference and awards
- Prominent display of SILVER Sponsorship acknowledgement with logo on signage at venue

#### Social and Networking

- 2 tickets to the Post Awards Party
- Inclusion of one small premium in the official post awards goodie-bag (subject to this being sponsored)

## **Promax/BDA India 2011**

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#### **EVENT SPONSOR - BRONZE SGD 10,000**

Maximum 4 BRONZE Sponsors

##### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Website banner advertisement (6 Months exposure - 4 months prior to the event and 2 months after) / Dimensions: 468 x 60 pixels (15k max)

##### Delegate Registration

- 2 Delegate passes for Promax/BDA India Conference
- 5% Discount on subsequent Delegate Passes for Promax/BDA India 2011 (based on individual regular member rate)

##### Official Conference Programme

- Prominent logo placement on official conference programme (provided in EPS format, Color and White on Black)
- Full page advertisement in official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

##### Conference Branding

- Prominent On stage branding throughout conference and awards
- Prominent display of Bronze Sponsorship acknowledgement with logo on signage at venue

##### Social and Networking

- 2 tickets to the Post Awards Party
- Inclusion of one small premium in the official post awards goodie-bag (subject to this being sponsored)

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **TECHNOLOGY SPONSOR SGD 15,000**

This is specifically designed for a technology company that may wish to showcase and demonstrate the latest innovation in their technology or application. A special workshop session will be created and a call for interest sent out to invite delegates to participate in this special workshop. Limited to 2 technology companies only, this is a unique and targeted opportunity to gain that competitive edge.

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Delegate Registration

- 2 Delegate passes for Promax/BDA India Conference
- 5 Guest passes for the Technology Showcase

#### Official Conference Programme

- Prominent logo placement on official conference programme (provided in EPS format, Color and White on Black)
- Logo and Company profile (50 words max) on special sponsors page in programme

#### Conference Branding

- Prominent display of official technology showcase partner with logo on signage at venue
- Exclusive rights to spot prize giveaway (to be supplied by sponsor) during showcase

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **DELEGATE BAG SPONSORSHIP SGD 15,000**

**SOLD**

Every delegate that registers for the conference will receive a delegate bag at registration desk. This bag is indispensable- All that stuff has to go someplace! The official delegate bag offers high visibility and a unique prominent branding opportunity for your brand and business. Rate includes supply of a stylish, high quality bag with your corporate logo imprinted on it for everyone to see. Great keepsake for conference delegates also- to keep your brand top of mind! If you have a stylish bag that you would like to propose as the official bag, then please contact us to discuss details. This sponsorship opportunity gives both an immediate branding impact and an extended branding opportunity as delegates often retain the bags beyond the Convention end.

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Prominent logo placement on official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

#### Conference Branding

- Sponsor logo exclusively and prominently displayed on all delegate bags
- Prominent display of logo on signage at venue
- Inclusion of one marketing item or small premium in the official delegate bag

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **OFFICIAL BADGE AND LANYARD SPONSOR SGD 9,000**

**SOLD**

Every delegate is issued with branded entry pass and lanyard- compulsory to be displayed throughout the conference for access to all sessions and events. What an opportunity to ensure that the name of your business is visible and referenced throughout the conference. Why not put your name on it! There is a wide choice of colour and print combinations tailored to suit your specific needs. Cost includes production and printing. Sponsor will need to provide artwork for both the name badge and lanyard.

#### Pre- Event Exposure

- Logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Logo placement on official conference programme

#### Conference Branding

- Sponsor logo exclusively and prominently displayed on badges and lanyard chord
- Logo on signage at venue

### **KEYNOTE SPEAKER SPONSOR SGD 10,000**

This is designed for companies who wish to align their business with the theme of the conference and maximize the branding opportunities associated with the prominent speakers. Please note that this is subject to approval by Promax/BDA Conference Director.

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media

#### Official Conference Programme

- Prominent logo placement on official conference programme with acknowledgement as the sponsor of Keynote Speaker

#### Conference Branding

- Logo and Keynote speaker acknowledgement with logo displayed as keynote speaker is introduced on stage screen
- Prominent display of Keynote speaker Sponsorship with logo on signage at venue

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **DEMONSTRATION WORKSHOP SPONSOR SGD 15,000**

This is designed for companies who wish to bring in a good promo workshop and maximize the branding opportunities associated with the promo workshop. Please note that this is subject to approval by Promax/BDA Conference Director.

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media

#### Official Conference Programme

- Prominent logo placement on official conference programme with acknowledgement as the sponsor of Promo Workshop.

#### Conference Branding

- Acknowledgement with logo displayed as Promo Workshop is introduced on stage screen
- Prominent display of Promo Workshop Sponsorship with logo on signage at venue

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### **ASSOCIATE CONFERENCE SPONSORSHIP PACKAGES**

#### **DISPLAY AND DEMONSTRATION SGD 4,500**

There are a limited number of table tops and display options available for clients who might want to set up a booth to showcase a selection of products, services or content. An opportunity for delegates to ask questions and enjoy live demonstrations from companies showing the latest technology advances, exciting new content and offering practical and innovative solutions. Do you want to build your business, establish new contacts and meet customers face to face? Then this is for you. What a better way establish contact with potential clients than to demonstrate your product or meet them in person?

##### Pre- Event Exposure

- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

##### Official Conference Programme

- Logo placement on official conference programme

##### Conference Branding

- Table and 2 chairs in central area for display and demonstration with signage opportunity
- Logo on signage at venue
- Comes with power points and 4/6-way adaptor. (Additional equipment rental rates available on request)

#### **DVD SHOWREEL SCREEN DISPLAY – SGD 3,500**

Include up to a 90 seconds segment from your show reel on the video screen set up in the registration and tea break area of the conference hall. This loop DVD will run throughout the conference during registration, coffee breaks and other periods throughout the day. Please note that this option is subject to minimum 5 companies confirming this option. In the event that we do have enough requests for this option, alternative opportunities will be made available to sponsors who have expressed an interest.

##### Pre- Event Exposure

- Logo on Promax/BDA India Conference

##### Official Conference Programme

- Logo placement on official conference programme

##### Conference Branding

- 90 second segment on loop on plasma screens (2) set up in common area and registration
- Limited to a maximum of 10 companies.

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### **DELEGATE BAG PREMIUM INSERTION SGD 1,500**

Every delegate that registers for the conference will receive a delegate bag at registration desk. Have you got something useful, funky, something memorable or informative you want EVERYONE to have? Then a bag insert sponsorship is for you. Cost effective way to get information in the hands of the people you want to reach. Sponsor must supply insert- 500 units.

#### Pre- Event Exposure

- Logo on Promax/BDA India Conference

#### Official Conference Programme

- Logo placement on official conference programme on shared sponsors page

#### Conference Branding

- Premium and/or marketing item included in delegate bag (subject to approval by Promax/BDA)

### **WEBSITE BANNER ADVERTISEMENT SGD 1,200**

This is the opportunity to have your banner advertisement displayed on the official [www.promaxasia.tv](http://www.promaxasia.tv) website with hyperlink to your own website. A number of different options are available. 6 Months: Dimensions: 468 x 60 pixels (15k max)

### **MATERIAL DISTRIBUTION SGD 1,000**

Deposit your materials on a shared display table for delegates to pick up relevant literature & promotional materials to help them make informed decisions for their next project- while they are in the mindset to do so.

#### Conference Branding

- Promotional material on shared sponsors table for delegates to pick up.
- Logo on shared sponsors' page in official conference programme.
- Logo on Promax/BDA India Conference

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### **CONFERENCE PROGRAMME ADVERTISING**

Every delegate will receive an official Conference Programme in the official delegate bag and there will also be additional conference programme available and distributed throughout and after the conference. Technical specifications are available upon request.

#### **AD PAGE IN PROGRAMME (4 COLOR)**

- Back Cover SGD5000
- Inside Front SGD5000
- 2-Page Spread SGD6500
- Full Page SGD3500
- Half Page SGD2500

### **HOSPITALITY & NETWORKING SPONSORSHIP PACKAGES**

#### **POST AWARD PARTY SGD 25,000**

This is all about celebration. The social highlight of the conference, this is where all the talk happens, ideas are discussed and shared, people smooze and network. Why not use this as an opportunity to re-enforce your business and brand, cut through the clutter of the sessions and leave delegates with your business top of mind!

#### **Pre- Event Exposure**

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo and company profile (max 50 words) on Promax/BDA India Conference with hyperlinks to sponsor's own website.
- Website banner advertisement (6 Months exposure - 3 months prior to the event and 2 months after) / Dimensions: 468 x 60 pixels (15k max)

#### **Official Conference Programme**

- Prominent logo placement on official conference programme with acknowledgement as the official Promax/BDA India Post Awards Party Sponsor
- Full page advertisement in official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

#### **Conference Branding**

- Prominent branding on-stage during the awards ceremony (to be supplied by sponsor)
- Exclusive logo on Post Awards Party invitations given to all delegates upon registration
- Exclusive signage rights at the post awards party venue
- Exclusive area at party venue to display merchandise/ literature etc
- Exclusive rights for door gift

#### **Social and Networking**

- 5 tickets for the Promax/BDA India Conference
- 25 invitations to the post awards party.

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### **AWARDS CEREMONY SGD 20,000**

Everyone looks forward to this. Applauding creativity and innovation and recognising and supporting the industry are great ways to ensure brand loyalty and customer support, so why not get involved. The award show that showcases and recognizes the best that the industry has to offer! In addition to presenting an award on stage you will receive the following:

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Website banner advertisement (6 Months exposure - 4 months prior to the event and 2 months after) / Dimensions: 468 x 60 pixels (15k max)

#### Official Conference Programme

- Prominent logo placement on official conference programme
- Full page advertisement in official conference programme
- Logo and Company profile (50 words max) on special sponsors page in programme

#### Conference Branding

- Prominent branding on-stage throughout the conference and during the awards ceremony to be supplied by sponsor)
- Inclusion of one marketing item or small premium in the official delegate bag

#### Social and Networking

- 5 tickets for the Awards show
- 5 tickets for the Promax/BDA India Conference

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### **OPENING NIGHT DRINKS PARTY SGD 20,000**

Delegates gather, to meet and get re-acquainted. With all the delegates gathered in one place, why not help kick-off the conference in style! As the sponsor of the opening cocktail party you will ensure that your brand is prominent and your business is talked about. A unique opportunity to support and reward the industry and get tongues wagging talking about the great party that you made possible! Engage your customers in the best way possible- entertain them.

#### Pre- Event Exposure

- Logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Prominent logo placement on official conference programme
- Logo and company profile (50 words max) on special sponsors page in programme

#### Conference Branding

- 2 hour beverage and light snacks food package
- Prominent branding at the opening night drinks party (to be supplied by sponsor)
- Prominent display of logo on signage at drinks party venue

#### Social and Networking

- 5 tickets to the Opening night drinks party
- Exclusive opportunity for spot-prize giveaway during the opening night cocktail

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **PRE-AWARDS DRINKS RECEPTION SGD 12,000**

In eager anticipation of the awards, delegates will gather to encourage and support each other, to talk about the awards and the possible winners. You are ensured a full house as our delegates gather for the highlight of the two-day conference. Applaud their creativity, reward their efforts and why not remind them of your business and your support. This is the place to do this. In addition to branding at the reception you will also receive:

#### Pre- Event Exposure

- Prominent position of logo on all Promax/BDA India Conference promotional material.
- Logo inclusion on full page advertisement Promax/BDA India in targeted trade media
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Prominent logo placement on official conference programme
- Full page advertisement in official conference programme
- Logo and company profile (25 words max) on special sponsors page in programme

#### Conference Branding

- 1 hour beverage and light snacks food package
- Prominent branding at the pre-awards drinks reception (to be supplied by sponsor)
- Prominent display of logo on signage at pre-awards drinks reception venue
- Inclusion of one marketing item or small premium in the official delegate bag

#### Social and Networking

- 5 tickets to the Pre-Awards drinks reception
- 2 tickets for the Promax/BDA India Conference

### **LUNCH SGD 8,000 (1-Day), SGD 12,000 (2-Days)**

Food for the stomach and food for the mind! This is the time to replenish and reflect, discuss business too. Why not host a sumptuous lunch and re-enforce your brand while the creative energy is flowing. You will receive exclusive branding during the longest break period of the day where people are actively networking!

#### Pre- Event Exposure

- Logo on Promax/BDA India Conference promotional material.
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Logo placement on official conference programme and acknowledgement as lunch sponsor

#### Conference Branding

- Logo on signage at venue
- 3 min DVD showreel/promotion (on rotation) on plasma screen during lunch

## **Promax/BDA India 2011 Creative Marketing & Sponsorship Opportunities**

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### **COFFEE BREAK SGD 4,500 (1-Day) 1, SGD 7,200 (2-Day)**

Time to relax, reflect, discuss the sessions, discuss business- this is all part of the refreshment breaks. By sponsoring the breaks, your company will receive exclusive branding rights. Display your brand and get your business talked about when people are reflecting on what tools they have learned and what they need grow their business- Don't you want your name to be the first that comes to mind. If so - sponsor a tea break.

Two-morning breakfast and two afternoon teas are available.

#### Pre- Event Exposure

- Logo on Promax/BDA India Conference promotional material. .
- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Logo placement on official conference programme and acknowledgement as refreshment sponsor

#### Conference Branding

- Logo on signage at venue
- 3 min DVD showreel/promotion (on rotation) on plasma screen during morning and/or afternoon tea

### **OFFICIAL SPONSOR CONFERENCE T-SHIRTS SGD 5,000**

Fun and funky- is your logo or brand suited to being branded on a T-Shirt. Does this type of branding suit your business? This is a great way to get prominent display of your logo, during and after the conference. Display your brand logo on the back of the t-shirt/ or incorporate the brand logo into the design of the t-shirt that will be given to all delegates attending the conference. Keepsake for sure!

#### Pre- Event Exposure

- Logo on Promax/BDA India Conference with hyperlinks to sponsor's own website.

#### Official Conference Programme

- Prominent logo placement on official conference programme

#### Conference Branding

- Sponsor logo exclusively and prominently displayed on t-shirts which are given to each conference delegate
- Logo on signage at venue

### **ADDITIONAL OPPORTUNITIES**

Nothing is set in stone and if you have an idea of how you might like to be involved as a sponsor, then we are open to suggestions and happy to discuss your thoughts and within the parameters of the conference and awards structure will do our very best to accommodate. To discuss any of the sponsorship packages or to discuss a tailor made package, specifically designed to deliver on your objectives, please contact [joanne@promaxasia.tv](mailto:joanne@promaxasia.tv)