

PROMAXBDA

ASIA



MISSION STATEMENT

PromaxBDA Asia aims to bring together creative minds to explore what's next.

Our conference showcases the thought-leadership, technology and latest development that will impact the media marketing industry.

“**POLITICS**
is really show business for
UGLY PEOPLE,”

“ We need better
BRANDING
that include
relevant facts ”

BILL CLINTON
(FORMER US PRESIDENT)

“
PROMAXBDA
PARTICIPANTS
HAVE A GREAT
OPPORTUNITY

TO EDUCATE AND
INSPIRE THE NEXT
GENERATION OF
CREATORS ”

AL GORE
(FORMER US VICE-PRESIDENT)

“
It's not just the great era of
television, it's also the
great era of
TV MARKETING. ”
Denis Leary (Actor/Producer
- Rescue Me, Spiderman)

“ A PERSON WHO ASKS,
IS A FOOL FOR 5 MINS;
A PERSON WHO DOES NOT ASK,
IS A FOOL FOR LIFE.
A PERSON WHO ASKS EVERY 5 MINS
IS A FOOL! ”

Jens Hertzum (Creative Director of BDA Sydney)

“
**WE HAVE TO REDESIGN
THE THINGS
WE LOVE
SO WE CAN KEEP
ENJOYING
THEM** ”

BRUCE MAU
(REKNOWN CANADIAN DESIGNER)

QUOTES

FROM PAST SPEAKERS OF

PROMAXBDA

“
**DEFINE
DIFFERENTIATE
BE RELEVANT** ”

LEE HUNT
CHANNEL BRANDING GURU

“
ONE OF THE TRICKS OF LIFE IS TO KNOW WHEN
SOMETHING IS NOT GOING TO HAPPEN, I BELIEVE
THAT IF YOU KEEP BANGING YOUR HEAD AGAINST
THE BRICK WALL, A BRICK WILL LOOSEN.

**BUT IT DOES ALSO REQUIRE
A LOT OF LUCK** ”

LORD JULIAN FELLOWES (CREATOR OF DOWNTON ABBEY)

“
Remember that we are all storytellers and to never lose sight of that. ”

Anderson Cooper (CNN Primary Anchor of Anderson Cooper 360)

WHAT IS PROMAXBDA?

CELEBRATING CREATIVITY IN MARKETING SINCE 1956.

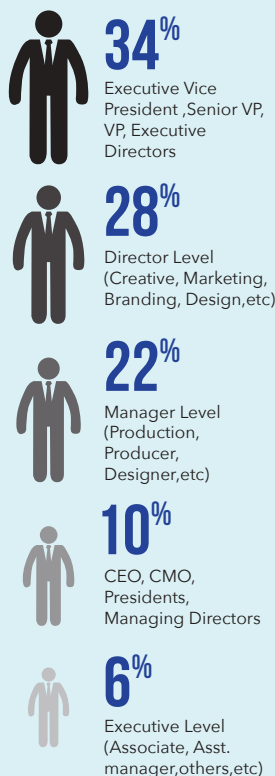
PromaxBDA represents more **10,000** companies & individuals at nearly every major media organisation, marketing agency, research company, strategy partner, creative studio & technology provider and is considered to be the **leading global resource** for education, community, creative inspiration and career development in the media & media marketing sectors worldwide.



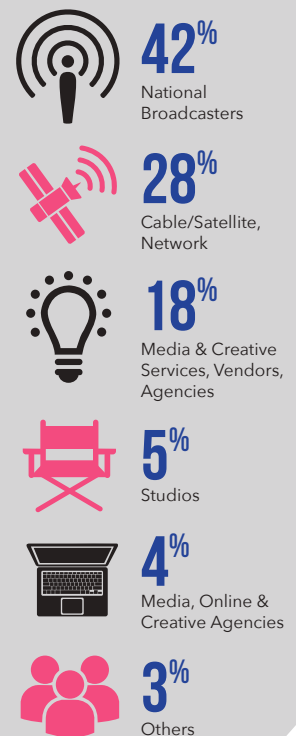
WHO ATTENDS

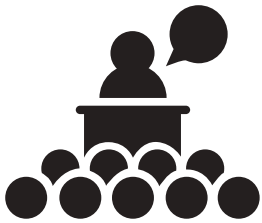


WHO ATTENDS



WHAT TYPE OF COMPANY ATTENDS





CONFERENCE

Celebrating 21 years of service, held annually, provides delegates valuable insight into the global market as well as an opportunity to interact with notable international icons who speak about media marketing, promotion and design from a global perspective.



ACKNOWLEDGING
CELEBRATING
CREATIVE TALENTS

WE BRING
MARKETING
& BRANDING
ICONS /GURUS

to Local
Media Industry

TO EDUCATE SHARE UPDATE ENGAGE

GIVING
INSIGHTS TO
DELEGATES ON
STAYING
RELEVANT
&
CREATIVELY
MOTIVATED



SESSIONS

- 50mins - 1hr
- 5 sessions a day
- 200 -1000 paxs per session
- Sit, listen & learn from Creative Speakers/Gurus
- Access to PromaxBDA Asia Awards



WORKSHOP

- 3hrs (1/2 day), 6hrs (full day)
- Max 2 (1/2 day workshop) a day
- 30 - 50 paxs
- Interaction with Speaker, use of workbooks & interactivity with fellow participants
- Lunch, Coffee & Tea breaks provided

THE MASTERCLASS

- 2 - 3hrs (inclusive of Q&A)
- 2 Masterclasses per day, luncheon provided
- Top-of-the-field leaders as speakers
- Talking about insights of current industry issues, lessons from failures & predictions about the future



PROMAXBDA AWARDS

The Awards competition stands for **marketing excellence in the media marketing** space and collectively, through its numerous regional and sector-specific competitions.



THE MOST PRESTIGIOUS

AWARD FOR CREATIVE ENDEAVOUR IN THIS FIELD

PROMAXBDA AWARD CENTREPIECE of PromaxBDA



THE AWARDS IS HELD ON **THE LAST DAY** OF THE PROMAXBDA CONFERENCE



RECOGNISING MARKETING/BRANDING EXCELLENCE

IN THE MEDIA MARKETING IN THE REGION

WHAT BENEFITS CAN PROMAXBDA OFFER YOU?



DISCOUNTED REGISTRATION TO ALL PROMAXBDA CONFERENCES

DISCOUNT ON ENTRY FEES FOR AWARDS IN ALL PROMAXBDA COMPETITION



ACCESS

TO THE PROMAXBDA DIRECTORY & JOB BOARD

DISCOUNT ON PROMAXBDA



MEMBERS RECEIVE INTERNATIONAL EMAIL NEWSLETTER ON INDUSTRY UPDATES AND INTERNATIONAL EVENTS

FULL "MEMBERS ONLY"

EXCESS TO ONLINE CONTENT www.promaxbda.org

WHY PARTNER PROMAXBDA ASIA?

1

ESTABLISH **LEADERSHIP PRESENCE** IN THE CREATIVE FIELD - ENCOURAGING & NURTURING TALENTS



2

BE ASSOCIATED WITH **THE BEST** IN THE CREATIVE INDUSTRY



3

STRENGTHEN BRAND PRESENCE IN THE COUNTRY/REGION FOR SHOWCASING THE BEST IN MEDIA PROMOTION, BRANDING & MARKETING

4

EDUCATE & RECOGNISE **RISING TALENTS**



5

SHOWCASE YOUR BRAND/SERVICE/PRODUCT TO THE CREATIVE INDUSTRY



WONDERS OF SPONSORSHIP



Talk directly to delegates about their promotion & marketing needs



Network with potential clients, colleagues & industry leaders



Establishing new relationships - an introduction to industry players



Discover opportunities to showcase innovation, achievement & developments to the media marketing industry



Be recognised for supporting the development of our industry's creative minds

SPONSORSHIP ITEMS



LANDYARDS & DELEGATE NAME BADGES

Every delegate is issued with a branded entry pass and lanyard. Why not put your name on it!

CONFERENCE BAGS

All those goodies have to go in somewhere! The official PromaxBDA bag delegate offers high visibility and is a practical way to brand your business or channel.



MINI SCHEDULE

Great branding opportunity for any company that wants to attract industry attention. Program hangs off the lanyard, which every delegate will be wearing. They will see your logo every time they check what's on next.



SPONSORSHIP OPPORTUNITIES

NETWORKING TEA BREAKS

One of the best exposure opportunities, providing essential fuel for every attendee.



NETWORKING LUNCH

Chat, connect and exchange ideas.

PRE-AWARDS DRINKS

Always popular... the pre-awards drinks is the most attended break of the conference!

An excellent opportunity to connect on the evening of the big awards ceremony.



AFTER PARTY

This is **THE EVENT** everybody wants to be associated with!

A PromaxBDA tradition, it is the social highlight of the conference. A post awards celebration and chance to catch up with fellow industry colleagues.

EXCLUSIVE SESSION SPONSORSHIP

Opportunity to connect your brand with a topic inline with your strategies.



PROMAXBDA ASIA AWARD SHOW

Be associated with the centerpiece of PromaxBDA Asia - **The Award Show**.

Winners are acknowledged for their creative genius for the past year's work.

SPONSORED SPEAKERS

Great brand association with leading creative speakers

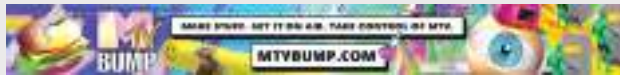
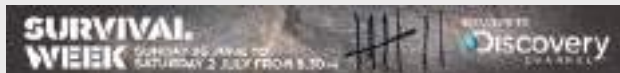


CRAFT AWARDS

PromaxBDA Asia offers companies the opportunity to recognise and reward those individuals who work behind the scenes in a number of craft-related categories such as **Sound, Editing and Animation**.

PROMAXBDA ASIA TABLE TOP

Table top use for display and demonstration of your company's products & services.



PROMAXBDA ASIA WEBSITE BANNER AD

Get **24 hours, 7 days/week** coverage from your sponsorship. Sponsors get immediate "click-through" access from **PromaxBDA Asia** website.

CONFERENCE BAG INSERTS

Got something useful, funky, memorable or informative you want **EVERYONE** to remember you by.

Then you need this insert bag sponsorship.



CHAIR DROPS

Sponsors supply items for distribution in the nominated session.



CONFERENCE BOOKLET ADVERTISEMENT

The Program Guide is an essential reference for every delegate. Allowing them to plan and get the most out of the conference. Make your mark with your ads.



DESIGN, MOTION GRAPHICS & PRINT SPONSORS

This is one of the more highly visible sponsorship activities. Every delegate will see your contribution from the minute they walk through the door. Responsible for all session openers, closers, award graphics, posters, conference brochure and flyer design. This opportunity is perfect to showcase your design skills to a creative audience.

promaxbda
asia

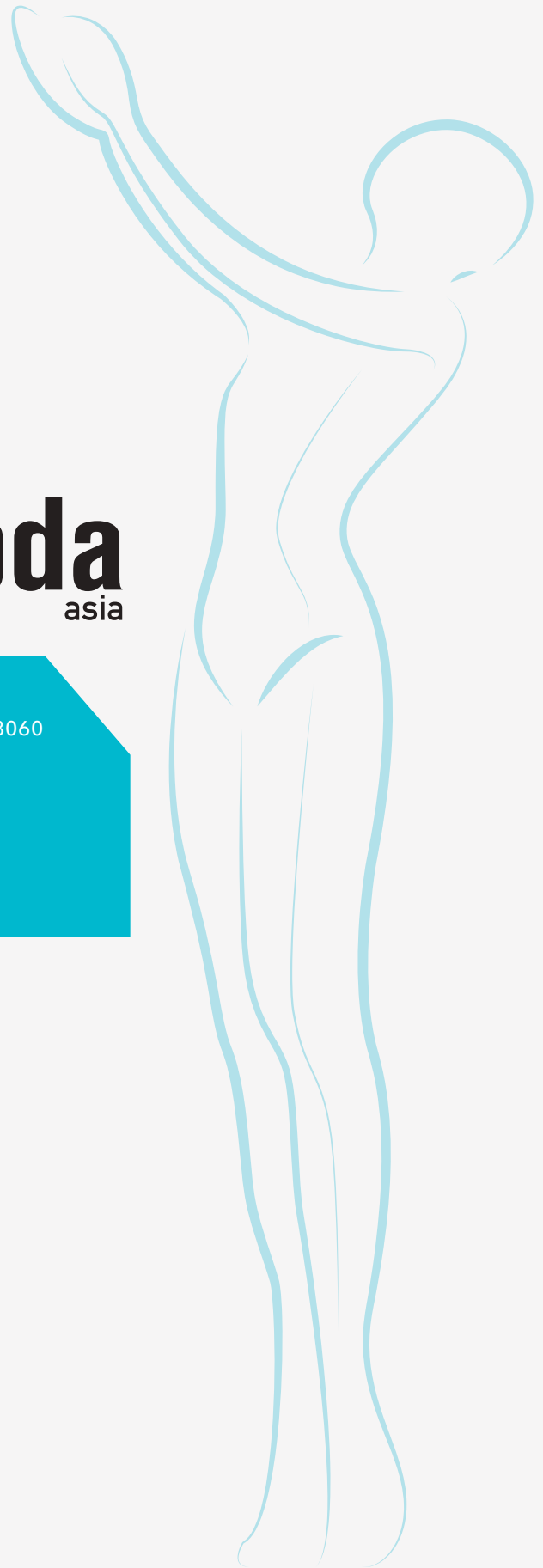
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ABOUT US

Promax was established in 1956 as a non-profit, full-service, membership driven association for promotion and marketing professionals working in broadcast media. In 1997, Broadcast Design Association (BDA), who had partnered Promax for years on their annual conference, officially joined forces with Promax and the association became **PromaxBDA**.

Drawn from more than 65 countries, and with conferences taking place in Asia, Africa, Australia, New Zealand, Europe, South America, the United States and the UK, PromaxBDA is a truly international organisation uniting the individuals who are in the driver's seat of the media marketing industry. Utilising myriad platforms, outlets and technologies, PromaxBDA members are tasked with driving audiences and ratings to their networks, stations and content brands through effective creative marketing strategies.