

SPONSOR RIGHTS & BENEFITS

SPONSORSHIP					
SHOW SPONSORSHIP OPPORTUNITIES	Headline	Platinum	Gold	Silver	Bronze
NAMING RIGHTS					
Rights to Title "... presented by " (exclusive)	x				
Rights to Title "... Official Co-sponsor..."		x	x	x	x
Category exclusivity	x	x	x		
PRE EVENT					
WEBSITE					
Splash page or rotating home page slider	x				
Web banner		x	x		
Company listing - logo & write up & rotating logo	x	x	x	x	x
"Latest News" website article	x	x			
SOCIAL MEDIA					
All platforms	x	x	x	x	x
ADVERTISING					
Logo inclusion in print advertising campaigns	x	x	x	x	x
Logo inclusion in digital advertising campaigns	x				
eDM					
Dedicated eDM announcement	x	x			
Logo on all promotional eDMs	x	x	x	x	x
SHOW INVITATIONS					
Logo on print and digital invitations	x	x	x	x	x
Allocation of invitations	500	300	100	100	50
VIP INVITATIONS					
Logo on print and digital VIP invitations	x	x	x		
Allocation of VIP invitations	100	75	50	25	10
PR					
Inclusion in pitch	x	x			
PRESS CONFERENCE (4-8 WEEKS PRE-SHOW)					
Inclusion in official PR	x	x			
Mention and logo on signage	x	x	x	x	x

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SHOW PREVIEW (PRINT AND DIGITAL)					
Front page feature (exclusive)	x				
Inside feature		x	x	x	x
Logo in partner section	x	x	x	x	x
MOBILE APP					
Permanent branding throughout app (exclusive)	x				
Premium listing - top of Partners page	x	x	x		
Partner Listing				x	x
MEDIA RIGHTS					
Right to use association in all promotion	x	x	x	x	x
AT EVENT					
STAND IN EXHIBITION HALL					
Raw space stand	50sqm	36sqm	25sqm	18sqm	12sqm
BRANDING - ONSITE					
Front page feature (exclusive)	x				
Inside feature		x	x	x	x
Logo in partner section	x	x	x	x	x
Premium listing - top of partners page	x	x	x		
Partner listing				x	x
BRANDING - ONSITE - PAVILIONS					
Hanging signage	x	x			
Floor signage	x				
BRANDING - STREET SIGNAGE					
General Singapore street signs	x	x	x		
Sentosa Island street signs	x	x	x		
BRANDING - SHOW GUIDE					
Editorial mention, outside back or inside front cover	x	x			
Double page spread			x	x	x
Full page advertisement					
Enhanced listing	x	x			
Partner and logo listing	In priority				

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MISCELLANEOUS BRANDING OPPORTUNITIES					
Lanyards (Trade and Press only)	x				
Visitor wristbands (exclusive)	x				
SUB-EVENTS					
OFFICIAL PRESS CONFERENCE					
Mention, logo on backdrop and logo on invitations	x	x	x	x	x
OPENING CEREMONY					
Mention, logo on backdrop and logo on invitations	x	x	x	x	x
Tickets to attend	2	2	2		
OPENING (EXHIBITOR) PARTY					
Naming rights (exclusive)	x				
Mention, logo on backdrop and logo on invitations	x	x	x	x	x
Tickets to attend	10	8	6	4	2
GALA DINNER					
Tickets to attend	10	6	4	2	2
Mention in opening speech	x				
Logo on backdrop, photowall, tickets and PR inclusion	x				
YACHT PARTY					
Logo on invitations, guest list curation	x				
Branding as available/applicable	x				
POST SHOW					
Rebooking - first right of refusal	x	x	x	x	x
Post Show Report - advert, company mention, testimonial	x	x	x	x	x
Press Release - company mention	x	x	x		
Video - branding and interview inclusion	x	x	x		