



## Radio on-Air Everywhere– Adopting Multi-platform Strategies

21-23 February 2011 | New Delhi, India

### **SPONSORSHIP**

The RadioAsia Conference will be financed primarily from participants' registration fees. However, as it is necessary to pitch these at an affordable cost for delegates from all countries in the Asia-Pacific region, income alone from these fees will be insufficient to cover the costs of organising a major international conference and of providing fellowships to a number of participants from less economically developed countries. To meet these expenses, the organisers invite corporations and other organisations to support and sponsor the various conference activities:

#### **Sponsorship Benefits**

##### **Publicity and professional association with the conference**

The conference will be promoted to more than 70,000 key players in the media and communications industry through mailers, brochures, and tri-media publicity ensuring wide exposure for sponsors and their identification with what will be promoted as the region's premier radio conference. All publicity brochures, including related websites, will include the names and logos of the sponsors.

##### **Networking with industry leaders and practitioners**

During the 3-day conference, sponsors will obtain direct access to industry leaders and practitioners. Such networking can generate valuable contacts and business deals during and after the event.

##### **Networking with conference speakers**

More than 40 speakers from the radio industry and academia are scheduled to share their views and insights on the conference topics. Their presence will be valuable to sponsors who wish to interact with them.

##### **Distribution of information on your organisation's activities, services or products**

For the principal sponsor and four major sponsors, the conference kits will include information provided by sponsoring organisations. In addition, all sponsors may place publicity material on a table to be provided at the entrance to the conference venue.

##### **Strengthening your organisation's profile**

Through the conference, your organisation can be projected as an industry leader committed to activities that benefit the radio industry and promote development in the region.

#### **Sponsorship Categories**

##### **Principal Sponsor (one only)**

*USD \$15,000*

- Speaker and/or panelist opportunity in up to two sessions.
- Production of conference bags, pens and writing pads with sponsor's logo
- Prominent inclusion of your corporate logo highlighted with the words "Principal Sponsor" in all marketing collaterals, conference proceedings, conference brochure, banners and mailers and website. Additional printed material on your organisation may be placed on a table at the conference venue.
- Inclusion of corporate brochure in the conference kits
- Inclusion of full page colour advertisement (artwork to be provided by sponsor) on the inside front cover of the conference brochure
- Acknowledgement as "Principal Sponsor" in a book to be published based on best contributions from submitted papers for the RadioAsia2009 Conference
- Waiver of registration fees for 6 nominees to the conference
- A copy of the delegates list for your future networking.

**Major Sponsor** (limited to a maximum of four)  
**USD \$8,000**

- Speaker and/or panelist opportunity in a single session
- Inclusion of your corporate logo highlighted with the words “Major Sponsor” in all marketing collaterals, conference proceedings, conference brochure, banners and mailers, and website. Additional printed material on your organisation may be placed on a table at the conference venue
- Inclusion of corporate brochure in the conference kits
- Inclusion of full page colour advertisement (artwork to be provided by sponsor) in a prominent position in the conference brochure
- Waiver of registration fees for 4 nominees to the conference
- A copy of the delegates list for your future networking

**Co-Sponsor**  
**USD \$4,000**

- Inclusion of your corporate logo highlighted with the words “Co-Sponsor” in all marketing collaterals, conference proceedings, conference brochure, banners and mailers, and website. Display of brochures on your organisation (supplied by sponsor) at the conference venue.
- Inclusion of half page colour advertisement (artwork to be provided by the sponsor) in the conference brochure
- Waiver of registration fees for 2 nominees to the conference
- A copy of the delegates list for your future networking

**Dinner, luncheon and cocktail function sponsors**

- Sponsorship packages can be negotiated for dinner, lunch or cocktail functions on a cost plus 30% basis at either the conference venue (lunch or cocktails) or offsite hotel locations (dinner or cocktails). The 30% sponsorship fee will cover the following additional benefits:
- Prominent display of banners in function area (provided by sponsoring organisation)
- Opportunity to make a five minute presentation at the function and to distribute brochures on your organisation
- Publication of corporate logo as a dinner, luncheon or cocktail function sponsor in conference brochure and other marketing materials
- Inclusion of half page colour advertisement (artwork to be provided by the sponsor) in the conference brochure
- Waiver of registration fee for 2 nominees to the conference
- A copy of the delegates list for your future networking.

**Conference Journal Advertisements**

*Full Colour Advertising*

- Outside Back Cover - USD \$2,000
- Inside Front Cover - USD \$1,800
- Inside Back Cover - USD \$1,500
- Inside Page - USD \$900
- Double Page - USD \$1,700

*Black & White Advertising*

- 1 Page (Inside Page) - USD \$700
- Half Page (Inside Page) - USD \$400
- Double Page (Inside Page) - USD \$1,200

**Contact Persons**



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