

SPONSORSHIP OPPORTUNITIES

We are pleased to present sponsorship opportunities in this important B-to-B meeting of minds. While **RadioAsia2012** Conference will be financed primarily by the conference registration fees, sponsorship income will help defray the costs of organizing this annual event as well as provide fellowships to a number of participants from less economically developed countries.

RadioAsia2012 will feature over 50 high caliber speakers who will be presenting many key developments & updates in international radio programming and bring new opportunities to participants to build new contacts and expand markets.

Presenting a great opportunity to reach your target audience, sponsors enjoy Pre-Event to Post-Event visibility via our event promotional campaigns.

Sponsorship Benefits

- ✓ Sponsors can leverage on these outgoing targeted campaigns to the industry to extend their branding reach.
- ✓ During the 3-day conference, sponsors will obtain direct access to industry leaders and practitioners. Such networking opportunities can generate valuable contacts & connections resulting in potential business deals during and after the event.
- ✓ Sponsors will benefit from heightened visibility amongst all potential customers and partners for their business.
- ✓ Network with more than 50 speakers from the radio industry 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.
- ✓ Taking up a lead sponsorship position (Principal Sponsor or other major sponsorship positions) will give the sponsor the opportunity to include its corporate information in the conference bags which will be given to every participant. Alternatively, a lead sponsor can have its corporate material placed on every participant's seat (seat drop option).
- ✓ As sponsor, you can seize the opportunity to be positioned as a market leader, committed to value added activities that benefit the radio industry and promote development in the region.

Sponsoring this conference will deliver the necessary blend of branding and positioning for your business. Limited sponsorship options are available on a first-come-first-served basis, so plan to reserve your spot early by responding today. To reserve your sponsorship positions, contact us today.



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Seize the Opportunity to Enhance Your Corporate Presence & Extend Your Business Reach by Sponsoring at RadioAsia2012 Conference!

Sponsorship Options

Principal Sponsor (Exclusive Position)

Investment Value - USD \$20,000

This position enjoys the maximum branding and key benefits:

- Speaking and panelist opportunity in a full session (up to a maximum of 4 speaking slots within that session)
- Pre-show publicity and branding whereby the Sponsor's logo and a 50-word write-up will be included in all the eNews broadcast.
- Sponsor's logo prominently displayed on conference bags
- Prominent positioning of Sponsor's logo highlighted with the words "Principal Sponsor" in all marketing collaterals, banners, mailers and website
- Sponsor's printed material (corporate or product offerings) will be placed on a table at the conference venue or option of having it placed on the seats of the conference venue (seat drop)
- Inclusion of sponsor's brochure in the conference bags
- One full page colour advertisement (artwork to be provided by sponsor) on the inside **front cover** of the conference programme book
- Acknowledgement as "Principal Sponsor" and a 300-word write-up in the conference programme book
- Waiver of registration fees for 6 nominees to the conference
- An attractive 15% discount for additional conference passes
- A copy of the delegates list for your future networking

Major Sponsor (Limited to a maximum of four)

Investment Value - USD \$12,500

- One speaking position or panelist opportunity
- Pre-show publicity and branding whereby the sponsor's logo highlighted with the words "Major Sponsor" will be included in all eNews broadcast.
- Inclusion of sponsor's logo highlighted with the words "Major Sponsor" in all marketing collaterals, banners, mailers and website
- Inclusion of sponsor's brochure in the conference bags
- One full page colour advertisement (artwork to be provided by sponsor) in a prominent position in the conference programme book
- Acknowledgement as "Major Sponsor" and a 150-word write-up in the conference programme book
- Waiver of registration fees for 4 nominees to the conference
- A copy of the delegates list for your future networking

Co-Sponsor

Investment Value - USD \$6,500

- Inclusion of sponsor's logo highlighted with the words "Co-Sponsor" in the conference programme book and website
- Display of sponsor's brochure (supplied by sponsor) at the conference venue
- Inclusion of half page colour advertisement (artwork to be provided by the sponsor) in the conference programme book
- Waiver of registration fees for 2 nominees to the conference
- A copy of the delegates list for your future networking

Lunch sponsor (for one day)

Investment Value – USD \$3,500

- Starting from USD \$3,500 for one lunch, sponsorship packages can be tailored to also include coffee/tea breaks for one day or for all 3 conference days. Benefits of signing up this sponsorship include:
- Prominent display of banners (provided by sponsor) in the function area
- Opportunity to make a five minute presentation at the function
- Inclusion of sponsor's logo highlighted with the words "Lunch Sponsor" in the conference programme book and website
- Display of sponsor's brochure (supplied by sponsor) at the function area
- Inclusion of half page colour advertisement (artwork to be provided by the sponsor) in the conference programme book
- Waiver of registration fee for 2 nominees to the conference

Advertising Opportunity in the Conference Programme Book

Full Colour Advertising

- Outside Back Cover - USD \$2,500
- Inside Front Cover - USD \$2,300
- Inside Back Cover - USD \$2,000
- Inside Page - USD \$1,400
- Double Page - USD \$1,900

Black & White Advertising

- 1 Page (Inside Page) - USD \$1,200
- Half Page (Inside Page) - USD \$900
- Double Page (Inside Page) - USD \$1,700

We invite you to reserve your position early. We look forward to hearing from you and having your support and participation.

Contact Persons



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