



SPONSORSHIP OPPORTUNITIES

3-6 MARCH 2015
HOTEL ISTANA KUALA LUMPUR

SPONSORSHIP BENEFITS

PUBLICITY AND PROFESSIONAL ASSOCIATION WITH THE SYMPOSIUM

The Symposium will be promoted to key players in the broadcasting, media and electronic industry through mailers, flyers, and tri-media publicity, ensuring wide exposure for sponsors and their identifications with the region's premier digital television event.

NETWORKING WITH INDUSTRY LEADERS AND PRACTITIONERS

During the four-day event, sponsors will obtain direct access to more than 80 speakers, as well as industry leaders and practitioners. Such networking can generate valuable contacts and business deals during and after the event.

STRENGTHENING YOUR ORGANISATION'S PROFILE

The Symposium provides an excellent platform for organisations to project themselves as industry leaders committed to activities that benefit the digital broadcasting industry and promote development within the Asia-Pacific region.

FOR ALL SPONSORS INCLUDING WORKSHOP SPONSORS AND EXHIBITORS

- Prominent inclusion of corporate logo highlighted with the words "Principal Sponsor", "Major Sponsor", etc in all marketing collaterals, symposium handbook, banners and mailers.
- Advertisement in the symposium handbook according to sponsorship category.
- Waiver of registration fee for nominees (according to sponsorship category) to the Symposium (includes speakers).

SPONSORSHIP CATEGORIES

PRINCIPAL SPONSOR RM45,000

- Speaking opportunity in two sessions.

MAJOR SPONSOR RM25,000

- Speaking opportunity in a single session.

LUNCHEON RM20,000

- Lunch sponsorship for one day only.
- Prominent display of banners in luncheon area.

CONFERENCE SESSION RM15,000

- Company logo printed on the conference session in all copies of the programme.

SYMPOSIUM CARRY-ALL BAGS RM15,000

- Company logo printed on both sides of a non-woven carry-all bag.
- Distributed to all participants (delegates and visitors) of the symposium.

TEA BREAK RM15,000

- Includes morning and afternoon breaks for one day.
- Prominent display of banners in tea break area.

LANYARD RM15,000

- Company logo/word design on lanyard colour of your choice.

INTERNET FACILITY FOR SYMPOSIUM WEBCAST RM15,000

- Company logo prominently displayed on standing buntings as "Internet Sponsor".
- Company logo on opening webpage for all terminals.

PRODUCT LAUNCH RM15,000

- Arrangement for stage setting, lighting, music, effects, MC.
- Time slot of 90 minutes for each launch.

CO-SPONSOR RM15,000

- Prominent inclusion of corporate logo highlighted with the words "Co-Sponsor" in all marketing collaterals, Symposium handbook, banner, mailers.

WORKSHOP SPONSOR RM8,000

- The workshops offer an opportunity to make focused presentations by the sponsors on current broadcast technologies, infrastructure developments and/or services to senior broadcast engineering executives.

EXHIBITION OPPORTUNITIES SINGLE BOOTH 3M X 3M RM5,000

- The Symposium will offer companies the opportunity to exhibit their products and services to industry players.

EXHIBITION BOOTH WITH SPONSORSHIP SINGLE BOOTH RM10,000

- The opportunity to exhibit your products and services to industry players and a speaking slot in the conference.

ADVERTISEMENT IN SYMPOSIUM HANDBOOK

Half Page RM3,500 Full Page RM6,000

CONTACT

For more information on sponsorship opportunities for the ABU DB Symposium 2014, please contact Dr Amal Punchihewa or Geraldine Peters at the ABU Technology Department:

T: +6 03 2282 3108 F: +6 03 2282 5292 E: geraldine@abu.org.my

**BOOK BEFORE 31 DECEMBER 2014 AND
TAKE ADVANTAGE OF OUR
EARLY BIRD RATES!!**

