



# SECURITY WORLD 2017

4 APRIL 2017 | MELIA HANOI HOTEL

Hosted by: MINISTRY OF PUBLIC SECURITY | Organized by: AUTHORITY OF CYBER SECURITY - MPS | IDG | Supported by: AUTHORITY OF INFORMATION SECURITY, MINISTRY OF INFORMATION & COMMUNICATIONS

## SPONSORSHIP PACKAGES SECURITY WORLD 2017

### HIGH-LEVEL SPONSORSHIP PACKAGES

<b>Principal Sponsor (Exclusive 1 Sponsor)</b>	
<b>Diamond Sponsor (Maximum 3 Sponsors)</b>	
<b>Gold Sponsor</b>	

### SPECIAL ACTIVITY SPONSORS

<b>Gala Dinner Sponsor</b>	
<b>Conference Sponsor</b>	
<b>Tea Break &amp; Luncheon Sponsor</b>	
<b>Media Sponsor</b>	

### CONTRIBUTING SPONSORS

<b>Standard Booth in Exhibition Area</b>	
<b>Presentation at the Conference</b>	

### BRANDING OPPORTUNITIES

<b>Delegate Bag (Exclusive)</b>	
<b>Lucky Draw (Smartphone, Tablet, etc...)</b>	
<b>Gift Sponsor</b> <i>(Notebook, Notepad, Pen, etc...)</i> <b>* Sponsor produces the gift</b>	
<b>Advertising</b> Inside Ad. Page on the Event's Show Directory Web Banner (190x120pxl or 210x210 pxl) <i>Ad. on Event's website for 3 months</i> Onsite Hanging Banner (1.2m x 3m)	

# HIGH-LEVEL SPONSORSHIP PACKAGES

## PRINCIPAL SPONSOR (Exclusive 1 Sponsor)

[Back to top...](#)

## PRINCIPAL PACKAGE

The only chance to maximize the company's presence at the event with special benefits below:

### On-site Activities

- Have **one (01) short remark** at the Gala Dinner
- Have **one (01) Keynote** at the Conference.
- Have **one (01) 20-25 minute Speaking Slot** at the Conference Keynotes
- Have one (01) 2-3 minute **Video clip** shown at the Gala Dinner, Conference, and Tea-break time
- Have **one (01) Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Post-event list of delegate with contact details

### Print Presence:

- **One (01) advertising back cover page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

### Email/Mail Marketing:

- **Fifty (50) word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

### Event's website presence:

- Prominent logo placement with link on Event's homepage
- 200-word company profile listed on the Website's Sponsorship subpage
- Logo placed on the Website's Sponsorship subpage

### PR:

- A promotional insert into media folder (*if any*)
- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

### Onsite Presence:

- **Four (04) Standing banners** (1.8mx 0.8m) and **one (01) Hanging banner** (1.2m x 3m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **ten (10) Conference Invitations** and **ten (10) Dinner Reception Invitations**

## DIAMOND PACKAGE

The only chance to maximize the company's presence at the event with special benefits below:

### On-site Activities

- Have **one** (01) **Keynote** at the Conference.
- Have **one** (01) 20-25 minute **Speaking Slot** at the Conference Session
- Have **one** (01) **Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Have **one** (01) 2-3 minute **Video clip** shown during the Tea-break time
- Post-event list of delegate with contact details

### Print Presence:

- **One** (01) **advertising inside page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

### Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

### Event's website presence:

- Prominent logo placement with link on Event's homepage
- **200-word company profile** listed on the Website's Sponsorship subpage
- Logo placed on the Website's Sponsorship sub page

### PR:

- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

### Onsite presence:

- **Three** (03) **standing banners** (1.8mx 0.8m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **five** (05) **Conference Invitations** and **five** (05) **Dinner Reception Invitations**

## HIGH-LEVEL SPONSORSHIP PACKAGES

**DIAMOND SPONSOR**  
*(Maximum 3 Sponsors)*

[Back to top...](#)

# HIGH-LEVEL SPONSORSHIP PACKAGES

## GOLD SPONSOR

[Back to top...](#)

## GOLD PACKAGE

The only chance to maximize the company's presence at the event with special benefits below:

### On-site Activities

- Have **one** (01) 20-25 minute **Speaking Slot** at the Conference
- Have **one** (01) **Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Have **one** (01) 2-3 minute **Video clip** shown during the Tea-break time
- Post-event list of delegate with contact details

### Print Presence:

- **One** (01) **advertising inside page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

### Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

### Event's website presence:

- Prominent logo placement with link on Event's homepage
- **200-word company profile** listed on the Website's Sponsorship sub page
- Logo placed on the Website's Sponsorship sub page

### PR:

- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

### Onsite presence:

- **Two** (02) **standing banners** (1.8mx 0.8m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **five** (05) **Conference Invitations** and **five** (05) **Dinner Reception Invitations**

## SPECIAL ACTIVITY SPONSORS

These packages offer you special branding opportunities where your brand name is uniquely spotlighted within a specific area inside the event.

### Gala Dinner Sponsor

---

Gala Dinner is an important networking activity within **SECURITY WORLD 2017** Conference. It's a strategic place where you can make toasting and have dinner with VIPs and key decision makers from Ministry of Information & Communications, Governmental organizations as well as business enterprises. Being our Gala Dinner Sponsor, you shall create huge impressions on our high profiled guests with:

- **A five-minute remark** at Gala Dinner
- **2-3 minute video clip** shown at Gala Dinner
- Your logo placed on Gala Dinner backdrop (with Event's logo and Main Sponsor's logo)

This sponsorship also offers you other branding opportunities at the event, including:

- Have **one (01) 20-25 minute speaking slot** at the Event's Conference
- Have **one (01) Standard booth** at prominent showcase area
- Have **one (01) Advertising page** inside the Event's Directory
- Have **five (05) Dinner Reception Invitations** and **five (05) Conference Pass**
- Other benefits listed in the *Standard Sponsorship Benefits* on page 06.

### Conference Sponsor

---

This helps you to stand out from other sponsors with a complimentary decoration and branding at the Conference room. The sponsor will have:

- Have **one (01) 20-25 minute speaking slot** at the Event's Conference
- Have **one (01) Standard booth** at prominent showcase area
- **1-2 minute advertising clip** launched during tea break time
- **Two (02) standing banners** (1.8mx0.8m) placed near the stage (*Sponsors produce the banners*)
- Brochures placed on the Information desk
- Logo on Conference room signage
- Other benefits listed in the *Standard Sponsorship Benefits* on page 06.

### Tea Break & Luncheon Sponsor

---

A refreshment time at lunch during a long conference day also provides excellent opportunities for networking and building relationships. A special branding at the luncheon will certainly enhance your visibility at the event. As Luncheon Sponsor, you shall enjoy:

- **A five-minute remark** at the Luncheon
- Your logo placed on the Event backdrop as Luncheon Sponsor
- **One (01) 20-25 minute speaking slot** at the Event's Conference
- **One (01) inside advertising page** in the Event's Directory
- **Three (03) Dinner Reception Invitations** and **three (03) Conference Pass**
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07

## Media Sponsor

---

This is a great way to enhance visibility of your company's name to the media. Media sponsor will enjoy a special branding on the Event's website media sub-page and at the onsite media area – the area for all kinds of media interview activities, including:

- Logo as Media Sponsor on the Event's Backdrop at the Media Center
- Two (02) standing banners (1.8mx0.8m) at Media Center (*Sponsors produce the banners*)
- Press Release inserted into media kit
- Logo placed on the Website's Media sub-page
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07.

[Back to Top...](#)

## CONTRIBUTING SPONSORS

### Presentation at the Conference

---

To position yourself as the thought-leader in chosen topic area, you can nominate a speaker to make a presentation at the Event Conference on a topic deemed appropriately by the Conference Advisory Committee. The speaker's biography and information of his/her presentation will be promoted in all marketing materials sent out to attendees and media. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07.

### Exhibition Booth

---

Show the attendees what your company can offer by having your own standard booth at the Exhibition area. A standard booth is of **1.5 m (L) x 3m (W) x 2,5m (H)** in dimension. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07.

[Back to Top...](#)

## BRANDING OPPORTUNITIES

### Delegate Bag (*Exclusive*)

---

Delegate bags will be distributed at the conference to all registered conference delegates, exhibition visitors, speakers, exhibitors and media. As the Delegate Bag Sponsor, you will enjoy chances including:

- Company name and/or logo (colored) printed alongside ours on the front of all delegate bags.
- **One** (01) promotional page inserted inside the delegate bag (*Materials to be supplied by the Sponsor, maximum A4 size*)
- Acknowledgement as a **Bag Sponsor** (with logo) on the Event's website and Conference Backdrop
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07.

## Lucky Draw Sponsor

---

Join as our Lucky Draw Sponsor and enjoy fascinating branding opportunities, including:

- Recognition at the registration area as Sponsor for Lucky Draw
- A company's representative to present the gift to the lucky person on stage
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07

## Gift Sponsor

---

You can choose to sponsor for other attendee gifts such as: **VIP's Gift Sponsor, Notebook Sponsor, Notepad Sponsor** or **other customized gifts**.

## Advertising

---

Advertising is also a great opportunity to expose you to higher visibility. You have various choices to enhance visibility of your brand image with:

- **Advertising pages inside the Event's Show Directory** (*The ad. to be designed by Sponsors*)
- **190x120pxl. Web Banner** ad on Event's website for 3 months (*Banner to be designed by Sponsors*)

[Back to Top...](#)

### STANDARD SPONSORSHIP BENEFITS

**Once becoming our Sponsor, you shall automatically enjoy these following benefits:**

- Have your Logo & Company Profile listed on the Event's Show Directory
- Have your Logo placed on all printed marketing materials
- Have your Logo placed on Event's attendee e-newsletter (available upon receipt of signed contract)
- Have your Logo placed on the Website's Sponsorship sub page
- Have your Logo placed on event's backdrop
- Have three (03) conference pass & two (02) Dinner Reception Invitations.

[Back to Top...](#)