



# SPONSORSHIP PACKAGES

## SECURITY WORLD CONFERENCE & EXPO 2018

### HIGH-LEVEL SPONSORSHIP PACKAGES

<b>Principal Sponsor (Exclusive 1 Sponsor)</b>	
<b>Diamond Sponsor</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>	
<b>Business Matching</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)	

(All these above prices are excluded 10% VAT)

# HIGH-LEVEL SPONSORSHIP PACKAGES

## PRINCIPAL SPONSOR (Exclusive 1 Sponsor)

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## TOTAL INVESTMENT

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**

## TOTAL INVESTMENT:

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

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# HIGH-LEVEL SPONSORSHIP PACKAGES

## GOLD SPONSOR

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### TOTAL INVESTMENT:

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

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Gala Dinner is an important networking activity within the event “**SECURITY WORLD 2018**”. It’s a strategic place where you can make toasting and have dinner with VIPs and key decision makers from Ministry of Public Security, 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

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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

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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

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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.

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## CONTRIBUTING SPONSORS

### Presentation at the Conference

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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

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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.

### Business Matching

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Grasp the opportunity to connect and discuss in person with thought leaderships through a private meeting (5-10 minutes) set up by the Conference Advisory Committee OR your company can nominate a representative to participate in the Panel Discussion in Conference Sessions. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07

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## BRANDING OPPORTUNITIES

### Delegate Bag (*Exclusive*)

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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

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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

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

## Advertising

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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*)

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## 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.

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