

# BCA2010

## INTERNATIONAL CONFERENCE

### SPONSORSHIP & ADVERTISING PACKAGES

Enhance your Brand Awareness and Company Profile at  
The BCA2010 International Conference

The range of sponsorship options is available to suit your corporate needs by offering a focused way to showcase your service, technology and products, explore opportunities to reach your prospective customers, and gain international exposure.

We hope that this partnership with BroadcastAsia is an integral part of your marketing mix to deliver a unique blend of branding, positioning and more importantly, face-to-face interaction with key industry people who matters to you and your business.

#### Sponsorship & Advertising Benefits

1. Comprehensive marketing campaign highlighting your brand, both online and offline, to targeted audiences globally.
2. Extensive networking opportunities with face-to-face contacts and exclusive meetings.
3. Excellent opportunities to access and evaluate prospective partners and form strategic alliances.
4. A highly conducive environment for high-quality lead generation for key industry players
5. Enhance your branding and publicity competitively throughout the conference, at coffee breaks, during lunch, the cocktail reception, and more.
6. **PLUS!** Be recognised as an industry leader with global presence



## Sponsorship-at-a-Glance

Listed below is a brief overview of the sponsorship packages and options. The following pages will outline the packages in details.

### Type of Conference Sponsorships:

- **Conference Networking Party (Day 2 of BCA International Conference)**  
Investment: SGD 30,000 – Exclusive for 1 sponsor
- **Conference Lunch Reception (Day 1 or 2 or 3 or 4)**  
Investment: SGD 15,000 – Limited to 2 sponsors per day
- **Speakers Lounge (Day 1 to 4)**  
Investment: SGD 15,000 – Exclusive for 1 sponsor
- **Conference Tote Bag**  
Investment: SGD 12,000 – Exclusive for 1 sponsor
- **Conference Refreshment Networking (Day 1 or 2 or 3 or 4)**  
Investment: SGD 12,000 – Limited to 2 sponsors per day
- **Breakfast Lite Bites Networking (Day 1 or 2 or 3 or 4)**  
Investment: SGD 10,000 – Limited to 2 sponsors per day
- **Conference Proceedings (in the form of CD-Rom)**  
Investment: SGD 10,000 – Exclusive for 1 sponsor

### Other Sponsorships & Advertising Mix:

Our sponsorship options and advertising opportunities can be tailored to suit your corporate needs. To explore these opportunities, please contact Joanne Tan for a non-committal discussion.

Joanne Tan  
*Assistant Conference Manager*  
**Singapore Exhibition Services**  
DID: 65 6233 6622  
Fax: 65 6272 2962  
Email : [joa@sesallworld.com](mailto:joa@sesallworld.com)

The deadline for sponsorship confirmation is **31 March 2010 (Wednesday)**. After this date, the remaining sponsorship options can still be taken up, but sponsors may not be able to enjoy the full benefits listed as the marketing campaign rolls out.

### Early Bird SPECIAL

**Confirmation of sponsorship by 28 February 2010, with the signed contract returned, will be entitled to a 15% DISCOUNT.**



## PLATINUM SPONSORSHIP

### Conference Networking Party

SGD 30,000

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Platinum Conference Networking Sponsor' (*Includes 50-word write-up*)
- Company name/logo acknowledgement in conference website under 'Platinum Conference Networking Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Platinum Conference Networking Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published under 'Platinum Conference Networking Sponsor'
- Company name/logo acknowledgement on conference backdrop under 'Platinum Conference Networking Sponsor'
- 2 x complimentary FULL conference passports to the BCA International Conference (*Valued at over SGD 5,000*)
- Private access to the BCA speakers' lounge for meetings and refreshments during opening hours: 9.00am – 5.00pm, daily
- 1 x Party invitation signage at the BCA Conference Complex, refreshment area
- Opportunity to deliver a 10-minute welcome speech during the Party<sup>+</sup>
- 15 x complimentary invites\* for sponsor's staff / guests to attend the Party
- Company name/logo acknowledgement on the Party venue backdrop and reception area
- Placement of sponsor's corporate literature at the Party
- Company name/logo acknowledgement on specially designed Conference Networking Party invitation card to speakers and attendees
- Acknowledgement of sponsor by Party host during the Party
- 1 x personalised email invitation to sponsor's key clients and prospects to attend the conference (*Invitation lists to be provided by sponsor*)

<sup>+</sup> Party venue to be decided by organiser. Sponsor's suggestions are welcomed.

\* Sponsor's guest list to be provided, with guest name and company name, at least 2 day before the Party. Additional guests will be charged on a per pax basis.

#### Additional Benefits:

- Conference attendee list, with email contact details only provided after the conference
- 1 x 'VIP' exhibition visitor status accorded to sponsor's high-level management staff with full access to all the VIP lounges at the exhibition show floor
- 20% discount off BCA International Conference registration fees for sponsor's staff
- 10% discount off additional sponsorship options taken up

~ please turn over



~ continue from previous page

## GOLD SPONSORSHIP

### Conference Lunch Reception (Day 1 or 2 or 3 or 4)

SGD 15,000

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Gold Sponsor' (*Includes 50-word write-up*)
- Company name/logo acknowledgement in conference website under 'Gold Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Gold Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published under 'Gold Sponsor'
- Opportunity to participate in panel discussion at sponsored session
- 2 x complimentary passes to the sponsored conference session (*Valued at over SGD 1,000*)
- 2 x Sponsor's poster standee at the Refreshment Networking area (*Poster and stand to be provided by Sponsor*)
- Company name/logo acknowledgement on luncheon signage
- Company name/logo acknowledgement on luncheon table signage
- Placement of sponsor's corporate literature at the luncheon venue
- 1 x personalised email invitation to sponsor's key clients and prospects to attend the conference (*Invitation lists to be provided by sponsor*)

#### Additional Benefits:

- 1 x 'Special Guest' exhibition visitor status accord to sponsor's high-level management staff with full access to the VIP lounge at the exhibition show floor.
- 20% discount off BCA International Conference registration fees for sponsor's staff

### Speakers' Lounge (4 Days)

SGD 15,000

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Gold Sponsor' (*Includes 50-word write-up*)
- Company name/logo acknowledgement in conference website under 'Gold Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Gold Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published
- 1 x complimentary FULL conference passport to the BroadcastAsia International Conference (*Valued over SGD 2,500*)
- 2 x Sponsor's poster standees in the Speakers' lounge (*Poster and stand to be provided by Sponsor*)

~ please turn over



*~ continue from previous page*

- Placement of sponsor's corporate literature in the Speakers' lounge
- Private access to the BCA speakers' lounge for meetings and refreshments during opening hours: 9.00am – 5.00pm, daily
- 1 x personalised email invitation to sponsor's key clients and prospects to attend the conference  
*(Invitation lists to be provided by sponsor)*

**Additional Benefits:**

- Speakers list, with email contacts only provided after the conference
- 20% discount off BCA International Conference registration fees for sponsor's staff

*~ please turn over*



~ continue from previous page

## SILVER SPONSORSHIP

### Conference Tote Bag

SGD 12,000

Production quantity - 400; cost of production of additional bags to be borne by sponsor

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Silver Sponsor' (*Includes 50-word write-up*)
- Company name/logo acknowledgement in conference website under 'Silver Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Silver Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published
- 1 x complimentary FULL conference passport to the BroadcastAsia International Conference (*Valued over SGD 2,500*)
- Company name/logo acknowledgement on tote bags
- Placement of company literature / stationeries in tote bags

#### Additional Benefits:

- 20% discount off BCA International Conference registration fees for sponsor's staff

### Conference Refreshment Networking (Twice a Day) (Day 1 or 2 or 3 or 4)

SGD 12,000

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Silver Sponsor' (*Includes 50-word write-up*)
- Company name/logo acknowledgement in conference website under 'Silver Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Silver Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published
- 2 x complimentary passes to the sponsored conference session (*Valued at over SGD 1,000*)
- Placement of sponsor's corporate literature at the Refreshment Networking area
  
- Company name/logo acknowledgement at the Refreshment Networking area
- Company name/logo acknowledgement on table signage
- 2 x Sponsor's poster standees at the Refreshment Networking area (*Poster and stand to be provided by Sponsor*)

#### Additional Benefits:

- 20% discount off BCA International Conference registration fees for sponsor's staff

~ please turn over



~ continue from previous page

## BRONZE SPONSORSHIP

### Breakfast Lite Bites Networking (Day 1 or 2 or 3 or 4)

SGD 10,000

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Bronze Sponsor'
- Company name/logo acknowledgement in conference website under 'Bronze Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Bronze Sponsor'
- Company name/logo acknowledgement wherever the conference programme is published under 'Bronze Sponsor'
- 1 x complimentary FULL conference passport to the BCA International Conference (*Valued at over SGD 2,500*)
- Company name/logo acknowledgement on Breakfast Lite Bites signages
- Placement of sponsor's corporate literature at the Breakfast Lite Bites area
- 1 x personalised email invitation to sponsor's key clients and prospects to attend the conference (*Invitation lists to be provided by sponsor*)

#### Additional Benefits:

- 15% discount off BCA International Conference registration fees for sponsor's staff

### Conference Proceeding (in the form of CD-Rom)

SGD 10,000

Production quantity - 400

#### Conference Branding and Exposure:

- Company name/logo acknowledgement in conference brochure under 'Bronze Sponsor'
- Company name/logo acknowledgement in conference website under 'Bronze Sponsor' (*includes hyperlink*)
- Company name/logo acknowledgement in all conference email broadcasts under 'Bronze Sponsor'
- 1 x complimentary FULL conference passport to the BCA International Conference (*Valued at over SGD 2,500*)
- Company name/logo acknowledgement on conference proceeding cover
- Company profile (max 100 words) in the conference proceeding
- 1 x personalised email invitation to sponsor's key clients and prospects to attend the conference (*Invitation lists to be provided by sponsor*)

#### Additional Benefits:

- 15% discount off BCA International Conference registration fees for sponsor's staff