

# 15th Annual Derivatives World ASIA

Raffles City Convention Centre, Singapore  
September 11 & 12, 2008

## Sponsorship Packages

As an exhibitor at **Derivatives World Asia** you are already in a good position to give your business a boost. Sponsorship and partnership opportunities can take you a step further by helping you to....

.... **stand out from the crowd.**

### Introduction

Derivatives World Asia remains the key event to meet the most important players in this market.

This document highlights some creative ways that can enable your company or group to stand out from the crowd in this highly competitive and lucrative market. The packages contain a range of promotional opportunities that can help you meet your goals. Whether you are a big-hitter or aspiring major player looking to build prestige, awareness or maximise visibility - there is a package to suit you.





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## Sponsorship packages

### Partner country/company

**Exclusive**

Partner status is available to one company, national or regional group per year. It allows the partner country/company to place itself firmly in the spotlight at Asia's premier Derivatives event.

This prestigious package aims to maximise publicity and includes exclusive rights to the title Derivatives World Asia 'Event Partner' on all marketing material leading up to the show and signage onsite:

**The package also includes:**

- ▶ Opportunity to chair the first day of the conference programme
- ▶ Two speaker slots/panel places
- ▶ Involvement in conference programme design
- ▶ Event partner status and logo on all marketing materials, conference banners, invitations, etc.
- ▶ Logo on all advertisements in FOW marketing the conference
- ▶ Banner on conference website – [www.fowevents.com](http://www.fowevents.com)
- ▶ One double page spread or inside front cover colour advertisement in the show programme
- ▶ Two entries of 140 words in the show programme, one in the sponsor section and one in the exhibitor section
- ▶ Free advertisement in both FOW monthly magazine and FOWeek
- ▶ Up to 50 invitations for local delegates (list to be agreed with FOW)
- ▶ Exhibition stand in prime location in the exhibition (3m x 3m with any additional space to be purchased separately)
- ▶ Delegate list with contact information provided after the event
- ▶ One exhibition booth (3mx3m shell scheme, with extra space to be purchased separately)

**Plus:**

- ▶ Exclusive host of the conference VIP dinner – invitation list to be drawn up in consultation with you, to include key clients
- ▶ Dinner area signage branded with your logo
- ▶ Opportunity to deliver a welcome speech at the dinner

**Price: £50,000/\$100,000**

### Cocktail reception sponsor

**Exclusive**

The Cocktail Reception has a growing reputation as the social event of the week and you can enhance your reputation by becoming an integral part of it. With rights to the title 'Derivatives World Asia Cocktail Reception Sponsor', the package also includes...

- ▶ Press release announcing the sponsorship deal
- ▶ Logo on all Cocktail Reception invitations
- ▶ Logo on all advertisements in FOW marketing the conference
- ▶ Branding within the reception area
- ▶ Opportunity to deliver a short welcome speech at the Cocktail Reception
- ▶ Links from the FOW events website
- ▶ Up to 100 invitations for local delegates (list to be agreed with FOW)
- ▶ Full colour page advertisement in the Official Show Guide

**Price: £25,000/\$50,000**





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### Event sponsors

### Limited availability

Providing the sponsor with 'official' status and adding considerable weight to existing promotion in this important market. The title 'event sponsor' reinforces a positive reputation and the promotional opportunities provide additional coverage. The format of this year's event allows for three distinct event sponsor opportunities.

**Event Sponsor Derivatives World Asia** – the main conference programme taking place over two days in the keynote hall. As an event sponsor you will be able to moderate a panel discussion in the keynote hall, and invite up to two clients to join you on the panel. Limited to a maximum of three Event Sponsors.

**Event Sponsor Commodities World Asia (Exclusive)** – a one day event running in parallel to the main conference programme focusing on developments in the commodities markets. As the event sponsor you will be involved in the conference programme design and be the lead sponsor in this important area.

**Event Sponsor Environmental Risk Asia (Exclusive)** – a one day event running in parallel to the main conference programme, focused on the developing area of environmental derivatives. As the event sponsor you will be involved in the conference programme design and be the lead sponsor in this important area.

#### Additional benefits available to all Event Sponsors:

- ▶ Event sponsor status and logo on all marketing materials, conference banners, invitations, etc.
- ▶ Logo on all advertisements in FOW marketing the conference
- ▶ One full page colour advertisement in the show programme
- ▶ Two entries of 140 words in the show programme, one in the sponsor section and one in the exhibitor section
- ▶ Banner on conference website – [www.fowevents.com](http://www.fowevents.com)
- ▶ Up to 30 invitations for local delegates (list to be agreed with FOW)
- ▶ Exhibition stand in prime location in the exhibition (3m x 3m with any additional space to be purchased separately)
- ▶ Use of post show database for one mailing (single use only)

**Price: £25,000/\$50,000**

**Workshops** - We are happy to discuss other workshop ideas on key topic areas





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### Platinum

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- ▶ Platinum Sponsorship status with logo on all marketing materials, conference banners, invitations, etc.
- ▶ Two speaking slot/panel places at the conference
- ▶ Accreditation on event banners
- ▶ Logo and link on [www.fowevents.com](http://www.fowevents.com)
- ▶ One full page colour advertisement in the show programme
- ▶ Two entries of 140 words in the show programme, one in the sponsor section and one in the exhibitor section
- ▶ One exhibition booth (3m x 3m shell scheme, with extra space to be purchased separately)
- ▶ Use of post show database for one mailing (single use only)

**Price: £17,500/\$35,000**

### Gold

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- ▶ Acknowledgements as a Gold Sponsor and logo on all marketing materials, conference banners, etc.
- ▶ One speaking slot/panel place at the conference
- ▶ Accreditation on event banners
- ▶ Logo and link on [www.fowevents.com](http://www.fowevents.com)
- ▶ One full page colour advertisement in the conference programme
- ▶ One editorial entry of 140 words and a logo in the show programme

**Price: £10,000/\$20,000**

### Silver

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- ▶ Company logo and promotion as a Silver Sponsor on all marketing materials
- ▶ Accreditation on event banners
- ▶ Logo and link on [www.fowevents.com](http://www.fowevents.com)
- ▶ One half page colour advertisement in the show programme
- ▶ One editorial entry of 140 words and logo within the show programme

**Price: £7,500/\$15,000**

### Additional sponsorship

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Please contact us for further details on the range of opportunities available to promote your firm. Previous events have included cocktail receptions, golf days, happy hours, etc.





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## Sponsorship packages

### The show guide sponsorship

**Exclusive**

The show guide Sponsorship is available to one national group, regional group or company only.

The show guide is a well used, handy, detailed list of exhibiting companies and their location within exhibition.

Sponsorship of the Route Planner provides an excellent way to boost awareness amongst visitors at Asia's derivative industry event.

With exclusive rights to the title 'show guide sponsor', the package also includes...

- ▶ A front cover logo on the show guide
- ▶ A logo on the relevant floor plan page
- ▶ An acknowledgement in the headers and footers
- ▶ One full colour page advertisement in the show guide
- ▶ Links from the fowevents website

**Price: £15,000/\$30,000**

### Registration area sponsorship

**Exclusive**

The Registration Area Sponsorship is available to one national group, regional group or company only.

This package provides the sponsor with a great opportunity to make an early and lasting impact on professionals in the industry.

It is the ideal package for anyone whose primary objective is maximum exposure to visitors.

With exclusive rights to the title 'Registration Area Sponsor', the package also includes...

- ▶ Branded registration area
- ▶ Branded clothing of registration staff (t-shirts, sweatshirts, caps etc.)
- ▶ A logo on each visitor badge
- ▶ A logo on each registration form
- ▶ Branded pens in the registration area (to be retained by all registered visitors)
- ▶ A display for publicity materials in the registration area
- ▶ Links from the fowevents website
- ▶ Full colour page advertisement in the Official Show Guide

**Price: £10,000/\$20,000**





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## Sponsorship packages

### Derivatives World Asia Daily News sponsors

**Exclusive**

The Derivatives World Asia Daily News Sponsorship is available to one national group, regional group or company only.

Published on the days of event, 'Derivatives World Asia Daily' keeps visitors and exhibitors informed of the latest news, features and trends that are evident at the exhibition.

With exclusive rights to the title 'Derivatives World Asia Daily News Sponsor', the package also includes...

- ▶ A front cover logo on each issue
- ▶ A full page advertisement on the back cover of each issue
- ▶ An acknowledgement in the headers and footers
- ▶ An editorial feature in one issue
- ▶ Links from the fowevents website
- ▶ Full colour page advertisement in the official show guide

**Price: £10,000/\$20,000**

### Carrier bag advertiser

**Exclusive**

The Derivatives World Asia Carrier Bag will carry the logo, advertisement or other promotional message of one national group, regional group or company only.

A very simple, yet highly effective way of making sure that your message is seen by thousands of professionals who visit the show.

Your message printed on one side of every carrier bag issued to every registered visitor at the event.

**Price: £7,000/\$14,000**

### Lanyard

**Sold Out**

**Price: £5,000/\$10,000**

### Internet cafe

**Exclusive**

**Price: £8,000/\$16,000**

### Water

**Exclusive**

**Price: £5,000/\$10,000**





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## Advertising

### Official Derivatives World Asia Show Guide advertising

Full page advertisement .....	£2750/\$5500
Half page advertisement.....	£1250/\$2500
Colour logo with company listing .....	£300/\$600
Double page spread (DPS) advertisement .....	£5000/\$10000
Inside front page advertisement (subject to availability) .....	£3525/\$7050
Inside back page advertisement (subject to availability) .....	£3525/\$7050
Outside back cover advertisement (subject to availability).....	£4250/\$8500

### Derivatives World Asia Daily News advertising

Full page advertisement .....	£4000/\$8000
Half page advertisement.....	£2500/\$5000
Third page advertisement.....	£1750/\$3500
Quarter page advertisement.....	£1500/\$3000
Fifth page advertisement .....	£1000/\$2000

Derivatives World Asia is a busy, vibrant trade event. Many stands from all over the world are competing for visitor attention. Whatever the shape, size and design of your stand, hanging banners and balloons over your stand not only provide additional opportunities to promote your destination or brand, they help people to find you!

### Banner promotion opportunities

Banners under 5m <sup>2</sup> .....	£650.00/\$1300
Additional m <sup>2</sup> .....	£120.00/\$240
Hanging Costs .....	<b>Per hanging point £110.00/\$220</b>

Please contact:

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## Contact us

**Do not delay – most sponsorship packages are exclusive.** If you are interested in any of the packages detailed here, please return this form or contact:

**Ikram Ulhaq**

Tel: +44 (0) 20 7779 8042  
Fax: +44 (0) 20 7779 8248  
Email: iulhaq@fow.com

**Nicole Serfes**

Tel: +1 312 993 4117  
Fax: +1 312 494 7785  
Email: nserfes@karengleason.com

Simply tick the boxes of the sponsorship packages that you are interested in and we will contact you immediately with an indication of availability:

- |  |  |
|--|--|
| <input type="checkbox"/> Partner Country           | <input type="checkbox"/> Route Planner Sponsor                     |
| <input type="checkbox"/> Event Sponsor             | <input type="checkbox"/> Derivatives World Asia Daily News Sponsor |
| <input type="checkbox"/> Platinum Sponsor          | <input type="checkbox"/> Carrier Bag Advertiser                    |
| <input type="checkbox"/> Gold Sponsor              | <input type="checkbox"/> Advertising & Banners                     |
| <input type="checkbox"/> Silver Sponsor            | <input type="checkbox"/> Lanyard                                   |
| <input type="checkbox"/> Press Conference Sponsor  | <input type="checkbox"/> Internet Cafe                             |
| <input type="checkbox"/> Gala Reception Sponsor    | <input type="checkbox"/> Water Sponsor                             |
| <input type="checkbox"/> Registration Area Sponsor |  |

### Don't delay - act today!

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

How would you like us to make contact with you regarding sponsorship opportunities?

- Telephone    Fax    Email



