



29 - 31 MAY 2024 | SINGAPORE EXPO

Asia Tech x Singapore 2024

Sponsorship & Exhibition Opportunities

Held in



Brought to you by



Supported by





Be part of Asia's flagship tech event

Asia Tech x Singapore (ATxSG) is more than just an event; it's the epicenter of innovation in the region. Housing multiple anchor events under ATxEnterprise, we serve as the pivotal hub where leaders from tech, media, broadcasting, telecommunications, satellite, and startups convene for a transformative week. With inspiring content sessions paired with expansive exhibition halls at the Singapore EXPO, it's a week of unmissable networking, learning, and collaboration.

ATxSG is back from **29 to 31 May 2024**. Join us to dive into the heart of ATxEnterprise's events and tap into the energy and ideas that drive Asia's tech scene.



Asia's largest broadcast tech stage



Asia's largest ICT industry event for the telco sector



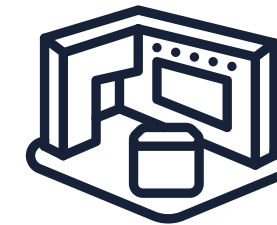
Official start-up event of ATxSG



Asia's largest SatCom stage



Emerging Tech for Enterprises



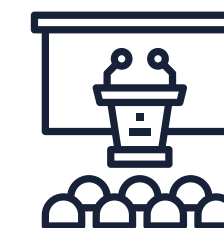
1000+
Exhibitors



22,000+
Unique
Attendees



400+
Speakers



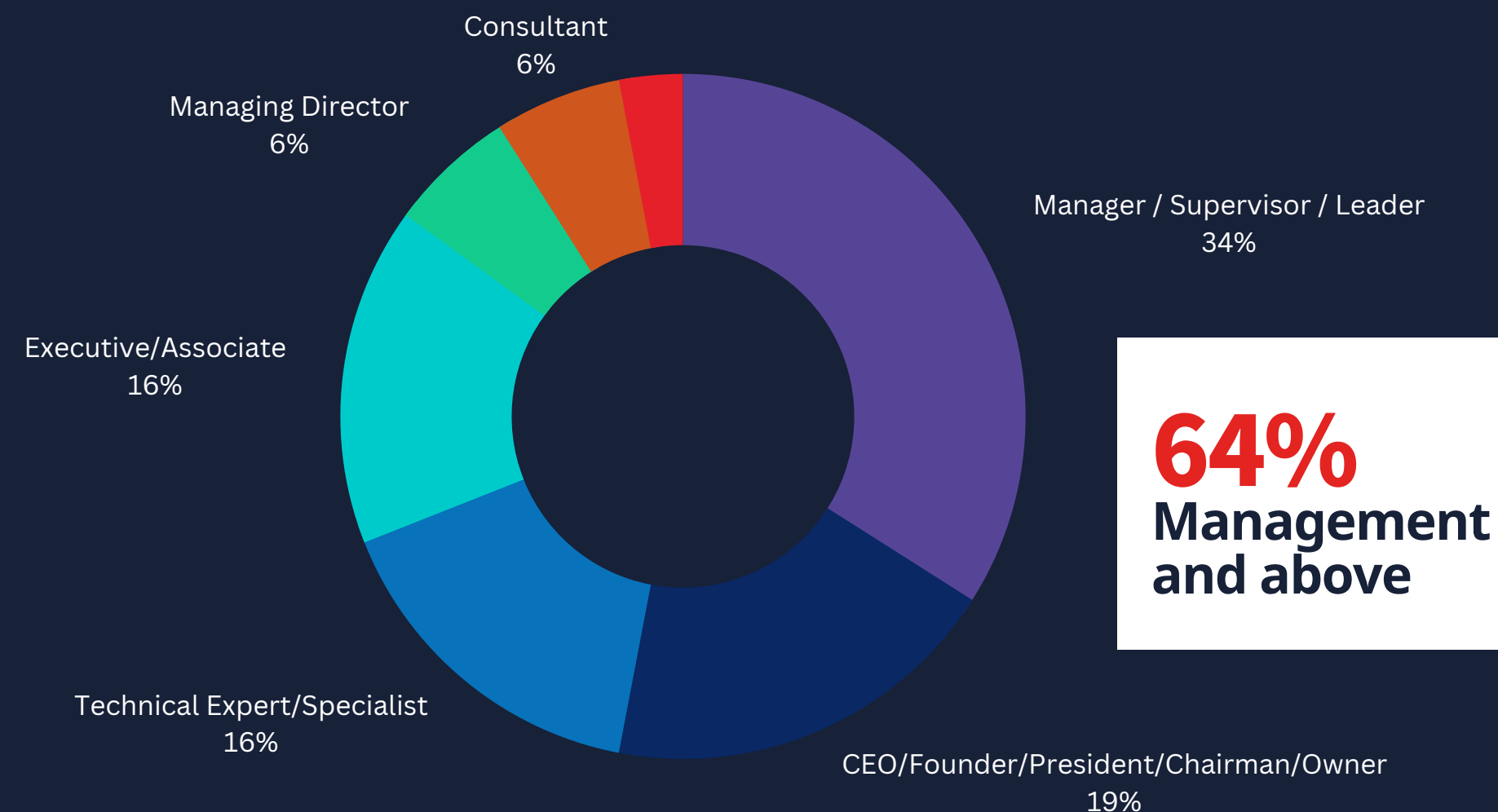
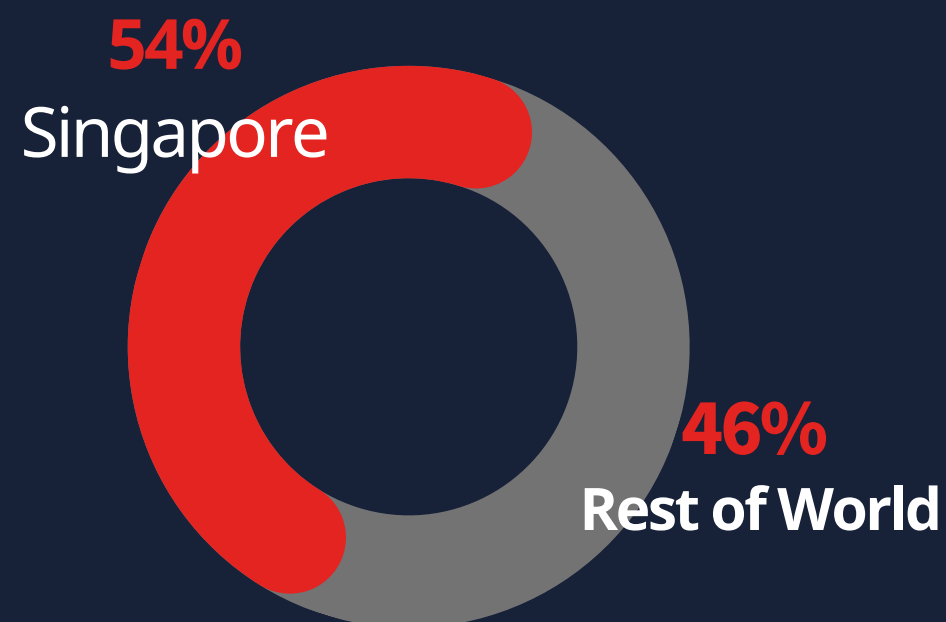
200+
Sessions



2023 Attendee Profile



22,000+
Unique
Attendees



Attendees from **110+**
Countries and Regions

*Top 10 Outside of Singapore

China
16%

Indonesia
13%

Malaysia
11%

**South
Korea**
10%

Philippines
7%

Thailand
6%

India
6%

Vietnam
4%

Taiwan
3%

Hong Kong
1%
and many more



2023 Attendee Profile



Broadcasting / Digital
Media / Entertainment
29%

TOP 5 INDUSTRIES

%

| | |
|---|--------|
| Broadcast Solutions Provider | 17.55% |
| Production - TV / Film / Motion Picture / Video | 12.35% |
| Broadcaster - Satellite / Cable / TV | 12.30% |
| Media / Advertising & Design / Marketing Agencies | 8.76% |
| Broadcaster - Internet / New Media / Mobile App | 6.94% |



Telco / ICT
23%

TOP 5 INDUSTRIES

%

| | |
|---|--------|
| Communications / Data Communication Services Provider | 33.80% |
| IT / Security Solutions Provider | 14.27% |
| System Integrator / VAR / VAD | 8.58% |
| Carrier / Mobile Operator / ISPs / MVNOs | 8.32% |
| Reseller / Distributor / Agent | 7.89% |



Enterprise Tech
& Innovation
25%

TOP 5 INDUSTRIES

%

| | |
|--|--------|
| Artificial Intelligence / Machine Learning | 17.59% |
| Internet of Things | 8.04% |
| SaaS | 6.77% |
| Cybersecurity | 6.57% |
| Big Data and Analytics | 6.46% |

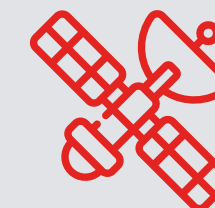


Vertical Industry /
Enterprise End-User
13%

TOP 5 INDUSTRIES

%

| | |
|---|--------|
| Academia / Education / Training Institute | 14.06% |
| Enterprise Technology / Software | 9.47% |
| Manufacturing | 7.25% |
| Banking / Financial / Insurance | 6.60% |
| Investors / Venture Capitalist | 5.67% |



Satellite
7%

TOP 5 INDUSTRIES

%

| | |
|---|--------|
| Satellite Communication | 43.97% |
| Maritime | 10.42% |
| Communication / Data Communication Services Provider / MVNO | 6.84% |
| Operator (Telecommunication) / Internet (ISP) / Telecoms Vendor | 5.21% |
| Manufacturing | 4.02% |



Sponsorship & Exhibitor Opportunities

Shell Packages

Premium Partners

Sponsorships

Digital Media

Lead Generation

Branding



Exhibition Raw Space Rates

An additional charge of S\$550 is required for the Mandatory Digital Event fee.
(Applicable to both co and sub exhibitors)

Standard rates

Standard

Platinum

1 open side

2 open sides

3 open sides

4 open sides

782

795

800

805

805

815

820

826

If you're booking Raw Space, please note the minimum size of 18 sqm. For the shell scheme package, refer to the next page for additional rates.

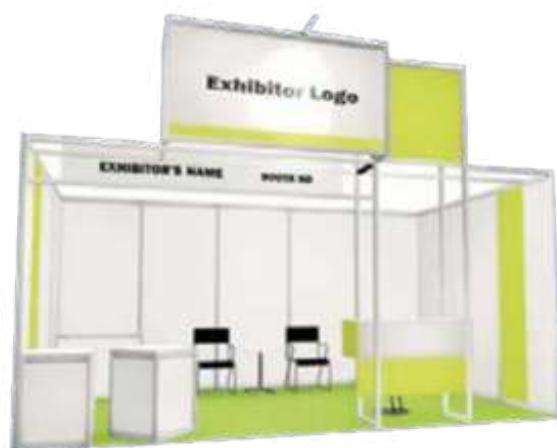


Email to book:
info@asiatechxsg.com



Exhibition Shell Scheme Packages

Premium Package @ S\$135/sqm



Premium Centre Package
(min. 18sqm)



Premium Island Package
(min. 36sqm)



Premium Corner Package
(min. 18sqm)

Standard Package @ S\$115/sqm min. 9sqm



| What your package includes: | Standard Package | Premium Package |
|-----------------------------|------------------|-----------------|
| Fluorescent Tube | ✓ | ✓ |
| 13 Amp Socket | ✓ | ✓ |
| Reception Desk | ✓ | ✓ |
| Coffee Desk | ✓ | ✓ |
| Easy Chair | ✓ | ✓ |
| Display Block | ✓ | ✓ |
| Wastepaper Basket | ✓ | ✓ |
| Folding Chair | ✓ | |
| Barstool | | ✓ |
| Lockable Cabinet | | ✓ |
| Wall Shelving | ✓ | |



Hospitality Suites

Starting from **\$740/SQM** *

A Personalised and Exclusive Experience for your Clients.
Create an exclusive experience for your valued clients by hosting them in a private space for meetings, seminars and product showcases. Fully-customisable room for your corporate branding to take centre-stage.



*Min 50 SQM booking



Email to book:
info@asiatechxsg.com



Meeting Rooms

Rent Meeting Rooms at MAX Atria

Open to ATxSG exhibitors only: Book private meeting rooms at the MAX Atria to host your guests in a comfortable, intimate setting.

| Room Size | | | |
|-----------------|----------------------|----------------------|-----------------------|
| Seating Style | Approximately 56 sqm | Approximately 70 sqm | Approximately 110 sqm |
| Theatre Style | 30 pax | 50 pax | 70 pax |
| Classroom Style | 18 pax | 27 pax | 40 pax |

MAX Atria Meeting Room Rental Rates

Rates excluding full stage set-up and AV supplies.
The set-up day is not inclusive.

| | |
|--|----------------|
| 2 days | S\$210 per sqm |
| 1 day | S\$125 per sqm |
| Half Day (0900 – 1239 hrs) (1400 – 1730 hrs) | S\$105 per sqm |



Email to book:
info@asiatechxsg.com



Preferred Industry Partner

S\$200,000



Number of Sponsorships Available:
Exclusive



Thought Leadership

*BY IMDA SUBJECT TO AVAILABILITY AND APPROVAL

- Nomination invite as Summit Speaker.*
- Nomination invite to Summit attendees.*
- Nomination invite ATxSG as speaker *
- Opening Welcome Speech at any of the selected show stage on Day 1
- Keynote Solo Speaking Slot on ATxSG Centre Stage
- Solo speaking slot on ATxSG Centre Stage
- Keynote Panel
- Track Panel
- x2 Session Recording



Access / Lead Gen

- 36sqm raw space or VIP Lounge
- Lead scanner
- 10 x exhibitor passes
- Lead capture at registration
- Lead capture from speaking sessions



Digital Media

- Push notification via virtual platform
- 6 x Newsletter banner advert
- 5 x Newsletter articles
- Executive video interview
- 2 x Dedicated EDM blasts
- Key takeaway report
- Fast-chat interview (Pre-event)
- Event kickstart page
- Inclusion in 'Best of' post show report



Branding

- Logo & profile on website as Preferred Industry Partner with reciprocal link to your website of choice
- Logo on onsite signage
- Promotion on social media
- 4 x floor stickers
- Singapore street banner logo inclusion
- Preferred Industry Partner's branding at ATxSG umbrella



Email to book:
manesh.nair@informa.com



AT-A- GLANCE

| | | HEADLINE | DIAMOND | PLATINUM | GOLD+ | GOLD | SILVER | BRONZE |
|--------------------|---|--------------------|--------------|--------------|--------------------|-------------|-------------|-------------|
| Thought Leadership | Keynote Solo Speaking Slot | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Solo speaking slot | ATxSG Centre Stage | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ |
| | Keynote Panel | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| | Panel | ✓ | ✓ | ✓ | ATxSG Centre Stage | ✓ | ✗ | ✓ |
| | Roundtable | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Session Recording | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| Digital Media | Virtual Platform Push Notification | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Newsletter Banner Advertisement | 2 | 2 | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Newsletter Article | 2 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Executive Video Interview | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ |
| | Dedicated EDM Blast | 2 | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| | Key Takeaway Report | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| | FastChat Interview | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Event Kickstart Page | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | Inclusion in 'Best of' Post Show Report | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| | | | | | | | | |
| Branding | Logo & Profile on Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Logo on Onsite Signage | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Social Media Annoucement | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ |
| | Onsite Floor Stickers | 4 | 4 | 3 | 3 | 3 | 2 | 2 |
| | Street Banner Logo Inclusion | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Access/Lead Gen | Raw Space | 54SQM | 54SQM | 36SQM | 24SQM | 18SQM | 18SQM | 9SQM |
| | Lead Scanner | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | Exhibitor Pass | 10 | 10 | 6 | 6 | 4 | 4 | 4 |
| | Lead Capture at Registration | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| | Lead Capture from Speaking Sessions | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | | | | | | | | |
| | | \$S\$166,250 | \$S\$153,000 | \$S\$130,000 | \$S\$77,000 | \$S\$60,500 | \$S\$45,500 | \$S\$31,500 |



Email to book:
info@asiatechxsg.com



VIP Lounge Headline Partner

S\$61,250



Number of Sponsorships Available:
Exclusive

New to ATxSG, the VIP Lounge Headline is a luxury space for Executive Leaders to relax and get away from the hustle and bustle of the main exhibition. As Headline Partner of the VIP Lounge, your brand will be at the forefront of the minds of our most senior and influential attendees.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management
- Logo on all correspondence from ATxSG sent to VIP audience



On-Site Presence

- Prominent branding at ATxSG's Official VIP Lounge
- Branded dedicated lounge seating for up to 6 pax within the VIP Area
- 10 VIP passes/day to invite clients to your exclusive meeting table

Sponsorship Deadline: 3 May 2024



Email to book:
info@asiatechxsg.com



VIP Lounge

S\$18,375

3 Number of Sponsorships Available:
THREE

New to ATxSG, the VIP Lounge is a luxury space for Executive Leaders to relax and get away from the hustle and bustle of the main exhibition. As Host of the VIP Lounge, you'll get access to our most senior and influential attendees, with the opportunity to invite key clients and prospects to the most prestigious area on the show floor.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management



On-Site Presence

- Branded lounge seating for up to 6 pax within the VIP Area
- 4 full-access delegate passes + 10 VIP wristbands/day to invite clients to your meeting table

Sponsorship Deadline: 3 May 2024



Email to book:
info@asiatechxsg.com



Headshot Bar Sponsor

\$43,750



Number of Sponsorships Available:
Exclusive

A pre-requisite to every professional's profile is a quality headshot. Sponsor the Headshot Bar and give attendees a photo to remember and use on their profiles.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management



On-Site Presence

- Sponsor logo featured on Headshot Bar signage
- Push notification and promoted message with sponsor mention sent via the ATxSG Mobile App
- All leads of those who had their photo taken provided to you post-show (GDPR compliant)



Email to book:
info@asiatechxsg.com



Badge & Lanyard Sponsor

S\$43,750



Number of Sponsorships Available:
Exclusive

Be seen on over 22,000 physical attendees as they roam the halls of Asia Tech x Singapore with the official event lanyard and badge.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management



On-Site Presence

- ATxSG to provide badge and lanyards and will share production proofs for sponsor review and approval
- Sponsor to submit lanyard design for ATxSG approval

Sponsorship Deadline: 12 April 2024



Email to book:
info@asiatechxsg.com



Registration Sponsor

S\$61,250



Number of Sponsorships Available:
Exclusive

Sponsors, Exhibitors, and all attendees will get full view of your brand, on-site and online. Your logo will be showcased on registration pages, confirmation emails, and at the exhibition halls where registration counters are located.



Pre-Event Exposure

- Sponsor logo on the ATxSG registration pages
- Inclusion in registration confirmation emails, featuring:
 - Sponsor logo
 - 100-word text ad/offer/description
 - Redirect URL link
- Inclusion in a 'Do you want to hear from SponsorName' drop down list (incl. max 7 other companies) at registration for lead generation. GDPR list of those that ticked yes is provided 1-week prior to the show. Final list shared post show.
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's presence at ATxSG. Must be approved by ATx SG event management



On-Site Presence

- Listing and logo on all on-site registration kiosks



Email to book:
info@asiatechxsg.com



Number of Sponsorships Available:
Exclusive

S\$43,750

Official Bag Sponsor

Flaunt your bag at ATxSG

Let over 15,000 attendees carry your brand for you. Asia Tech x Singapore will distribute your advertising bag - crafted from sustainable materials so everyone can be your brand ambassador during the event.



**Pre-Event
Exposure**

- Company name, logo, and 50-word description on the ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's presence at ATxSG. Must be approved by ATx SG event management



**On-Site
Presence**

- Quantity: 15,000
- Sponsor to design and produce bag, must include ATxSG logo – subject to ATxSG approval. ATxSG can design and produce bags for additional price.
- Bags will be distributed at registration to all attendees of ATxSG.
- Pop-up banners on registration webpage





Coffee Point Sponsor

S\$43,750



Number of Sponsorships Available:
Three

Coffee fuels our visitors to walk the halls and listen in on trends across all three days. With expected high traffic to the Coffee Point, your brand will be the key highlight of the exhibition hall with thousands getting to know what your company does. You'll also get brand exposure with a cup in hand.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website



On-Site Presence

- Fully branded coffee point – to be signed off by sponsor
- Opportunity to provide branded coffee cups to be used by baristas
- Opportunity to scan badges of delegates in return for a cup of coffee
- Coffee and tea to be provided by ATxSG
- Up to 2000 cups per day

Sponsorship Deadline: 3 May 2024



Email to book:
info@asiatechxsg.com



Business Matching Lounge Sponsor S\$43,750

1 Number of Sponsorships Available:
Exclusive

Take up a business lounge powered by you. The Business Matching Lounge is THE place where business discussions and matching take place amongst all delegates, peers, and business leaders. Business matching is enhanced with Swapcard, the Official Event App. Lounge usage strictly by appointment, accommodating up to 50 pax.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management
- One (1) Push notification via virtual platform
- (1) Swapcard Banner



On-Site Presence

- Brand Amplification within
- GDPR compliant leads to be shared
- One (1) Push notification via virtual platform

Sponsorship Deadline: 3 May 2024



Email to book:
info@asiatechxsg.com



Booth Passport Sponsor

S\$8,750

24 Number of Sponsorships Available:
Twenty-Four

Be part of the ATxSG Booth Bingo to ensure maximum traffic to your booth space. All attendees with any pass type will be provided with bingo cards upon registration, and participants are required to visit your booth space for a stamp to win prizes.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website
- One (1) LinkedIn post via the official ATxEnterprise channels; includes sponsor-provided image and text used to promote sponsor's ATxSG presence. Must be approved by ATxSG event management



On-Site Presence

- "Bingo"-style cards with sponsors' logos (ATxSG will provide Bingo Cards & Card Stamps)
- Booth Bingo program requires visits to sponsors' booth space for a stamp to enter a prize draw (SGD 150 minimum value)
- Sponsors must provide a prize with minimum SGD 150 value – winning attendee will be notified on Friday at midday if they win, and will be directed to your booth to pick up their prizes. Sponsors will also be notified of the winner.
- Push notification for Booth Bingo with sponsor mention sent via ATxSG Mobile App



Email to book:
info@asiatechxsg.com



Charging Station Sponsor

S\$16,000



Number of Sponsorships Available:
Three

Highlight your brand while attendees are charging up. Showcase your company logo and branding on the vertical stand and countertop.



Pre-Event Exposure

- Company name, logo, and 50-word description on ATxSG website



On-Site Presence

- Sponsor logo featured on charging station
- Opportunity to add a QR code to push attendees to a digital asset of your choice (could be gated for lead generation)
- Push notification and promoted message with sponsor mention sent via the ATxSG Mobile App

Sponsorship Deadline: 10 May 2024



Email to book:
info@asiatechxsg.com




S\$19,200

Logo @ Street Signage

Take over Singapore's streets

Mark your presence and be reach the masses! As the city moves, make sure it moves with the echo of your brand.

 Email to book:
info@asiatechxsg.com






S\$1,000/PC* - INSIDE HALL

Floor Stickers

Point them to where you are

Show an ad, give them directions, lead them and maximize visibility!

**Min 2 pieces*

 Email to book:
info@asiatechxsg.com






S\$6,750

Logo @ Poster Site

Lead them to your booth

Grab the attendees' attention as they head to the halls so you're the first booth they have in mind and want to visit.



 Email to book:
info@asiatechxsq.com



Bespoke Event Production *

Starting from \$75,000

A Personalised and Exclusive Experience for your Clients.

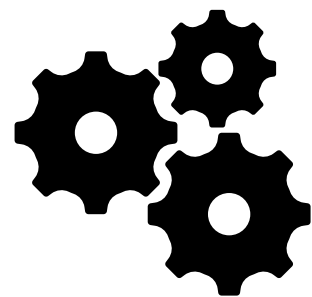
As a leading provider of market insight and market access through research, media, training, smart events and digital demand generation, our aim is to connect, inform and inspire a thriving technology community to build a better, more sustainable world.

With huge insight into our community through first party intent data, we also help our industry reach its full potential by starting high value, highly relevant conversations that bring people together.

Informa Tech is home to over 100 renowned and trusted tech brands including Asia Tech x Singapore, Omdia , London Tech Week, Black Hat, Broadband World Forum, GDC, Information Week, ITPro Today, Interop, Light Reading, Africa Tech Festival, 5G World, Network Computing, Data Centre World, Channel Futures, The AI Summit and ICMI.



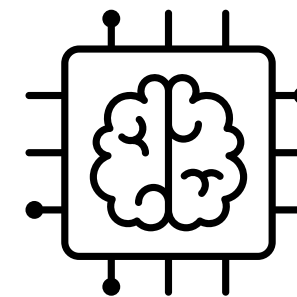
**CONTENT DRIVEN
EVENTS AND DIGITAL
COMMUNITIES**



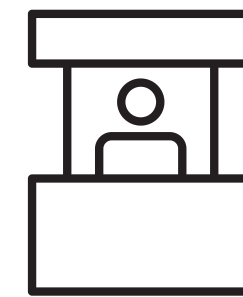
**SPECIALIST IN
TECHNOLOGY**



**ACADEMICS AND
PUBLISHING**



**DIGITAL
INTELLIGENCE AND
DATA-BASED
PRODUCTS**



TRADE EXHIBITIONS



Email to book:
manesh.nair@informa.com



29-31 MAY 2024 | SINGAPORE EXPO

Contact us for a tailored package



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+65 6989 6597

