



1-3 June, 2022 **Singapore EXPO**

an anchor event of



# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

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# Why BroadcastAsia?

BroadcastAsia brings together the region's most influential broadcasters, media and entertainment professionals for a networking and insights power-event. Position your company at the forefront of media technology and showcase your latest solutions and innovations that are reshaping the broadcasting value proposition. Share the stage with titans of industry and join the conversation covering latest trends in the business of broadcast media, technology, content and production, eSports & gaming and investments. Most importantly, BroadcastAsia is a part of Asia Tech x Singapore, the region's flagship tech event. Through your partnership, you will benefit from the dynamic conversations and valuable networking, as business leaders come together to shape our shared digital future.

## Our anchor events include:



## ATxEnterprise 2021 Event Highlights



## Supported By Top Industry Brands



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# Content Themes

- › Partnerships and consolidation in the broadcasting industry
- › Technology in broadcast media
- › Remote broadcast technologies
- › Adtech, Addressable TV
- › IPTV, D2C, Native IP
- › Effectively monetising content
- › Production technology
- › Supply chain and workflows
- › Addressing piracy
- › eSports and gaming

## BroadcastAsia 2021 Industry Speakers



**Dayne Cowan,**  
Vice President of Film,  
**VHQ HK**



**James Hollis,**  
VP Production  
Services,  
**Mediacorp**



**Joe Suteestarpon,**  
CEO,  
**Mediaplex**



**John Mailhot,**  
CTO & Director  
of Product  
Management,  
Infrastructure &  
Networking,  
**Imagine  
Communications**



**Justin Deimen,**  
Managing Director,  
**Aurora Media**



**Kuen Wei Ho,**  
Deputy CEO and  
COO,  
**Rajawali Televisi RTV**



**Mohit Lalvani,**  
CEO,  
**1 play Sport**



**Nicholas Sagau  
Ngimat,**  
Chief Product Officer,  
**Media Prima**



**Regie Bautista,**  
SVP, Corporate  
Strategic Planning  
and BD, Chief Risk  
Officer,  
**MA Network, Inc.**



**Russell Tan,**  
Head of Marketing  
(SEA – Japan, S.  
Korea & Australia),  
**LaLiga**



**Saurabh Doshi,**  
Head - Entertainment  
Partnerships APAC,  
**Facebook**



**Siddharth Jain,**  
Chief Creative  
Director,  
**Playware Studios Pte  
Ltd**



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## Offline Opportunities

Event Space-only

Booth Packages



Online



Hybrid

# Explore offline opportunities to meet your clients F2F



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# BOOK NOW



## Selecting your booth

- 1 Choose space-only OR select between two packages with fully furnished booths
- 2 Select your booth size
- 3 Calculate your space/package

## Calculating your investment

- 1 Add base price of SGD 2,000
- 2 Refer to space-only pricing chart for:
  - Number of open sides
  - Prime Spot (Silver, Gold or Platinum)
- 3 For Standard and Premium fully furnished packages, refer to the space-only pricing chart and add:
  - [For Standard] SGD 110/sqm
  - [For Premium] SGD 130/sqm

All spaces / packages include a Virtual Booth

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## Space-only Cost

### STANDARD RATES

SPACE ONLY (minimum 18sqm)	SGD / SQM			
	1 Open Side	2 Open Sides	3 Open Sides	4 Open Sides
Silver	710	720	728	730
Gold	720	730	738	740
Platinum	726	737	743	746

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# Booth Packages



## Premium Packages



**Premium Centre Package**  
(minimum 18sqm)



**Premium Corner Package**  
(minimum 18sqm)



**Premium Island Package**  
(minimum 36sqm)



## Standard Packages



(Minimum 9 sqm)

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## What your package includes



	Standard Package	Premium Package
Fluorescent Tube	✓	✓
13Amp Socket	✓	✓
Reception Desk	✓	✓
Coffee Table	✓	✓
Easy Chair	✓	✓
Display Block	✓	✓
Wastepaper Basket	✓	✓
Folding Chair	✓	
Barstool		✓
Lockable Cabinet		✓
Wall shelving	✓	

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Offline



## Online Opportunities

Virtual Event Packages

Sponsored Newsletter

Sponsored Tech Bytes Newsletter / Article

Banner Advertisements

**Reach more audiences  
through our online  
opportunities from  
around the world**



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Hybrid



# Virtual Event Packages

## VIRTUAL EVENT EXHIBITOR PACKAGES

ENTITLEMENTS	EXHIBITOR	EXHIBITOR PLUS
<b>BRANDING &amp; AWARENESS</b>		
Company logo and profile to be featured on our event website	✓	✓
Reciprocal website hotlink to your home page from event website	✓	✓
Social promotion on event channels		✓
<b>MEETING SERVICES</b>		
Host and book video meetings on stand	✓	✓
<b>BOOTH SETUP</b>		
Virtual Booth	✓	✓
Listing as Exhibitor on Virtual and Physical Event	✓	✓
Exhibitor listing in business matching	✓	✓
Ad Banner on Virtual Booth	✓	✓
Products upload on Virtual Booth (qty) <b>Add on SGD 2,000 to get up to 50 uploads</b>	10	15
Resources Page Upload on Virtual Booth (qty)	5	7
<b>Package Pricing (SGD)</b>	<b>3,500</b>	<b>6,500</b>

RESERVE YOUR VIRTUAL EVENT PACKAGE

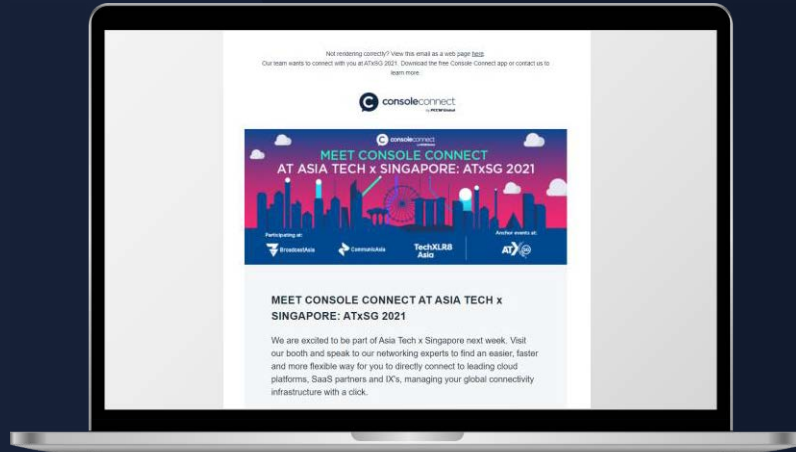
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# Sponsored Newsletter



Send your emailer to our global database with the option to select your target audience OR share with us your interview article to distribute to our readers.

## What you'll get

- Series of newsletters sent 1 - 2x monthly, aligned to most relevant brand or target audience
- 1x custom banner ad placement, above the fold, per send
- Or 1x client content feature inclusion opportunities, such as sponsored articles or video, per send
- Opportunity to view newsletter and ad/content placement prior to send
- Full email performance and analytics provided post each newsletter send

Price

**\$S\$8,900 for TWO (2) inclusions**

**BOOK SPONSORED NEWSLETTER**

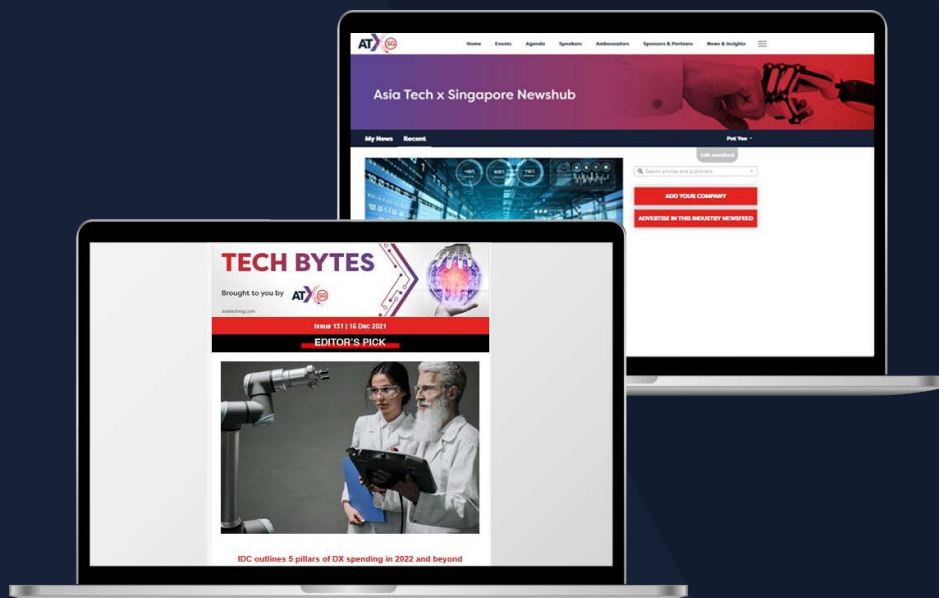
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# Sponsored Tech Bytes Newsletter/Article



Get a banner space on our bi-weekly e-newsletter where we share trending tech news to our database. You can also opt to publish a Tech Bytes Article that will be posted on our Tech Bytes webpage as well as redirect link on our e-newsletter.

## What you'll get

### Banner

- Ad spot on ONE (1) issue of Tech Bytes enewsletter
- Hyperlink to your preferred page/document to be submitted in 600 (w) \* 100 (h) px, hi-res.

### Tech Bytes Article

- ONE (1) Article posted on Tech Bytes webpage
- ONE spot on e-newsletter for said article with redirect to it

## Price

From S\$2,500 for Banner Ad  
S\$4,700 for ONE (1) Tech Bytes Article

BOOK TECH BYTES NEWSLETTER / ARTICLE

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**Offline**



**Online**



## **Hybrid Opportunities**

**Tap on global audiences online and build relationships with them F2F**



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## ATXSG ENTERPRISE HYBRID EVENT SPONSOR PACKAGES

ENTITLEMENTS	BRONZE SPONSOR	SILVER SPONSOR	GOLD SPONSOR	PLATINUM SPONSOR	DIAMOND SPONSOR
<b>CONFERENCE INFLUENCE</b>					
Speaking slot in one of the Conference Tracks	Panel Slot	Solo Speaking Slot	Solo Speaking Slot + Panel Speaking Slot	Keynote Panel + Track Solo + Panel Slot	Keynote Plenary + Track Solo + Keynote Panel
Access to virtual conference attendees					Y
Delegate Pass (Full Access Pass)	1	2	3	5	7
<b>BRANDING &amp; AWARENESS</b>					
Company logo and profile to be featured on our event website	Y	Y	Y	Y	Y
Reciprocal website hotlink to your home page from event website	Y	Y	Y	Y	Y
Social promotion on event channels	Y	Y	Y	Y	Y
Branding on onsite signage	Y	Y	Y	Y	Y
Banner Ad in TechByte e-Newsletter	1	1	2	2	2
Banner Ad on virtual event platform	1	1	1	1	1
Dedicated Tech Byte article		1	2	2	2
Dedicated eDM Blast		1	1	2	2
Floor Stickers at Physical Event				1	1
Complimentary Table-Top at Conference Session (if applicable)				1	1
Option to offer giveaways in delegate bags (if applicable)				2	3
Sponsored session before / during lunch (if applicable)				3 mins	3 mins
<b>MEETING SERVICES</b>					
Access to meeting services co-ordinated by Head of VIP relations	Y	Y	Y	Y	Y
1-2-1 VIP Meetings		2	3	5	7
Dedicated invitation to your nominated VIP List (Subjected to Validation)	Y	Y	Y	Y	Y
<b>BOOTH SETUP</b>					
Physical 9sqm standard booth	Y	Y	Y	Y	Y
Virtual Booth	Y	Y	Y	Y	Y
Listing as Exhibitor on Virtual and Physical Event	Y	Y	Y	Y	Y
Exhibitor listing in business matching	Y	Y	Y	Y	Y
Ad Banner on Virtual Booth	Y	Y	Y	Y	Y
Products Upload on Virtual Booth (qty)	8	10	12	15	20
Resources Upload on Virtual Booth (qty)	8	10	12	15	20
<b>Package Pricing (SGD)</b>	<b>SGD 29,500</b>	<b>SGD 44,000</b>	<b>SGD 54,500</b>	<b>SGD 100,000</b>	<b>SGD 127,560</b>

\*Should you wish to only sponsor virtually, prevailing prices are at S\$7,500 lesser

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