



Banking & Security 2008, Hochiminh City

01 - 03 /12 /2008

New World Hotel Saigon, 76 Le Lai Str., Dist. 1, HCMC



Sponsorships & Marketing and Promotional Opportunities

BANKING & SECURITY 2008, HCMC

1st -3rd, December, 2008

New World Hotel, 76 Le Lai, District 1

Hochiminh City, Vietnam



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Banking & Security 2008, Hochiminh City is where the international & local bankers, CEOs, key government representative, ICT managers convene for business networking and discussing on the application of ICT in the context of globalization and economic integration. The event provide technology companies with unparalleled opportunities to meet and develop relationships with IT executives, bankers about the trend of local & international banking systems.

Banking & Security 2008, Hochiminh City will draw the interest of over 600 attendees from over 50 banks, from government agencies, corporations as well as those interested in the developing of banking Vietnam.

Thus, your marketing strategy at **Banking & Security 2008, Hochiminh City** will bring you:

- Exclusive access to high-lever decision makers from various industries and enterprises at just one venue
- Opportunities to meet your potential customers face-to-face and create relationship building
- Faster market penetration through exposure of your products and meeting future partners, customers
- Brand awareness & customers' loyalty

Banking & Security 2008, Hochiminh City's Sponsorships will help positioning your company as a key player in the banking industry as well as among ICT community.

Whatever your goals, whatever your budget, whatever your products & services, **Banking & Security 2008, Hochiminh City** sponsorships and marketing & promotional opportunities will work best for you. We offer numerous programs to maximize your presence and highlight your products and services.

Should these programs and benefits fall outside your requirements we will be pleased to negotiate an alternative that will suitable for your needs.

Take action now and see how you will stand out during the show!

For further information, please contact:

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Sponsorships at Banking & Security 2008, HCMC	USD	Other Marketing and Promotional Opportunities	USD
Principal Sponsor	25,000	Bag Insert	1,000
Diamond Sponsor	22,000	Door gift	
Platinum Sponsor	20,000	<i>IDG to produce the gift</i>	4,000
Gold Sponsor	18,000	<i>Sponsor to produce the gift</i>	2,000
Banquet Sponsor	16,000	Note-Book	
Silver Sponsor	15,000	<i>IDG to produce the gift</i>	3,000
Conference Session Sponsor	10,000	<i>Sponsor to produce the gift</i>	2,000
Tech Show Sponsor	10,000	Notepad	
Media Sponsor	10,000	<i>IDG to produce the gift</i>	3,000
Luncheon Sponsor	10,000	<i>Sponsor to produce the gift</i>	2,000
Golf-Outing Sponsor	10,000	Pen	
Show Directory Sponsor	7,000	<i>IDG produce the gift</i>	3,000
Delegate Bag Sponsor	7,000	<i>Sponsor to produce the gift</i>	2,000
Badge Sponsor	7,000	Advertising	
Registration Counter Sponsor	5,000	Inside Ad page on the Event's Show Directory	1,000
Lucky Draw Sponsor (<i>IDG to produce</i>) <i>Sponsor to produce Lucky Draw items</i>	5,000 3,000		
Hands on Lab Sponsor	5,000	Web 190x120 px banner ad in (3 months)	1,000
Exhibitor	3,500	Five-minute advertising clip launched during tea-break time at the Conference	1,000
Tea break Sponsor	3,000		
Hands on Lab Participator	2,000		



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Main Sponsorships

Sponsorship programs like **Principal, Diamond, Platinum, Gold, Silver** packages offer exceptional pre-show, on-site and post-show visibility. They put your companies "stamp" on Banking & Security 2008, Hochiminh City Conference & Showcase.

Banquet, Luncheon packages offer special promotional opportunities which spotlight your brand name with a commentary branding at the Banquet/Luncheon venue.

Sponsorship Packages	Principal 25,000 USD	Diamond 22,000 USD	Platinum 20,000 USD	Gold 18,000 USD	Silver 15,000 USD	Banquet 16,000 USD	Luncheon 10,000 USD
Custom Visibility Opportunities							
A customized benefit to enhance sponsors' visibility	*1	*2	*3				
Print Presence							
One (1) advertising page on Show Directory	Back cover	Inside front cover	Inside back cover	Inside Page	Inside page	Inside page	Inside page
FOC four-colour ad on PC World B	2	2	2	1	1/2	1	1/2
Logo & Company Profile listed on Show Directory	•	•	•	•	•	•	•
Logo placed on all printed marketing materials	•	•	•	•	•	•	•
Email/ Mail Marketing							
One (1) pre-show promotional insert to be sent out to all pre-registered attendees. Sponsor responsible for the production of the pre-show insert	•						
Fifty (50) word company description in the Platinum highlight email to pre-registered attendees	•						
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	•	•	•	•	•	•	•
One (1) 150x80 web banner ad with reciprocal link with on Event's homepage. Banner to be designed by sponsors	6 months	5 months	4 months	3 months	3 months		



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200-word company profile listed on the Website's Sponsorship sub page	•	•	•	•	•		
Logo placed on the Website's Sponsorship sub page	•	•	•	•	•	•	•

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Silver	Banquet	Luncheon
PR							
A joint Press release to be insert into media kit at the Press Conference (<i>if applicable</i>)	•	•					
Sponsor's remark at the Press Conference (<i>if applicable</i>)	•	•	•				
Appearance in Event's official video clip	•	•	•				
A promotional insert into media folder	•	•	•				
Some lines introducing sponsors' featured product/ solution/ information in the Press Release	•	•	•	•	•		
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 to be 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 spoke man opinions will be shared with media in e-news sent to media/ on media sub page	•	•	•	•	•	•	•
Exhibitor's solutions/ products information will be shared with media in e-newsletter sent to media	•	•	•	•	•	•	•
On-site Activities							
Sponsor's 5 minute remark	at Banquet					at Banquet	at Luncheon
One (1) Keynote at the Conference	•	•	•				
One (1) 20-25 minute Speaking slot at the Conference	•	•	•	•	•	•	•
One (1) standard Showcase area				•	•		



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Arrangement of VIPs to visit sponsor's booths	1st priority	2nd priority	3rd priority				
Onsite Presence							
Brochure placed on conference information desk	●	●	●				
One (1) standing banner (1.8mx 0.8m) in high traffic area. Sponsors to produce the banner	●	●	●				
A promotional insert into attendee bags	4-page brochure	4-page brochure	1 page	1 page	1 page		
Logo on Event's backdrops	●	●	●	●	●	●	●

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Silver	Banquet	Luncheon
Registration							
Exhibitor/ Sponsor Pass	5	5	5	5	5	5	5
Conference Ticket	10	8	6	6	4	5	3
Banquet Ticket	5	4	3	3	2	5	2
Accommodation							
A room for 2 nights hotel accommodation	●	●	●				
One shuttle pick-up bus	●	●	●				
List Usage							
Newsletters to be sent to event's post-show attendee emailing list (Typically available 30 days after the event)	3 times	2 times	1 times				
Post-show attendee list including attendees' names, companies and titles	●						

*1, *2, *3: Banners with sponsor's logo and company name will be hung up at the eye-catching positions inside the conference room and the exhibition area.

Other Sponsorships

Golf-Outing Sponsor – Exclusive (if applicable)

Investment value: 10,000 USD

Join us and enjoy an entertaining and interacting time with our VIP guests including senior government leaders as well as corporate leaders. It's an exclusive branding opportunity at the Golf course. Sponsor of the Golf Tournament shall enjoy:

- A backdrop dedicated for the Golf Tournament Sponsor (with Event's logo and Principal Sponsor's logo)



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- A five-minute remark at the Golf Tournament's Opening Ceremony
- Acknowledgement of sponsorship at the Golf Awards

Also, this sponsorship offers you other branding opportunities at the event, including:

- One (1) 20-25 minute speaking slot at the Event's Conference
- One (1) inside advertising page in the Event's Directory
- Half (1/2) FOC page 4-color advertise on PC World B Magazine in one month
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12

Conference Session Sponsor

Investment value: 10,000 USD

This helps you to stand out from other sponsors with a complimentary decoration and branding at the Conference room. The sponsor will have:

- Two (2) standing banners (1.8mx0.8m) placed near the stage (*Sponsors to produce the banners*)
- 1-2 minute advertising clip launched during tea break time
- Brochures placed on the information desk
- Logo on Conference room signage
- A Gobo light projecting Sponsor's logo on the Conference room wall
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12

Tech Show Sponsor

Investment value: 10,000 USD

You're launching a best product ever? You're possessing solutions/products that are top of the line? A one-hour Tech Show at Banking & Security 2008's Conference is the best way to show off about your solutions/products and bring your prospects closer.

The Tech Show Sponsor will enjoy a complimentary branding at the Tech Show session, including:

- Two (2) standing banners (1.8mx0.8m) placed near the stage (*Sponsors to produce the banners*)
- Brochures placed on the information desk
- Logo on Conference room signage
- Gobo light projecting Sponsor's logo on the Conference room wall
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12



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Media Sponsor

Investment value: 10,000 USD

This is the great way to enhance higher visibility 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 (2) standing banners (1.8mx0.8m) at Media Center (*Sponsors to produce the banners*)
- One (1) insert into media kit
- Logo placed on the Website's Media sub page
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12

Delegate Bag – Exclusive

Investment value: 7,000 USD

Have your logo carried around the onsite area by sponsoring for the delegate's bags. Sponsor will also have all the **Standard Sponsorship Benefits** on page 12

Show Directory - Exclusive

Investment value: 7,000 USD

The Event's official on-site show guide is the survival manual for each of the Event's attendee. It contains information on products, exhibits, show highlights and all the conference sessions & keynotes. Picture how much impact your logo on the Show cover and one (1) inside advertising page of this must-read event publication will have on all event's attendees. Sponsor will also have all the **Standard Sponsorship Benefits** on page 12

Badge Sponsor – Exclusive

Investment value: 7,000 USD

Every Event's attendee wears a badge, so every one will wear your company name if you're the sponsor of the badge. As the Badge Sponsor, you will enjoy chances including:

- **An insert into Badge Holder:** Sponsor has option to include a detachable coupon or sticker for a giveaway at your booth! It's an excellent way to pull traffic to your exhibition. (Inserts to be produced by sponsor)
- Place your company name on the **Badge lanyard** so that your company name will appear around the neck of every attendees and speakers
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12



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Hands on Lab Sponsor

Investment value: 5,000 USD

Hands-on-Lab is an educational show which helps sponsors to interact and educate hundreds of IT lovers about their products/ services/ solutions. This is also a great way to show all Exhibition's visitors how excellent your products/ services/ solutions are.

Two options are now available for you to join our Hands on Lab:

- (1) You can join as the **Hands on Lab Sponsor (5,000 USD)**, in which you can enjoy an outstanding branding at the Hands on Lab area with your logo as Hands on Lab Sponsor on the Event's backdrop and two (2) standing banners (1.8mx0.8m) placed in the area (*Sponsors to produce the banners*) and other benefits listed in the **Standard Sponsorship Benefits** on page 12
- (2) You can join in as **Hands on Lab Participator (2,000 USD)**, in which you can set your equipment and solutions in the Hands on Lab area for visitors to try and experience themselves other benefits listed in the **Standard Sponsorship Benefits** on page 12

Registration Counter Sponsor

Investment value: 5,000 USD

Give the very first impression to all Banking & Security 2008, Hochiminh City's attendees with an outstanding branding at the registration area, in which:

- Your Logo is placed on the Event's backdrop placed at the Registration Area
- Your brochures are placed on the Registration counter and delivered to all attendees
- Other benefits listed in the **Standard Sponsorship Benefits** on page 12

Contributing Conference Sponsor

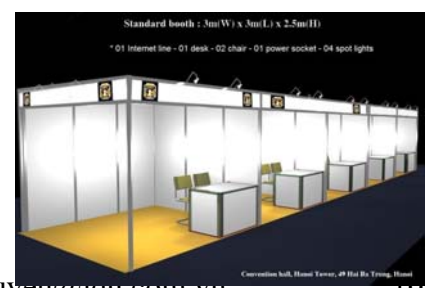
Investment value: 3,500 USD

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 appropriate by the Conference Advisory Committee. The speaker's biography and information of his/her presentation will be promoted in all marketing materials sent out the attendees and media. Sponsors will also have all the **Standard Sponsorship Benefits** on page 12.

Exhibitor

Investment value: 3,500 USD

Join our crowded exhibition and expose yourself to more than 2000 visitors by having your own standard booth at the Exhibition area. A





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standard booth is of 3m (L) x 1,5m (W) x 2m (H) in dimension. Sponsors will also have all the **Standard Sponsorship Benefits** on page 12.

Lucky Draw Sponsor

Investment value: 5,000 USD

Everybody loves a lucky draw. 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 12

Tea break Sponsor – Exclusive

Investment value: 3,000 USD

Tea break area is the place where attendees rush into for a rest after each Conference session. Enjoy higher visibility with 2 standing banners (1.8mx0.8m) at the Event's Tea break area (*Sponsors to produce the banners*) and other benefits listed in the **Standard Sponsorship Benefits** on page 12.

Facilities & Equipment Sponsor

Investment value: Based on service fees

As the manufacturers of conference & expo facilities and equipments, you can be our sponsors by providing Organizers equipments during the onsite days and expose your brand name to thousands of attendees and visitors at the Event.

You can choose to sponsor for one of these equipments: **Wireless, Screens, Projectors, Laptops, Headsets, Translation, etc.**

Sponsor will also have all the **Standard Sponsorship Benefits** on page 12.

Other marketing and promotional opportunities

Advertising

Advertising is also a great opportunity to expose you to higher visibility. You have various choices to enhance higher visibility of your brand image with:

- **Inside advertising page on Show Directory** (The ad to be designed by sponsors)
- **190x120 pixel web banner** ad on Event's homepage during 3 months (Banner to be designed by sponsors)
- **Onsite banners/standing banners**



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- **Five-minute advertising clip** launched during tea-break time at the Conference

Bag Insert

One-page insert in the delegate bag will be a chance to tell all the attendees about your company, products and services.

Door gifts

Your promotional gifts will be delivered directly to attendee who entered the Conference room.

Other gifts

You can choose to sponsor for other attendee gifts such as: **Pen Sponsor, Notebook Sponsor, Notepad Sponsor** or *other customized gifts*

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 (3) conference tickets & two (2) banquet tickets at Banking & Security 2008, Hochiminh City*

Sponsorships from 7,000 USD to 10,000 USD shall enjoy these additional benefits:

- *A 50-100 word paragraph of Products/Solutions/Speakers or other related topics to be post on the Breaking News box on the Event's website*
- *Sponsors' information will be used as reference materials for PR's pre-event write-up activities*
- *Sponsor's spoke man opinions will be shared in e-newsletters sent to the media or on media sub page*
- *Exhibitor's solutions/ products information will be shared in e-newsletters sent to the media*