

SPONSORSHIP CATEGORIES



Principal Sponsor

US\$15,000

- o Recognition as Principal Sponsor in all marketing materials
- o Recognition as Principal Sponsor in the Symposium Handbook
- o Recognition as Principal Sponsor on the floor plan displayed at the entrance way
- o Recognition as Principal Sponsor on the home page of the Symposium webpage with a hyperlink to the sponsor's website
- o Recognition as Principal Sponsor on all participants' nametags
- o Two speaking slots in the DBS Conference
- o One exhibition booth 3m x 2m or one workshop slot
- o Two email blasts to registered participants and ABU members' database
- o One full page colour advertisement in the inside front cover of the Symposium Handbook
- o One full page colour advertisement in the ABU Technical Review magazine Q1 2018 issue
- o Banner ad on the ABU DBS webpage
- o Principal sponsor logo on the backdrop in the Conference Hall
- o Principal sponsor logo on the Conference Programme
- o One insert such as leaflets/brochure or any other promotional items of the Principal Sponsor in the symposium carry-all bags
- o Waiver of registration fees for five nominees to the Symposium, includes speakers

Major Sponsor

US\$10,000

- o Recognition as Major Sponsor in all marketing materials
- o Recognition as Major Sponsor in the Symposium Handbook
- o Recognition as Major Sponsor on the floor plan displayed at the entrance way
- o Recognition as Major Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsor's website
- o One speaking slot in the DBS Conference
- o Major sponsor logo on the backdrop in the Conference Hall
- o Major sponsor logo on the Conference Programme
- o Waiver of registration fees for three nominees to the Symposium, includes speakers

OPTION-A

- o One email blasts to registered participants and ABU members' database
- o One full page colour advertisement in the Symposium Handbook
- o One insert such as leaflets/brochure or any other promotional items of the Major Sponsor in the symposium carry-all bags

OPTION-B

- o One exhibition booth 3m x 3m or 3m x 2m

OPTION-C

- o One Workshop (90mins)

Symposium Carry-all Bags

US\$5,000

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o One speaking slot in the DBS Conference.
- o Your corporate logo printed in the centre of both sides of the symposium carry-all non-woven bag which will be distributed to all participants of the symposium
- o The Symposium carry-all bags will be used for all forthcoming ABU events including BroadcastAsia2018
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speakers

Lanyards

US\$5,000

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o One speaking slot in the DBS Conference
- o Sponsor's choice colour and logo/word design for lanyard
- o The Symposium lanyards will be used for all forthcoming ABU events.
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speakers

Conference Session

US\$2,000

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o One speaking slot in the DBS Conference
- o Corporate logo and/or name printed on the conference session in all copies of the programme
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speakers

Workshop Sponsor

US\$2,000

- o Recognition as Workshop Sponsor in all marketing materials.
- o Recognition as Workshop Sponsor in the Symposium Handbook.
- o Recognition as Workshop Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website.
- o Avenue to hold about 50 participants (classroom style seating) for 90minutes
- o Presentation set-up
- o Waiver of registration fees for two nominees to the Symposium including speakers
- o A brief profile of the Sponsor (100words) will be published in the Symposium Handbook under the Workshop Sponsor listing section

Conference Speaking Slot Sponsor **US\$1,500**

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsor's website
- o One speaking slot in the DBS Conference
- o Waiver of registration fees for two nominees to the Symposium including speakers

Luncheon **US\$5,000**

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o Lunch sponsorship for one day only
- o Opportunity to speak before the lunch for not more than 10minutes
- o Prominent display of banners in luncheon area (provided by sponsoring organization)
- o Printed material on your organisation maybe placed in the luncheon area
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speaker

Internet Sponsor **US\$3,000**

- o Recognition as internet provider for DBS 2018
- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o Sponsor's logo prominently displayed at all Internet kiosks
- o Sponsor's logo on opening webpage for all terminals
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speakers

LED Screen Advertisement **US\$1,000**

- o Recognition as Supporting Sponsor for the Symposium
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o Half-page colour advertisement in the Symposium handbook
- o Waiver of registration fees for two nominees to the Symposium, includes speakers

Lucky Draw Prize (3 days) **US\$1,000**

- o Recognition as Supporting Sponsor in all marketing materials
- o Recognition as Supporting Sponsor in the Symposium Handbook
- o Recognition as Supporting Sponsor on the homepage of the Symposium webpage with a hyperlink to the sponsors' website
- o Waiver of registration fees for one nominee to the Symposium including speakers
- o Logo displayed on screen during the Lucky Draw

Advertisement in Symposium Handbook

- o Half-Page (full colour) **US\$1,500.00**
- o Full-Page (full colour) **US\$2,500.00**

Exhibition Opportunities

Single booth	3m x 3m	US\$2,000
	3m x 2m	US\$1,500
Double booth	6m x 3m	US\$3,800
	6m x 2m	US\$2,800

- o The Symposium will offer companies the opportunity to exhibit their products and services to industry players.
- o A brief profile of the Exhibitor Company (100 words) will be published in the Symposium Handbook under the Exhibitor listing section.
- o One complimentary Symposium registration.

A single booth comes with:

- o Overhead fascia panel with vinyl sticker of company name and stand number.
- o One information desk.
- o Two foldable chairs.
- o Two 13amp single phase power point (max 500w).
- o Two 40w fluorescent tube.
- o One wastepaper basket.

Exhibition Booth with Conference Speaking Slot

Single booth	3m x 3m	US\$3,000
	3m x 2m	US\$2,500
Double booth	6m x 3m	US\$4,800
	6m x 2m	US\$3,800

- o The opportunity to exhibit your products and services to industry players with a speaking slot in the conference.
- o A brief profile of the Exhibitor Company (100 words) will be published in the Symposium Handbook under the Exhibitor listing section.
- o Two complimentary Symposium registrations.

Contact:

For more information on sponsorship opportunities and others matters related to ABU DB Symposium 2018, please contact Mr Ahmed Nadeem, ABU Technology Department:

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🌐 www.abu.org.my/dbsymposium

**BOOK BEFORE 30 November 2017 AND TAKE ADVANTAGE OF OUR
EARLY BIRD RATES!! (please refer to booking form)**