

Organised by

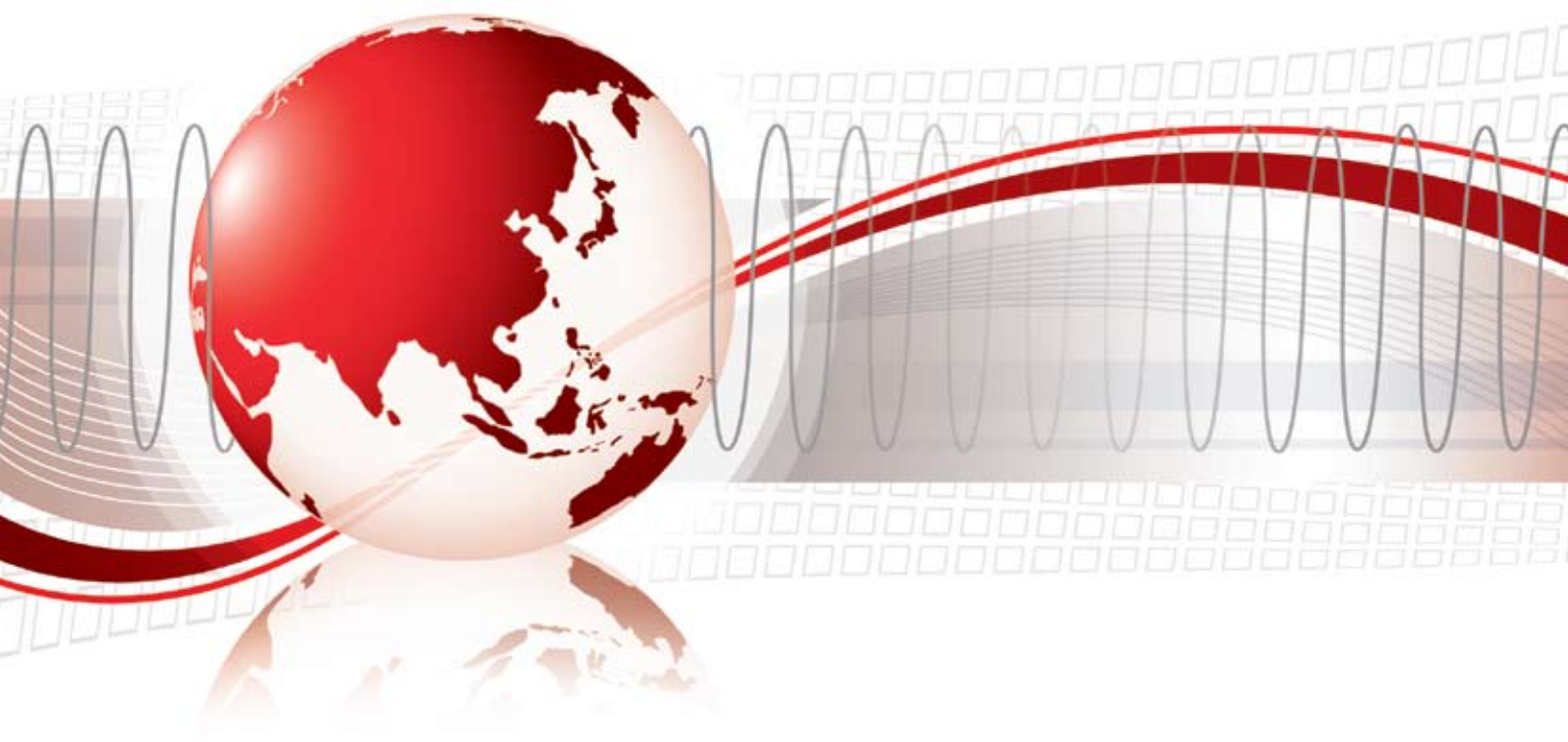


Event Partners



The Annual Asia-Pacific Spectrum Management Conference 2013

The meeting point for the Asia-Pacific & global spectrum community!



Sponsorship & Exhibition Prospectus

26th August 2013 / Bangkok . Thailand

Knowledge partners



Contact - Dan Craft / T. +44 (0)2920 783 021 / dan.craft@forum-global.com

www.forum-global.com

www.spectrummanagement.asia



The Annual Asia-Pacific Spectrum Management Conference 2013

26th August 2013 / Bangkok . Thailand

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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About The Annual Asia-Pacific Spectrum Management Conference

Forum Global (alongside sister company **Forum Europe**) have an established reputation for organising top level annual Spectrum Management conferences and events throughout the world, and are delighted in 2013 to be launching this major new annual event for the Asia-Pacific region.

Following the successful format of **The European Spectrum Management Conference** (which will be in its 8th year in 2013) and **The Americas Spectrum Management Conference** (in its 3rd year), the event will provide a meeting point for stakeholders in Asia Pacific and beyond to come together and discuss topical issues relating to the management and co-ordination of spectrum policy across the region.

Details of our other Spectrum Management conferences



The banner for 'The 2nd Annual Americas Spectrum Management Conference' features a globe with a blue and white color scheme. Text on the banner includes: 'The 2nd Annual Americas Spectrum Management Conference', 'A meeting point for the Americas and global spectrum community!', 'October 23rd - 24th 2012 / Plus a half day workshop on October 22nd', 'The Washington Marriott Hotel . Washington, D.C. / USA', and 'Organized by: Forum GLOBAL'. Logos for Knowledge Partners (aetha, NERA Economic Consulting) and Platinum Sponsors (at&t, LYA, Microsoft, QUALCOMM, verizon) are displayed at the bottom.

View more information at www.spectrum2012.com

Key Speakers Included



Mignon Clyburn
Commissioner,
FCC



Helen McDonald
Senior Assistant Deputy
Minister, Spectrum,
Information Technologies and
Telecommunications,
Industry Canada



Luis Lucatero
Chief of Regulatory Policy,
Cofetel Mexico

2012 Delegate Snapshot

Based on 188 delegates

- 50% Corporate organisations
- 35% Government body / Regulator
- 10% Not-for-profit & academia
- 5% Journalist / Press

Sponsors and partners include



“ This Conference is quickly becoming a key regional forum for idea sharing.”

Mignon Clyburn, Commissioner, FCC

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The 7th Annual European Spectrum Management Conference

Where the European and worldwide spectrum communities meet!

19th & 20th June 2012 / Management Centre Europe

Pre Conference workshop 18th June

Organised by

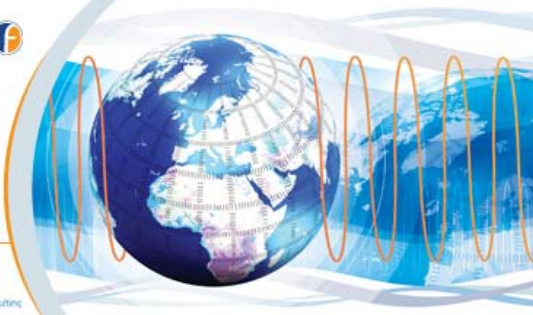
Forum europe

Platinum sponsors

LYA HUAWEI Alcatel-Lucent ERICSSON

Knowledge partners

aetha NERA Economic Consulting



View more information and a conference report at www.spectrummanagement.eu

Key Speakers Included



Neelie Kroes
Vice President & EU Commissioner for Digital Agenda, European Commission



François Rancy
Director, Radiocommunication Bureau, International Telecommunication Union



Sudhir Gupta
Principal Advisor Spectrum Management, Telecom Regulatory Authority of India (TRAI)

2012 Delegate Snapshot

Based on 286 delegates

- 51% Corporate organisations
- 32% Government body / Regulator
- 10% Press
- 7% Not-for-profit & academia

"I'm glad this is becoming an annual opportunity for me to meet you, the frontline experts on spectrum developments!"

Neelie Kroes, Vice President, European Commission

Sponsors and partners include



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Sponsorship Packages

Whatever your budget, and your requirements, sponsoring this event is a cost effective, hassle-free means to successfully target decision makers and provide a platform to highlight the issues that are key to your organisation. A wide range of packages are available ranging from the high level platinum package, which offer maximum exposure for your company both leading up to and during the event, down to lower cost product branding opportunities, which are designed to compliment or act individually in support of your marketing strategy.

Furthermore, sponsorship at this event is not simply a stand alone, one-off marketing opportunity, but offers the chance to become involved at an early stage in a pivotal and talked about annual event. Tailored packages are also available which take into account visibility at our spectrum management conferences in Europe and the Americas (Please see details on next two pages), offering a truly global platform to target key policymakers and stakeholders throughout this dynamic and exciting sector.

Platinum Package: \$12,500

Becoming the Platinum sponsor for the conference will provide your company with optimal exposure on all marketing material and banners, as well as access to a number of additional benefits that are unique to this package. This package is limited to a maximum of three sponsor organisations, meaning that becoming a platinum sponsor guarantees top level branding throughout.

- Exclusive speaking position for company representative
- Full page advert in conference programme
- 3 complimentary delegate places
- Priority branding on main stage and on all conference banners
- Prime location allocated for exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Platinum sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Platinum sponsor in Forum Europe newsletters

Gold Package: \$8,500

- Half page color advert in conference programme
- 2 complimentary delegate places
- Branding on main stage and on all conference banners
- Exhibition space in semi-prime location
- Inclusion of company materials in delegate bags
- Recognition as Gold sponsor in marketing materials and press releases
- Corporate identity on conference website with link to company website
- Recognition as Gold sponsor in Forum Europe newsletters

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Sponsorship Packages

Silver Package: \$6,000

- Quarter page advert in conference programme
- 1 complimentary delegate place
- Some branding on main stage
- Exhibition space
- Inclusion of company materials in delegate bags
- Recognition as Silver sponsor in marketing materials and press releases
- Company logo on conference website with link to company website
- Recognition as Silver sponsor in Forum Europe newsletters



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Catering Packages

Exclusive Sponsorship of Lunch: \$5,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Cocktail Reception: \$5,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 per day): \$3,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.



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Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Global. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

\$1700 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Data Sticks

\$1700 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



Conference Pens and Pads

\$1500 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



Insert in Delegate Packs

\$650

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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Product Opportunities



Conference Badges

\$1250

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



Advertise in the Delegate Handout

The delegate handout is provided both in hard copy and electronically to all attendees at the event. Placing an advert in the handout is a quick, easy and cost-effective way of getting your message across to this high level and targeted list of participants.

Please note: All page sizes are A4 (210mm x 297mm)

Color full page advert - \$600

Color half page advert - \$400

Black and white full page advert - \$400

Black and white half page advert - \$300

> The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact Dan Craft.

We look forward to discussing the positive and high value promotion of your organisation.

Forum Global

**2 - 4 Second Floor, High Street Arcade Chambers,
Cardiff, CF10 1BE. UK**

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor

☐

Gold Sponsor

☐

Silver Sponsor

☐

I am interested in the following Catering Packages (please tick box):

Lunch

☐

Cocktail Reception

☐

Refreshments

☐

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards

☐

Data Sticks

☐

Conference Pens & Pads

☐

Insert in Delegate Packs

☐

Conference Badges

☐

Advertise in Delegate Handout

☐

26th August 2013 . Bangkok . Thailand

Company:

Address:

Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

Please Fax back to +44 (0) 2920 020 432

Please contact Dan Craft to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 021 . Fax: +44 (0) 2920 020 432 . Email: dan.craft@forum-global.com

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Exhibit at Asia-Pacific 2013

Stand Size: 2.5m x 3m / Cost: \$1750 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the Asia-Pacific Spectrum Management Conference 2013.

This conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website along with contact details and a link to your homepage
- A special discounted rate of \$350 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at **2.5m x 3m** and the ceiling height in the room is **3.5m**. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately **1.8m x 1m** included in the price.

Exhibitors are invited to prepare their stand between **14.00** and **17.00** the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020 432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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Exhibition Space Reservation Form

Please fax back to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:			
Contact Person:			
Address:			
City:		State:	
Zipcode:		Email:	
Tel:		Fax:	

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below. **If you have any queries over this, please contact Dan Craft on +44 (0) 2920 783 021.**

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ \$1750

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of \$350 for a full page advert in the main conference brochure. ☐

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Global will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Global. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a \$150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The Annual Asia-Pacific Spectrum Management Conference, Bangkok, Thailand, 26th August 2013, and accepts the terms and conditions stated above.

Signature

Date

Contact - Dan Craft
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