



CIO SUMMIT & AWARDS 2010

22 - 24 September 2010 | Sheraton Hanoi Hotel



Sponsorships & Marketing and Promotional Opportunities

CIO Conference & Awards 2010

Sep 22 - 24, 2010

Sheraton Hotel

Hanoi, Vietnam



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CIO Summit & Awards 2010 is where the top international technology executives convene for business networking and discussing on the application of ICT in the context of globalization and economic integration. The event provides technology companies with unparalleled opportunities to meet and develop relationships with IT executives who control or have a great influence on the largest budgets for IT implementation in enterprises and organizations.

CIO Summit & Awards 2010 will draw the interest of over 1000 CIOs from government institutes, corporations in local and overseas as well as those interested in the development of Vietnam IT world.

Thus, your marketing strategy at **CIO Summit & Awards 2010** will bring you:

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

CIO Summit & Awards 2010's Sponsorships will help positioning your company as a key player in the industry as well as among ICT community.

Whatever your goals, whatever your budget, whatever your products & services, **CIO Summit & Awards 2010** sponsorships and marketing & promotional opportunities (MPOs) 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 would be pleased to negotiate an alternative that will be suitable for your needs.

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



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Price Quotation

Sponsorships at CIO Summit & Awards 2010	USD	Other Marketing and Promotional Opportunities	USD
Principal Sponsor	22,000	Bag Insert	1,000
Diamond Sponsor	20,000	Note-Book	
Gold Sponsor	18,000	<i>IDG to produce the gift</i>	3,000
Banquet Sponsor	16,000	<i>Sponsor to produce the gift</i>	2,000
Summit Sponsor	10,000	Notepad	
Luncheon Sponsor	10,000	<i>IDG to produce the gift</i>	3,000
Golf-Outing Sponsor	10,000	<i>Sponsor to produce the gift</i>	2,000
Show Directory Sponsor	7,000	Pen	
Delegate Bag Sponsor	7,000	<i>IDG produce the gift</i>	3,000
Breakfast Networking Sponsor	5,000	<i>Sponsor to produce the gift</i>	2,000
Lucky Draw Sponsor (<i>IDG to produce</i>)	7,000	Advertising	
<i>Sponsor to produce Lucky Draw items</i>	4,000	Inside Ad page on the Event's Show Directory	1,000
Contributing Summit Sponsor	3,500	Web 190x120 px banner ad in (3 months)	1,000
Tea break Sponsor	5,000		

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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 CIO Summit & Awards 2010.

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

Sponsorship Packages	Principal 22,000 USD	Diamond 20,000 USD	Gold 18,000 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 Page	Inside page	Inside page
FOC four-colour ad on PC World B	2	2	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 on Event's homepage. Banner to be designed by sponsors	6 months	5 months	4 months	3 months	3 months
200-word company profile listed on the Website's Sponsorship sub page	•	•	•	•	•
Logo placed on the Website's Sponsorship sub page	•	•	•	•	•



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Sponsorship Packages	Principal	Diamond	Gold	Banquet	Luncheon
PR					
A joint Press release inserted 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	•	•			
Brief introduction to sponsors' featured product/ solution/ information in the Press Release	•	•	•		
Company name recognition in the Event's Press release	•	•	•	•	•
A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website	•	•	•	•	•
Sponsor's spoke man opinions shared with media in e-news and sent to media/ on media sub page	•	•	•	•	•
Exhibitor's solutions/ products information shared with media in e-newsletter and 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			•		
Arrangement of VIPs to visit sponsor's booths	1st priority	2nd priority			
Onsite Presence					
Brochure placed on conference information desk	•	•			
One (1) standing banner (1.8mx 0.8m) at high traffic area. Sponsors to produce the banner	•	•			
A promotional insert in attendee bags	4-page brochure	4-page brochure	1 page	1 page	1 page
Logo on Event's backdrops	•	•	•	•	•



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Sponsorship Packages	Principal	Diamond	Gold	Banquet	Luncheon
Registration					
Exhibitor/ Sponsor Pass	5	5	5	5	5
Conference Ticket	10	8	6	5	3
Banquet Ticket	5	4	3	5	2
Accommodation					
A room for 2 nights hotel accommodation	●	●			
One shuttle pick-up bus	●	●			
List Usage					
Newsletters sent to event's post-show attendee emailing list (Typically available 30 days after the event)	3 times	2 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 eye-catching positions inside the conference room and the exhibition area.

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Other Sponsorships

Golf-Outing Sponsor – Exclusive (if applicable)

Investment value: 10,000 USD

By joining us as the golf-outing sponsor, we guarantee you 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)
- 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





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- Half (1/2) FOC page 4-color advertise on PC World B Magazine.
- Other benefits listed in the **Standard Sponsorship Benefits** on page 11

Summit Sponsor

Investment value: 10,000 USD

This helps you to stand out from other sponsors with a complimentary decoration and branding at the Summit 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
- Other benefits listed in the **Standard Sponsorship Benefits** on page 11



Media Sponsor

Investment value: 5,000 USD

This is a great way to enhance visibility of your company's name 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 11





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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 11

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 you can create on all event attendees as your logo will be placed on the cover of this must-read event publication. A Show Directory's bookmark will be highlighted with your logo and company name; and one (1) inside advertising page will bring better exposure to your brand name. Sponsor will also have all the **Standard Sponsorship Benefits** on page 11.

Contributing Summit 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 appropriately by the Conference Advisory Committee. The speaker's biography and information of his/her presentation will be promoted in all marketing materials sent out to attendees and media. Sponsors will also have all the **Standard Sponsorship Benefits** on page 11.

Lucky Draw Sponsor

Investment value: 7,000 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 11



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Tea break Sponsor – Exclusive

Investment value: 5,000 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 11.

Breakfast Networking Sponsor

Investment value: 5,000 USD

By joining us as the Breakfast Networking sponsor, we guarantee you an meeting and interacting time with our VIP guests including senior government leaders as well as corporate leaders. It's an exclusive branding opportunity at the Breakfast. Sponsor of the Breakfast Networking shall enjoy: 1 standing banner (1.8mx0.8m) at the Breakfast Networking area and other benefits listed in the **Standard Sponsorship Benefits** on page 11

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 11.

Other marketing and promotional opportunities

Advertising

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

- **Advertising pages inside the Event's Show Directory** (The ad to be designed by sponsors)
- **190x120 web banner** ad on Event's homepage for 3 months (Banner to be designed by sponsors)
- **Onsite banners/ standing banners**
- **Five-minute advertising clip** launched during tea-break time at the Conference



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Bag Insert

One-page insert in the delegate bag can promote to 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**.

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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 CIO Conference & Awards 2010*

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*

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