

ADFEST 2012

MEDIA PARTNERSHIP
OPPORTUNITIES



18-20 MARCH 2012

ROYAL CLIFF HOTELS GROUP

PATTAYA, THAILAND

www.ADFEST.com

The 15th Asia Pacific Advertising Festival, ADFEST 2012, will be held 18th - 20th March 2012 at Royal Cliff Hotels Group, Pattaya.

ADFEST greatly appreciates the continual support of our friends in the media, and below outlines the conditions and provisions for the ADFEST Media Partners.

For each media partner, ADFEST will provide:

- 2 complimentary registrations with access to all ADFEST functions, sessions, award presentation, welcome party, after party, and press privileges
- Logo on the ADFEST website as our Partner with hyperlink to media publication's website
- Shelf space for printed publication (if applicable) for delegates to pick up a copy of the publication

In return, the media partner agrees to provide ADFEST with the following:

- Editorial coverage:

- A commitment to year-round coverage of ADFEST press releases, which at least must include all Jury President appointments, Lotus Award entry deadlines and key Speaker appointments before the event, plus full coverage of the winners & finalists following the event

- Proposed media partner plan for additional editorial coverage in the form of special features or interviews with key judges or speakers. This will be agreed with ADFEST's PR team, subject to availability of ADFEST judges and or speakers to arrange interviews prior to, during and following ADFEST.

- Print advertisement space (if applicable)
- Web advertisement space
- Banner space with hyperlink to ADFEST website
- Send at least one representative from the publication to cover ADFEST 2012 at Pattaya

Please note that ADFEST does not offer transportation or accommodation for its media partners.

For more information on ADFEST, visit www.ADFEST.com. If you have any inquiries on media partnership, please contact: