



SPONSOR PACKAGES

18 - 20 MARCH 2012
Pattaya Exhibition and Convention
Hall (PEACH)
Royal Cliff Hotels Group, Pattaya



ADFEST, the region's largest regional advertising festival where creative professionals gather, is the ideal opportunity to reach the creative service industry in Asia Pacific. Not only is ADFEST a creative hub embracing and celebrating local diversity, it presents the perfect occasion to launch parties, host regional meetings and keep at the forefront of the latest trends in the advertising industry. Don't miss the opportunity to meet your target audience & make new connections at ADFEST 2012!

The 15th Asia Pacific Advertising Festival, ADFEST 2012, will be held 18th - 20th March 2012 at the PEACH, Royal Cliff Hotels Group, Pattaya.. (www.royalcliff.com)

For more information on ADFEST, visit www.ADFEST.com. If you have any inquiries for sponsorship opportunities or interested in customised sponsorship packages, please contact:

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DIAMOND: Sole Welcome Party

USD 50,000

- ~ Sole naming right for the ADFEST 2012 Garden Welcome Party
- ~ Welcome Party sponsorship news coverage featured in ADFESTbuzz
- ~ 3-minute speech by sponsor's representative at the Welcome Party
- ~ Logo display at Welcome Party

- ~ Two double-page spread full colour advertisement in ADFEST 2012 Directory
- ~ Two double-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (6 x 5 m)
- ~ Complimentary LCD TV & DVD at booth
- ~ Invited on stage to present trophies to winners

- ~ 18 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

DIAMOND: Sole After Party

USD 50,000

- ~ Sole naming right for the ADFEST 2012 Poolside After Party
- ~ After Party sponsorship news coverage featured in ADFESTbuzz
- ~ 3-minute speech by sponsor's representative at the After Party
- ~ Logo display at After Party

- ~ Two double-page full colour advertisement in ADFEST 2012 Directory
- ~ Two double-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (6 x 5 m)
- ~ Complimentary LCD TV & DVD at booth
- ~ Invited on stage to present trophies to winners

- ~ 18 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

PLATINUM: Sole Lotus Award

USD 35,000

~ Sole naming right to one of the 16 Lotus Award categories

- | | |
|-----------------|-----------------------|
| ● Film Lotus | ● Design Lotus |
| ● Press Lotus | ● Print Craft Lotus |
| ● Poster Lotus | ● Film Craft Lotus |
| ● Outdoor Lotus | ● New Director Lotus |
| ● Radio Lotus | ● 360 Lotus |
| ● Cyber Lotus | ● INNOVA Lotus |
| ● Direct Lotus | ● Lotus Roots |
| ● Promo Lotus | ● Effectiveness Lotus |

~ Logo on screen during sponsored Lotus Award presentation

~ Double-page spread full colour advertisement in ADFEST 2012 Directory

~ Double-page spread full colour advertisement in ADFEST 2012 Award Annual

~ Complimentary exhibition booth (5 x 4 m)

~ Complimentary LCD TV & DVD at booth

~ Invited on stage to present trophies to winners

~ 12 complimentary delegate registrations

~ Sponsor brochure/DVD insert in ADFEST Festival Kit

~ Logo display throughout festival

~ Logo loop on ADFEST official website

PLATINUM: Badge & Lanyard

USD 35,000

- ~ Sponsor logo on ADFEST 2012 festival badge & lanyard
- ~ Double-page spread full colour advertisement in ADFEST 2012 Directory
- ~ Double-page spread full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (5 x 4 m)
- ~ Complimentary LCD TV & DVD at booth
- ~ Invited on stage to present trophies to winners
- ~ 12 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

PLATINUM: Bag

USD 35,000

- ~ Sponsor logo on ADFEST 2012 festival bag
- ~ Double-page spread full colour advertisement in ADFEST 2012 Directory
- ~ Double-page spread full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (5 x 4 m)
- ~ Complimentary LCD TV & DVD at booth
- ~ Invited on stage to present trophies to winners
- ~ 12 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

GOLD: Co-Welcome Party

USD25,000

- ~ Co-naming right for the ADFEST 2012 Garden Welcome Party
- ~ Logo display at Welcome Party

- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (4 x 3 m)

- ~ 8 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

GOLD: Co-After Party

USD25,000

- ~ Co-naming right for the ADFEST 2012 Poolside After Party
- ~ Logo display at After Party

- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (4 x 3 m)

- ~ 8 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

GOLD: Internet Café

USD25,000

- ~ Sole-naming right for the ADFEST 2012 Internet Café
- ~ Logo display at Internet Café kiosk

- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual

- ~ 8 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

SILVER: ADFESTbuzz/LOTUS News

USD15,000

- ~ Co-sponsorship for ADFESTbuzz
- ~ Logo display at ADFESTbuzz weekly e-news (Dec 2011 - April 2012), dailybuzz e-news (during the week of festival), and printed LOTUS News (during festival)
Note: Logo display on rotational basis with co-sponsors
- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (3 x 2 m)
- ~ 4 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

SILVER: Lunch

USD15,000

- ~ Sole sponsorship of a lunch during the festival
- ~ Logo display at food kiosk and delegates' lunch tables
- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual
- ~ Complimentary exhibition booth (3 x 2 m)
- ~ 4 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

BRONZE: Coffee Break

USD8,000

- ~ Sole sponsorship of a coffee break during the festival
- ~ Logo display at coffee and snacks stations

- ~ Single-page full colour advertisement in ADFEST 2012 Directory
- ~ Single-page full colour advertisement in ADFEST 2012 Award Annual

- ~ 2 complimentary delegate registrations
- ~ Sponsor brochure/DVD insert in ADFEST Festival Kit
- ~ Logo display throughout festival
- ~ Logo loop on ADFEST official website

Event/Function	Diamond USD50,000		Platinum USD35,000		Gold USD25,000			Silver USD15,000		Bronze USD8,000	
	Welcome	After	Lotus	Badge & Lanyard	Bag	Welcome	After	Internet Café	ADFESTbuzz/ LOTUS News	Lunch	Coffee Break
Sole naming right/Logo	✓	✓	✓	✓	✓			✓		✓	✓
Co-naming right						✓	✓		✓		
A 3 minutes speech	✓	✓									
Logo display at party	✓	✓				✓	✓				
Logo Display											
Logo throughout event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on screen	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo at e-news, daily & LOTUS News									✓		
Materials insert	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary											
Delegate Registration	18	18	12	12	12	8	8	8	4	4	2
Exhibition Booth	6 x 5	6 x 5	5 x 4	5 x 4	5 x 4	4 x 3	4 x 3	4 x 3	3 x 2	3 x 2	-
Complimentary LCD TV & DVD at booth	✓	✓	✓	✓	✓						
Festival Badge & Lanyard				✓	✓						
Festival Bag					✓						
Advertisement/PR											
Sponsorship news feature in ADFESTbuzz	✓	✓									
Colour ad in Directory & Award Annual	4	4	2	2	2	1	1	1	1	1	1
Other											
On stage to present winners	✓	✓	✓	✓	✓						