

# 9-11 MAY 2018

Hong Kong Convention & Exhibition Centre



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Organiser:



## Become a Sponsor

Build4Asia is the perfect storm of industry innovators, end users, and leading decision makers.

Our Sponsorship Programmes offer opportunities to increase your visibility before a highly qualified audience of key decision makers. Different types of sponsorship and advertising opportunities are listed out in this brochure. We welcome exhibitors to communicate with us and let us know your goals and level of sponsorship required, a benefits package can be specially designed to target a narrow audience or broad group and may include event recognition as well as publicity, marketing, and promotional opportunities.

***With hundreds of exhibiting companies at Build4Asia 2018, book your sponsorship package today to stand out from the crowd!***

For more details on advertising and sponsorship, please contact:

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Project Manager

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### Notes:

1. The deadline for all sponsorship & advertising booking is 28 Feb 2018.
2. Artwork of name / Logo is to be supplied in Adobe Illustrator (Ai) format by the sponsor.
3. Images of Sponsorship Products are for reference only.

# Free Opportunities

## (A) OFFICIAL WEBSITE

### ONLINE EXHIBITOR SEARCH & PRODUCT SHOWCASE

Each exhibitor enjoys one free listing and displays your best products online at the official website [www.build4asia.com](http://www.build4asia.com) to attract buyers' attention.



## (B) FREE PUBLICITY PROGRAMME

Send in new launched products image and write up. We will help to increase media coverage in leading trade publication and social media.



## (C) E-INVITATION

Invite key clients and prospects to the event with a braded invitation



# Advertising Opportunities

## (A) E-NEWSLETTERS - EXHIBITOR FOCUS

Increase your branding and drive traffic to your website by advertising in the e-newsletters that will be sent to industry professionals, decision-makers and past attendees of the event. Regular updates of the show will be sent to over 100,000 database within the region from January – May 2018.

The package includes:

1. A 50-word write-up at a premium position on the e-newsletter.
2. Banner ad\* in the e-newsletter with hyperlink to your website.
3. Sponsor's name included in the e-newsletter subject line

**Advertising : US\$2,000 / HK\$15,600 per issue**

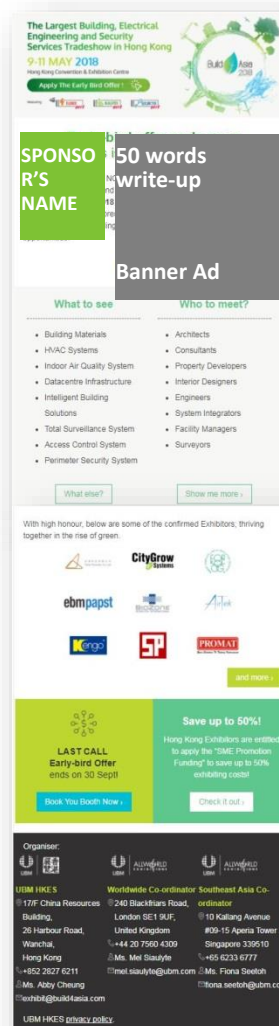
*\*Design of the banner ad in jpeg or gif format is to be supplied by the advertiser*

## (B) E-ADVANCE BUYER'S GUIDE (E-ABG)

Reach your buyers before the show! Two months before the opening of the exhibition, 70,000 quality buyers in the industry around the world will receive a e-copy of the Advance Buyers' Guide.

- **Full Page (ROP)**  
**US\$ 1,800/HK\$14,040 (Full Colour)**  
Dimension: 297mm(H) x 210mm(W)
- **Half Page (horizontal Only)**  
**US\$ 1,200/HK\$9,360 (Full Colour)**  
Dimension: 148mm(H) x 210mm(W)

*\*Artwork should be in 300dpi PDF File, Jpeg, EPS, TIFF, AI (Illustrator) with linked files and supplied by the advertiser*



## (C) DISPLAY ADVERTISING ON BUILD4ASIA.COM

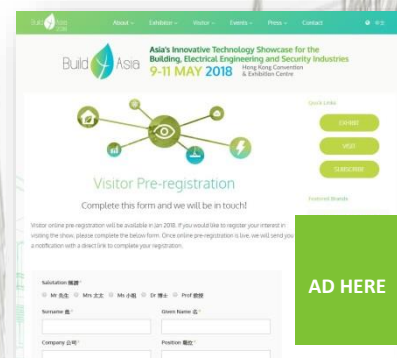
### Website Home Page Banners

The home page of any website serves as a starting point for visitors.

Build4Asia.com is a platform for first-hand information, which is ideal for connecting a wide range of audience locally and internationally. Opportunity is only open up to 10 exhibitors.

(580pxW x 130pxH / 208pxW x 105pxH)

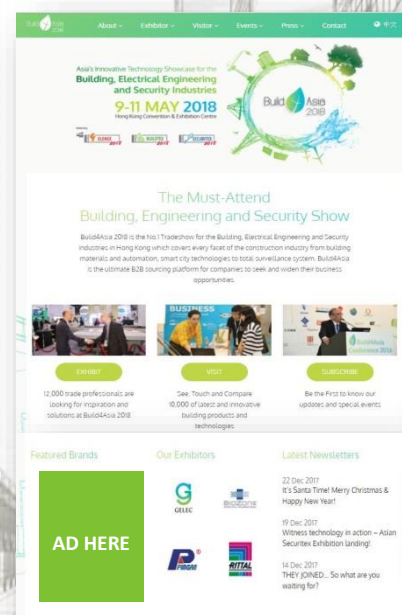
**Advertising: US\$2,000/HK\$15,600 per banner**



### Web Banner On Visitor Registration Portal

Over ten thousands of visitors will register for their admission badge via online portal provided by the Organiser. Sponsor can place their banner ad on the web portal to draw specific attention. Opportunity is only open up to 5 exhibitors.

**Advertising : US\$6,000/HK\$46,800 per banner**





## (D) ONSITE OVERHEAD BANNER ABOVE EXHIBITOR'S OWN STAND

From size of 3mH x 2mW, double-side printed on PVC material, hanged inside the hall right above exhibitor's stand, costs for hanging points, production and installation inclusive.

- **Size: 2mW x 3mH**  
**US\$1,000 / HK\$7,800**
- **Size: 3m x 3m**  
**US\$1,200 / HK\$9,360**



## (E) SHOW GUIDE

Reach your buyers during the show and after! An informative and handy guide provided free of charge to all visitors attending the exhibition. A company advertisement here will be seen by more than 10,000 trade buyers.

- **Inside Front / Back Inside Cover**  
**US\$1,200/HK\$9,360 (Full Colour)**
- **Full Page (ROP)**  
**US\$800/ HK\$6,240 (Full Colour)**  
**Dimension:**

*\*Artwork should be in 300dpi PDF File, Jpeg, EPS, TIFF, AI (Illustrator) with linked files and supplied by the advertiser*



## (F) LIGHTBOX AT CONCOURSE

Position your brand in this prestigious area of high volume traffic to reach your target audience!

- **Size: 1mW x 2mH**  
**Single-sided: US\$1,800 / HK\$14,040**
- **Size: 2mW x 3mH / 3mW x 2mH**  
**Single-sided: US\$2,800 / HK\$21,840**



## General Sponsorship

### Visitor Badge & Lanyard

Enjoy the exclusivity of being the **ONLY** sponsor, to have your company name / logo printed on the badge and lanyard to be worn by 15,000 visitors.

**Quantity : 15,000 pcs**

**Exclusive Sponsor : US\$12,000/ HK\$93,600**

\*Build4Asia show logo will also be printed. Image is for reference only; final design is to be confirmed.



### Show Bags

Advertise your brand on **ONE FULL SIDE** of our Show Bags that are distributed to VIPs and key buyers. These bags are non-woven and 100% recyclable.

**Quantity : 5,000+ pcs**

**Sponsorship : US\$4,000+ / HK\$31,200+**

\*Quantity could be adjusted according to Sponsor's need.



### Gifts & Souvenirs

We always impress our VIPs and key buyers with a one of a kind welcome gift or giving our ten thousands Pre-registrants a special souvenir to thank for their supports. Be a sponsor to impress them with your company name or logo printed on the gift.

**Quantity : 500+ pcs**

**Sponsorship : US\$2,000+ / HK\$15,600 or in kind**





## Event Sponsorship

- **Build4Asia Conference**
- **Asian Securitex Conference**

Recognised as “Conference Sponsor” or “Product Sponsor” of the event to receive extensive exposure.

Sponsorship opportunities available:

- Coffee Breaks & Lucky Draw / Souvenirs
- Networking Luncheon
- Speaking timeslot *\*subject to Conference Committee's discretion*

**Sponsorship : US\$2,000+ / HK\$15,600**





## Onsite Facilities Sponsorship

### Cyber Kiosk

These cyber kiosk are prominently located in the halls and are frequented by visitors. Display your logos here to catch the attention of the captive visitors.

The package includes:

1. 5 PCs with internet access
2. Company name / logos to be displayed on the kiosk.

***Sponsorship : US\$6,000/HK\$46,800 per location***



### VIP Lounge

The VIP Lounge is an exclusive area for all VIPs to relax and enjoy refreshments. This also serves as an enclosed meeting area for VIPs and Special Guests.

The sponsorship includes:

1. A special rack in the lounge will be reserved for your marketing materials
2. Company name/logo will be placed in the lounge.

***Sponsorship : US\$10,000/HK\$78,000 per location***



### Exterior Pillar Banner At Harbour Road Entrance

- **Size: 150cmW x 250cmH (per banner)**  
**\*Production is included. Artwork is provided by advertiser**
- **US\$650 / HK\$5,070**



### Giant Lightbox At Harbour Road Entrance

- **Location C1 (590cmW x 261cmH)**  
**\*Production is included. Artwork is provided by advertiser.**  
**US\$8,000 / HK\$62,400**
- **Location C2 (590cmW x 261cmH)**  
**\*Production is included. Artwork is provided by advertiser.**  
**US\$8,000 / HK\$62,400**
- **Location E (311.5cmW x 130cmH)**  
**\*Production is included. Artwork is provided by advertiser.**  
**US\$6,500 / HK\$50,700**



### Escalator's Silver Flat

- **Size varies from different location**  
**\*Production is included. Artwork is provided by advertiser.**  
**US\$2,012 / HK\$15,700 each per week**



### Escalator's Glass Pane

- **Size varies from different location**  
**\*Production is included. Artwork is provided by advertiser.**  
**US\$2,269 / HK\$17,700 per side week**





## Lightbox at Concourse

- **Size: 1mW x 2mH**  
**Single sided**  
**US\$1,800 / HK\$14,040**
- **Size: 2mW x 3mH / 3mW x 2mH**  
**Single sided**  
**US\$2,800 / HK\$21,840**

**Note:** - Location is subject to Organiser's approval.  
- Price is for advertising costs only, advertisers bear the production costs.



## CONTACT US

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