



## 2018 ASEAN-EU BUSINESS SUMMIT: 2<sup>ND</sup> MARCH, SINGAPORE

The ASEAN-EU Business Summit was founded in 2011 in Indonesia and has since developed to an established meeting point in Phnom Penh, Cambodia in April 2012; Hanoi, Vietnam in March 2013; Kuala Lumpur in August 2015; and, most recently in Manila, Philippines with several hundred delegates attending each event. The Summit is designed to be a platform for business leaders, thought-leaders and policy makers to interact and debate the key business and trade issues of the day.

This year, the 6<sup>th</sup> ASEAN-EU Business Summit will be held in Singapore to take place in parallel to the ASEAN Economic Ministers Meeting and the EU-ASEAN dialogue session between EU Trade Commissioner Malmström and her ASEAN counterparts. Over 400 delegates are expected to attend, representing political and business interests from Europe and Southeast Asia.

The Summit will consist of presentations from high ranking government representatives and from prominent businessmen. Additionally, there will be a series of panel discussions covering various sectors of industry. The **Summit Lunch** and the **Summit Cocktail Reception** will give sponsors extensive exposure to a very attractive and senior audience.

**Participation and sponsoring of the 6<sup>th</sup> ASEAN-EU Business Summit will provide commercial organisations with an important platform to ensure that their concerns and key messages are heard by policy makers and Ministers from all sides – from Europe and from ASEAN!**

The ASEAN-EU BUSINESS SUMMIT offers the following sponsorship packages: **Diamond, Platinum, Gold, Silver and Bronze** as well as **in kind sponsorships** with the latter including partners for the following:

- Beverage Sponsor
- Audio Equipment
- Media Partner
- Logistics Partner
- Gift Partner for Speakers and Panellists
- Lanyard Sponsor

All sponsors will enjoy attractive incentives and their participation will be visible to all Summit attendees throughout the venue, on conference and publicity materials.

### DIAMOND SPONSOR (MAXIMUM 1)

### PLATINUM SPONSOR



**PRUDENTIAL**

### GOLD SPONSORS (MAXIMUM 3)

### SILVER SPONSORS (MAXIMUM 5)



### BRONZE & AUDIO SPONSOR:



**BOSCH**  
Invented for life

### SUPPORTING PARTNERS





## **Diamond sponsorship • SGD 50,000**

The Diamond sponsorship offers EXCLUSIVITY:

### **Arrival**

- Display of sponsor logo (major size) on welcome desk at the venue.

### **Conference venue**

- Display of logo (major size) on selected promotional material at the conference venue.
- Provide handout bag with sponsor logo.
- Display of company image brochures at the venue and in handout bag.
- Corporate video film (max. 2 minutes) to be shown at the venue.

### **Correspondence**

- Depiction of sponsor logo (major size) on all Business Summit letters to delegates.
- Display of sponsor logo (major size) on all VIP invitations to the Business Summit.

### **Conference material**

- Display of sponsor logo (major size) on printed material distributed at conference venue.
- Sponsor logo (major size) on Business Summit related publications.
- Advert on back cover of Summit programme,
- Full page advertorial in Summit programme.

### **Website and social media**

- Display of sponsor logo (major size) on the Business Summit website with link to the sponsor's website.
- Display of sponsor logo on social media pages of the Business Summit.

### **Public relations**

- 5 reserved seats within the VIP area during the Business Summit opening and to VIP Cocktail Reception.
- Nomination as Speaker in leading panel.
- 10 additional complimentary delegate tickets.
- Information about fellow delegate attendees 4 weeks prior to the event, subject to availability.



## **Platinum sponsorship • SGD 35,000**

List of benefits:

### **Arrival**

- Display of sponsor logo (large size) on welcome desk at the venue.

### **Conference venue**

- Display of logo (large size) on selected promotional material at the conference venue.
- Display of company image brochures at the venue and in handout bag.
- Corporate video film (max. 1 minute) to be shown at the venue.

### **Correspondence**

- Depiction of sponsor logo (large size) on all Business Summit letters to delegates.
- Display of sponsor logo (large size) on all VIP invitations to the Business Summit.

### **Conference material**

- Display of sponsor logo (large size) on printed material distributed at conference venue.
- Sponsor logo (large size) on Business Summit related publications.
- Advert inside of front or back cover.
- Full page advertorial in Summit programme.

### **Website and social media**

- Display of sponsor logo (large size) on the Business Summit website with link to the sponsor's website.
- Display of sponsor logo on social media pages of the Business Summit.

### **Public relations**

- 4 reserved seats within the VIP area during the Business Summit opening and to VIP Cocktail Reception.
- Nomination as speaker in leading panel.
- 6 complimentary delegate tickets.
- Information about fellow delegate attendees post-event, subject to availability.



## Gold sponsorship • SGD 25,000

### List of Benefits:

#### Arrival

- Display of sponsor logo (medium size) on welcome desk at the venue.

#### Conference venue

- Display of logo (medium size) on selected promotional material at the conference venue.
- Display of company image brochures at the venue and in handout bag.

#### Correspondence

- Display of sponsor logo (medium size) on all VIP invitations to the Business Summit.

#### Conference material

- Display of sponsor logo (medium size) on printed material distributed at conference venue.
- Sponsor logo (medium size) on Business Summit related publications.
- Full page advertorial in Summit programme.

#### Website and social media

- Display of sponsor logo (medium size) on the Business Summit website with link to the sponsor's website.
- Display of sponsor logo on social media pages of the Business Summit.

#### Public relations

- 3 reserved seats within the VIP area during the Business Summit opening and to the VIP Cocktail.
- Nomination of 1 panellist (subject to availability).
- 4 complimentary delegate tickets.
- Information about fellow delegate attendees post-event, subject to availability.



## **Silver sponsorship • SGD 17,500**

List of Benefits:

### **Conference venue**

- Display of logo (regular size) on selected promotional material at the conference venue.
- Display of company image brochures at the venue.

### **Correspondence**

- Display of sponsor logo (regular size) on all VIP invitations to the Business Summit.

### **Conference material**

- Display of sponsor logo (regular size) on printed material distributed at conference venue.
- Sponsor logo (regular size) on Business Summit related publications.
- Half-page advert in Summit programme.

### **Website and social media**

- Display of sponsor logo (regular size) on the Business Summit website.
- Display of sponsor logo on social media pages of the Business Summit.

### **Public relations**

- 2 reserved seats within the VIP area during the Business Summit opening and to the VIP Cocktail Reception.
- 3 complimentary delegate tickets.



## **Bronze sponsorship • SGD 10,000**

### List of Benefits:

#### **Conference venue**

- Display of logo (small size) on selected promotional material at the conference venue.
- Display of company image brochures at the venue and in handout bag.

#### **Correspondence**

- Display of sponsor logo (small size) on all VIP invitations to the Business Summit.

#### **Conference material**

- Display of sponsor logo (small size) on printed material distributed at conference venue.

#### **Website and social media**

- Display of sponsor logo (small size) on the Business Summit website.

#### **Public relations**

- 1 reserved seat within the VIP area during the Business Summit opening and to the VIP Cocktail Reception.
- 2 complimentary delegate tickets.

In kind sponsorships are available for various categories:



### **Beverage Sponsorship**

Provides all beverages during Summit Lunch and Summit Cocktail (including the VIP Reception)

There will only be one beverage sponsor and the beverage sponsor will need to be a silver or higher tier sponsor.

List of benefits:

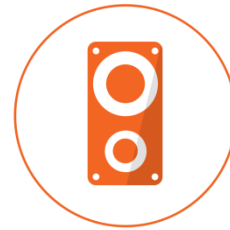
**All benefits for the corresponding Silver, Gold or Platinum Sponsorship as described above and**

#### **Public relations**

- 1 (additional) reserved seat within the VIP area during the Business Summit opening.

#### **Conference venue**

- One (suitably sized) product sample for handout bag
- Your brand will be served exclusively
- Company name will be mentioned at least two times during Summit Lunch by a speaker or Emcee.



### **Audio Sponsorship**

Provides all audio equipment (including operators) during Summit

There will only be one audio sponsor. The audio sponsor will need to be a bronze or higher tier sponsor.

List of benefits:

**All benefits for the corresponding Bronze, Silver, Gold or Platinum Sponsorship as described above and**

#### **Public relations**

- 1 (additional) reserved seat within the VIP area during the Business Summit opening.

#### **Conference venue**

- Equipment can be labelled with a sticker. Sticker to be approved before the event.
- One product brochure in the handout bag.
- Company name will be mentioned at least one time during Summit Lunch by a speaker or Emcee





### Media Sponsorship

#### The Media Partner will provide

- One moderator for the two Ministerial Panels (subject to availability)
- One interview or report on TV
- One YouTube contribution

List of benefits:

#### Conference venue

- Display of company image brochures at the venue and in handout bag.

#### Additional Sponsorship Opportunities:

- Lunch Sponsor – with branding and table displays during the lunch break and an opportunity to give a speech during the lunch.



### Gift Partner Sponsorship Gift for Speakers and Panellists

Gift Sponsor will supply identical gifts for each Speaker and Panellist

List of benefits:

#### Conference venue

- One product brochure for the handout bag.
- Company name will be mentioned during the handover of the gift by a speaker or Emcee.



### Lanyard Sponsorship

Lanyard Sponsor will provide lanyards that will be attached to every badge for the participants at the Summit.

List of benefits:

#### Conference venue

- Company branding will be on the lanyards worn by Summit attendees

### For enquiries and sponsorship applications, please contact:

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