

THE 6TH CAMBODIA ICT & TELECOM WORLD EXPO
1st – 3rd April, 2010
Diamond Island Convention & Exhibition Center
Phnom Penh, Cambodia

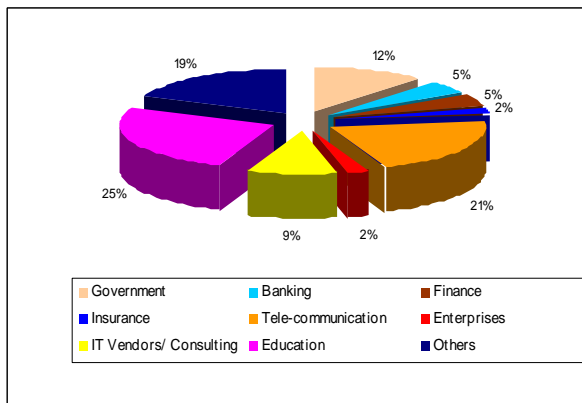


Event Introduction:

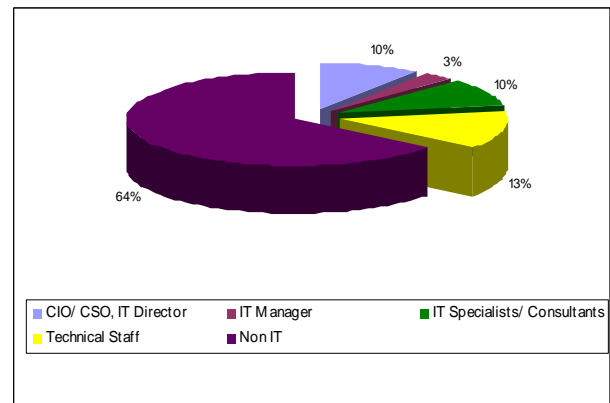
While the world faces challenging times, the Cambodia Information Communications Technology (ICT) & Telecom industry is optimistic and excited about merging technologies and emerging business opportunities in new areas. ICT & Telecom industry leaders are looking forward to the 6th edition of Convergence Cambodia at International Diamond Island Exhibition & Conference Center, showcasing state-of-the-art products & services and cost effective enterprise solutions for the ICT & Telecom industry and its users.

Post Show Report 2009: 03-05 April 2009: The 5th Cambodia ICT & Telecom World Expo

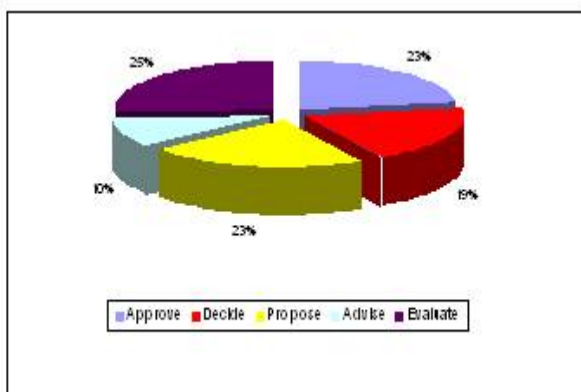
Which of the following sectors do you belong to?



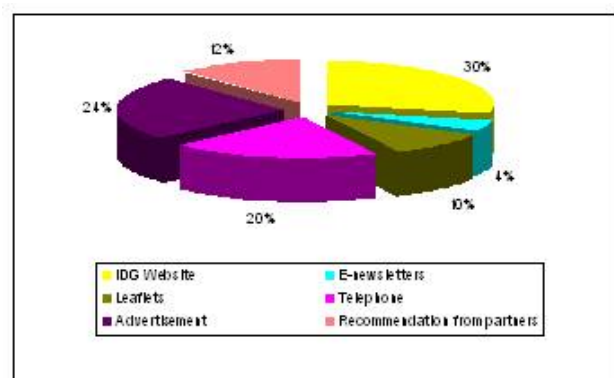
What is your IT title level?



How do you involve in IT equipment purchase decision?



How do you know about Cambodia ICT & Telecom World Expo?



SPONSORSHIP OPPORTUNITIES

Cambodia ICT & Telecom World Expo 2010 is a wonderful place to display and introduce your latest products and solutions of ICT & Telecom to prospects. How attract them? How enhance your company's presence at this annual event?

Tie in your participation at **Cambodia ICT & Telecom World Expo 2010** with a sponsorship package that you think is most suitable for your company. As the sponsor, you have the opportunity to choose from a variety of valuable programs/products designed specifically to enhance your extended marketing efforts. Sponsorship partners will enjoy increased recognition among the thousands attendees. This is a rewarding way to make your company stand out the crowd. Sponsorship is the best way to extend your organization's visibility at **Cambodia ICT & Telecom World Expo 2010**.

Sponsorships	USD + VAT	Sponsorships	USD + VAT
Principal Sponsor	20,000	Beverage Sponsor	4,000
Diamond Sponsor	18,000	Media Sponsor	4,000
Platinum Sponsor	15,000	Handbags Sponsor	4,000
Gold Sponsor	12,000	Badges Sponsor	3,000
Silver Sponsor	10,000	Notepads Sponsor	3,000
Conference Sponsor	10,000	Pens Sponsor	3,000
Gala Dinner Sponsor	8,000	Lucky Draw Gift Sponsor	3,000
Golf Outing Sponsor	5,000	Network Device Sponsor	3,000
Registration Counter Sponsor	5,000	Internet Provide Sponsor	3,000
Luncheon Sponsor	5,000	Other options:	(Min. 3,000)
Tea-break Sponsor	4,000	Create based on your request	

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 **Cambodia ICT & Telecom World Expo 2010**.

Conference, Gala Dinner packages offer special promotional opportunities which spotlight your brand name with a commentary branding at the Conference/ Gala Dinner

Sponsorship Packages	Principal 20,000 USD	Diamond 18,000 USD	Platinum 15,000 USD	Gold 12,000 USD	Commu nication 11,000 USD	Conference 10,000 USD	Gala Dinner 8,000 USD
Acknowledgement on							
On entrance arch of the event	●	●	●	●	●	●	●
On billboard advertisement located outside the exhibition hall	●	●	●	●	●	●	●
Print Presence							
One (1) advertising page on Show Directory	Back cover	Inside front cover	Inside back cover	Inside Page	Inside page	Inside page	Inside page
Logo & Company Profile listed on Show Directory	●	●	●	●	●	●	●
Logo placed on all printed marketing materials	●	●	●	●	●	●	●
Email Marketing							
Logo placed on Event's e-newsletters (available upon receipt of signed contract)	●	●	●	●	●	●	●
Event's Website Presence							
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			
200-word company profile listed on the Website's Sponsorship sub page	●	●	●	●	●		
Hyperlink to website of the event	●	●	●	●	●	●	●
PR							
A joint Press release inserted into media kit at the Press Conference (<i>if applicable</i>)	●	●					
Invite a senior executive to be a spokesman at the press conference 2010	●						
Appearance in Event's official video clip	●	●	●				
A promotional insert into media folder	●	●	●				
Acknowledgement of sponsorship will be highlighted in Press Release	●	●	●	●	●		

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Commu nication	Conference	Gala Dinner
On-site Activities							
Sponsor's 5 minute remark	at Gala Dinner						at Gala Dinner
One (1) Keynote at the Conference	●						
One (1) 20-25 minute Speaking slot at the Conference	●	●	●	●	●	●	
One (1) Showcase							
Arrangement of VIPs to visit sponsor's booths	1st priority	2nd priority	3rd 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 (brochures to be provided by the sponsor)	●	●	●	●			
Logo on Event's backdrops	●	●	●	●	●	●	●
Registration							
Visitor Ticket	2,000	1,500	1,200	1,000	600	600	500
Conference Invitation	10	8	6	6	5	10	3
Gala Dinner Invitation	5	4	3	3	2	2	5
Transportation							
One shuttle pick-up bus	●						
Others							
Opportunity to increase in local business deals that maybe resulted from contributions to the hosting of the event	●						
Discount for exhibition space and opportunity priority booth in a high traffic area in the exhibit floor	20%	15%	10%				
Discount for advertisement in PC World Magazine, PC World online	20%	20%	20%	20%			
Discount for outdoor advertisement in exhibition area	20%	20%	20%	20%			
Usage of delegate database of the event	3 times	2 times	2 times	1 times			
Join off-site activities include Opening banquet, Golf outing	●	●	●	●	●	●	●

OTHER SPONSORSHIPS

GOLF OUTING SPONSOR @ USD 5,000 + VAT

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 five-minute remark at the Golf Outing's Opening Ceremony
- Acknowledgement of sponsorship at the Golf Awards
- Sponsor's logo will be knowledged on backdrop
- Other benefits listed in the **Standard Sponsorship Benefits** on page 6



REGISTRATION COUNTER SPONSOR @ USD 5,000 + VAT

Capture the attention of attendees before the show! As a *Registration sponsor*, your company will have a promotional piece in all pre-registration packages. We also offer the option to hang a banner inside the registration area to ensure impact. Benefits include:

- Acknowledgement on entrance arch of **Cambodia ICT & Telecom World Expo**
- Acknowledgement on a billboard advertisement located outside the exhibition hall
- Distribution of a set of company or product information at the registration counter to **Cambodia ICT & Telecom World Expo** visitors (*brochures to be provided by the sponsor*)
- Other benefits listed in the **Standard Sponsorship Benefits** on page 6

LUNCHEON SPONSOR @ USD 5,000 + VAT

Benefits include:

- One 5 minutes presentation slot at the opening
- Two standing banners (1.8mx0.8m) at the Event's Luncheon area
- Other benefits listed in the **Standard Sponsorship Benefits** on page 6



TEA-BREAK SPONSOR @ USD 4,000 + VAT

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 6.

BEVERAGE SPONSOR @ USD 4,000 + VAT

As the *Beverage sponsor*, your drinks will be delivered to all visitors in the Conference, Exhibition and Gala Dinner. Sponsor will also have all the **Standard Sponsorship Benefits** on page 6. This is the best way to advertise your products to increase the brand awareness to targeted customers.

MEDIA SPONSOR @ USD 4,000 + VAT

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 6

HANDBAGS SPONSOR @ 4,000 + VAT

As the *Handbag sponsor*, your company logo together with event logo will be printed in all handbags. These handbags will be given to VIP, invited guests, visitors in the conference. Sponsor will also have all the **Standard Sponsorship Benefits** on page 6

BADGES SPONSOR @ USD 3,000 + VAT

Every Event's attendee wears a badge, so every one will wear your company name if you're the sponsor of the badge. As the Badge Sponsor, you will enjoy chances including:

- An insert into Badge Holder:** Sponsor has the option to include a detachable coupon or sticker for a give-away at your booth! It's an excellent way to pull traffic to your exhibition. (Inserts to be produced by sponsor)
- Company logo together with event logo will appear on Badges Lanyards
- Other benefits listed in the **Standard Sponsorship Benefits** on page 6

NOTEPADS SPONSOR @ USD 3,000 + VAT

Have your organization's logo in front of attendees throughout the event as they capture ideas and thoughts. The sponsor's name and logo together with the event logo will be printed on notepads. Organizer will distribute the notepads briefcases for VIPs folders, delegates, media and exhibitors' briefcases, and will be available in the Conference Briefing room. Sponsor will also have all the **Standard Sponsorship Benefits** on page 6

PENS SPONSOR @ USD 3,000 + VAT

The sponsor's name and logo together with the event logo will be printed on pens use at the event. These pens will be in all briefcases distributed at the event. Available at all registration counters information desks, Media Centre and Media Bar as well as Conference briefing room. Sponsor will also have all the **Standard Sponsorship Benefits** on page 6

LUCKY DRAW GIFT SPONSOR @ USD 3,000 + VAT

Benefits include:

- Have your Logo placed on the backdrop of lucky draw
- Nominate a representative to give the gifts for the winners in lucky draw
- Other benefits listed in the **Standard Sponsorship Benefits** on page 6



NETWORK DEVICE SPONSOR @ USD 3,000 + VAT

As sponsor, your network device will be used by the Organizer during the exhibition and will have all the **Standard Sponsorship Benefits** on page 6

INTERNET PROVIDE SPONSOR @ USD 3,000 + VAT

As the Internet Sponsor, your benefits include all the **Standard Sponsorship Benefits** on page 6

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 such as leaflets, posters, tickets.*
- *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*
- Your Logo will appear in the advertising content of this event on some popular newspapers & magazines.
- Have two conference invitations & one Gala Dinner invitation

Select the sponsorship package that you think best suit your marketing objectives. We welcome your suggestions in offering you a sponsorship package that can maximize the value of your investment. (E.g.: Electricity Recovery Sponsor, Leased-line Sponsor, Security Sponsor, Screen Sponsor, LCD Projector Sponsor etc...). We appreciate your support and look forward to your participation at **Cambodia ICT & Telecom World Expo 2010** in Phnom Penh, Cambodia

Don't forget, sponsorships are the single best avenue available for enhancing your company's image when targeting a unique segment of attendees! Sponsorship is the best way to extend your organization's visibility at **Cambodia ICT & Telecom World Expo 2010**. Our sponsorship is first-come, first-served basic. If you have any questions, please contact us:

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