



# SPONSORSHIP MANUAL

## The ExpertsLive Network

Experts Live is a brand used by the Microsoft community. Starting in 2009 in the Netherlands, it is now used in several countries across the globe. Experts Live brings people together to learn, share and connect about Microsoft technologies. Depending on the size and focus of the location, several different formats are used for Experts Live events.

### Regional Events

Regional events are the Experts Live events that target attendees of a specific region. They are multiday conferences where all sessions are presented in English by local and international speakers. ExpertsLive Asia Pacific is a Regional Event.

### Country Events

Country events are focused on a single country. They are one-day conferences where sessions are mainly presented in the local language by local speakers. In addition to that, international, English speaking presenters can complement the speaker line up.

### Café Events

Café events are user group events that are focused on a specific topic and country or region within a country. They are multi-hour events mainly presented in the local language by local speakers.

## About ExpertsLive Asia Pacific

ExpertsLive Asia Pacific is an ExpertsLive Regional Event and one of Asia's largest community conference with a focus on Microsoft cloud, datacentre and modern workplace management. As the leading cloud learning conference in the region, we bring together experts and subject matter leaders from all over the world to present the latest and greatest developments the IT industry. During the event, expect discussion panels, ask -the-expert sessions and breakout sessions where we cover the latest products, technologies and solutions. It's the time of the year to learn, network, share and make valuable connections. During the conference, networking happens in the centre of the expo floor where sponsors are located to showcase their solutions and to talk face-to-face to IT professionals from all over Asia Pacific.

## Vital Information



23 April 2020



8:00AM – 6:00PM



Suntec Singapore Convention & Exhibition Centre

## EVENT INFORMATION

<b>Event Date</b>	<b>Thursday 23<sup>rd</sup> April 2020</b>
<b>Time</b>	8.00 AM – 6.00 PM
<b>Venue</b>	<b>Suntec Singapore Convention &amp; Exhibition Centre</b> 1 Raffles Boulevard 039593 Singapore
<b>Target Audience</b>	IT Professionals
<b>Expected Guest</b>	300

- Upon arrival at the venue, please proceed to the **Registration Counter** to collect your Sponsor Badge
- Please wear your Sponsor Badge at **ALL TIMES** for identification purposes

# SPONSOR INFORMATION

## EXPERTS AND SPONSORS APPRECIATION DINNER

<b>Event Date</b>	<b>Wednesday, 22<sup>nd</sup> April 2020</b>
<b>Time</b>	7.00 PM onwards
<b>Venue</b>	TBC

## SETUP / TEARDOWN INFORMATION

### Setup

<b>Venue</b>	<b>Summit 1, Level 3, Suntec Singapore Convention &amp; Exhibition Centre</b>
<b>Date</b>	Wednesday 22 <sup>nd</sup> April 2020
<b>Time</b>	7pm - 11pm
<b>Point of Contact</b>	Daniel Mar   Mobile: +65 9828 6364 / +61 423 966 999

- Please ensure booth is **ready by 8am on 23<sup>rd</sup> April**.

### Teardown

<b>Venue</b>	<b>Summit 1, Level 3, Suntec Singapore Convention &amp; Exhibition Centre</b>
<b>Date</b>	Thursday 23 <sup>rd</sup> April 2020
<b>Time</b>	5pm – 8pm
<b>Point of Contact</b>	Daniel Mar   Mobile: +65 9828 6364 / +61 423 966 999

# Sponsorship Opportunities



## Brand Exposure across Asia

### Pacific region

Display and elevate your brand across the entire exhibition.



## Extensive Coverage

Connect and network with Enterprise and Mid-Market Technical Decision Makers and IT Pros.



## Lead Generation

Opportunity to gauge customer's response directly and immediately. Sponsors will have the option of adding lead generating question(s) which will be compiled for you at the end of the event.



## Product Promotion

Make a statement at Asia Pacific's only event of its kind. Ample advertisement opportunities to make a statement on your products and offerings throughout the event.



## Sponsorship Packages

Sponsorship Type	Platinum	Gold	Silver
<b>Pre-Event</b>			
Corporate logo & profile on official website	✓	✓	✓
Corporate logo on all EDMs	✓	✓	✓
Social media presence	✓	✓	✓
<b>Event Day</b>			
Speaking slot	✓		
Video ad placement during breaks	2 slots	1 slot	
Logo on Event App	✓	✓	✓
Corporate logo on holding slides between sessions	✓	✓	✓
Exhibition booth on event day	✓	✓	✓
Complimentary conference passes for staffs & clients	20 passes (Worth SGD\$2000)	10 passes (Worth SGD\$1000)	5 passes (Worth SGD\$500)
Entry to post event cocktail party (if available)	✓	✓	✓
Lead question(s) in evaluation form	2 questions	1 question	
42" TV Panel in Sponsor booth	✓	✓	
<b>Post Event</b>			
Post event summary report	✓	✓	✓
Promotion on "Thank You" EDMs	✓	✓	✓
<b>EARLY BIRD RATE (SGD \$) - till 31<sup>st</sup> Dec 2019</b>	16,000	8,000	4,000
<b>NORMAL RATE (SGD \$)</b>	20,000	10,000	5,000
Allocated sponsorship slots	2	8	10

## Brand Promotion

Sponsorship Type	Cocktail Sponsor	Conference Event Bag Sponsor	Training Partner (Hands on Labs)	Lanyard Sponsor
<b>Pre-event</b>				
Corporate logo & profile on official website	✓	✓	✓	✓
Corporate logo on all EDMs	✓	✓	✓	✓
Social media presence	✓	✓	✓	✓
<b>Event Day</b>				
Cocktail speaking session promotion	✓			
Hand on Labs area			✓	
Logo on Event App	✓	✓ + Logo on Event Bag	✓	✓ + Logo on Lanyard
Corporate logo on holding slides between sessions	✓	✓	✓	✓
Complimentary conference passes for staffs & clients	10 passes (worth SGD\$1000)	2 passes (worth SGD\$200)	6 passes (worth SGD\$600)	2 passes (worth SGD\$200)
Entry to post event cocktail party (if available)	✓	✓	✓	✓
<b>NORMAL RATE (SGD\$)</b>	10,000	1,500	\$6,000	1,500
Allocated sponsorship slots	1	1	1	1



# Event Day Activities

## **EVENT APP**

Attendees will have access to download an Event App available on the IOS and Android. App will contain agenda information, sponsors and the Passport Activity

## **PASSPORT ACTIVITY & LUCKY DRAW**

Each attendee will be able to participate in the Passport activity whereby they will have to visit all booths to scan the QR code located at the booth. Scanning is done via the ExpertsLive app. Attendees will need to visit ALL booths listed and get their passport 'stamps' at every booth. Take this opportunity to get attendees to fill up survey forms, participate in your booth activities and engage with your company representative's onsite. Once all stamps have been received, attendees will automatically be enrolled in the lucky draw (we are collecting small tokens from sponsors to be given out to delegates so if you have anything please let us know). Passports must be completed by 3.00pm on Thursday 23<sup>th</sup> April 2020 in order to be eligible for the Lucky Draw.

If you are having your own individual raffles at your booth, please inform us prior to the event. All lucky draws will take place after the last session. Attendees must be present to win the prizes. We need a representative from your company for the prize giving ceremony. Each sponsor is asked to donate ONE prize (minimum value of SGD\$150). All prizes must be sent to us by Tuesday 22<sup>nd</sup> April 2020.

## **ASK THE EXPERTSLIVE ARENA**

A dedicated area at the event where several speakers, Microsoft representatives and consultants from Infront Consulting will rotate to assist delegates to answer technical questions.

## COCKTAIL – EXPERTSLIVE CLOSING PARTY!

All the brain input deserves some reward! Stay on for our CLOSING PARTY to eat, drink & catch the experts for more secrets! Subject to a confirmed sponsorship of the Cocktail Sponsor package.

## EVENT DAY AGENDA

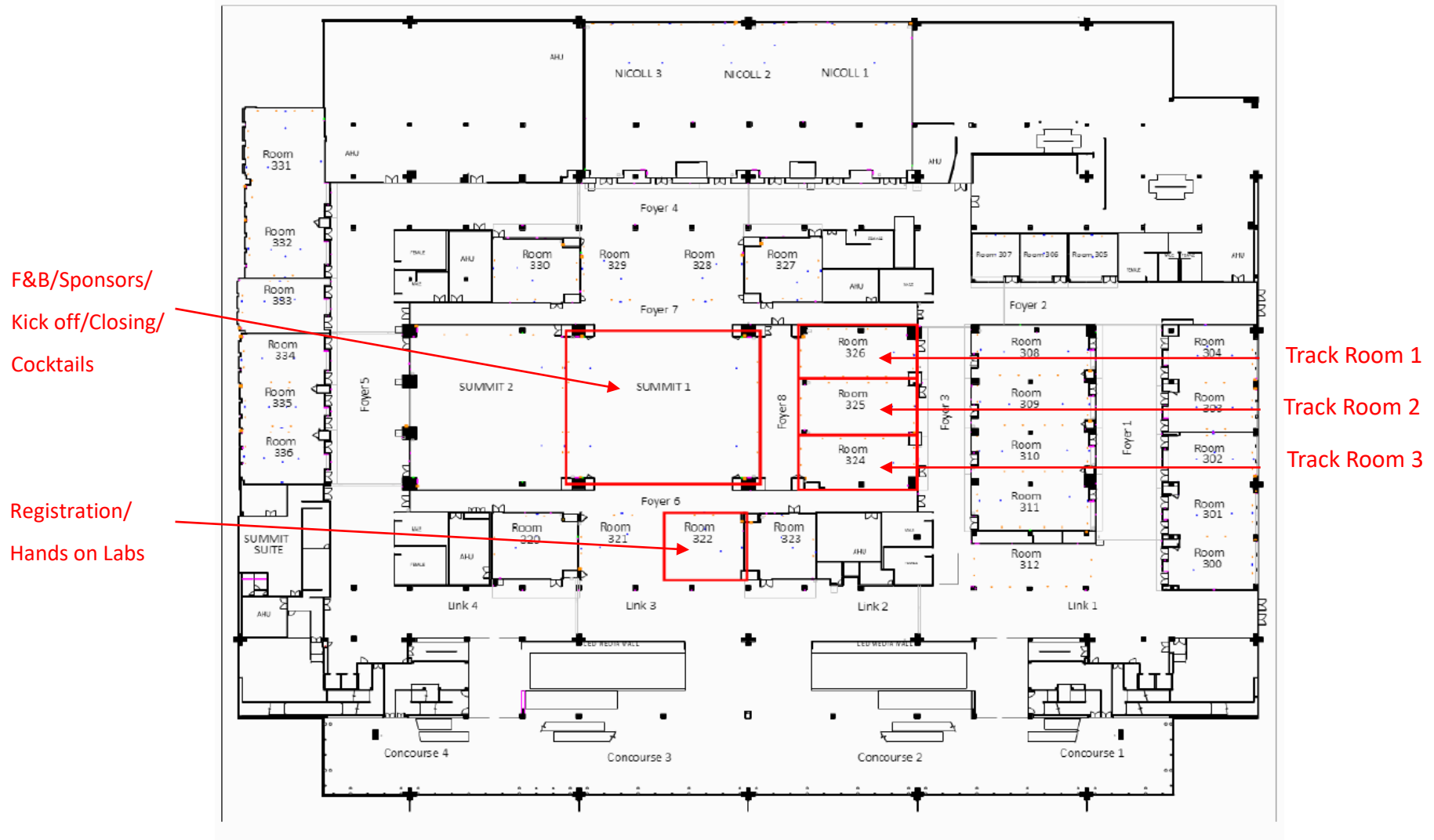
Subject to change – check website for updated agenda

<b>Thursday 23rd April</b>	<b>Timing</b>			
Registration	7:30 AM-8:30 AM			
Opening Address	8:30 AM - 8:35 AM			
Platinum Sponsor Presentation	8:35 AM - 8:55 AM			
		<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>
Session 1	9:00 AM - 9:50 AM			
Session 2	9:55 AM - 10:45 AM			
Morning Tea	10.45 AM - 11.15 AM			
Session 3	11.15 PM - 12:05 PM			
Session 4	12:10 PM - 1:00 PM			
Lunch	1.00 PM - 1.45 PM			
Session 5	1.45 PM - 2.35 PM			
Session 6	2.40 PM- 3.30 PM			
Afternoon Tea	3.30 PM - 3.55 PM			
Session 7	4:00 PM - 4.50 PM			
Ask the Experts and Closing	4:55 PM - 5:30 PM			
Cocktails (subject to sponsor)	5:30 PM - 7:00 PM			

# EVENT FLOOR LAYOUT PLAN

Level 3 Suntec Singapore Convention & Exhibition Centre

Sponsor Booths will be in Summit 1 intermixed with the Food & Beverage areas where Morning Tea and Lunch will be served

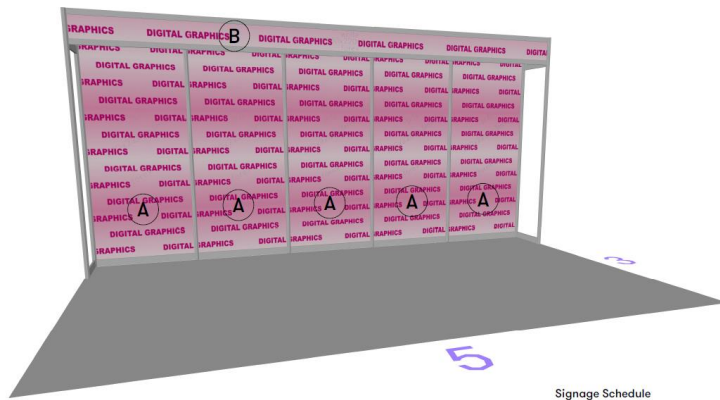


# Sponsor Booth Plans

## PLATINUM SPONSOR

- ▶ 5 branding panels with graphic printings
- ▶ Fascia signage
- ▶ 1 unit of 13-amp power point
- ▶ 1 unit of extension cord with 4 points
- ▶ 1 table with skirting
- ▶ 2 padded chairs
- ▶ 1 x 42" TV Panel mounted in frame

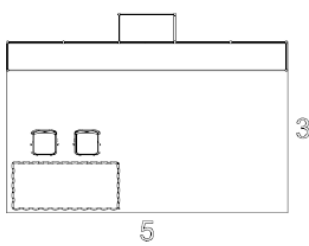
## BOOTH SPECIFICATIONS – PLATINUM BOOTH



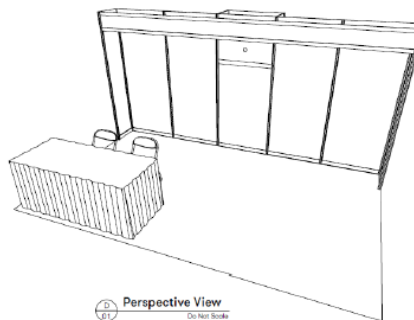
Signage Schedule

Sign	Panel Size	Visible Size	Type
A	970x2280mm	950x2260mm	Forex - DP
B (fascia)	4930x220mm	4910x200mm	Forex - DP

DP - Digital Print SAM - Self Adhesive Vinyl/COV - Computer Cut Vinyl/D8 - Double Sided



A Plan  
Scale: 1:40



D Perspective View  
Do NOT SCALE



F Front Elevation  
Scale: 1:40

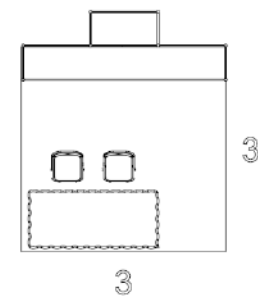
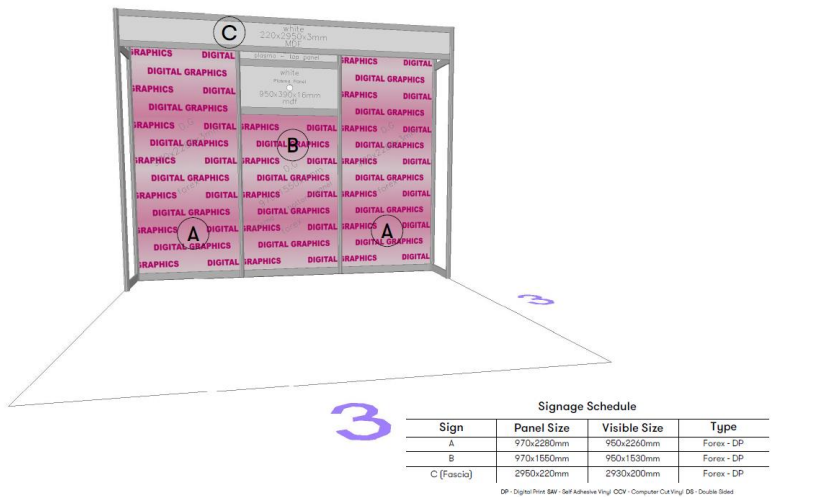


E Side Elevation  
Scale: 1:40

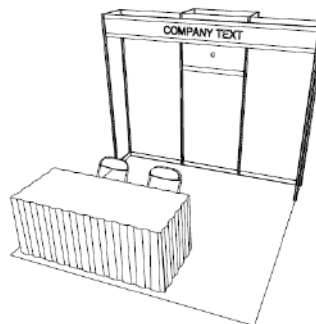
## GOLD SPONSOR

- ▶ 3 branding panels with graphic printings
- ▶ Fascia signage
- ▶ 1 unit of 13-amp power point
- ▶ 1 unit of extension cord with 4 points
- ▶ 1 table with skirting
- ▶ 2 padded chairs
- ▶ 1 x 42" TV Panel mounted in frame

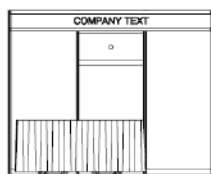
## BOOTH SPECIFICATIONS – GOLD BOOTH



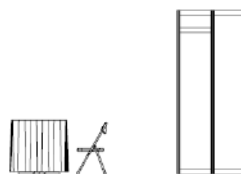
**Plan**  
Scale: 1:40



**Perspective View**  
Do Not Scale



**Front Elevation**  
Scale: 1:40

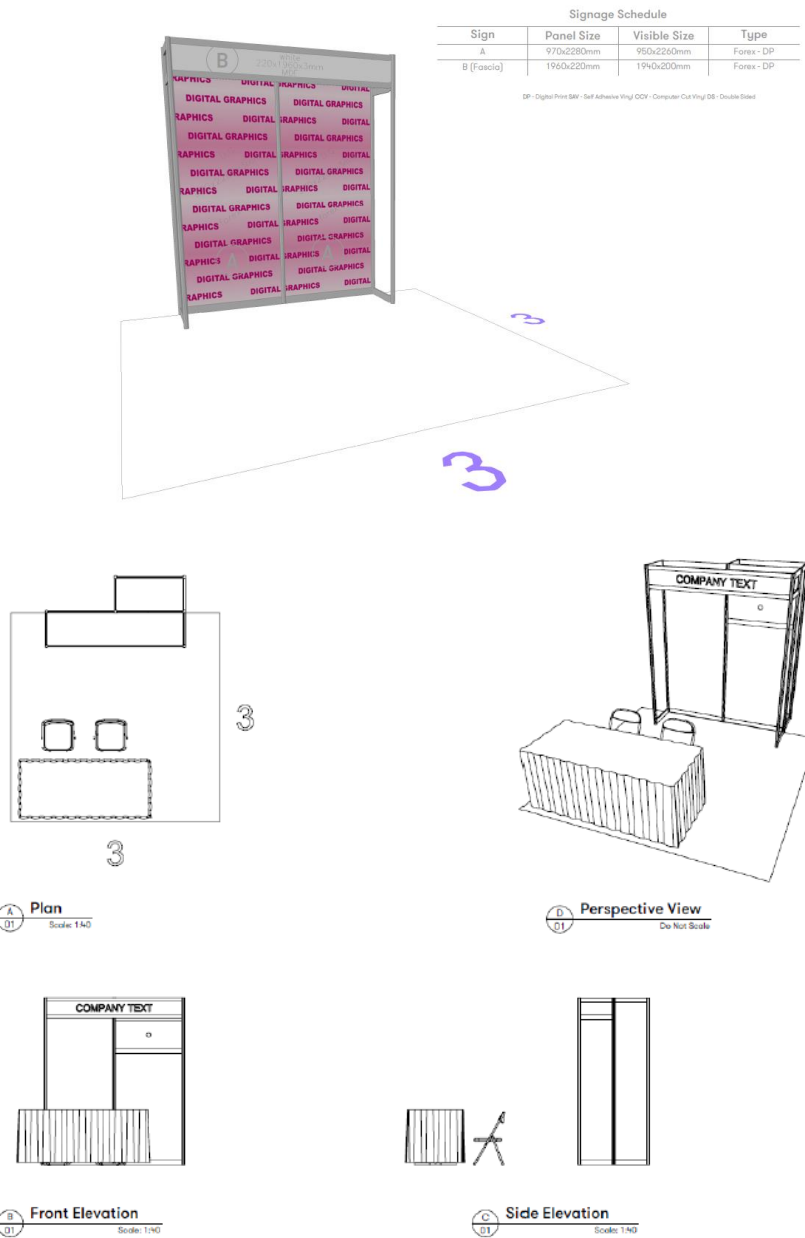


**Side Elevation**  
Scale: 1:40

## SILVER SPONSOR

- ▶ 2 branding panels with graphic printings
- ▶ Fascia signage
- ▶ 1 unit of 13-amp power point
- ▶ 1 unit of extension cord with 4 points
- ▶ 1 table with skirting
- ▶ 2 padded chairs
- ▶ OPTION: 42" TV in frame

## BOOTH SPECIFICATIONS – SILVER BOOTH



Become an ExpertsLive Asia Pacific Sponsor Now!

Contact us at [sponsors@expertslive.asia](mailto:sponsors@expertslive.asia)