



VIETNAM RETAIL BANKING FORUM

5 - 6 | DECEMBER | JW MARRIOTT HANOI 2017

ORGANIZER



bankers.org.vn

SPONSORSHIP PACKAGES

VIETNAM RETAIL BANKING FORUM 2017

HIGH-LEVEL SPONSORSHIP PACKAGES

Principal Sponsor (Exclusive 1 Sponsor)	
Diamond Sponsor (Maximum 3 Sponsors)	
Gold Sponsor	

SPECIAL ACTIVITY SPONSORS

Gala Dinner Sponsor	
Conference Sponsor	
Tea Break & Luncheon Sponsor	
Media Sponsor	

CONTRIBUTING SPONSORS

Standard Booth in Exhibition Area	
Presentation at the Conference	
Business Matching	

BRANDING OPPORTUNITIES

Delegate Bag (Exclusive)	
Lucky Draw (Smartphone, Tablet, etc...)	
Gift Sponsor <i>(Notebook, Notepad, Pen, etc...)</i> * Sponsor produces the gift	
Advertising Inside Ad. Page on the Event's Show Directory Web Banner (190x120pxl or 210x210 pxl) <i>Ad. on Event's website for 3 months</i> Onsite Hanging Banner (1.2m x 3m)	

(All these above prices are excluded 10% VAT)

HIGH-LEVEL SPONSORSHIP PACKAGES

PRINCIPAL SPONSOR (Exclusive 1 Sponsor)

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TOTAL INVESTMENT:

The only chance to maximize the company's presence at the event with special benefits below:

On-site Activities

- Have **one** (01) **short remark** at the Gala Dinner
- Have **one** (01) **Keynote** at the Conference.
- Have **one** (01) 20-25 minute **Speaking Slot** at the Conference Keynotes
- Have one (01) 2-3 minute **Video clip** shown at the Gala Dinner, Conference, and Tea-break time
- Have **one** (01) **Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Post-event list of delegate with contact details

Print Presence:

- **One** (01) **advertising back cover page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

Event's website presence:

- Prominent logo placement with link on Event's homepage
- 200-word company profile listed on the Website's Sponsorship subpage
- Logo placed on the Website's Sponsorship subpage

PR:

- A promotional insert into media folder (*if any*)
- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

Onsite Presence:

- **Four** (04) **Standing banners** (2m x 0.8m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **ten** (10) **Conference Invitations** and **ten** (10) **Dinner Reception Invitations**

TOTAL INVESTMENT:

The only chance to maximize the company's presence at the event with special benefits below:

On-site Activities

- Have **one** (01) **Keynote** at the Conference.
- Have **one** (01) 20-25 minute **Speaking Slot** at the Conference Session
- Have **one** (01) **Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Have **one** (01) 2-3 minute **Video clip** shown during the Tea-break time
- Post-event list of delegate with contact details

Print Presence:

- **One** (01) **advertising inside page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

Event's website presence:

- Prominent logo placement with link on Event's homepage
- **200-word company profile** listed on the Website's Sponsorship subpage
- Logo placed on the Website's Sponsorship sub page

PR:

- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

Onsite presence:

- **Three** (03) **standing banners** (2m x 0.8m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **five** (05) **Conference Invitations** and **five** (05) **Dinner Reception Invitations**

HIGH-LEVEL SPONSORSHIP PACKAGES

DIAMOND SPONSOR
(Maximum 3 Sponsors)

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HIGH-LEVEL SPONSORSHIP PACKAGES

GOLD SPONSOR

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TOTAL INVESTMENT:

The only chance to maximize the company's presence at the event with special benefits below:

On-site Activities

- Have **one** (01) 20-25 minute **Speaking Slot** at the Conference
- Have **one** (01) **Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.
- Have **one** (01) 2-3 minute **Video clip** shown during the Tea-break time
- Post-event list of delegate with contact details

Print Presence:

- **One** (01) **advertising inside page** on Show Directory
- Logo & Company Profile listed on Show Directory
- Logo placed on all printed marketing materials

Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media
- Logo placed on Event's e-newsletters (available upon receipt of signed contract)

Event's website presence:

- Prominent logo placement with link on Event's homepage
- **200-word company profile** listed on the Website's Sponsorship sub page
- Logo placed on the Website's Sponsorship sub page

PR:

- Arrangement of onsite interview with media
- Company name recognition in the Event's Press release
- A 50-100 word paragraph of Products/ Solutions/ Speakers or other related topics post on the Breaking News box on the Event's website
- Sponsors' information to be used as reference materials for PR's pre-write up activities
- Sponsor's spoken man opinions shared with media in e-news and sent to media/ on media sub page

Onsite presence:

- **Two** (02) **standing banners** (2m x 0.8m) at high traffic area (Sponsors to produce the banner)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **five** (05) **Conference Invitations** and **five** (05) **Dinner Reception Invitations**

SPECIAL ACTIVITY SPONSORS

These packages offer you special branding opportunities where your brand name is uniquely spotlighted within a specific area inside the event.

Gala Dinner Sponsor

Gala Dinner is an important networking activity within **Vietnam Retail Banking Forum 2017**. It's a strategic place where you can make toasting and have dinner with VIPs and key decision makers from Ministry of Information & Communications, Governmental organizations as well as business enterprises. Being our Gala Dinner Sponsor, you shall create huge impressions on our high profiled guests with:

- **A five-minute remark** at Gala Dinner
- **2-3 minute video clip** shown at Gala Dinner
- Your logo placed on Gala Dinner backdrop (with Event's logo and Main Sponsor's logo)

This sponsorship also offers you other branding opportunities at the event, including:

- Have **one (01) 20-25 minute speaking slot** at the Event's Conference
- Have **one (01) Standard booth** at prominent showcase area
- Have **one (01) Advertising page** inside the Event's Directory
- Have **five (05) Dinner Reception Invitations** and **five (05) Conference Pass**
- Other benefits listed in the *Standard Sponsorship Benefits* on page 06.

Conference Sponsor

This helps you to stand out from other sponsors with a complimentary decoration and branding at the Conference room. The sponsor will have:

- Have **one (01) 20-25 minute speaking slot** at the Event's Conference
- Have **one (01) Standard booth** at prominent showcase area
- **1-2 minute advertising clip** launched during tea break time
- **Two (02) standing banners** (2mx0.8m) placed near the stage (*Sponsors produce the banners*)
- Brochures placed on the Information desk
- Logo on Conference room signage
- Other benefits listed in the *Standard Sponsorship Benefits* on page 06.

Tea Break & Luncheon Sponsor

A refreshment time at lunch during a long conference day also provides excellent opportunities for networking and building relationships. A special branding at the luncheon will certainly enhance your visibility at the event. As Luncheon Sponsor, you shall enjoy:

- **A five-minute remark** at the Luncheon
- Your logo placed on the Event backdrop as Luncheon Sponsor
- **One (01) 20-25 minute speaking slot** at the Event's Conference
- **One (01) inside advertising page** in the Event's Directory
- **Three (03) Dinner Reception Invitations** and **three (03) Conference Pass**
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07

Media Sponsor

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 (02) standing banners (2mx0.8m) at Media Center (*Sponsors produce the banners*)
- Press Release inserted into media kit
- Logo placed on the Website's Media sub-page
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07.

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CONTRIBUTING SPONSORS

Presentation at the Conference

To position yourself as the thought-leader in chosen topic area, you can nominate a speaker to make a presentation at the Event Conference on a topic deemed appropriately by the Conference Advisory Committee. The speaker's biography and information of his/her presentation will be promoted in all marketing materials sent out to attendees and media. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07.

Exhibition Booth

Show the attendees what your company can offer by having your own standard booth at the Exhibition area. A standard booth is of **2 m (L) x 2m (W) x 2,5m (H)** in dimension. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07.

Business Matching

Grasp the opportunity to connect and discuss in person with thought leaderships through a private meeting (5-10 minutes) set up by the Conference Advisory Committee OR your company can nominate a representative to participate in the Panel Discussion in Conference Sessions. Sponsors will also have all the *Standard Sponsorship Benefits* on page 07

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BRANDING OPPORTUNITIES

Delegate Bag (*Exclusive*)

Delegate bags will be distributed at the conference to all registered conference delegates, exhibition visitors, speakers, exhibitors and media. As the Delegate Bag Sponsor, you will enjoy chances including:

- Company name and/or logo (colored) printed alongside ours on the front of all delegate bags.

- **One** (01) promotional page inserted inside the delegate bag (*Materials to be supplied by the Sponsor, maximum A4 size*)
- Acknowledgement as a **Bag Sponsor** (with logo) on the Event's website and Conference Backdrop
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07.

Lucky Draw Sponsor

Join as our Lucky Draw Sponsor and enjoy fascinating branding opportunities, including:

- Recognition at the registration area as Sponsor for Lucky Draw
- A company's representative to present the gift to the lucky person on stage
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07

Gift Sponsor

You can choose to sponsor for other attendee gifts such as: **VIP's Gift Sponsor, Notebook Sponsor, Notepad Sponsor** or **other customized gifts**.

Advertising

Advertising is also a great opportunity to expose you to higher visibility. You have various choices to enhance visibility of your brand image with:

- **Advertising pages inside the Event's Show Directory** (*The ad. to be designed by Sponsors*)
- **190x120pxl. Web Banner** ad on Event's website for 3 months (*Banner to be designed by Sponsors*)
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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
- 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
- Have three (03) conference pass & two (02) Dinner Reception Invitations.

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