

SPONSORSHIP OPPORTUNITIES

at LabAsia Physical Exhibition

HYBRID EXHIBITION

MALAYSIA'S LEADING LABORATORY EVENT THAT COMBINES
PHYSICAL EXHIBITION WITH VIRTUAL ONLINE COMPONENT

PLATINUM SPONSORSHIP (Limited to 1 Company)

GOLD SPONSORSHIP (Limited to 2 Companies)

SILVER SPONSORSHIP (Limited to 3 Companies)

Digital Branding

LabAsia Event Website	✓	✓	✓
Website Banner Advertisement	✓	✓	✓
Logo with Hyperlink	✓	✓	✓
LabAsia Facebook & LinkedIn	✓	✓	✓
Social Media Posting	✓	✓	✓
Press Releases	✓	✓	✓
Press Releases	✓	✓	✓
E-Show Directory	✓	✓	✓
Logo Listing	✓	✓	✓
Full Page Advertisement	Back Cover	Inside Back Cover	Run-on Pages
Profile Listing	✓	✓	✓
E-Show Preview	✓	✓	✓
Logo Listing	✓	✓	✓
Banner Advertisement	✓	✓	-
Sponsor's Highlights	✓	✓	✓

Onsite Branding

Registration Advertisement	✓	✓	✓
Logo on Registration Form	✓	-	-
Logo on Registration Counter Arch	✓	✓	✓
Opening Ceremony	✓	✓	✓
Logo on Backdrop	✓	✓	✓
Complimentary VIP Seats	3	2	1
Banner Advertisement	✓	✓	✓
Foyer Banner	✓	✓	✓

UNIQUE

Sponsorship Opportunities



Visitor Lanyards

Your company logo will be printed on all visitor's lanyard providing imminent exposure to all attendees to the physical exhibition.



Visitor Badges

Your company logo will feature on all visitor badges, providing you additional exposure to all attendees to the physical exhibition.



Opening Ceremony

Your company logo will be printed on the backdrop to be displayed during the opening ceremony.



Carrier Bag

Place your logo on the most sought sponsorship option. Visitors to the physical exhibition will receive the carrier bag upon their registration.



VIP Lounge

Your company logo will feature in the VIP lounge, together with your company brochures or flyers within the lounge area.



Foyer Banner

We offer exhibitors the promotional option of hanging banners in the foyer, assuring high visibility from a distance.



Sponsorship Opportunities at **LABASIA VIRTUAL EXHIBITION**



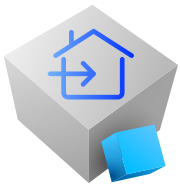
Landing Page

The first impression is important for the visitors. Advertising in our Virtual Exhibition landing page with your logo branding allows you to target the visitors and converting a higher chance for them to look in-depth at your company booth.



Exhibition Hall

Your company logo will be aligned at the first page of the exhibitor's browsing list in the exhibition hall.



Main Lobby

Once logged in, a fully customisable lobby display will appear with multiple promotional banners and a video screen available for the visitors.



Banner Advertising

Choose from the two most eye-catching banner ads available in the virtual exhibition, the Visitor Profile, and Business Matching Platform.



Tech Talk & Live Webinar

Tech talk is a series of daily speaking sessions exclusively for the exhibitors and sponsors to highlight their business content including educational topics, new product launching and live demonstrations in our virtual exhibition platform.



Feature Board

You can have your promotional video or article feature here, with priority appearance placement up for grab.



Sponsorship Application FORM

Kindly fill in your company details and indicate (with a tick selection) which sponsorship opportunity you are interested in. You may select more than one.

Name: _____

Company Name: _____

Designation: _____

Mobile No: _____

Email: _____

- | | | |
|---|--|---|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Visitors Lanyards | <input type="checkbox"/> Landing Page |
| <input type="checkbox"/> Gold Sponsor | <input type="checkbox"/> Visitor Badges | <input type="checkbox"/> Main Lobby |
| <input type="checkbox"/> Silver Sponsor | <input type="checkbox"/> Opening Ceremony | <input type="checkbox"/> Tech Talk & Live Webinar |
| | <input type="checkbox"/> Carrier Bag | <input type="checkbox"/> Feature Board |
| | <input type="checkbox"/> VIP lounge | <input type="checkbox"/> Exhibition Hall |
| | | <input type="checkbox"/> Banner Advertising |

Terms and Conditions

1. Sponsorship will be provided on a first-come-first-served basis.
2. The organiser reserves the right to amend the terms of sponsorship (including sponsorship benefits) without prior notice.
3. Sponsor are required to provide their own artwork for every advertisement taken.
4. Sponsor must adhere to the following specifications for E-Show Daily and E-Show Directory advertisement:
 - a) E-Show Daily: 27 cm (w) x 10 cm (h)
 - b) E-Show Directory: 14.8 cm (w) x 21 cm (h)
5. All artwork must be submitted to the organiser two months before the event.

