

# SPONSORSHIP OPPORTUNITIES

at LabAsia Physical Exhibition

**LabAsia2023**

**10 - 12 OCTOBER**

KUALA LUMPUR CONVENTION CENTRE(KLCC), MALAYSIA

## 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.



### VIP Lounge

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



### Visitor Badges

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



### Foyer Banner

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



### Opening Ceremony

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



### Entrance Light Box

These vibrant LED advertisement bring images to life and are particularly effective at driving awareness of your products and signs.



### Carrier Bag

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



# 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"/> VIP lounge         |
| <input type="checkbox"/> Gold Sponsor     | <input type="checkbox"/> Visitor Badges    | <input type="checkbox"/> Foyer Banner       |
| <input type="checkbox"/> Silver Sponsor   | <input type="checkbox"/> Opening Ceremony  | <input type="checkbox"/> Entrance Light Box |
|                                           | <input type="checkbox"/> Carrier Bag       |                                             |

## 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.

