



Organized by



BANKING
VIETNAM 2018

5 JULY 2018
HANOI

SPONSORSHIP PACKAGES

BANKING VIETNAM 2018

HIGH-LEVEL SPONSORSHIP PACKAGES

Principal Sponsor (Exclusive 1 Sponsor)	50,000 USD
Diamond Sponsor (Maximum 3 Sponsors)	25,000 USD
Gold Sponsor	20,000 USD

SPECIAL ACTIVITY SPONSORS

Gala Dinner Sponsor	15,000 USD
Conference Sponsor	10,000 USD
Tea Break & Luncheon Sponsor	10,000 USD
Media Sponsor	10,000 USD

CONTRIBUTING SPONSORS

Standard Booth in Exhibition Area	5,000 USD
Presentation at the Conference	5,000 USD
Business Matching	3,000 USD

BRANDING OPPORTUNITIES

Delegate Bag (Exclusive)	7,000 USD
Lucky Draw (Smartphone, Tablet, etc...)	3,000 USD
Gift Sponsor <i>(Notebook, Notepad, Pen, etc...)</i> <i>* Sponsor provides the gift</i>	3,000 USD
Advertising	
Inside Ad. Page on the Event's Show Directory	3,000 USD
Web Banner (190x120pxl or 210x210 pxl) <i>Ad. on Event's website for 3 months</i>	3,000 USD
Onsite Hanging Banner (1.2m x 3m)	3,000 USD
Press Interview and News Release	5,000 USD

(All these above prices are excluded 10% VAT)

HIGH-LEVEL SPONSORSHIP PACKAGES

PRINCIPAL SPONSOR (Exclusive 1 Sponsor)

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TOTAL INVESTMENT: 50,000 USD (EXCLUDED 10% VAT)

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

On-site Activities

- Have **one (01) short remark (05 minute)** at the Gala Dinner
- Have **one (01) Keynote 20-minute** at the Conference.
- Have **one (01) 20-minute Speaking Slot** at the Executive Talk
- Have one (01) 2-3 minute **Video clip** shown at the Gala Dinner, Conference, and Tea-break time (clip provided by the sponsor)
- Have **one (01) Standard booth** at prominent showcase area and arrangement VIP tour to visit sponsor's booth.

Print Presence:

- **One (01) color advertising cover page** on Show Directory (provided by the sponsor)
- Logo & Company Profile listed on Show Directory (provided by the sponsor)
- Logo placed on all printed marketing materials (valid upon receipt of signed contract)

Email/Mail Marketing:

- **Fifty (50) word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media prior event date.
- Logo placed on Event's e-newsletters (valid 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 (provided by the sponsor)
- 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** (max size 1.8m x 0.8m) at high traffic area (provided by the sponsor)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **ten (10) Conference Invitations** and **ten (05) Gala Dinner Invitations**

TOTAL INVESTMENT: 25,000 USD (EXCLUDED VAT 10%)

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

On-site Activities

- Have **one** (01) 20-minute **Keynote** at the Conference.
- Have **one** (01) 20-minute **Speaking Slot** at the Executive Talk.
- 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 (provided by the sponsor)

Print Presence:

- **One** (01) **color advertising inside page** on Show Directory (provided by the sponsor)
- Logo & Company Profile listed on Show Directory (provided by the sponsor)
- Logo placed on all printed marketing materials (valid upon receipt of signed contract)

Email/Mail Marketing:

- **Fifty** (50) **word company description** of exhibitor's solutions/ products information shared with media in e-newsletter and sent to media prior the event date.
- Logo placed on Event's e-newsletters materials (valid 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:

- **One** (01) **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 06 **Conference Invitations** and five 03 **Gala Dinner 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: 20,000 USD (EXCLUDED VAT 10%)

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

On-site Activities

- Have **one** (01) 20-minute **Speaking Slot** at the Executive Talk
- 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 (provided by the sponsor)

Print Presence:

- **One** (01) **color advertising inside page** on Show Directory (provided by the sponsor)
- Logo & Company Profile listed on Show Directory (provided by the sponsor)
- 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 (valid 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:

- **One** (01) **standing banners** (max 1.8m x 0.8m) at high traffic area Directory (provided by the sponsor)
- A promotional insert in attendee bags
- Logo on Event's backdrops
- Have **06 Conference Invitations** and **03 Gala Dinner 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

15,000 USD

Gala Dinner is an important networking activity within **BANKING VIETNAM 2018** Conference. It's a strategic place where you can make toasting and have dinner, networking with VIPs and key policy makers of Vietnam as well as decision makers of 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 (provided by the sponsor)
- 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-minute speaking slot** at the Executive Talk
- 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 07.

Conference Sponsor

10,000 USD

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 minute speaking slot** at the Executive Talk
- Have **one (01) Standard booth** at prominent showcase area
- **1-2 minute advertising clip** launched during tea break time (provided by the sponsor)
- **Two (02) standing banners** (1.8mx0.8m) placed near the stage (provided by the sponsor)
- Brochures placed on the Information desk
- Logo on Conference room signage
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07.

Tea Break & Luncheon Sponsor

10,000 USD

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** prior or at the Luncheon (follow the arrangement of the organizer)
- Your logo placed on the Event backdrop as Luncheon Sponsor or placed on the dinning tables as nameplate.
- **One (01) 20-minute speaking slot** at the Executive Talk
- **One (01) inside advertising page** in the Event's Directory (provided by the sponsor)
- **Three (03) Gala Dinner Invitations** and **three (03) Conference Pass**
- Other benefits listed in the *Standard Sponsorship Benefits* on page 07

Media Sponsor

10,000 USD

This is a great way to enhance visibility of your company's name to the media, great opportunity for you to PR important messages to targeted audiences via leading Media channels. 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 (1.8mx0.8m) at Media Center (provided by the sponsor)
- Press Release inserted into media kit (provided by the sponsor)
- 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

5,000 USD

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

5,000 USD

To position yourself as the technology trend leading in the industry. Showing about 1000 attendees, especially C, M level groups what your company can offer by having your own standard booth at the Exhibition area. The Sponsors will also have all the *Standard Sponsorship Benefits* on page 07.

Business Matching

3,000 USD

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*)

7,000 USD

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

3,000 USD

Join as our Lucky Draw Sponsor and impressing your target audiences by special gifts. Enjoy fascinating branding benefits, 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

3,000 USD

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

Advertising

3,000 USD

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** (*provided by the sponsor, max size A4*)
- **190x120pxl. Web Banner** ad on Event's website for 3 months (*provided by the sponsor*)
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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) Gala Dinner Invitations.

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