

SECOND ANNUAL  
**ASSOCIATIONS  
FORUM ASIA**

24-25 NOVEMBER, 2011

SUNTEC INTERNATIONAL  
CONVENTION & EXHIBITION CENTRE  
SINGAPORE



# Prospectus

## Sponsoring and Exhibiting

## Introduction to Associations Forum Asia

Following on from the success of the inaugural Associations Forum Asia in 2010, which attracted almost 100 participants from the Asia Pacific, UK and USA, Associations Forum will once again be heading to Singapore for this important event.

Now in its second year, Associations Forum Asia aims to become the leading educational event for association executives in Asia, focusing on the needs of Asian professional and industry associations.

The two-day program will address topics such as the leadership in associations, legal responsibilities of Executive Committee members, governance, accreditation and standards, engaging loyal members, membership recruitment, policy development, technology and digital strategies for not-for-profits.

A small exhibition has been introduced to Associations Forum Asia 2011 offering suppliers to the associations sector the opportunity to gain new clients; generate new leads; create, maintain and enhance brand awareness, elevate their profile in the industry; and foster relationships with current prospects by meeting face-to-face in an exclusive environment.

## MAJOR SPONSOR

**AUD \$8,800**



### Program:

- Opportunity to provide a speaker for one parallel session in the conference program (topic and time allocation to be at the discretion of Associations Forum).
- Please note that all conference sessions are of an educational focus and not for marketing purposes.*

### Exhibition:

- One standard trestle table
- Two chairs
- One power point
- Two Exhibition Staff passes with refreshments and lunch each day

### Pre-event promotion:

- One dedicated email to consenting delegates promoting your involvement in the conference
- A list of all registered delegates will be provided before the event to enable sponsors to target key prospects
- Sponsor Meet and Greet – Associations Forum can facilitate an introduction to key delegates at the conference on your behalf
- Logo on conference banner in all electronic marketing and promotions for the conference
- Logo on conference website with hyperlink to sponsor's website
- Logo on conference brochure (if sponsorship is confirmed by 16 September 2011)

### Onsite promotion

- Acknowledgment of sponsorship by conference chair
- Logo on holding slides in plenary and conference rooms
- Logo on printed signage outside the conference rooms

### Delegates

- Two guest delegate passes to be used by association or NFP clients
- Two staff delegate registrations to the conference

## SUPPORTING SPONSOR

AUD \$6,600



### Program:

- Opportunity to chair a parallel session in the conference program

### Exhibition:

- One standard trestle table
- Two chairs
- One power point
- Two Exhibition Staff passes with refreshments and lunch each day

### Pre-event promotion:

- One dedicated email to consenting delegates promoting your involvement in the conference
- A list of all registered delegates will be provided before the event to enable sponsors to target key prospects
- Sponsor Meet and Greet – Associations Forum can facilitate an introduction to key delegates at the conference on your behalf
- Logo on conference website with hyperlink to sponsor's website
- Logo on conference brochure (if sponsorship is confirmed by 16 September 2011)

### Onsite promotion:

- Acknowledgment of sponsorship by conference chair
- Logo on holding slides in plenary and conference rooms

### Delegates:

- One guest delegate pass to be used by an association or NFP client
- One staff delegate pass to the conference

## EXHIBITOR PACKAGE

**AUD \$3,300**



### Exhibition:

- One standard trestle table
- Two chairs
- One power point
- Two Exhibition Staff passes with refreshments and lunch each day

### Pre-event promotion:

- A list of all registered delegates will be provided before the event to enable exhibitors to target key prospects
- Logo on conference website with hyperlink to exhibitor's website
- Logo on conference brochure (if confirmed as an exhibitor by 16 September 2011)

### Onsite promotion:

- Acknowledgment of support by conference chair
- Logo on holding slides in plenary and conference rooms