

BANKING & Microfinance CAMBODIA 2010

21st – 22nd of January, 2010
Phnom Penh, Cambodia

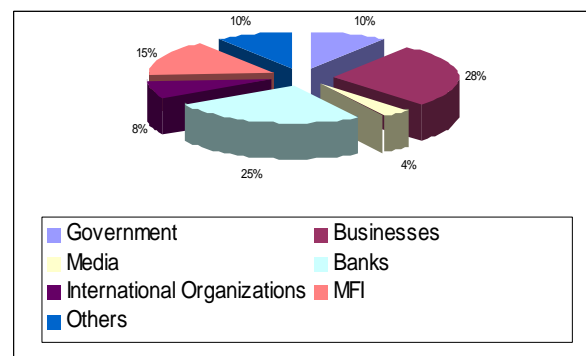
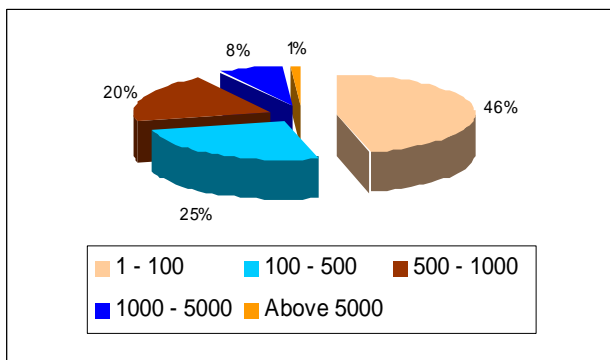


Event Introduction

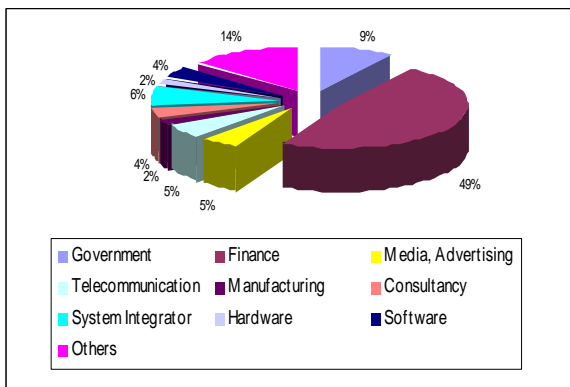
Banking & Microfinance Cambodia is a forum for banking solution specialists, bankers and microfinance institutions to make evaluate technological advances from both a functional and strategic viewpoint. The Banking & Microfinance Cambodia 2010 event will be looking at how Retail, Universal and Private Banks, and Microfinance Institutions can drive revenue through innovative customer solutions, improved operational efficiency and advanced risk management. This unique banking event enables senior executives from technology, business development, operations and risk & compliance departments at leading banks to evaluate and discuss technological advances that will help increase customer acquisition and retention, improve operational efficiency and mitigate risk.

Post Show Report Banking Cambodia 09 & Attendee Profile

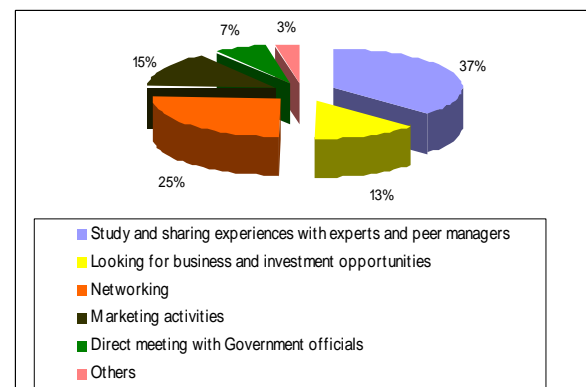
1. Please indicate the number of employees in your organization 2. How would you classify your organization



To which sector does your organization belong?



Your goals at Banking Cambodia?



Attendee Profile

Corporate Executives: Chairmen, Chief Executive Officers, Chief Operating Officers

Technology Management Executives: Chief Information Officers, Chief Technology Officers, Chief Security Officers

Mid-Level Management: R&D Directors and Managers, Marketing Managers, Product Managers, Business Development Managers

Bank & Finance Professionals: Bank & Finance Managers/ Directors, Treasurers, Auditors

IT Professionals: IT Managers, System Analysts, Developers, System Architects and Integrators

STRENGTHEN BRAND AWARENESS AND GET YOUR TEAM TO INTERACT WITH YOUR CLIENTS

The Showcase floor is giving you targeted pre -screened visitors with serious intention to partnership and source for the best solutions providers.

The Showcase space is valuable for closer and direct interactions with your current clients and prospects.

Invite your senior team members to interact with the market and to present your best offerings to the industry.

SPONSORSHIP OPPORTUNITIES

Tie in your participation at **Banking & Microfinance Cambodia 2010** with a sponsorship package that you think is most suitable for your company. As the sponsor, you have the opportunity to choose from a variety of valuable programs/products designed specifically to enhance your extended marketing efforts. Sponsorship partners will enjoy increased recognition among the thousands attendees. This is a rewarding way to make your company stand out the crowd. Sponsorship is the best way to extend your organization's visibility at **Banking & Microfinance Cambodia 2010**.

Sponsorships	USD + VAT	Sponsorships	USD + VAT
Principal Sponsor	20,000	Beverage Sponsor	4,000
Diamond Sponsor	18,000	Media Sponsor	4,000
Platinum Sponsor	15,000	Handbags Sponsor	4,000
Gold Sponsor	12,000	Badges Sponsor	3,000
Silver Sponsor	10,000	Notepads Sponsor	3,000
Conference Sponsor	10,000	Pens Sponsor	3,000
Gala Dinner Sponsor	8,000	Lucky Draw Gift Sponsor	3,000
Golf Outing Sponsor	5,000	Network Device Sponsor	3,000
Registration Counter Sponsor	5,000	Internet Provide Sponsor	3,000
Luncheon Sponsor	5,000	Other options:	(Min. 3,000)
Tea-break Sponsor	4,000	Create based on your request	

MAIN SPONSORSHIPS

Sponsorship programs like **Principal, Diamond, Platinum, Gold, Silver** packages offer exceptional pre-show, on-site and post-show visibility. They put your companies "stamp" on **Banking & Microfinance Cambodia 2010**.

Conference, Gala Dinner packages offer special promotional opportunities which spotlight your brand name with a commentary branding at the Conference/ Gala Dinner

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Silver	Conference	Gala Dinner
	20,000 USD	18,000 USD	15,000 USD	12,000 USD	10,000 USD	10,000 USD	8,000 USD
Acknowledgement on							
On entrance arch of the event	●	●	●	●	●	●	●
Print Presence							
One advertising page on Show Directory	Back cover	Inside front cover	Inside back cover	Inside Page	Inside page	Inside page	Inside page
Logo & Company Profile listed on Show Directory	●	●	●	●	●	●	●
Logo placed on all printed marketing materials	●	●	●	●	●	●	●
Email Marketing							
Logo placed on Event's e-newsletters (available upon receipt of signed contract)	●	●	●	●	●	●	●
Event's Website Presence							
One 150x80 web banner ad with reciprocal link on Event's homepage. Banner to be designed by sponsors	6 months	5 months	4 months	3 months			
200-word company profile listed on the Website's Sponsorship sub page	●	●	●	●	●		
Hyperlink to website of the event	●	●	●	●	●	●	●
PR							
A joint Press release inserted into media kit at the Press Conference (if applicable)	●	●					
Invite a senior executive to be a spokesman at the press conference	●						
Appearance in Event's official video clip	●	●	●				
A promotional insert into media folder	●	●	●				
Acknowledgement of sponsorship will be highlighted in Press Release	●	●	●	●	●		

Sponsorship Packages	Principal	Diamond	Platinum	Gold	Silver	Conference	Gala Dinner
On-site Activities							
Sponsor's 5 minute remark	at Gala Dinner						at Gala Dinner
One Keynote at the Conference	●						
One 20-25 minute Speaking slot at the Conference	●	●	●	●	●	●	
One Showcase	●	●	●				
Arrangement of VIPs to visit sponsor's booths	1st priority	2nd priority	3rd priority				
Onsite Presence							
Brochure placed on conference information desk	●	●	●				
One standing banner (1.8mx 0.8m) at high traffic area. Sponsors to produce the banner	●	●	●				
A promotional insert in attendee bags (brochures to be provided by the sponsor)	●	●	●	●			
Logo on Event's backdrops	●	●	●	●	●	●	●
Registration							
Conference Invitation	10	8	6	6	5	10	3
Gala Dinner Invitation	5	4	3	3	2	2	5
Transportation							
One shuttle pick-up bus	●						
Others							
Opportunity to increase in local business deals that maybe resulted from contributions to the hosting of the event	●						
Usage of delegate database of the event	3 times	2 times	2 times	1 times			
Join off-site activities include Gala Dinner, Golf outing	●	●	●	●	●	●	●

OTHER SPONSORSHIPS

GOLF OUTING SPONSOR @ USD 10,000 + VAT

By joining us as the golf-outing sponsor, we guarantee you an entertaining and interacting time with our VIP guests including senior government leaders as well as corporate leaders. It's an exclusive branding opportunity at the Golf course. Sponsor of the Golf Outing shall enjoy:

- A five-minute remark at the Golf Outing's Opening Ceremony
- Acknowledgement of sponsorship at the Golf Awards
- Sponsor's logo will be appeared on Golf Outing backdrop
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7



Golf Outing

LUNCHEON SPONSOR @ USD 8,000 + VAT

Benefits include:

- One 5 minutes presentation slot at the opening
- Two standing banners (1.8mx0.8m) at the Event's Luncheon area
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7



REGISTRATION COUNTER SPONSOR @ USD 5,000 + VAT

Capture the attention of attendees before the show! As a *Registration sponsor*, your company will have a promotional piece in all pre-registration packages. Benefits include:

- Acknowledgement on entrance arch of **Banking & Microfinance Cambodia 2010**.
- Sponsor's logo will be appeared on Registration backdrop
- Distribution of a set of company or product information at the registration counter to **Banking & Microfinance Cambodia 2010** visitors (*brochures to be provided by the sponsor*)
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7

TEA-BREAK SPONSOR @ USD 5,000 + VAT

Tea break area is the place where attendees rush into for a rest after each Conference session. Enjoy higher visibility with two standing banners (1.8mx0.8m) at the Event's Tea break area (*Sponsors to produce the banners*) and other benefits listed in the **Standard Sponsorship Benefits** on page 7.

MEDIA SPONSOR @ USD 5,000 + VAT

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 standing banners (1.8mx0.8m) at Media Center (*Sponsors to produce the banners*)
- One insert into media kit



- Logo placed on the Website's Media sub-page
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7

HANDBAGS SPONSOR @ 5,000 + VAT

As the *Handbag sponsor*, your company logo together with event logo will be printed in all handbags. These handbags will be given to VIP, invited guests, attendees in the conference. Sponsor will also have all the **Standard Sponsorship Benefits** on page 7



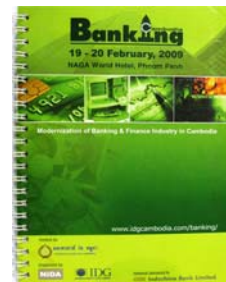
BADGE SPONSOR @ USD 4,000 + VAT

Every Event's attendee wears a badge, so every one will wear your company name if you're the sponsor of the badge. As the Badge Sponsor, you will enjoy chances including:

- **An insert into Badge Holder:** Sponsor has the option to include a detachable coupon or sticker for a give-away at your booth! It's an excellent way to pull traffic to your booth. (Inserts to be produced by sponsor)
- Company logo together with event logo will appear on Badges Lanyards
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7

NOTEPADS SPONSOR @ USD 3,000 + VAT

Have your organization's logo in front of attendees throughout the event as they capture ideas and thoughts. The sponsor's name and logo together with the event logo will be printed on notepads. Organizer will distribute the notepads for VIPs, delegates, media, attendees, and will be available in the Conference Briefing room. Sponsor will also have all the **Standard Sponsorship Benefits** on page 7



LUCKY DRAW GIFT SPONSOR @ USD 3,000 + VAT

Benefits include:

- Have your Logo placed on the backdrop of lucky draw
- Nominate a representative to give the gifts for the winners in lucky draw.
- Other benefits listed in the **Standard Sponsorship Benefits** on page 7



INTERNET PROVIDE SPONSOR @ USD 3,000 + VAT

As the Internet Sponsor, your benefits include all the **Standard Sponsorship Benefits** on page 7

PENS SPONSOR @ USD 2,000 + VAT

The sponsor's name and logo together with the event logo will be printed on pens use at the event. These pens will be in all briefcases distributed at the event. Available at all registration counters information desks, Media Centre as well as Conference briefing room. Sponsor will also have all the **Standard Sponsorship Benefits** on page 7



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 such as leaflets, posters, tickets.*
- *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*
- Your Logo will appear in the advertising content of this event on some famous newspapers & magazines.
- Have two conference invitations & one Gala Dinner invitation

Select the sponsorship package that you think best suit your marketing objectives. We welcome your suggestions in offering you a sponsorship package that can maximize the value of your investment. (E.g.: Electricity Recovery Sponsor, Leased-line Sponsor, Security Sponsor, Screen Sponsor, LCD Projector Sponsor etc...). We appreciate your support and look forward to your participation at **Banking & Microfinance Cambodia 2010** in Phnom Penh, Cambodia

Don't forget, sponsorships are the single best avenue available for enhancing your company's image when targeting a unique segment of attendees! Sponsorship is the best way to extend your organization's visibility at **Banking & Microfinance Cambodia 2010**. Our sponsorship is first-come, first-served basic. If you have any questions, please contact us:

IDG ASEAN

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