

1st Asia Pacific Summit on Measurement

HONG KONG ■ 29TH FEBRUARY/1ST MARCH 2012



INFORMATION FOR SPONSORS/EXHIBITORS

ORGANISED BY
The International Association for
Measurement and Evaluation of
Communication (AMEC)

amec

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“This is the Asia-Pacific century, and as the region’s leading media intelligence company we are delighted to be the National Sponsor of the First AMEC Asia-Pacific Summit. AMEC has put extensive effort into ensuring this inaugural event is a success, providing a comprehensive view of the state of communications measurement with speakers and delegates from across the region, allowing us to be highly visible at a landmark event in our industry and in our region.”

John Croll
CEO, Media Monitors Group
1st Asia Pacific Summit
National Sponsor

Sponsorships at the Summit

- Gold Sponsorship: Price on request
Available Opportunity
- Summit Dinner Sponsor: Price on request
Available Opportunity
- Education Sponsor
Available Opportunity
- Technology Sponsor: Information on request
Available Opportunity
- Summit Friend: \$2,500 US
Available Opportunity
- Platinum Level Showcase Exhibitor sponsorship: \$5,000 US
Available Opportunities

OVERVIEW

The Asia Pacific Summit on PR Measurement will be organised by the International Association for Measurement and Evaluation of Communication (AMEC). It will be modelled on the successful AMEC European Summit event and will be held in Hong Kong from Wednesday 29th February to Thursday 1st March, 2012.

The Summit will include workshop sessions and plenary speaking spots by senior communications professionals from the region and from the US. It will also include a business networking Summit Dinner for delegates.

As a sponsor your company will be part of an integrated marketing programme designed to promote exposure of the event through the Asia Pacific Region and internationally to AMEC members and the bigger international communications community. Your sponsorship will be promoted on the Summit website, in all marketing emails and PR activity and during the Summit itself.

The Summit is being held at the 5* Grand Hyatt Hotel, Hong Kong. We expect 150 senior level managers from PR companies, client organisations and AMEC members to be at the Summit. See [European Summit website] for details of the previous European event.



“For Manchete, being National Partner of AMEC’s European Summit in 2011, was an exceptional opportunity that really paid off. We used the occasion to engage with our national clients and also to establish new relations with international ones, as well as, communicate our expertise. It was also a major and cost-effective opportunity that stated Manchete as a major player, in Portugal, in the measurement and media fields. To be part of such a vital event was beyond doubt one of our best strategic decisions.”

Fatima Rebelo
Managing Director, Manchete
2011 Summit National Partner

BENEFITS TO ALL SPONSORS

- Company/organisation name and logo to be used on all conference materials including Summit website in the run-up to the Summit viewed by all registering delegates.
- Sponsor name and logo has extended visibility as Summit website retained until end of 2012
- Name and logo on all printed Summit materials, including delegate pack
- Sponsors signage in the registration area
- Sponsors logo on presentation screen during coffee and lunch breaks
- A 3 x 2 metre exhibition space in the exhibition area. All refreshment breaks will take place in this area.
- Networking opportunities during the conference and at dinner.
- Two full Summit passes including the Gala Dinner on 1st March (excluding Showcase Exhibitors).

AVAILABLE SPONSORSHIP PACKAGES

GOLD SPONSORSHIP

One unique opportunity to be the exclusive headline sponsor of the 1st Asia Pacific Summit on Measurement. Price on application to Barry Leggetter: barryleggetter@amecorg.com.

Benefits and visibility of the Gold package includes:

- Exclusive headline sponsorship of the 1st Asia Pacific Summit on Measurement.
- Prominent positioning of Company logo on the conference programme and on all promotional marketing, on stage design, and on conference materials issued to all delegates at the conference.
- Prime positioning of your company logo on the Summit booking site.
- Four complimentary delegate places at the Summit for your company employees.
- Acknowledgement in all press releases as major Gold Sponsor of the Summit.
- Double size, high profile exhibition space in the Summit exhibition area.
- One piece of company literature or item in delegate packs/bag on the day.



"As the National Sponsor of the Summit in Barcelona in 2010, we made a deliberate company commitment to make the event a success. The result of great programme planning by the organizing team resulted in a conference attended by 33 different nationalities. Our involvement gave us positive visibility and productive contacts, both nationally and internationally. Quite simply – it was good for business!"

Sergi Guillot
CEO, Acceso.

2010 Summit National Partner

For all inquiries and to discuss your company's involvement, please contact:

Barry Leggetter

Summit Director and
AMEC Executive Director
barryleggetter@amecorg.com
Telephone: +44 1268 412414
Mobile: +44 7748 677504
Fax: +44 207 681 3820

SUMMIT DINNER SPONSOR: Price on application

Benefits

- Three complimentary delegate passes to attend the Full Summit event.

EDUCATION SPONSOR:

AMEC's Knowledge Share website contains edited clips from the most recent European Summit, in Lisbon, Portugal, in June 2011. We are seeking an AMEC member or other communications firm to provide filming of every session during the two day Asia Pacific Summit. The sponsor would be responsible for organising filming to an agreed brief by a professional crew (2 cameras and staff) and for edited extracts of each session in 4-minute segments to be provided to AMEC for final review. There would be a further round of editing to complete the clips. The edited clips will:

- Show the Summit logo
- Acknowledge the sponsor company by name and logo as the Education Sponsor.

Benefits

- All clips will be available for free international viewing and download on the AMEC Knowledge Share website, offering the sponsor international branding and recognition over a 12 month period.
- Two complimentary delegate passes to attend the Full Summit event.

TECHNOLOGY SPONSOR: \$

Help us add creative and high production values flair during the Summit. Please contact Barry Leggetter.

Benefits

- To be agreed with sponsor

SUMMIT FRIEND: \$2,500 US

Benefits

- Company logo acknowledgment in all printed promotional materials and Summit web site.

PLATINUM LEVEL SHOWCASE EXHIBITOR SPONSORSHIPS: \$5,000 US

Benefits

- Name and logo acknowledgement on Summit website with hyperlink to your website.
- Name and logo on all printed Summit materials, including delegate pack.
- Exhibitor logo on presentation screen during coffee and lunch breaks.
- A 3 x 2 metre exhibition space in the exhibition area.
- Showcase Exhibitor announcement by Summit Chairman.
- Two full Summit passes, including the Summit Dinner.

Exhibitor Agreement

Terms & Conditions

Application for Stand Space

- Application for stand space must be made on the Stand Application Form.
- Applications should be made direct with Barry Leggetter, Summit Director, by email or telephone.
- Applications will be dealt with and confirmed in strict order of receipt. The payment and submission of an application on the form provided, together with the allocation by the Organisers and the acceptance by the Exhibitor of the stand space shall be deemed to be a contract in acceptance and in accordance with these Terms and Conditions.
- The Organisers shall reserve the right to refuse any application. The Stand Application Form must list all firms being represented by the Exhibitor.

Application for sponsorship packages

- Application for sponsorship packages must be made on the Sponsorship Application Form. The payment and submission of an application on the form provided, together with the allocation by the Organisers and the acceptance by the Sponsor of the sponsorship package shall be deemed to be a contract in acceptance and in accordance with these Terms and Conditions. The Organisers shall reserve the right to refuse any application.
- The Stand Application Form must list all firms being represented by the Sponsor.

Payment for Stand Space and Sponsorship Packages

- The Exhibitor or Sponsor shall pay a 20 per cent non-refundable deposit within 14 days of confirming the sponsor package, and the full cost of the stand space or sponsorship package allocated within an additional 30 days of the date of the invoice issued by the Organisers upon receipt of acceptance of application.

Cancellation

- If any Exhibitor, or Sponsor after allocation of stand space or sponsorship package shall desire to cancel the stand space or sponsorship package allocated, they must notify the Organisers in writing. The Organisers will endeavour to re-let the stand space or sponsorship package not required by the Exhibitor or Sponsor, but if they are unable to do so, the Exhibitor or Sponsor shall remain liable to pay the full charge for the stand space or sponsorship package allocated. If the Organisers are able to re-let the stand space or re-sell the sponsorship package, the following cancellation charges will apply:
 - > Before 1st February 2012 – 50%
 - > 1st February to date of conference – 100%

Exhibit Stand Application Form

Terms:

I hereby agree to the terms, as stated above, of exhibiting at the 1st Asia Pacific Summit, Hong Kong, 29th February/1st March, 2012.

Signature _____

Name (Please print) _____

Title _____

Company _____

E-mail Address _____

City _____

Country _____

Postcode/ Zip _____

Work Phone _____

Mobile Phone _____

Fax _____

Please return this form to:

Julie Wilkinson

PA to Barry Leggetter, Executive Director and Summit Director

juliewilkinson@amecorg.com

Fax: +44 207 681 3820