

DIGITAL MEDIA

Asia 2016

9 - 10 November 2016, Singapore

MARKETING KIT

dma.wan-ifra.org
Hashtag: #DMASG16





Digital Media Asia has since its launch in 2009, grown to become the largest new media conference dedicated to the news publishing industry in Asia. The event offers three focussed days of conference and workshops and a technology and services expo. The 7th Asian Digital Media Awards will be presented during the conference.

This year, **Digital Media Asia** will be held at the Orchard Hotel, Singapore, on 8-10 November.

Singapore is SEA's undisputed digital hub and one of the most vibrant digital city in Asia. Leading tech companies such as Facebook, Google, LinkedIn or Twitter all have located their Asia Pacific headquarters in the Lion City. Singapore also hosts over 50% for Southeast Asia's data centre capacity and is one of the region's most trusted locations for data hosting, management and analytics. Singapore also pledges to support local tech entrepreneurship and innovation. It is the only Asian city featured in the world's top ten list of startup ecosystem. As a result, Singapore thrives with digital entrepreneurs, top level internet executives and innovative media players. It is therefore the perfect location for hosting **Digital Media Asia 2016**.



3 themes that will define **Digital Media Asia 2016**:

1

Online Reader Revenue

5 years since the New York Times launched their paywall - so what now?

2

The End of Display Advertising 1.0

Mobile-ready, fast-loading and off-platform. The ad blocking friendly future.

3

Tomorrow's Revenue Today

Video is not a hobby. VR is coming. And it's time to diversify.

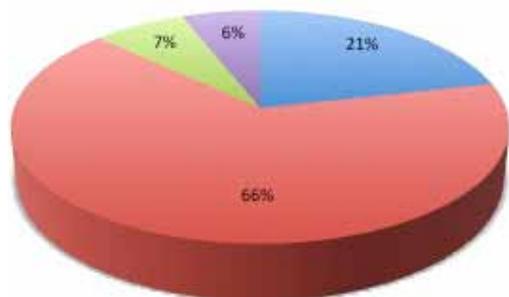
WHY ATTEND?

- Connect with the right people: Industry get-together with more than 200 senior publishing executives from over 25 countries : CEOs; CDOs; Digital Editors-in-Chief; CMOs; Digital revenues strategists; Heads of sales, Media buyers and Advertising Agencies.
- Get insights from innovators who are transforming the global media industry.
- Learn from case studies and best practices that are directly relevant to your own media operations.
- Discover the "Best in Asia" at the Asian Digital Media Awards ceremony

CONTACT US TODAY FOR MORE INFORMATION!

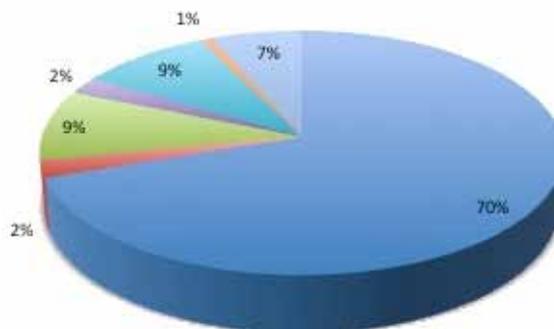
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WHO ATTENDS?



- Supplier
- Publisher
- Others
- News Agency/ New Media

WHERE ARE THEY FROM?



- South East Asia
- South Asia
- North Asia
- North America
- Europe
- Middle East
- Australia/ New Zealand

Top Management: Publisher, Chairman, CEO, COO, CTO, Managing Director, Digital Product Director, President, Vice President, General Manager, Editor-in-Chief, HOD.

Middle Management: Senior Manager, Manager, IT Services Manager, Bureau Chief, Managing Editor, Multimedia Editor

Executive: Digital Marketing Executive, Web Assistant Editor, Digital Reporter, Social Media Editor

TESTIMONIALS

“ DMA helps digital business leaders keep a finger on the pulse of digital innovation. Sharing of collective learning will help participants to leap frog towards commercial success.

Leslie Fong
Exec. V.P. Head of Marketing Division, SPH, Singapore

“ The subject matters are informative, seeing transformation and upmost the trend in Digital branding with news print for the readers. It works hand in hand!

Juan Figuerola-Ferretti
Responsible for Digital Strategy Projects, Vocento, Spain

“ It's really a peep into the digital world and it'll go a long way. With mobile and e-readers, there's a wide opening there for us. A lot of opportunities.

D.D. Purkayastha
CEO, ABP Ltd, India

“ WAN-IFRA's Digital Media Conferences are pinpointed to present initiatives that are not only inspiring and innovative, but usable. It is almost impossible to leave these events without a bunch of useful alternatives for the future.

Marcelo Rech
Executive Director for Journalism, Grupo RBS, Brasil

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LOGO	Your company logo on all event marketing materials (print, web, and on-site). Opportunity to distribute company material at the conference (agreement prior to the event required) and 1 conference ticket included.	SGD 3,000*
TABLE TOP EXHIBITION Table top size: 3ft x 6ft	The chance to exhibit your products and services alongside the event. 2 conference tickets included and 50% discount on additional tickets for staff/agents. Listing of company profile on DMA website. Events attendees listing will be provided (company name, person and position).	SGD 4,800*
CONFERENCE APP	Your company logo will be featured on the official conference app used by all delegates and exhibitors/sponsors. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
WIFI	Highlight your brand by choosing the user name & login name for the wifi connection available throughout. 2 conference tickets and company logo on all related event marketing materials included.	SGD 6,000*
OPENING VIDEO	Address all the delegates by presenting the conference opening video. content and duration have to be decided in cooperation with the event manager. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
WATER BOTTLES	TAKEN Your brand will be visible to all those thirsty participants. Branding of logo on water bottles, event brochures, signages and website. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
BAGS/ LANYARDS	TAKEN Your company's bags/ lanyards will be handed out to all visitors at the registration desk. Each of this sponsorship is exclusive. Bags and lanyards production to be provided by the sponsor. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
CONFERENCE SESSION	Demonstrate your knowledge and experience in the field and position your company as a leading organisation for the particular session's topic. 5 mins introduction/ moderating the session. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
BREAKFAST/ BREAKOUT SESSION	TAKEN Demonstrate your knowledge and experience in the field and position your company as a leading organisation for the particular session's topic. Your company will run the entire session 40 mins presentation. 2 conference tickets and company logo on all related event marketing materials.	SGD 6,000*
COFFEE BREAK/ LUNCH/ COCKTAIL	The cocktail, lunches and coffee breaks are important elements for delegates networking. 3 conference tickets and company logo on all related event marketing materials. 2 roll-up banners setup in the cocktail/ coffee break/ luncheon area.	SGD 8,000*
EXCLUSIVE PLATINUM SPONSOR	A unique opportunity to showcase and enhance your corporate brand. As Platinum Sponsor, you will receive broad visibility on all communication channels for this high-profile event. Details to be discussed and agreed upon between sponsor and event manager.	SGD 24,000*

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*non-members pay an additional 25%