

DIGITAL MEDIA

Asia 2018

08 - 09 Nov, Hong Kong

MARKETING KIT

WAN  IFRA

Digital Media Asia 2018 - Overview

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 9th Asian Digital Media Awards will be presented during the conference.

This year, **Digital Media Asia** will be held at the Mira Hotel, Hong Kong, on 08 - 09 Nov.

Hong Kong is fully plugged in to the digital world, with world-class ICT infrastructure and a free and vibrant media scene. With ultra-high penetration rates for mobile subscribers (247%) and household broadband (92%), consumers increasingly turn to digital and social media platforms for their daily fix of news and entertainment. Convenience is enhanced by extensive WiFi coverage and high-speed Internet connection rated the fourth-fastest in the world (average peak Internet connection speed at 129.5 Mbps) while global connectivity is achieved through more than 30 submarine and overland cable systems and 10 external communication satellites. A regional broadcasting hub with over 180 satellite TV channels for the regional market, Hong Kong serves as an Asia-Pacific base for international corporations such as CNN, Bloomberg, New York Times, and the Wall Street Journal, making the city an ideal host for **Digital Media Asia 2018**.

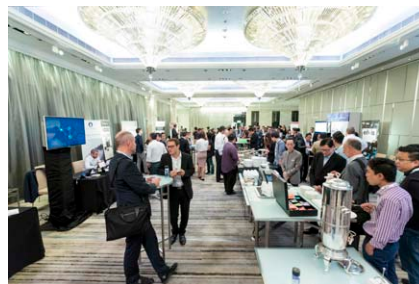
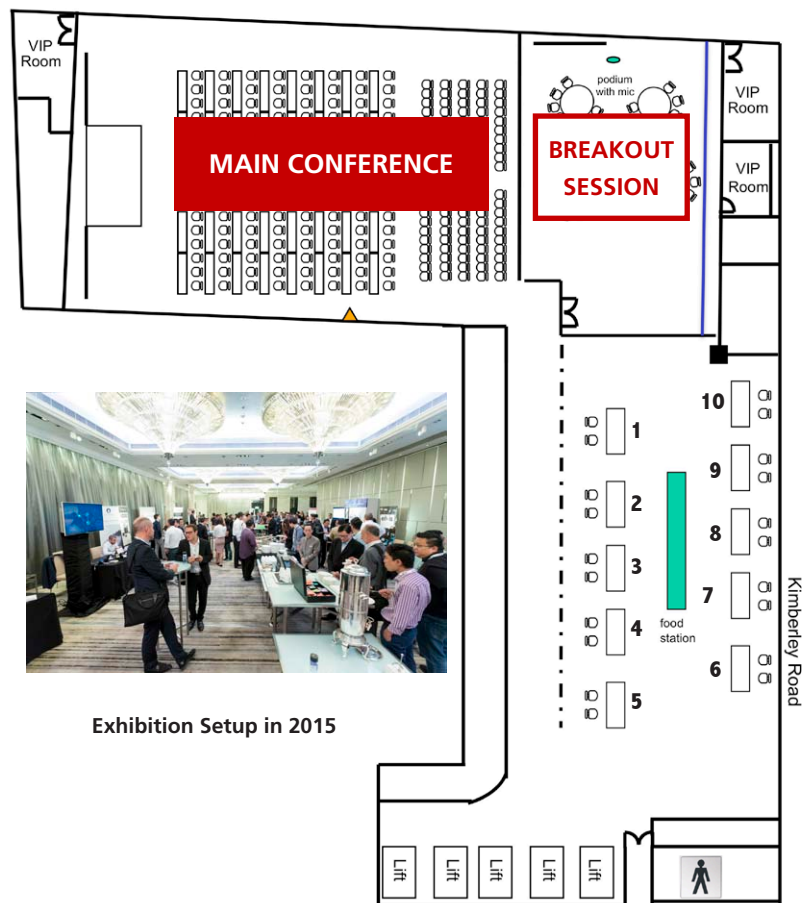
Digital Media Asia Expo 08-09 November, The Mira Hotel, Hong

A limited number of tabletop displays are available on a first come first served basis. Conveniently located in the foyer area outside the conference ballroom, the expo provides you an opportunity to engage with and showcase your products and services to the appropriate audience.

*Table-tops are not drawn to scale

Conference venue

The Mira Hong Kong is a member of Design Hotels™ and a contemporary urban retreat overlooking lush Kowloon Park in the heart of Hong Kong's shopping, dining and entertainment district, Tsimshatsui. Modern interiors, personalised service, and 492 smoke-free guestrooms with 56 suites bristling with latest tech-friendly features, such as pocket Wi-Fi device for use on the go with unlimited 4G connectivity, intuitive on-screen infotainment and sound system, define each luxurious stay. Six chic dining concepts with 2 Michelin-recommended restaurants and the award-winning MiraSpa housing 21st century wellness facilities, indoor infinity pool and 24/7 gym, add to the experience.

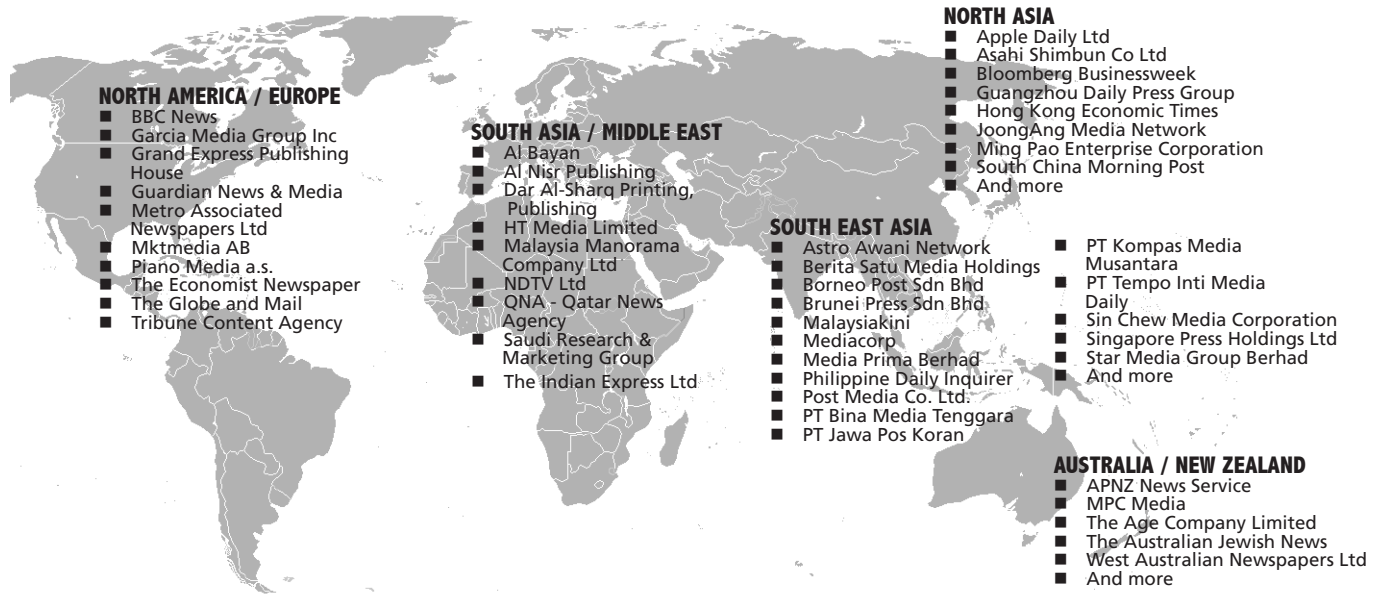


Exhibition Setup in 2015

EXHIBITON FEES	Exhibitor Entitlements	Member	Non-Member
Table Top Exhibition	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ 50% discount for additional passes for your staff ■ Event attendees listing (company name, person and position) ■ Listing of company profile on event website and conference 	SGD 5,000	SGD 6,250

SPONSORSHIP	Sponsorship Entitlements	Member	Non-Member
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	<ul style="list-style-type: none"> ■ 1 Full page advertisement in Asian Newspaper Focus ■ 4 complimentary 2-days conference passes ■ One company representative to present 3 - 5 minutes speech ■ Branding of logo on event brochure, signage, and website ■ 2 roll-up banners setup at prominent locations ■ 1 complimentary banner ad on WAN-IFRA's email to participants ■ Solus email to participants before and after the event 	SGD 24,000	SGD 30,000
Exclusive Welcome Reception Sponsor A unique opportunity to showcase and enhance your corporate brand. As welcome reception sponsor, you will receive broad visibility and the possibility to network with the best in the industry.			
Asian Digital Media Awards Sponsor	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ 2 complimentary award reception passes ■ 1 complimentary banner ad on awards site ■ Branding of logo on event brochure, signage and website ■ One company representative to present awards ■ Co-branding of award category ■ Inclusion of your logo in award icon 	SGD 8,000	SGD 10,000
Breakfast/ Breakout Session Sponsor Get an opportunity to showcase your expertise on an industry's trending topic and to present your products and services to a selected audience.	<ul style="list-style-type: none"> ■ 40 minutes presentation ■ 2 complimentary 2-days conference pass ■ Branding of logo on sponsored items, event brochure, signage and website ■ Listing of company profiles on event website 	SGD 8,000	SGD 10,000
Main Conference Session Sponsor Demonstrate your knowledge and experience and position your company as a leading organisation for the particular session's topic.	<ul style="list-style-type: none"> ■ 5 mins speaking slot to introduce the session ■ 2 complimentary 2-days conference pass ■ Branding of logo on sponsored items, event brochure, signage and website ■ Listing of company profile on event website 		
Luncheon/ Coffee Break Sponsor The lunches and coffee breaks are important elements for delegate networking.	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ Branding of logo on event brochure, signage, and website ■ 2 complimentary award reception passes ■ Display 2 roll-up posters position in the cocktail / coffee break / luncheon area (to be provided by sponsor) ■ Signage with sponsor logo on all food tables 	SGD 6,000	SGD 7,500
Conference Kit / Bag Branded bag to be provided by the sponsor. The bag will be distributed to all delegates.			
Lanyards Sponsor Your own lanyards will be given to all visitors for use with their conference badges.			
Official Wi-fi Display your branding in the login.			
Lucky Draw Sponsor	<ul style="list-style-type: none"> ■ 2 complimentary 2-days conference passes ■ 2 complimentary awards reception passes ■ Branding of logo on sponsored items, event brochure, signage and website 	SGD 6,000	SGD 7,500
Opening Conference Video Content to be agreed with the event manager.			
Promotional Give-Away			
Water Bottle Your brand will be visible everytime delegates get a drink.			
Conference App Sponsor Display your branding on the opening splash screen.			
Logo Sponsor	<ul style="list-style-type: none"> ■ 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) ■ 1 complimentary 2-days conference pass 	SGD 3,000	SGD 3,750
Advertising in Asian NewsMedia Focus (full page)	<ul style="list-style-type: none"> ■ This special 50% discount off the standard ANF advertising rate is only available to Digital Media Asia 2018 sponsors and exhibitors 	SGD 2,500	SGD 3,000
Advertising in Asian NewsMedia Focus (half page)	<ul style="list-style-type: none"> ■ The publication will be distributed at the conference and mailed to over 3500 media professionals in APAC 	SGD 1,750	SGD 2,100
Advertising in Asian NewsMedia Focus (quarter page)		SGD 1,000	SGD 1,200

Connect with the right audience



Audience profile

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

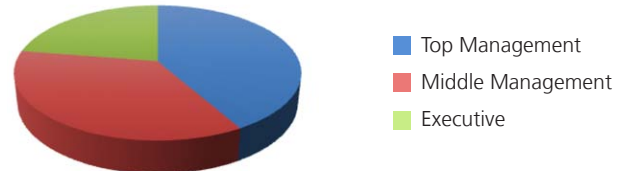
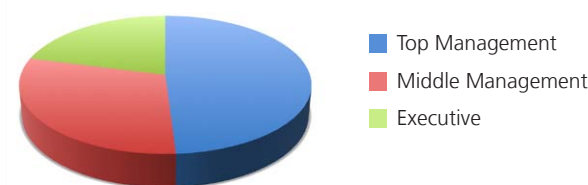
Executive: Digital Marketing Executive, Web Assistant Editor, Digital Reporter, Social Media Editor

Digital Media Asia 2015 Attendance Profile In Hong Kong

Attendance Profile

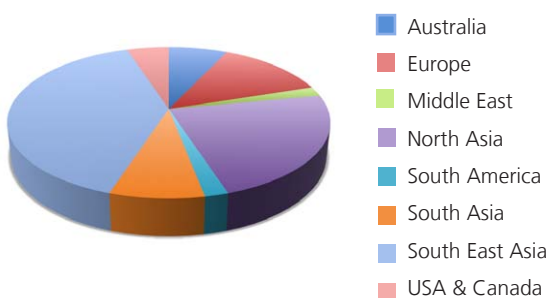
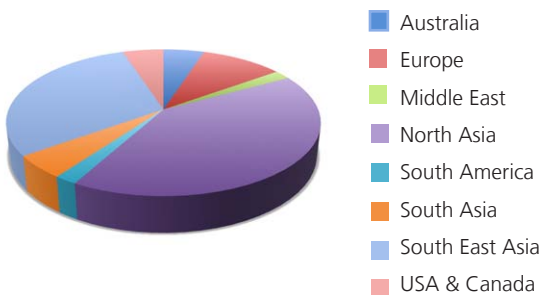
Digital Media Asia 2017 Attendance Profile In Singapore

Attendance Profile



Country Profile

Country Profile



Contact Person



For more information, please contact:

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The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.