



25-26 APRIL, BALI

PUBLISH ASIA 2018

MARKETING KIT

The most significant gathering of the Asian press: Media executives from over 30 countries will converge in Bali in 2018!

Created in 2000, Publish Asia is the undisputed annual meeting place for the Asian newspaper and news publishing industry. More than 300 media executives from over 30 different countries will gather in Bali, Indonesia on 25-26 April for two days of exciting masterclasses, conference sessions and networking events.

www.publishasia.com

WAN  IFRA

Publish Asia 2018 - Overview

WAN-IFRA's Publish Asia is the leading newspaper industry event in Asia. For its 18th edition, it will include a 2-days conference, a foyer exhibition, masterclasses and several networking opportunities. Join Publish Asia Expo and get a chance to engage with and showcase your products and services to over 300 senior executives from newspapers and news publishing companies.

Conference

Publish Asia's conference addresses the management and business issues facing newspaper publishers and examines emerging new business models and revenue streams. It focuses on repositioning and optimizing today's news publishing business with an emphasis on print, which represents the core of our industry.

Publish Asia also offers dedicated sessions focusing on the challenges facing editors, newsroom managers and journalists. This includes new initiatives, trends and solutions but also some of the heavyweight issues of concern to editors, including challenges to press freedom, the safety of journalists and sustainability.

Asian Media Awards Gala Dinner

Publish Asia gala dinner will be an opportunity to unwind and network. The winners of the prestigious Asian Media Awards will be honoured during the dinner.

Publish Asia Expo 25-26 April, The Westin Resort Nusa Dua, Bali

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 Westin Resort Nusa Dua, Bali is the pride of the island offering world class services and facilities and boasts some of the most coveted meeting venues in Bali. Nestled on a white sand beach overlooking the Indian Ocean, The Westin Resort Nusa Dua is a haven complete with everything you need for business meetings and events.

Located on Bali's southern shores, The Westin is 30 minutes from Ngurah Rai International Airport by car.



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 ■ Access to a private meeting room on first-come, first-served basis (pre-booking required) 	SGD 5,000	SGD 6,250

SPONSORSHIP	Sponsorship Entitlements	Member	Non-Member
<p>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</p>	<ul style="list-style-type: none"> ■ 1 Full page advertisement in Asian Newspaper Focus ■ 4 complimentary 2-days conference passes ■ 1 VIP table at gala award dinner ■ 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
<p>Exclusive Gala Dinner Sponsor A unique opportunity to showcase and enhance your corporate brand. As gala dinner sponsor, you will receive broad visibility and the possibility to network with the best in the industry.</p>			
<p>Asian Media Awards Category Sponsor Best in Design Best in Editorial Content Best in Infographics Best in Photojournalism Best in Community Service Best in Newspaper Marketing</p>	<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 (Per Category)	SGD 10,000 (Per Category)
<p>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.</p>	<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
<p>Main Conference Session Sponsor Demonstrate your knowledge and experience and position your company as a leading organisation for the particular session's topic.</p>			
<p>Luncheon/ Coffee Break Sponsor The lunches and coffee breaks are important elements for delegate networking.</p>	<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
<p>Conference Kit / Bag Branded bag to be provided by the sponsor. The bag will be distributed to all delegates.</p>	<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
<p>Lanyards Sponsor Your own lanyards will be given to all visitors for use with their conference badges.</p>			
<p>Official Wi-fi Display your branding in the login.</p>			
<p>Lucky Draw Sponsor</p>			
<p>Opening Conference Video Content to be agreed with the event manager.</p>			
<p>Promotional Give-Away</p>			
<p>Water Bottle Your brand will be visible everytime delegates get a drink.</p>			
<p>Conference App Sponsor Display your branding on the opening splash screen.</p>			
<p>Logo Sponsor</p>	<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
<p>Advertising in Asian NewsMedia Focus (full page)</p>	<ul style="list-style-type: none"> ■ This special 50% discount off the standard ANF advertising rate is only available to Publish Asia 2018 sponsors and exhibitors ■ The publication will be distributed at the conference and mailed to over 2500 media professionals in APAC 	SGD 2,500	SGD 3,000
<p>Advertising in Asian NewsMedia Focus (half page)</p>		SGD 1,750	SGD 2,100
<p>Advertising in Asian NewsMedia Focus (quarter page)</p>		SGD 1,000	SGD 1,200

Connect with the right audience

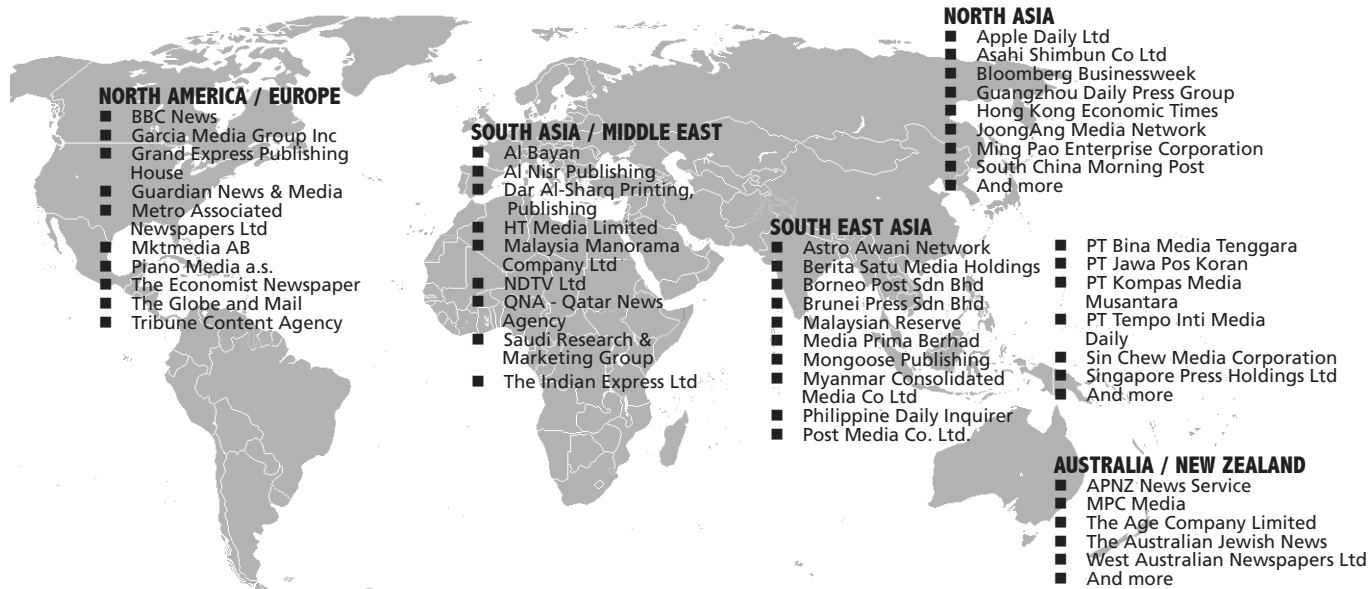


Image: List of publishers who regularly attend WAN-IFRA Asian events

Audience profile

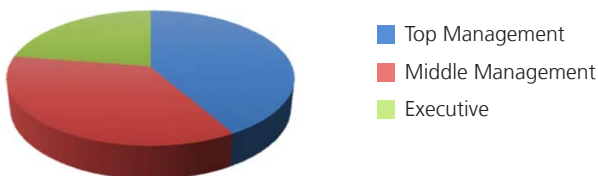
Top Management: Publisher, Chairman, CEO, COO, CTO, Managing Director, President, Vice President, General Manager, Editor-in-Chief, HOD.

Middle Management: Director, Senior Manager, Manager, Bureau Chief, Managing Editor, Editor.

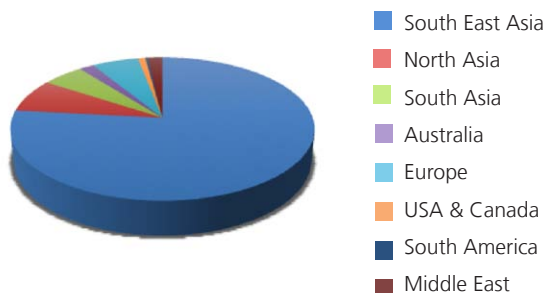
Executive: Executive, Journalist, Reporter

Publish Asia Asia 2017 Attendance Profile In Kuala Lumpur

Attendance Profile

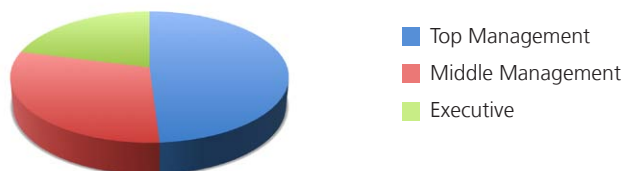


Country Profile



Publish Asia Asia 2016 Attendance Profile In Manila

Attendance 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.