



CELEBRATING 20 YEARS

AsiaPacificRail 2018



SPONSORSHIP, EXHIBITION & BRANDING PROSPECTUS

DATES

20-21
March 2018

VENUE

Hong Kong Convention &
Exhibition Centre

www.terrapinn.com/aprail

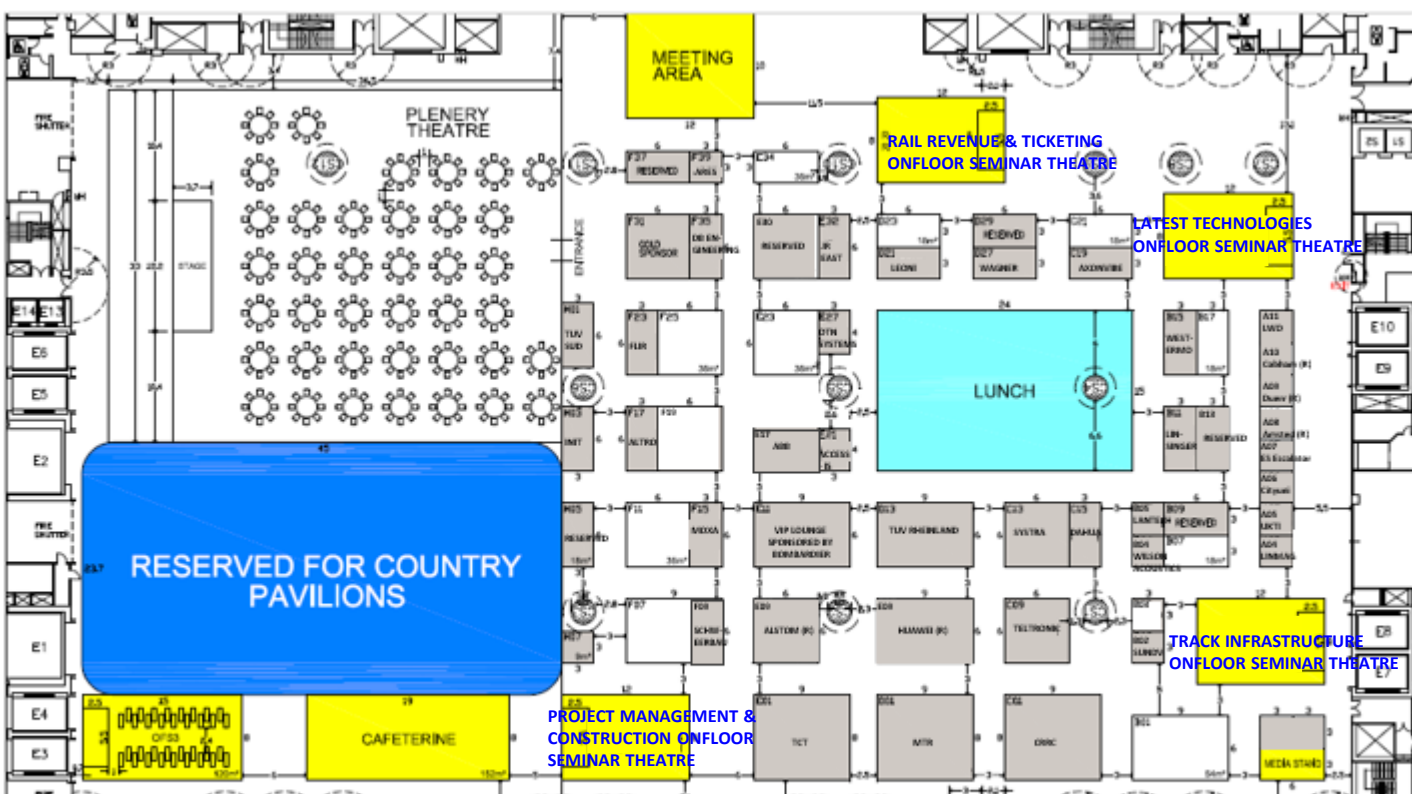


EVENT OVERVIEW

4 PREMIUM CONFERENCES

Day One: Tuesday 20 March, 2018			
Opening Keynote Plenary			
Exhibition Visit & Networking Refreshments			
Metro Project Updates <i>Project leaders share updates on upcoming metro projects in Asia-Pacific</i>	Signalling & Communications <i>Learn more about CBTC best practices and the latest communication technologies</i>	Asset Management & Rolling Stock <i>Managing your ageing assets with big data and condition monitoring</i>	Rail Freight <i>Improving the competitiveness of rail freight through new freight corridors and efficiency measures</i>
Southeast Asia & Australia	Brownfield Signalling	Innovation in Asset Management	New Freight Corridors
Networking Lunch & Exhibition Visit			
China	Communications	Asset Renewal	Rail Freight Efficiency
India	Rail Systems & Communications	Rolling Stock	Rail Freight Leaders Panel
Exhibition Visit & Networking Refreshments			
Keynote Plenary			
Networking Drinks Reception			
Day Two: Wednesday 21 March, 2018			
Keynote Plenary			
Exhibition Visit & Networking Refreshments			
Operations & Maintenance <i>Best practices in achieving operational excellence and the use of sensors, IoT and big data in rail maintenance</i>	Signalling & Communications <i>Learn more about CBTC best practices and the latest communication technologies</i>	Passenger Experience & Rail Security <i>Engaging your commuters in a digital age and securing your assets from cyber and terrorist threats</i>	Mainline <i>Enhancing regional connectivity with new HSR and intercity developments</i>
Operational Efficiency	CBTC Best Practices	Passenger Experience	High Speed Rail
Networking Lunch & Exhibition Visit			
Rail Maintenance: Latest Technologies & Best Practices	Integrated Command Centres	Cyber Security	Intercity
China's Operating Practices	Rail Systems & Communications	Incident Response & Recovery	One Belt, One Road
Networking Refreshments & Close of Asia Pacific Rail 2018			

EXHIBITION HALL & 4 ONFLOOR SEMINAR THEATRES



SPONSORSHIP, EXHIBITION & BRANDING OPPORTUNITIES AT ASIA PACIFIC RAIL 2018

Sponsorship packages	-----	Page 4
<i>(which includes speaking opportunities at the event)</i>		

Exhibition packages	-----	Page 5
<i>(9sqm; 18sqm; 36sqm; 54sqm & 72sqm)</i>		

Branding opportunities	-----	Page 6
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- Refreshment break sponsor
- Registration counter sponsor
- Onfloor seminar theatre track sponsor
- Meeting area sponsor
- Official Bag Sponsor
- Conference proceedings sponsor
- Official networking app sponsor
- Writing pad/ pen sponsor
- Corporate gift distribution

Be involved in the entire marketing campaign	-----	Page 14
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Sponsorship Opportunities

Benefits	Title Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Associate Sponsor
Presentation at joint keynote plenary session	Day 1 morning	Day 1 noon/Day 2 morning			
Presentation at Technical Premium Conference Tracks (20 minutes)	1	1	1	1	1
Involve in a Panel Discussion	1	1	1	1	
Conference passes	20	15	10	7	3
Facilitated Introductions	10	7	5	3	
Exhibition stand	108sqm	72sqm	54sqm	36sqm	18sqm
Speaking slot in the technology theatre	1	1	1	1	
Exclusive lanyard Sponsor	Yes				
Seat drop of company Brochure	Day 1 morning	Day 1 afternoon	Day 1 afternoon		
Investment amount	US\$ 120,000	US\$ 70,000	US\$ 50,000	US\$ 35,000	US\$ 25,000

EXHIBITION OPPORTUNITIES

Exhibition Package

- Sizes of 9sqm / 18sqm/ 24sqm @ US\$ 450 per sqm
- Sizes of 36sqm / 54sqm @ US\$ 430 per sqm
- Sizes of 72sqm and above @ US\$ 410 per sqm

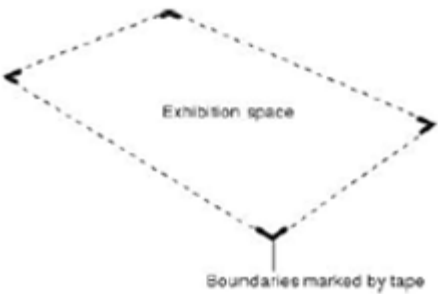
Stand	9sqm – 24sqm	36sqm – 54sqm	72sqm & above
Exhibition rates	9sqm – US\$ 4,050 18sqm – US\$ 8,100 24sqm – US\$ 10,800	36sqm – US\$ 15,480 54sqm – US\$ 23,220	72sqm – US\$ 29,520 108sqm – US\$ 44,280

Note:

- Exhibitors have the choice of selecting either shell scheme or raw space format
- All exhibition packages comes with unlimited number of exhibitor passes*

* Exhibitor pass holders only have access to exhibition area, excluding all premium conferences and F&B coverage.

9 sqm booth



Shell scheme entitlements include:

- Basic stand infrastructure with fascial board
- Carpet
- Basic furniture of (following is the quantity for 9sqm)
 - 1x information counter 2x folding chairs
 - 1x waste paper bin
 - 2x fluorescent lights
 - 1x single phase power socket

BRANDING OPPORTUNITIES

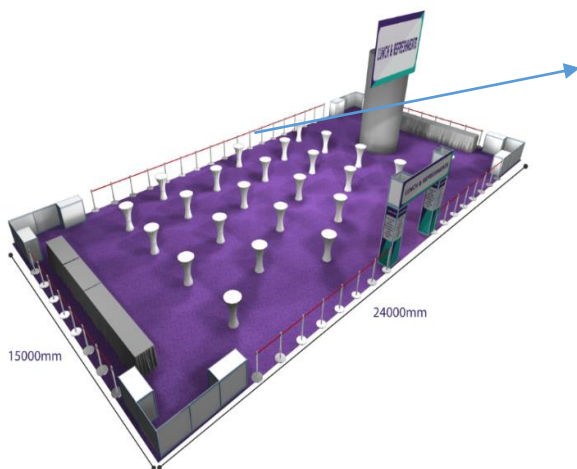
REFRESHMENT AREA SPONSOR

Choice of:

- Morning refreshment sponsor
- Lunch sponsor
- Afternoon refreshment sponsor

Entitlements include:

- Your company logo will be branded on placards placed at all cocktail tables
- Terrapinn to provide a pull-up banner with your company logo featuring your company as the refreshment sponsor
- Opportunity to provide a five minute welcoming address as the refreshment commences
- Opportunity to present up to a promotional video (looped) via plasma TV placed at the refreshment area throughout the break
- Opportunity to supply corporate gifts to all guests (gifts to be provided by sponsor)
- Opportunity to conduct a lucky draw during the refreshment break (gifts to be provided by sponsor) and name cards collected during the lucky draw will be passed over to sponsor.
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be featured on event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



Placards placed on all cocktail table indicating
"Sponsored by xxx" with company logo



INVESTMENT AMOUNT: US\$ 20,000 (FOR EACH REFRESHMENT SPONSOR)

** For any additional requests of food & drinks options, such costs will be incurred by the sponsor*

BRANDING OPPORTUNITIES

REGISTRATION COUNTER SPONSOR (EXCLUSIVE)

All attendees of the event (VIPs, speakers, delegates, exhibitors, visitors) will have to collect their badges from the registration counter upon arriving on the venue on Day 1 morning. This is a high profile branding sponsorship opportunity which entrenches your brand exposure and company profile.

Entitlements include:

- Your company logo will be branded on the fascial board of the registration counter
- Opportunity to provide a whitepaper write out which we will disseminate to all attendees at the registration counter
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be featured on event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



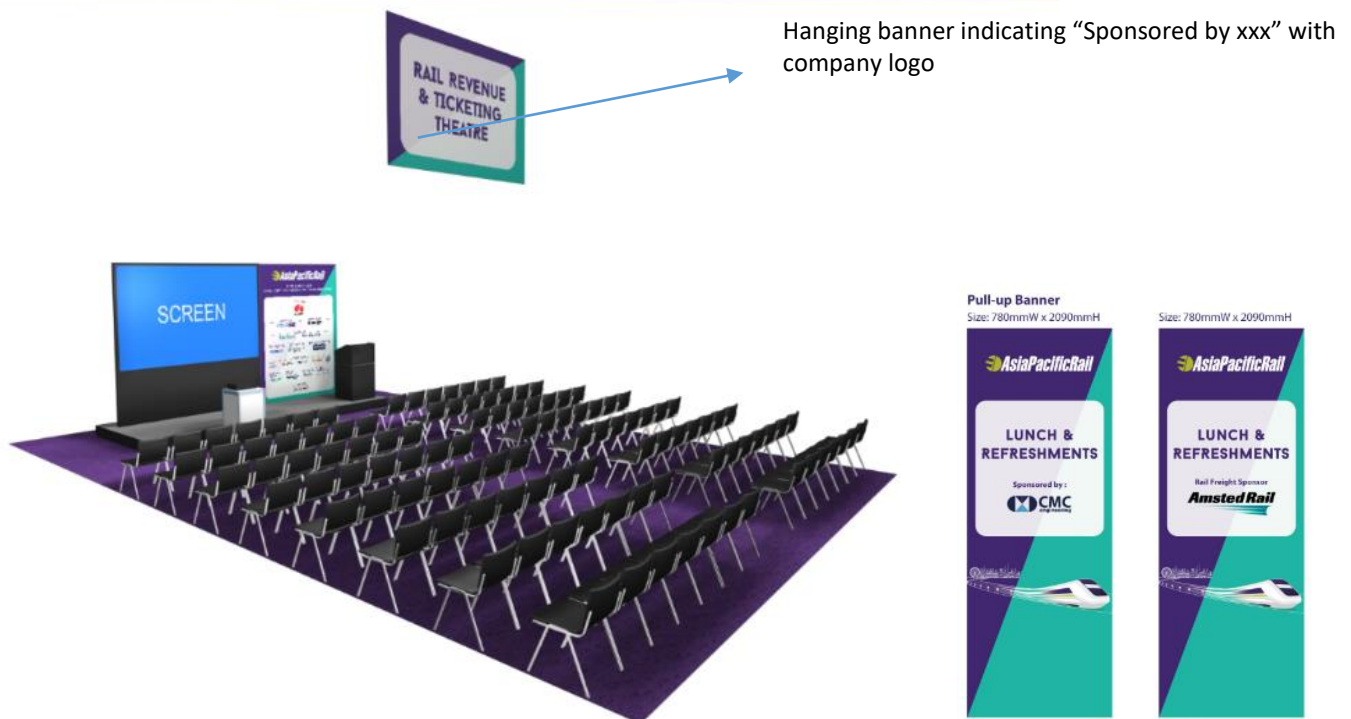
INVESTMENT AMOUNT: US\$ 20,000

BRANDING OPPORTUNITIES

ONFLOOR SEMINAR THEATRE SPONSOR (EXCLUSIVE)

Entitlements include:

- Your company logo will be branded on the onfloor seminar theatre as “Theatre sponsored by XXX”
- Terrapinn to provide a pull-up banner with your company logo featuring theatre to be sponsored by your company
- Opportunity for an executive to do a 5 mins opening speech before the theatre starts
- Opportunity to present a 30 mins technical presentation at the specific onfloor seminar theatre
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be reflected on the event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn’s rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



INVESTMENT AMOUNT: US\$ 20,000

BRANDING OPPORTUNITIES

MEETING AREA SPONSOR (EXCLUSIVE)

Entitlements include:

- Your company logo will be branded on the fascial board of the meeting area
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be reflected on the event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event

Size: 2174mmW x 880mmH



Size: 10000mmW x 2500mmH



INVESTMENT AMOUNT: US\$ 15,000

BRANDING OPPORTUNITIES

OFFICIAL BAG SPONSOR (EXCLUSIVE)

Entitlements include:

- Bags (provided by sponsor) will be given out to all attendees of the event
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



INVESTMENT AMOUNT: US\$ 15,000

BRANDING OPPORTUNITIES

CONFERENCE PROCEEDINGS SPONSOR

Entitlements include:

- Your company logo will be featured on the cover page of the conference proceedings which will be given to all delegates, speakers & VIPs of this event
- Opportunity to provide a one-page advertisement to be featured in the proceedings (content, image, layout of advert to be provided by sponsor)
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be featured on event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



21 – 22 March 2017
Hong Kong Convention & Exhibition Centre



Innovation, technology
& strategy for
Asia Pacific's rail industry

CONFERENCE PROCEEDINGS

Follow us on  www.facebook.com/asiapacificrail/  @ap_rail #asiapacificrail

conference proceedings sponsored by: 



ONE PAGE
ADVERTORIAL

- content, design & layout image provided by sponsor

NOTES

 sponsor logo

INVESTMENT AMOUNT: US\$ 15,000

BRANDING OPPORTUNITIES

OFFICIAL NETWOKRING APP SPONSOR

Entitlements include:

- Your company logo will be featured on the log in page within the networking app when viewed using a computer/ desktop
- Your company logo will be featured on the mobile app dashboard – high visibility
- Your company logo will be displayed on the email message template any time a message or meeting request is sent.
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be featured on event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event



**INVESTMENT AMOUNT:
US\$ 15,000**

BRANDING OPPORTUNITIES

WRITING PAD/ DELEGATE PENS SPONSOR

Entitlements include:

- Your branded writing pad/ pens (provided by sponsor)to be given to all conference delegates by placing it on the premium conferences seating
- 2 conference passes
- Company logo with priority positioning to be featured on all related event advertisement, event website, onsite signage and post event report (from the signed up date till post event)
- 150 words company profile to be featured on event website
- Opportunity to provide a whitepaper and be featured on the Terrapinn's rail blog
- Unlimited use of online networking app to send messages to attendees 1 month prior the event

INVESTMENT AMOUNT: US\$ 10,000

CORPORATE GIFT DISTRIBUTION

Entitlements include:

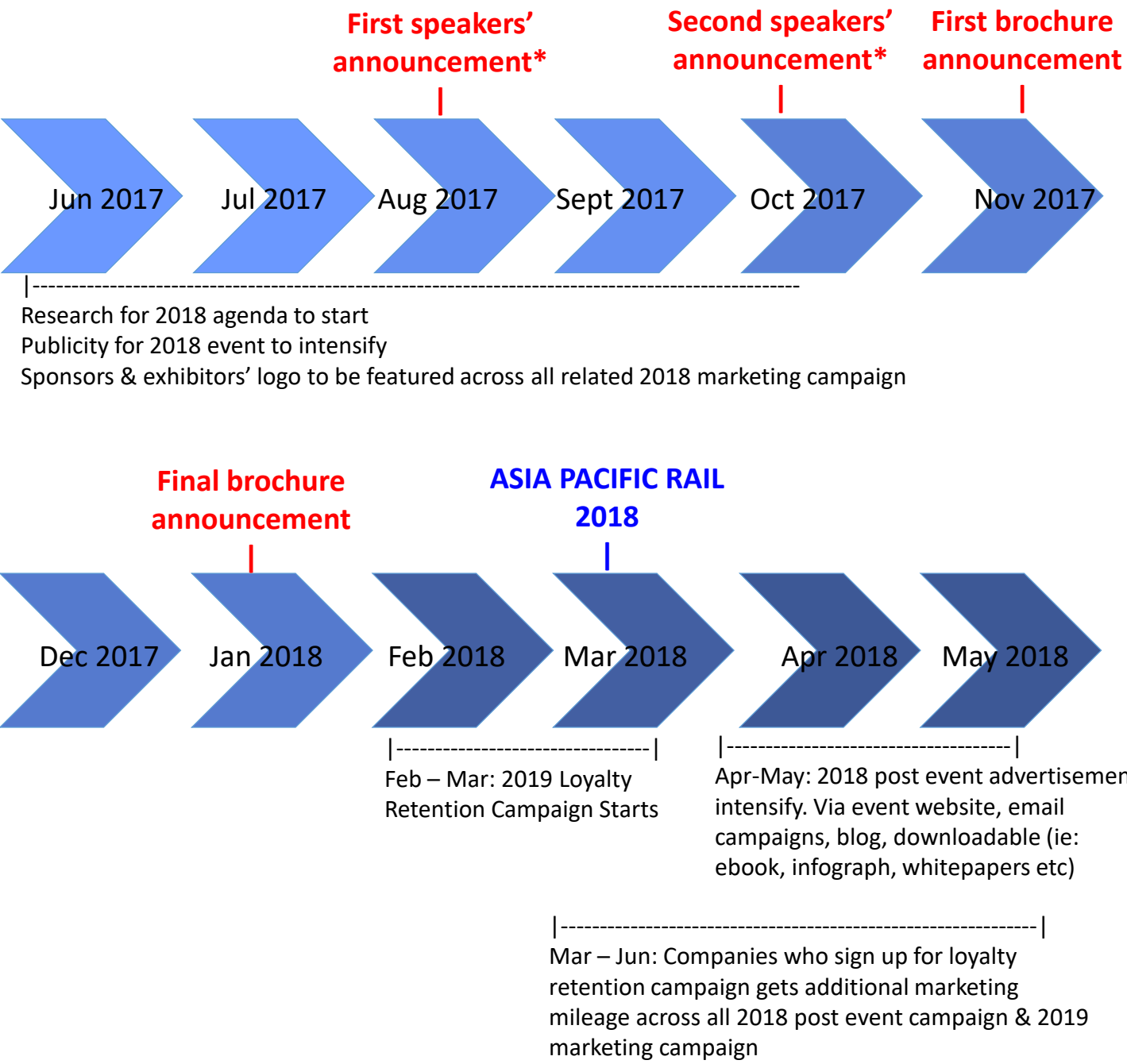
- Your corporate gifts will be distributed to the delegates either by placing on the premium conferences seating:
 - Gifts to be approved by the organisers prior to the event
 - All gifts to be supplied to the organisers at least 6 weeks
- 2 cconference passes
- Unlimited use of online networking app to send messages to attendees 1 month prior the event

INVESTMENT AMOUNT: US\$ 6,000

MARKETING MILEAGE TO TAKE ADVANTAGE OF

How does sponsors & exhibitors benefit by signing up early?

Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels. To maximize your sponsorship investment at this event, we highly recommend your team to join us on-board 8 – 12 months before the start of the event. Key dates are indicated in red for your easy reference.



*We will strongly encourage all sponsors with a premium conference speaking slot to submit your speaker's details so as to be featured alongside with the rest of the rail leaders.