



Presented by





THE EVENT



ABOUT



- Casual industry networking event
- Key industry professionals and decision-makers
- Informal networking
- Showcase sponsor presentation



Operators
50%



Manufacturers
30%



Junkets
15%



Others
5%

2021



MAD 8

2021



MAD 9

2021



MAD 10

2021



MAD 11

Dates subject to change



HISTORY OF MAD

Each MAD brings together key industry decision-makers with the people they want to meet in a relaxed and friendly environment. A new venue is chosen for each event.

EVENT	DATE	VENUE
MAD 1	Fri 15 Feb 2019	 Duffy's Irish Pub at Broadway Macau
MAD 2	Fri 10 May 2019	 Kidult Club
MAD 3	Fri 02 Aug 2019	 Barcode Club
MAD 4	Fri 15 Nov 2019	 Prem1er Bar & Tasting Lounge
MAD 5	Fri 17 Jul 2020	 Kam Pek Bar
MAD 6	Fri 09 Oct 2020	 Vasco Bar & Lounge in Grand Lapa Hotel
MAD 7	Fri 11 Dec 2020	 Galeria Lisboa at Macau Fisherman's Wharf
MAD 8	Fri 05 Mar 2021	 PORTUCAU

Venues for the three remaining MAD events in 2021 (in Jun, Sep and Dec) will be announced throughout the year. IAG is in discussions with a number of innovative venues for MAD which are sure to attract notable guests from the industry.



WELCOME AREA





NETWORKING



Stand up cocktail style



Drinks



Substantial finger food

SHOWCASE PRESENTATION



10 minutes





RUNDOWN



18:30

- Doors open



20:00

- Emcee welcome and thanks
- Showcase presentation



21:00

- Door prizes



22:00

- Official end
(but the party continues)

Rundown subject to customization for each event

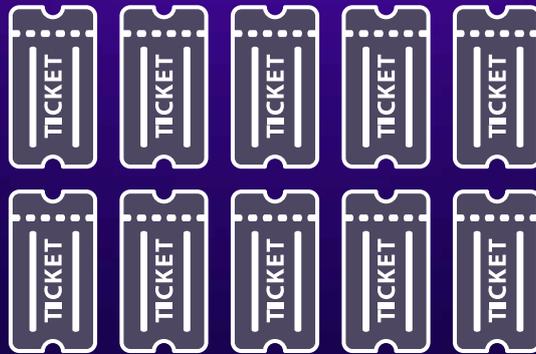


SPONSOR BENEFITS



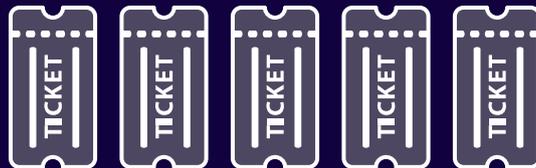
EVENT TICKETS

SHOWCASE SPONSOR



- 10 entrance tickets included

PLATINUM AND GOLD SPONSORS



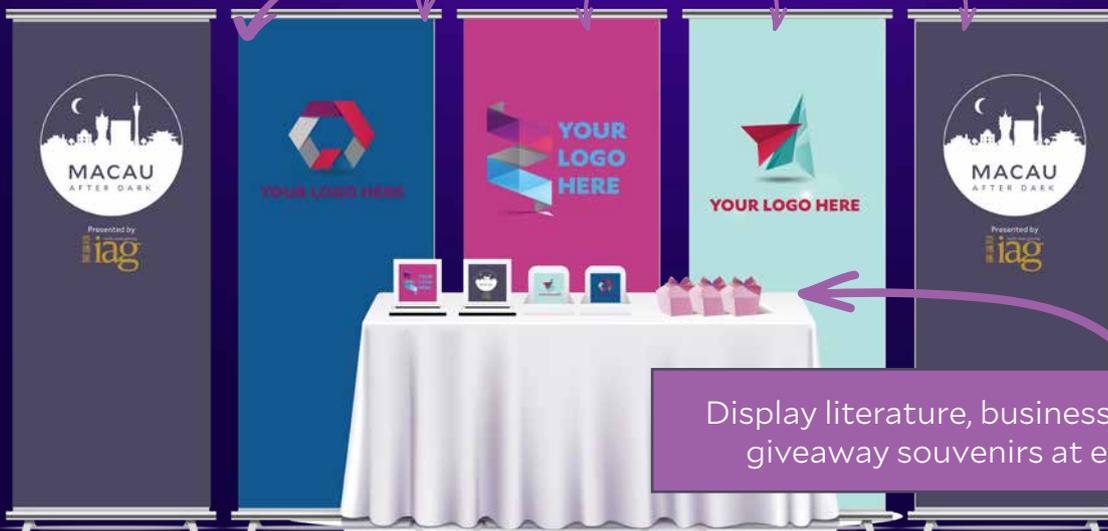
- 5 entrance tickets included



ONSITE DISPLAY

RECEPTION

Dedicated signage at event entrance



Display literature, business cards and giveaway souvenirs at entrance

Dedicated signage at networking area



NETWORKING AREA

Product or service display in event area



ONSITE DISPLAY

RECEPTION



NETWORKING AREA





ONSITE SPOKEN PROMOTION



- Emcee mention and thanks



- Showcase sponsor 10 minute presentation



PRINT MEDIA



- Post event article in IAG with sponsor mention and logos



- Logos in IAG advertisements for MAD



DIGITAL MEDIA



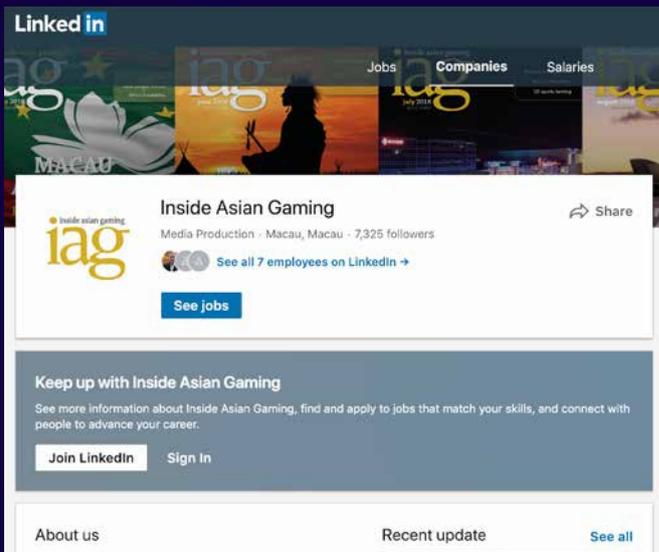
- Pre event article in IAGBB with sponsor mention
- Mention in pre event press release
- Logo in asgam.com promotion
- Logo in IAGBB promotion



SOCIAL MEDIA



2,144 like
2,390 follow ...
and growing



18,000 followers
and growing

- Sponsor mention in IAG LinkedIn and Facebook promotions



SPONSORSHIPS AT A GLANCE

	Showcase sponsor US\$8,000	Platinum sponsor US\$4,000	Gold sponsor US\$2,500
Event tickets			
• 10 entry tickets included	x		
• 5 entry tickets included		x	x
Onsite display			
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and give-away souvenirs at entrance	x	x	
• Product or service display in networking area	x		
Onsite spoken promotion			
• Showcase sponsor 10 minute presentation	x		
• Emcee mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for MAD	x	x	x
• Post event article in IAG	mention and logo	mention and logo	logo only
Digital media			
• IAG Breakfast Briefing advertising promotions	x	x	x
• Pre event article in IAGBB and asgam.com	mention and logo	mention and logo	logo only
• IAG LinkedIn promotions	mention and logo	mention and logo	logo only
• IAG Facebook promotions	mention and logo	mention and logo	logo only
• Pre event press release	mention and logo	mention and logo	logo only



CONTACT



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