



Presented by





THE EVENT



ABOUT



Presented by
亞博匯 **iag**
inside asian gaming

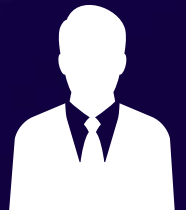
- Casual industry networking event
- Key industry professionals and decision-makers
- Informal networking
- Diamond sponsor presentation



Operators
65%



Manufacturers
30%



Others
5%

PROFESSIONAL STYLE



SOCIAL STYLE





WELCOME AREA





NETWORKING

(SOCIAL STYLE EVENTS)



Stand up cocktail style



Drinks



Substantial finger food



RUNDOWN



18:30

- Doors open



20:00

- Emcee welcome and thanks



21:00

- Presentation and sponsored prizes



21:30

- Official end for MAD in Mar, Jun and Sep



22:00

- Official end for Xmas After Dark

Rundown subject to customization for each event



HISTORY OF MAD



Macau After Dark (MAD) is a quarterly series of professional and social networking events for the hospitality, entertainment and gaming industry in Macau, hosted by leading industry media outlet *Inside Asian Gaming*. The event provides an excellent opportunity and platform for sponsors to promote their brands and lets their target clients learn about sponsor brands in a relaxing environment.

SPONSORSHIP

1. Diamond Sponsor (US 8K)
2. Platinum Sponsor (US 4K)
3. Gold Sponsor (US 2.5K)

The biggest sponsors are always the main ones to be promoted in the event. No matter which type of company the sponsor is, they end up having a good time in the event while developing their network and branding.



POPULARITY

- The number of target guests, namely senior gaming industry executives, has increased substantially over the history of MAD.
- Attendance in the beginning was free of charge, currently, guests are strictly by invitation only.

ADVANTAGE FOR SPONSORS

- Since MAD7, the IAG team would custom make displays, backdrops and so on to help platinum and gold sponsors promote their brands.





VENUES

- From bars to more high-end places such as five-star hotels.

| 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 |

No event held in 2020Q1 due to pandemic

| | | |
|--------------|-----------------|--|
| 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 澳門漁人碼頭 |
| MAD 8 | Fri 05 Mar 2021 |  PORTUCAU |
| MAD 9 | Fri 11 Jun 2021 |  Sofitel Macau at Ponte 16 澳門上環區新皇皇酒店 MACAU AT PONTE 16 |
| MAD10 | Fri 17 Sep 2021 |  Paulaner Wirtshaus Macau at Taipa Village |
| MAD11 | Fri 17 Dec 2021 |  Vasco Bar & Lounge in Grand Lapa Hotel |



A NEW MODEL FOR MAD IN 2022

IAG proposes a new model for MAD in 2022:



- Professional style
- Smaller scale
 - » Target 60 attendants
 - » Sponsors' displays and exposure
 - » Smaller venue
- On a weekday evening after work

MAD15 (December) - Xmas After Dark



- Social style
- Larger scale
 1. Target 100 attendants
 2. Sponsors' displays and exposure
 3. Photo booth with models
 4. Entertainment options (subject to venue and rundown)
- Larger venue



CHARITY

- Charity to be presented with donations on stage at the Xmas MAD event
- Donation box collected at the entrance and during the event
- Charity and MAD banners on the IAG website and IAGBB
- Charity to be selected by IAG and the final decision to be made after consultation with sponsors

Potential Charity Associations:



Cradle of Hope Association
希望之源協會

Cradle of Hope Macau

<http://www.cradleofhope-association.org>



The Macau Association for Intellectual Development Services (MAIDS)

<http://www.amha.org.mo>



澳門展智服務協會
Associação para o Desenvolvimento Intelectual e Social de Macau

Good Shepherd Sister

<http://www.gssm.org>



澳門明愛
Caritas
MACAU

Caritas Macau

<https://www.caritas.org.mo/en>

LUCKY DRAW

For MAD 12, 13 and 14

We plan to arrange

- 1 to 2 prizes
- Each prize costs around MOP 3,000

For MAD 15 Xmas After Dark

We plan to arrange

- 1 to 5 prizes
- Each prize costs around MOP 3,000



GUESTS LIST FOCUS ON SPONSORS' TARGET CLIENTS

- Continue the guests list strictly by invitation only
- Each diamond sponsor, platinum sponsor, venue sponsor and IAG recommends 20 guests, and each gold sponsor and partner recommends 10 guests for IAG to invite.
- For MAD 12 (March) to MAD 14 (September), target 60 guests to show up in total.
- For MAD 15 (Xmas After Dark), target 100 guests to show up in total.

KEY GUESTS LIST

- Guest Positions: Director or above (Mainly VP to COO)
- Concessionaires : Galaxy, Melco, MGM, Sands, SJM, Wynn
- Departments: Mainly table games, electronic games, facilities
- Small selection of gaming lawyers and consultants



2022 VENUES

We are in the process of talking with some suitable elegant venues for the business networking events MAD12 to MAD14

Below is a list of potential venues for MAD 2022:

Bars and restaurants in IRs:

- Wynn
- MGM (such as Bar Patuá at MGM Cotai)
- Galaxy
- SJM (such as Mesa at Grand Lisboa Palace)
- Sands
- Melco

Other bars and restaurants:

- Mandarin Oriental
- Sofitel Hotel
- Grand Coloane Resort
- Kam Pek Bar
- Hotel Regency (When it finishes its quarantine service)
- Pousada de Coloane
- Albergue 1601
- Portucau



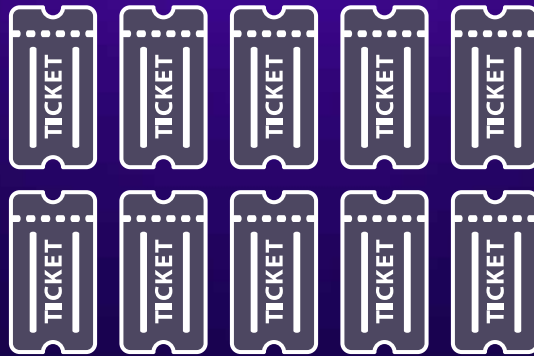


SPONSOR BENEFITS



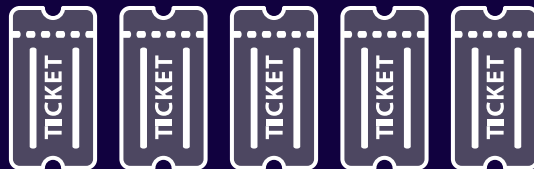
EVENT TICKETS FOR SPONSOR STAFF

DIAMOND SPONSOR



- 10 entrance tickets included

PLATINUM AND GOLD SPONSORS



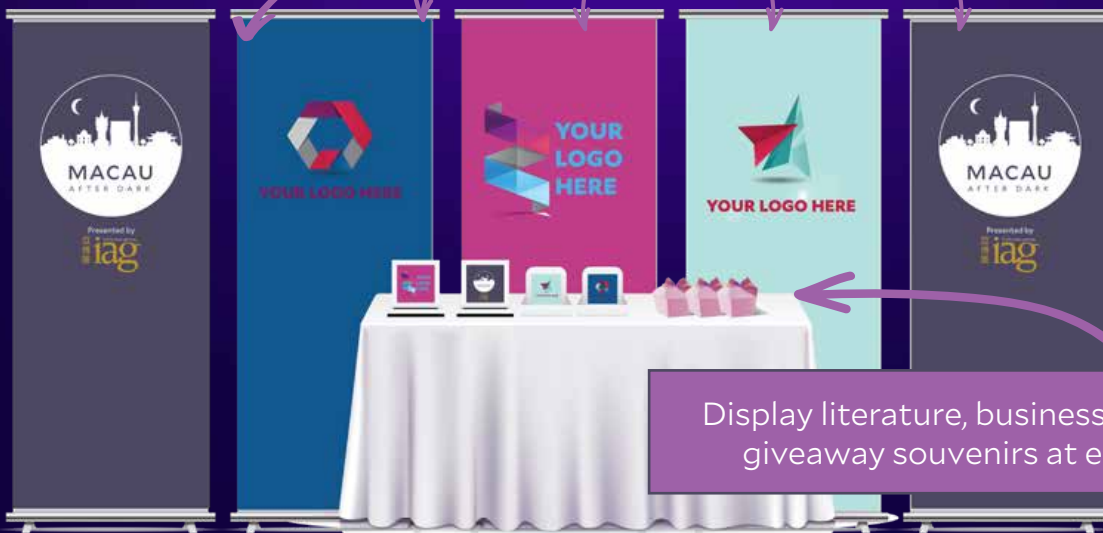
- 5 entrance tickets included



ONSITE DISPLAY

RECEPTION

Dedicated signage at event entrance



Display literature, business cards and giveaway souvenirs at entrance

Dedicated signage at networking area



NETWORKING AREA

Brand exposure in event area



ONSITE DISPLAY

RECEPTION



NETWORKING AREA





ONSITE SPOKEN PROMOTION



- Emcee mention and thanks



- Diamond sponsor personal thank you on stage



PRINT MEDIA



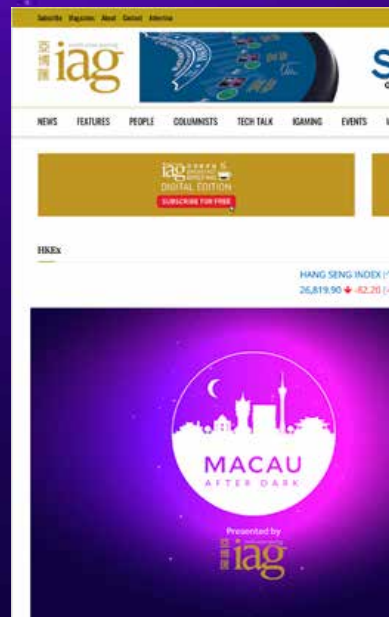
- Post-event article in IAG with sponsor mention and logos



- Logos in IAG advertisements for MAD



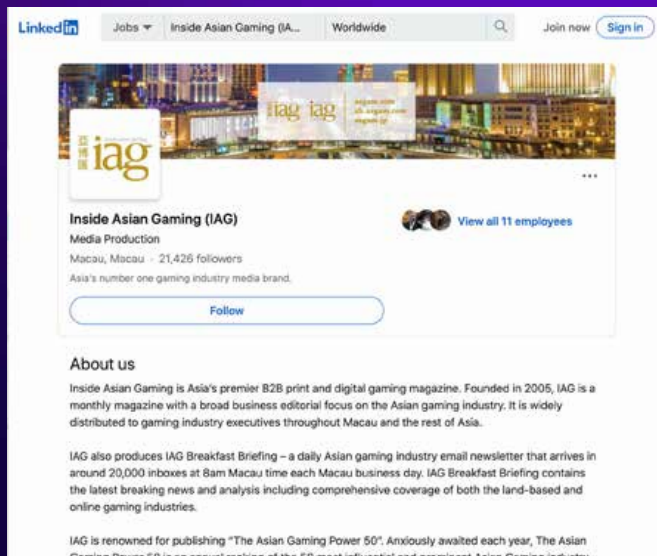
DIGITAL MEDIA



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



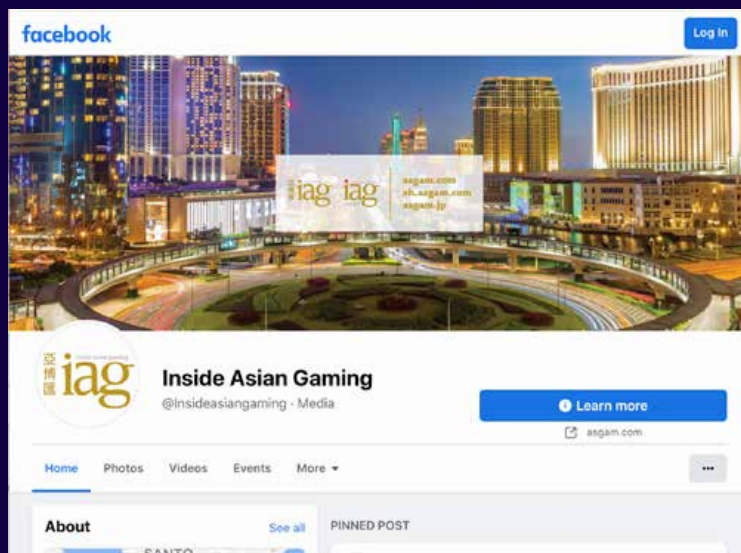
SOCIAL MEDIA



21,426 followers
and growing



2,537 likes
2,873 follow ...
and growing



- Sponsor mention in IAG LinkedIn and Facebook promotions



SPONSORSHIPS AT A GLANCE

| | Diamond sponsors US\$8,000 | Platinum sponsors US\$4,000 | Gold sponsors US\$2,500 |
|--|-----------------------------------|-----------------------------------|-----------------------------|
| Invitations | | | |
| • Guest list invitations (20) | x | x | |
| • Guest list invitations (10) | | | x |
| 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 | |
| • Brand exposure in networking area | x | | |
| Onsite spoken promotion | | | |
| • Diamond sponsor personal thank you on stage | 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 |
| • Post-event article in IAGBB and asgam.com | individual article logo banner | individual article logo banner | in aggregate logo banner |



CONTACT



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