THE INDUSTRY PARTY

BY 亞博匯 iag
inside asian gaming

SPONSORSHIP PACKAGE

6PM WED 5 JUNE 2024
THE VISTA, MGM COTAI

ABKOUT

ABOUT

- Informal networking event
- Operators, Supporting Suppliers and Other Key Industry Executives
- Guests by sponsor and organizer invitation ONLY
- From **6pm** on **Wed 5 June 2024** (G2E Asia day 2)
- Fantastic promotional opportunity for Supporting Sponsors

- **Manufacturers 40%**
- **Operators 30%**
- **Others 30%**
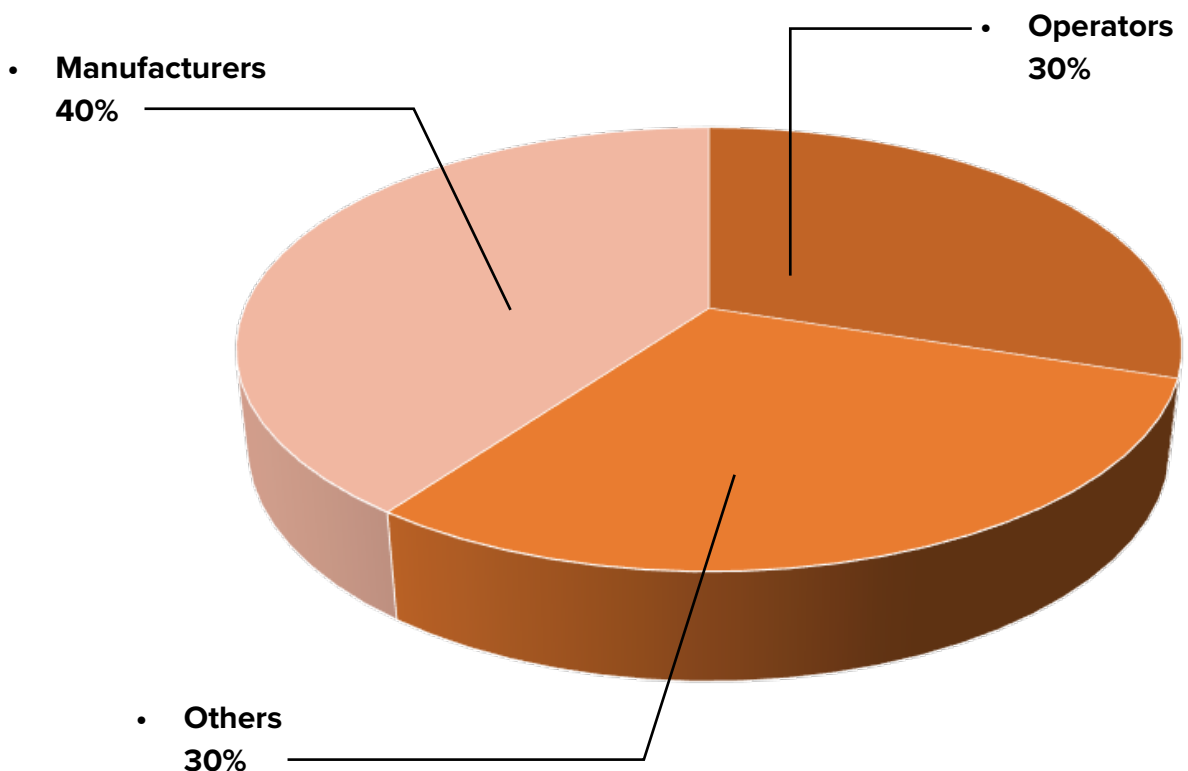
NETWORKING

Stand up cocktail style

Entertainment

Complimentary beverages

Sponsor speeches

Substantial finger food

Venue 20 minute walk or
5 minute taxi from G2E Asia

RUNDOWN

18:00

- **Doors open**

20:00

- **Organizer welcome and thanks**

20:05

- **Sponsor speeches**

WHAT IS TIP?

The Industry Party is an industry networking event developed by leading B2B media brand Inside Asian Gaming. Held on day 1 or day 2 of industry trade shows in Macau, it is co-hosted by IAG, industry suppliers and operators and aims to provide guests with an opportunity to mingle in a relaxed and friendly environment. Drinks and finger food are provided to all guests.

Attendance is strictly by invitation of the organizer and sponsors.

The Vista at MGM COTAI is just a 20 minute walk or 5 minute taxi ride from the G2E Asia exhibition floor and will provide an excellent opportunity for Supporting Sponsors to promote their brands and products in a low pressure and enjoyable environment with key decision makers in attendance.

SPONSOR BENEFITS

EVENT TICKETS FOR SPONSOR STAFF AND INVITED GUESTS
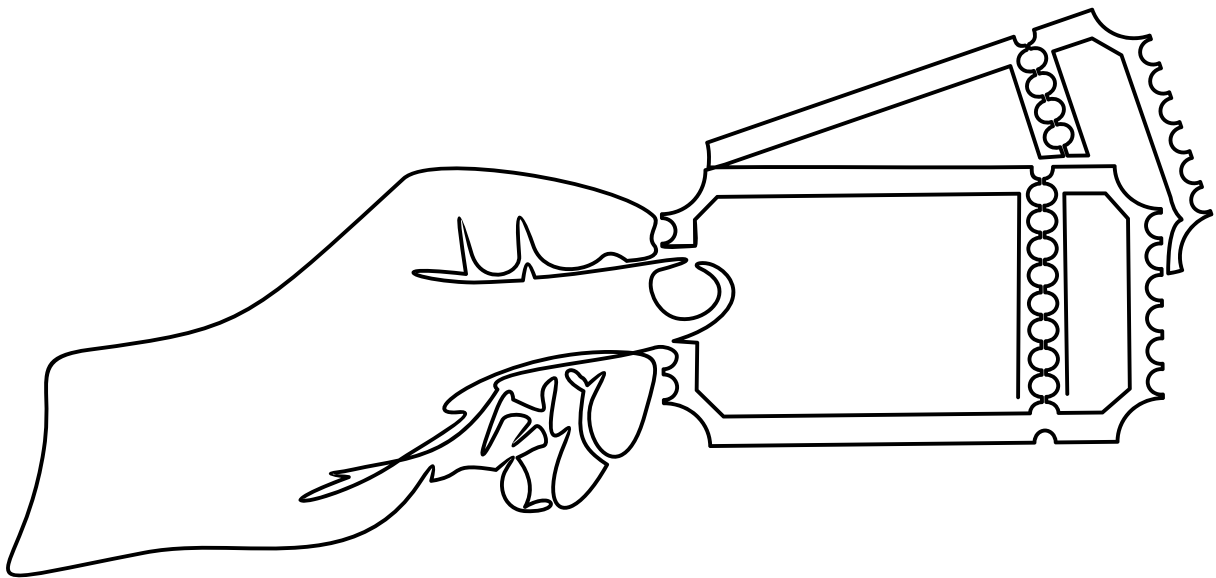
DIAMOND SPONSORS

25

25 entrance tickets included

PLATINUM SPONSORS

15

15 entrance tickets included

GOLD SPONSORS

10

10 entrance tickets included

ONSITE DISPLAY

NETWORKING AREA

Dedicated signage at networking area

Brand exposure in event area

RECEPTION

Dedicated signage at event entrance

Display literature, business cards and giveaway souvenirs at entrance

ONSITE DISPLAY

NETWORKING AREA

ONSITE SPOKEN PROMOTION

- Organizer mention and thanks
- Diamond and Platinum sponsors
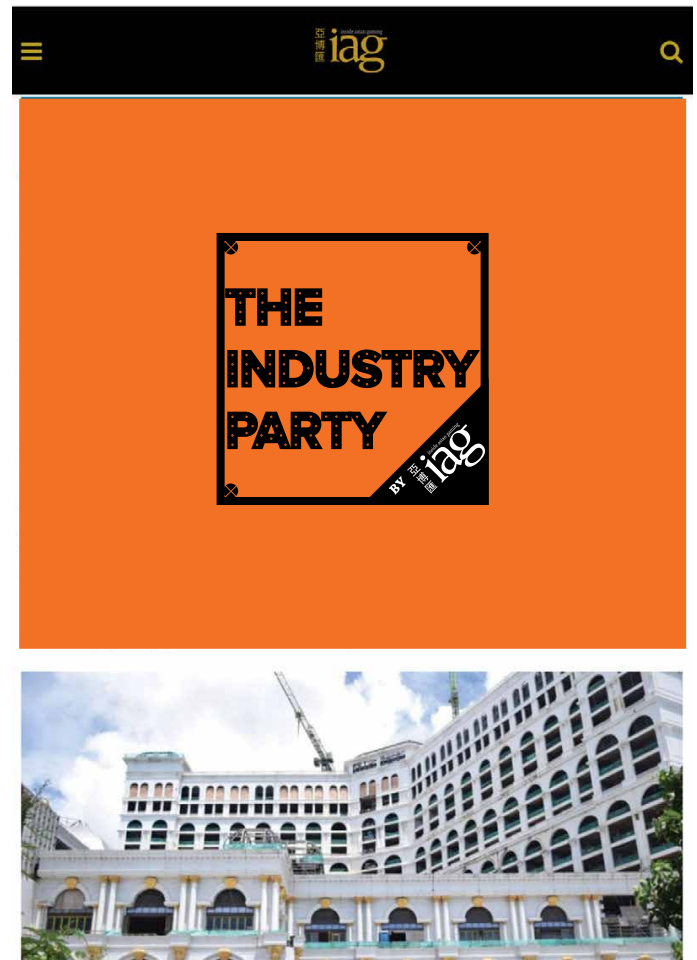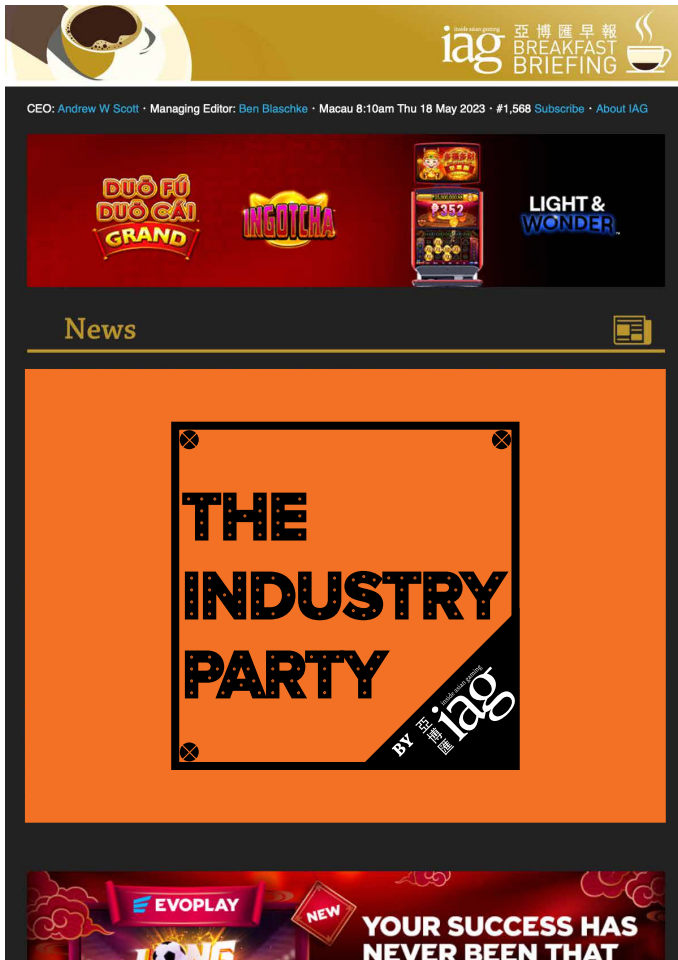- Personal on-stage thanks

PRINT MEDIA

- Logos in IAG advertisements for The Industry Party.
- Post-event article in IAG with sponsor mention and logos

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

POST-EVENT ARTICLE

SOCIAL MEDIA

Inside Asian Gaming (IAG)
Asia's number one gaming industry media brand.
Media Production · Macau, Macau · 26,349 followers · 9 employees

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About
Inside Asian Gaming is Asia's premier B2B print and digital gaming magazine.

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10,000 followers ... and growing

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Rua de Pequim Macau,

Inside Asian Gaming
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【4月入境澳門的外國旅客按月增加65.3%】
4月份澳門入境按年增加2.7倍至2,274,050人，其中有108,529人是外國旅客（不包括香港與台灣），較3月增加65.3%。

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SPONSORSHIPS AT A GLANCE

	Diamond HK$99,000	Platinum HK$59,000	Gold HK$39,000
Invitations			
• Guest list/staff invitations (25)	x		
• Guest list/staff invitations (15)		x	
• Guest list/staff invitations (10)			x
Onsite display			
• Main event backdrop logo positioning	Large, centered, prominent	Medium size	Smaller size
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and giveaway souvenirs at entrance	x	x	
• Brand exposure in networking area	Major	Minor	Logo only
Onsite spoken promotion			
• Personal thank you on stage	Major	Minor	
• Organizer mention and thanks	individual mention	individual mention	in aggregate
Print media			
• Logos in IAG advertisements for TIP (time permitting)	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	mention and logo
• Post-event article in IAGBB and asgam.com	individual article and logo banner	individual article and logo banner	in aggregate logo banner

CONTACT

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