



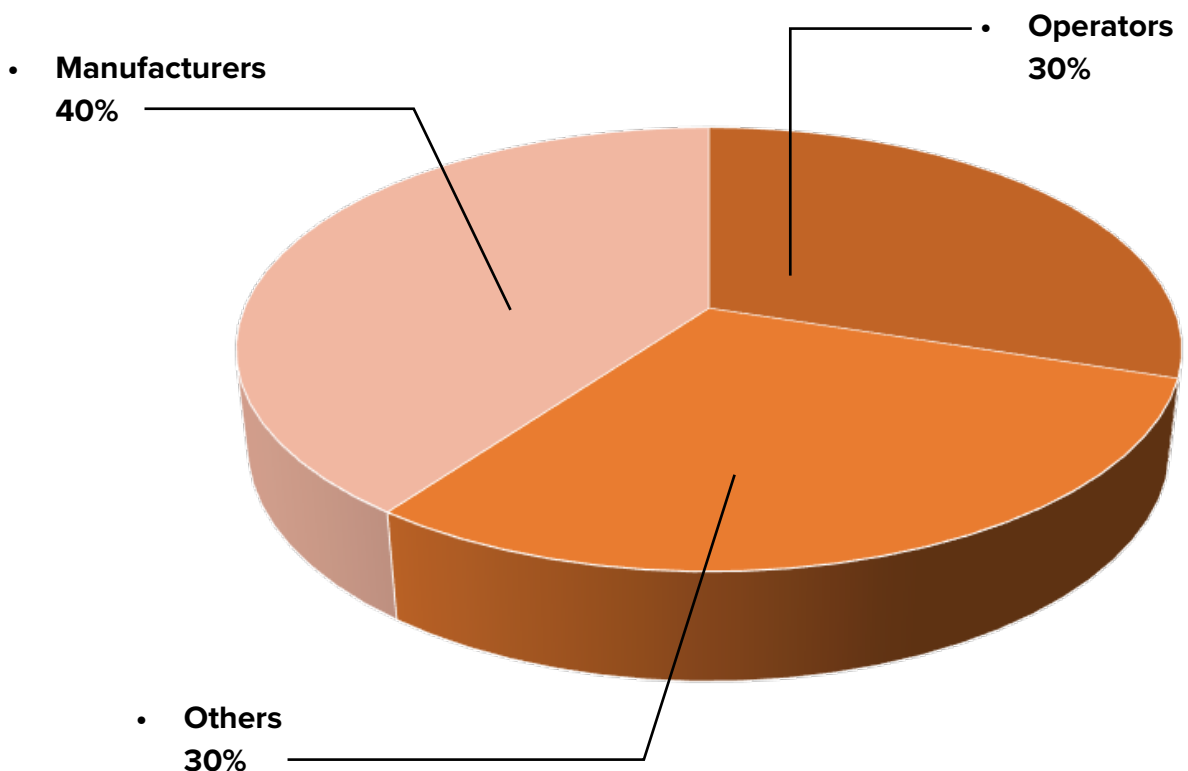
SPONSORSHIP PACKAGE

6PM WED 5 JUNE 2024
THE VISTA, MGM COTAI

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



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?



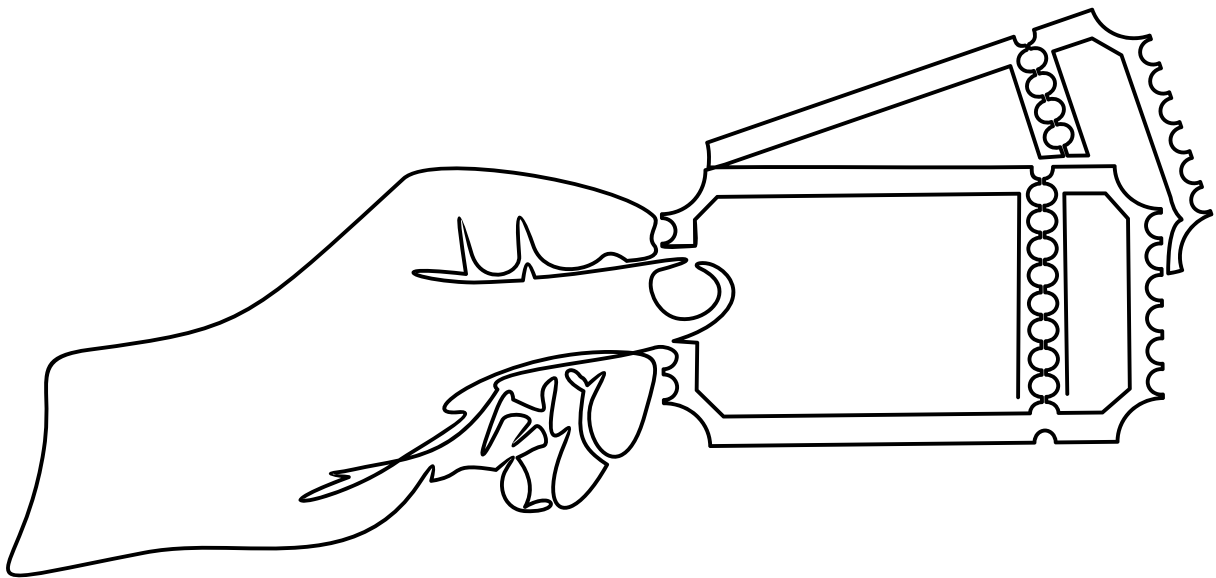
The Industry Party is an industry networking event developed by leading B2B media brand Inside Asian Gaming. Held on day 1 or day 2 of industry trade shows in Macau, it is co-hosted by IAG, industry suppliers and operators and aims to provide guests with an opportunity to mingle in a relaxed and friendly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

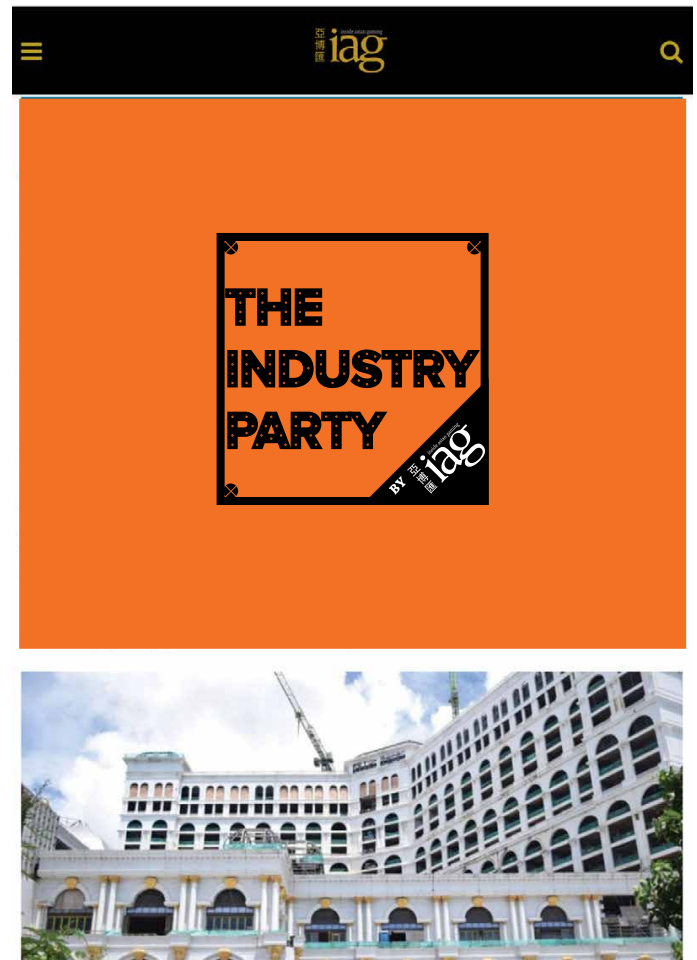
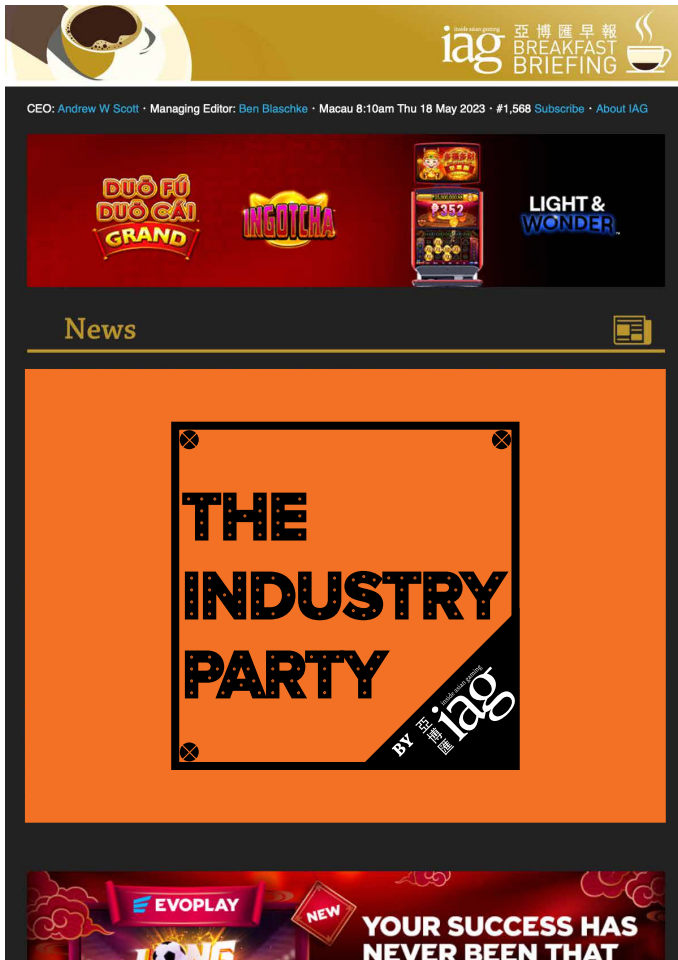


PRINT MEDIA



- 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



TRADE EVENTS

業界盛事

盛況空前

《亞洲博儀》加大力度舉辦具意義的行業活動，於7月在澳門舉辦了首屆「The Industry Party」，並宣布在菲律賓舉辦的「Super September」慶典，其中包括為期兩天的峰會、社交聯誼活動和晚宴暨頒獎典禮。

文 李惠賢

EVENT-FUL

Inside Asian Gaming is upping the ante when it comes to providing industry events of genuine value, hosting the inaugural "The Industry Party" in Macau in July and announcing the new "Super September" week in the Philippines, comprising a two-day summit, a networking social and a gala dinner awards ceremony.

By Ben Blacchis

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TRADE EVENTS

THE CHALLENGE faced during the event was to ensure that the attendees were not only entertained but also educated. The event was designed to provide a platform for industry professionals to share their insights and experiences, while also showcasing the latest products and services available in the market.

THE SOLUTION was to create a multi-faceted event that catered to the needs of all attendees. This included a series of expert panels, roundtable discussions, and networking opportunities. The event was also designed to be highly interactive, with attendees encouraged to engage with each other and the speakers throughout the day.

THE RESULT was a highly successful event that exceeded all expectations. Attendees were highly engaged and enjoyed the content, while the speakers provided valuable insights and perspectives. The event was a great success and a testament to the power of industry events in fostering collaboration and innovation.

業界盛事

「The Industry Party」是亞洲博儀在澳門舉辦的首屆行業盛事，旨在為業界專業人士提供一個交流、學習和展示的平台。活動內容豐富，包括專家論壇、圓桌會議、社交聯誼活動和晚宴暨頒獎典禮等。活動吸引了眾多業界精英參加，現場氣氛熱烈，交流頻繁。亞洲博儀表示，將繼續致力於舉辦高質量的行業活動，為客戶提供更有價值的服務。

TRADE EVENTS

「澳門博儀亞洲博儀（亞洲博儀）與眾不同，因為它不僅是一個展示平台，更是一個交流、學習和展示的平台。活動內容豐富，包括專家論壇、圓桌會議、社交聯誼活動和晚宴暨頒獎典禮等。活動吸引了眾多業界精英參加，現場氣氛熱烈，交流頻繁。亞洲博儀表示，將繼續致力於舉辦高質量的行業活動，為客戶提供更有價值的服務。」

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TRUCK SHOWS

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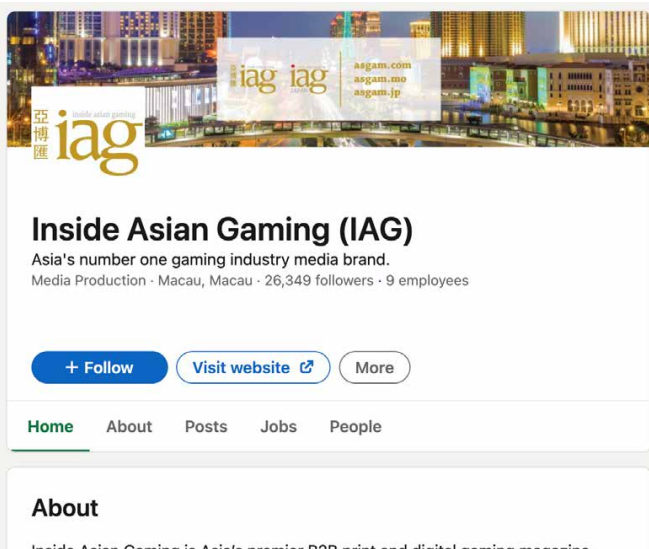
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SOCIAL MEDIA



29,000 followers
and growing



10,000 followers
... and growing



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			
• <i>IAG Breakfast Briefing</i> 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



Jadeson Ho

VP Sales and
Business
Development

jh@asgam.com

+853 2883 6497

Caroline lau

Client
Relationship
Manager

ci@asgam.com

+853 2883 6497

Dorothy Loi

Director of
Events

dorothy@asgam.com

+853 6802 1905