



**SOLAIRE GRAND BALLROOM,
SOLAIRE RESORT NORTH**
The 17th Inside Asian Gaming Power 50 Gala Dinner
Friday 8 November 2024



VENUE

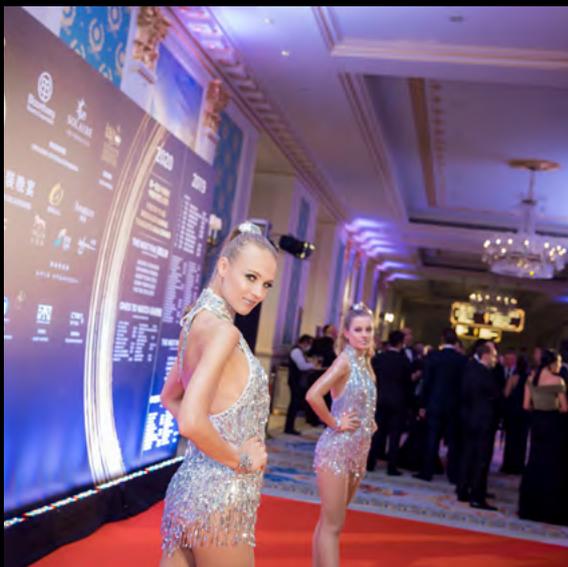
iagpower50.com



THE EVENT



WELCOME RECEPTION





GALA DINNER





THIS YEAR'S BALLROOM

SOLAIRE GRAND BALLROOM, SOLAIRE RESORT NORTH



Solaire Resort North will open in late May 2024



2024 THEME: THE PLACE TO BE



Macau



Manila



Clark



Cebu



Singapore



Melbourne



Sydney



Kuala Lumpur



Phnom Penh



Incheon

After three years of the pandemic and another year of recovery, the Asia-Pacific gaming industry in 2024 finds itself in a place to be! All major markets are booming simultaneously. Macau is now into its second year of a new decade-long concession with revenues and profits nearly back to former peaks – and rising. The Philippines has new leadership and is booming – with revenues expected to double over five years. Singapore is printing record numbers. Even Australia, which has its own unique circumstances, has seen its major operator turn a corner to better days.

Finally, we can say the industry as a whole in our region is in a place to be.

And on the evening of Friday 8 November 2024, The Solaire Grand Ballroom at Solaire Resort North will be the place to be.





ENTERTAINMENT





2024 IAG POWER 50 RANKING ANNOUNCEMENT

- List announced throughout the night by renowned VIPs



AFTER PARTY





RUNDOWN



18:30 ————— Guest reception and red carpet welcome cocktail



19:30 ————— Dinner starts



19:40 ————— Welcome toast and group photos



20:00 ————— Entertainment and performance



21:30 ————— Group photos



22:00 ————— After party starts

Ranking announcements spread throughout the night



SPONSORSHIP



VENUE AND VENUE SPONSORSHIP



- Venue sponsorship rotates annually amongst Integrated Resorts in the Asia-Pacific region
- With each property being venue sponsor just once in a many year cycle, it's a rare opportunity for the venue to showcase their event capabilities to the industry
- Venue sponsorship notionally valued at HK\$888,000 but no cash paid, all benefits given in kind
- From 2021, the event is held in Macau in odd-numbered years, and outside Macau in even-numbered years
- Suitable ballroom venue chosen by the venue sponsor



VENUE AND VENUE SPONSORSHIP HISTORY

2018	MACAU	 STUDIO CITY MACAU 新濠影滙	 MELCO 新濠
2019	MACAU	 JW MARRIOTT MACAU 澳門JW萬豪酒店	 銀娛 GEG
2020	MACAU	 THE PARISIAN MACAO	
2021	MACAU	 WYNN PALACE COTAI 永利皇宮	 永利
2022	MANILA	 CITY OF DREAMS MANILA	 MELCO 新濠
2023	MACAU	 MGM 美高梅	 MGM 美高梅
2024	MANILA	 SOLAIRE RESORT NORTH	 Bloomberg Resorts Corporation



VENUE AND VENUE SPONSORSHIP

- Sponsorship “wish list” includes:
 - › Welcome cocktails area (with red carpet and installation if available)
 - › Ballroom venue tables, stages, podium, stage cupboard, table and chair dressing, cutlery and crockery, table signage and centerpieces, table and other room decorations/flowers as practical, room signage stands, gala dinner set up, green room/site office, VIP room, etc
 - › F&B for cocktails, dinner and official after party (approx 360 pax, four course gala dinner including beef/fish/vegetarian choice, beer/wine/sparkling, service staff)
 - › Audio-visual, event lighting, projectors, screens and back curtain
 - › LED wall if available
 - › Backdrops construction as practical
 - › Entertainment contribution as practical
 - › Official After Party as practical
 - › Minor items such as crew meals, cloak room staff, host room nights, directional/human/electronic/non-electronic signage, farewell gift bag inserts, VIP table seat tent cards, etc
- Sponsorship varies slightly from year to year based upon the capabilities of each venue sponsor



SPONSOR LOGOS



- Stage backdrop



- Sign-in backdrop



GUEST RECEPTION AND RED CARPET WELCOME COCKTAIL



- Literature display
- Souvenir distribution
- Sponsor's greeters
- Live streaming



FAREWELL GIFT BAGS



**Contents to be jointly agreed by IAG and farewell gift bag sponsor*





ON-SITE PRINT



- Full page ad in event guide (on tables and in farewell gift bags)
- Sponsor logo
- Sponsor description
- Gala dinner menu
- Gala dinner program



THE WEBSITE (iagpower50.com)

The screenshot displays the website's structure with a dark background and gold accents. On the left is a vertical navigation menu with the following items: ABOUT, 2024 DINNER, SPONSORS AND PARTNERS, JUDGING PANEL, MEDIA, CONTACT, iagpm.com, and a list of years from 2025 down to 2008. The main content area features a gold 'VENUE SPONSOR BANNER' (1720x212px) at the top, followed by a countdown timer for the 2024 IAG Asian Gaming Power 50 Gala Dinner (200:04:51:0). Below the timer are two gold 'WELCOME COCKTAIL BANNER' sections (1278x162px). The central focus is a large dark banner with the text 'Sponsors and partners' and the IAG Power 50 logo. Below this is a call to action: 'Interested in becoming a sponsor? Download the 2023 Sponsorship Package here.' The '2023 Platinum Sponsors' section contains four gold boxes, each labeled 'LOGO'. At the bottom, a small footer contains contact information for Dorothy Lee and the IAG Power 50 by IAG logo.



THE MAGAZINE

inside asian gaming

iag

NOV 2023 第 11 期 #209 | A5 MOP

第十六屆
THE 16TH ASIAN GAMING

POWER
亞博匯 50 強晚宴

50
iag

2023

argam.com

2023 POWER 50

2008 2009 2010 2011

2012 2013 2014 2015

2016 2017 2018 2019

2020 2021 2022 2023

Since 1 January this year, the booming Philippines, MGM's footprint in Japan, the rise of a UAE market and the ongoing regulatory storm in Australia. We've also seen the effective collapse of VIP and the rise of premium mass.

As I've mentioned for the past few years, we've seen the departure of Sheldon Adelson, Stanley Ho and Steve Wynn from our industry - the first has passed away after long

and the latter well and truly removed from the company which still bears his name, and the industry as a whole. All three were people who shaped our industry in the past. Adelson, Ho-Wynn world, leadership and power is not quite so clear cut.

HISTORY AND INDUSTRY GROWTH
The birth of the Asian Gaming Power 50 in 2008 coincided with an evolution in the region's land-based casino industry, coming 12 months after The Venetian Macao opened its doors in 2007. Since then, a small parcel of land measuring just 3 square kilometers became the richest place on earth, now home to more world-class, integrated resorts: City of Dreams, Galaxy Macao, Grand Lisboa Palace, MGM Cotai, Studio City, The Landmark Macao, The Parnassus Macao, The Venetian Macao and Wynn Palace.

無幾個月以前，菲律賓、MGM 在澳門的足跡、日本市場的興起以及澳洲的持續監管風暴。我們也看到了 VIP 的有效崩潰和豪華大眾的興起。

正如我過去幾年所提到的，我們已經看到了 Sheldon Adelson、Stanley Ho 和 Steve Wynn 離開了我們的行業 - 這是行業歷史上的一個重要時刻。Adelson 和 Wynn 的離開，標誌著行業的一個分水嶺。Wynn 的去世，更是標誌著一個時代的結束。然而，Wynn 的離開也為行業帶來了新的機遇。Wynn 的離開，標誌著行業的一個分水嶺。Wynn 的去世，更是標誌著一個時代的結束。然而，Wynn 的離開也為行業帶來了新的機遇。

2023 亞博匯 50 強

2023 年 11 月 #209 | A5 MOP

第十五屆
THE 15TH ASIAN GAMING

POWER
亞博匯 50 強

50
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2022

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2022 POWER 50

PAST NUMBER 1s

2008 2009

2010, 2013-2018 2011, 2012, 2019-2021

何鴻燊博士
DR STANLEY HO

林耀泰先生
TAN SRI KT LIM

蕭登·艾德森先生
MR SHELDON ADELSON

呂耀東先生
MR FRANCIS LUI

with the impressive Crown Sydney opening its doors for gaming on 8 August this year and summing the skyline of Australia's largest city. Between them, the three major Australian companies - Crown Resorts, Star Entertainment and SkyCity Entertainment - operate a significant share of casinos and hotels.

and Vietnamese borders, Post-COVID, Nagasaki should see its massive US\$1.5 billion Nagasaki expansion project progress towards fruition.

Paradise City, Jiuji Sheeha World and Jeddah Dream have introduced the integrated resort concept to Korea, and we should eventually see another two IRs open in Incheon.

Mumbai, Vietnam is home to the nation's first casino at which locals are permitted to gamble. Conna Resort & Casino, as well

as The Grand Ho Tram Strip and Hoiana, the latter welcoming its first guests in mid-2020. Despite such incredible development across the ASAC region, only four people have sat atop the Asian Gaming Power 50 over the past 14 years. They are:

- 2008: Dr Stanley Ho
- 2009: Tan Sri KT Lim
- 2010 and 2012 to 2018: Mr Sheldon Adelson
- 2011, 2012 and 2019 to 2021: Mr Francis Lui

蕭登、何鴻燊、林耀泰、蕭登、艾德森、呂耀東。這四位是過去 14 年來，一直坐落於亞洲博覽匯 50 強榜首的人。他們分別是：2008 年、2009 年、2010 年、2012 年至 2018 年、2019 年至 2021 年。

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第十五屆
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POWER
亞博匯 50 強

50
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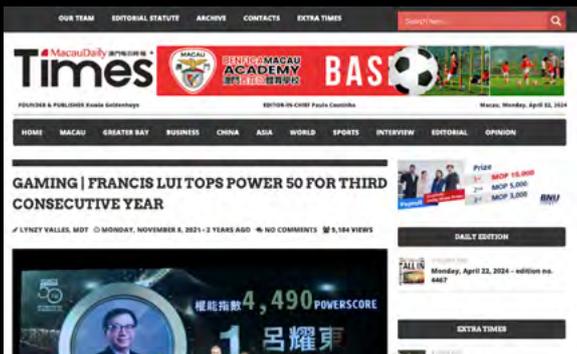
2022

argam.com

• Product article / executive profile or interview



MEDIA COVERAGE



- IAG website
- IAG Breakfast Briefing
- Official LinkedIn (29,000+ followers and growing)
- Official Facebook (over 10,000 active followers)
- Pre and post event press release
- Media partners



SPONSORSHIP PACKAGES AT A GLANCE

		Venue	Welcome Cocktail	After Party	Platinum	Entertainment	Farewell Gift	Gold
		Notionally HK\$888,000 but all paid in kind by venue, F&B and other support	HK \$280,000	HK \$280,000	HK \$148,000	HK \$138,000	HK \$128,000	HK \$99,000
Tables at gala dinner		Premium Position x 2	Premium Position x1	Premium Position x1	Good Position x 1	Good Position x 1	Table x1	Table x1
MC Mention		Detailed	Brief	Brief	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓	✓	✓			
	Souvenir Distribution	by entrance	at cocktail area	at cocktail area				
	Sponsor's greeters	by entrance	at cocktail area	at cocktail area				
	Stage backdrop Logo	✓	✓	✓	✓	✓	✓	✓
	Signage Logo	✓	✓	✓	✓	✓	✓	✓
	Dinner menu Logo	✓	✓	✓	✓	✓	✓	✓
Publications	Event Guide - Logo & Profile	✓	✓	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Double page spread	Double page spread	Full Page	Full Page	Full Page	Full Page
	IAG Magazine	Product article and Exec Interview	Product article and Exec Interview	Product article and Exec Interview				
	IAG Magazine event article	Mention	Mention	Mention	Mention	Mention	Mention	Mention
IAG Digital Platforms (Mention)	Event Articles	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website	IAG BB IAG Website
	Event Press Release							
	Announcement of sponsors							
	Product promotion							
Gala Dinner website	Banner ad	✓	✓	✓	✓			
	Video on website	3 minutes	2 minutes	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓	✓	✓
	Org. Description	100 words	100 words	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓	✓	✓



For more information and sponsorship enquiries, please contact:

Mr Jadeson Ho
+853 2883 6497
jh@asgam.com