

# PUBLICITY GUIDE 2024

## 8 SIMPLE WAYS TO GENERATE SALES LEADS BEFORE DOORS OPEN!

Make the most of your speaker session & show presence  
with our free marketing tools

**TECH WEEK**  
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INCORPORATING



CLOUD EXPO  
ASIA



DEVOPS  
LIVE



CYBER SECURITY  
WORLD



BIG DATA  
& AI WORLD



DATA CENTRE  
WORLD



ECOMMERCE  
EXPO



TECHNOLOGY  
FOR MARKETING

ORGANISED BY



# 8 SIMPLE WAYS TO MAXIMISE YOUR ENGAGEMENT AND PROMOTE YOUR PRESENCE AT THE SHOW!

Your checklist to achieving the best ROIs!

According to the Centre for Exhibition Industry Research (CEIR), **76%** of trade show visitors leave home already having decided which companies they want to visit.

The earlier you start communicating about your presence at the show, the more likely you are to have delegates visiting your booth. Therefore, we have designed this simple guide to help **maximise your investment** and to **optimise exposure** for your company, products and services.

**1 MAXIMISE YOUR ONLINE PRESENCE THROUGH THE EZONE**

Exhibitor List

Look forward to doing business with 350+ of the world's leading tech suppliers. Can't visit to visit? Register your interest to visit Data Centre World, Singapore 2023 now!

View more information from our social channels: Cloud Expo Asia, Cloud & Cyber Security, Edge Big Data World, Growth of Singapore e-Commerce & App and Technology for Marketing jobs

Search Filters

CATERpillar  
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MICELLUMATCH

DEADLINE: ASAP

**2 ENGAGE ON SOCIAL MEDIA**

LinkedIn

Cloud Expo Asia

Cloud Expo Asia

DEADLINE: ASAP

**3 SEND BESPOKE MARKETING MATERIALS**

ECOMMERCE EXPO

WE ARE EXHIBITING!

moomoo

BOOTH: 223

DEADLINE: ASAP

**4 SUBMIT COMPANY INFO TO BE FEATURED ON EVENT APP**

TECHWEEK SINGAPORE

DEADLINE: 12 AUGUST

**5 VIP PASSES FOR YOUR CLIENTS**

VIP

DEADLINE: 16 SEPTEMBER

**6 EXTRA SPONSORSHIP OPPORTUNITIES**

DON'T MISS THESE EXHIBITORS...

DEADLINE: 30 SEPTEMBER

**7 PROMOTE YOUR SPEAKER SESSIONS**

SAJ MOLAE  
CFO  
AstroZeneca

REGISTER FREE TICKET NOW

Cloud Expo Asia

DEADLINE: 10 OCTOBER

**8 REACH OUT TO THE PRESS**

DEADLINE: 10 OCTOBER

# 1. MAXIMISE YOUR ONLINE PRESENCE

## SHOW LOGO



Incorporate the show logo, dates and your booth number in any publicity material and advertising leading up to the show, including your company's email signatures.

Download our respective show logos here:

**Cloud Expo Asia:** [www.cloudexpoasia.com/logos](http://www.cloudexpoasia.com/logos)

**DevOps Live:** <https://www.cloudexpoasia.com/devops-logos>

**Cyber Security World Asia:** [www.cybersecurityworldasia.com/logos](http://www.cybersecurityworldasia.com/logos)

**Big Data & AI World:** [www.bigdataworldasia.com/logos](http://www.bigdataworldasia.com/logos)

**Data Centre World Asia:** [www.datacentreworldasia.com/logos](http://www.datacentreworldasia.com/logos)

**Ecommerce Expo Asia:** [www.ecommerceexpoasia.com/logos](http://www.ecommerceexpoasia.com/logos)

**Technology for Marketing Asia:** <https://www.ecommerceexpoasia.com/tfma-logos>

## ONLINE PROFILE



Upload your free web listing of 150 words (max) and logo via the Exhibitor Zone.

Access the Exhibitor Zone by logging in with your username and password which were sent to you via email.

**The sooner this is done, the sooner your details are available online to delegates.**

## PRESS RELEASES



Publish your company news and press releases on your online profile. They will also appear in the News section of our website. Take advantage of this opportunity to keep our visitors informed in the run up to the show.

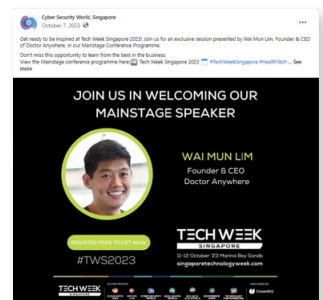
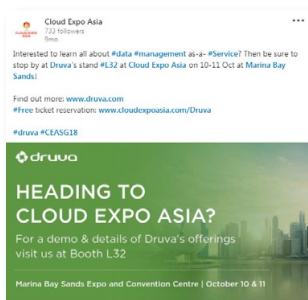
If you need to get your EZONE login details, please contact your sales person. You may find the contact details on page 7 and 8.

# 2. ENGAGE ON SOCIAL MEDIA



Make sure you post content of your participation regularly to support your presence. Do this asap to make sure your customers, prospects and followers can mark the date in their calendar.

Mention your speaking sessions, specific product launches, demonstrations, promotions, special talks, prize draws & giveaways you are running.



### 3. SEND BESPOKE MARKETING MATERIALS

#### REGISTRATION URL



Your bespoke registration URL links to your show's official registration page and allows us to track anyone who register via your link. You will receive contact details of these registrants two weeks before the show, so that you can plan your event and set up onsite meetings.

Include your bespoke URL in your signature, on your website, in your press releases - anywhere that you mention the show!



[www.techweeksingapore.com/denodo](http://www.techweeksingapore.com/denodo)



Above shown for illustration purpose only.

### REAL RESULTS GENERATED!

Some of our past exhibitors who have achieved a high number of hits on their bespoke registration URL with extensive promotion across all channels.

**FUJIFILM**  
Value from Innovation

**75**  
registrants

Life Is On | **Schneider**  
Electric

**66**  
registrants

**ninjaOne.**

**35**  
registrants

**anchanto**  
E-commerce, cloud-optimized.

**29**  
registrants

**truescope**

**14**  
registrants

#### WEB BANNERS & PERSONALISED INVITATIONS

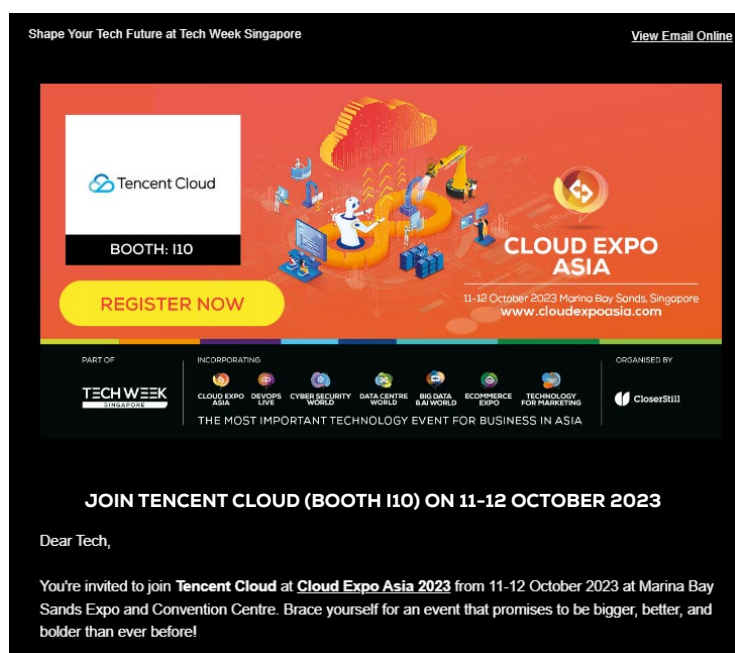


You can now create your own banners, email signatures and email invites in the exhibitor zone and send it to your customers, prospects and anyone you would like to invite to visit you at the show!

Make sure your team updates their email signatures to include a banner or logo to promote your booth presence.



Above shown for illustration purpose only.



Above shown for illustration purpose only.

## 4. ADD ADDITIONAL COMPANY INFORMATION IN OUR OFFICIAL EVENT APP

- ➔ Submit your event app listing via the Exhibitor Zone by **12 August** - every exhibitor is given a free listing in the event app.

The event app (launched 8 weeks out from the show) is handed to every delegate at the event providing a fantastic platform to promote your brand to your target audience and driving key buyers to your stand so you can do business.

A member of the team will be contacting you in the coming weeks to advise you of sponsorship and advertising opportunities in the official publication.



## 5. VIP PASSES FOR YOUR CLIENTS

- ➔ Invite customers and gather sales leads before the show even opens!

### HOW IT WORKS

Nominate your most important clients and prospects, who are C-level or above from end-user companies. You will send their details to our dedicated in-house VIP relations team who will personally call and invite them to the show on your behalf, followed by an email invitation to register.

Download the VIP nomination form template from E-ZONE and send the completed form to your respective show marketing team. See **CONTACT LIST** on page 7 and 8 for contact details.

### THE BENEFITS

With your compliments, your nominees will be given 'first-class' treatment at the show. They will be given fast-track entry into the show, exclusive access, use of the VIP Lounge with premium refreshments and given priority front row seating in all conference theatres.

**A greater incentive for your most important current or prospective customers to attend the show and visit your stand.**



## REAL RESULTS GENERATED!

Solace fully utilised our VIP invitation programme by nominating their C-level customers and top prospects.

**The result? Over 59% of the VIPs registered through Solace, attended the show and visited its booth.**



## 6. SPONSORSHIP OPPORTUNITIES TO ELEVATE YOUR BRAND



We have a host of opportunities, to increase your visibility before and during the show. They include sponsorship for Floorplan, Badge, Lanyard Sponsor, Registration Area, Event App, VIP Postcard Competition and more.

Reach out to the sales team today to learn how we can customise any of these opportunities to meet your ROI needs.



## 7. PROMOTE YOUR SPEAKER SESSIONS



Content is king, and we are sure our audience agrees as well. **More than 50%** of our delegates visit the show with the aim of attending the content sessions to keep abreast of the latest developments and learn more from leading industry practitioners. Make sure your speaker sessions stand out from the rest in these two busy show days by providing the following critical details to our Conference Team!

- A.** All speakers will receive an **"Important Speaker Information"** email from our speaker liaison team. **Please complete the online speaker details form.** Upon completion, we will get in touch with you on your confirmed session time slot and details.
  - B.** **Submit session topic title and synopsis – ASAP**
  - C.** **Submit your presentation slides in a PC PowerPoint programme (using a 16:9 ratio) by the relevant deadline**
- Our team provides an all year-round online and offline marketing campaign to promote not just your speaker sessions, but also provide KOL branding for your organisation with your speakers.

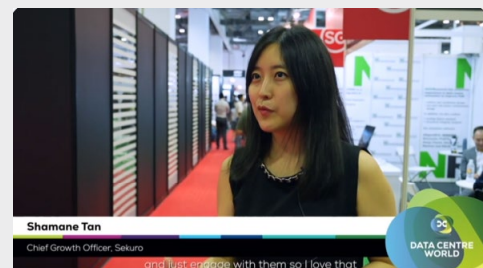
### BESPOKE SOCIAL MEDIA PROMO

Own your personalised banner featuring your company & session for digital marketing across your network as well as our corporate platforms, e.g. LinkedIn, Twitter, Facebook, Instagram etc.



### EDITORIAL INTERVIEW

To be interviewed by our in-house editors / media partners about your foresight, spread your ideas even before / after the shows!



FOR MORE ENQUIRIES, CONTACT OUR CONFERENCE TEAM AT  
[TECH.CONFERENCE.ASIA@CLOSERSTILLMEDIA.COM](mailto:TECH.CONFERENCE.ASIA@CLOSERSTILLMEDIA.COM)

## 8. PRESS



Please bring your press packs to the media lounge on the **morning of show day**. The media lounge provides an opportunity for press to collect information about exhibitors and relax in between stand visits, press briefings and interviews.

We run an internal PR campaign and we will compile a **Press Attendance List**, which will be sent to those who request it 1 week before the event takes place.

Please send any relevant and exciting information about your presence at the show to the marketing team with the subject line **PR Activity**, including brand new product launches, cutting edge announcements made by your speakers and any special activities taking place at the event. This information can be used to pitch to the media. You may find the respective contact details on page 7 and 8.

### PRESS PACKS

These should include all relevant press releases, corporate information and photographs. Photos should be labelled with your name and contact number. Ideally all the information should be contained in a clearly labelled folder.

Boxes containing press materials should be clearly marked with the company name and for the attention of the press office. Press packs should include a relevant press release, background on your company and good, appropriate, captioned photography. It is important to bear in mind that journalists will be interested in news stories, so brochures and other sales materials alone are not suitable.

All press material that you produce for the show should include your stand number so that readers and journalists – can find you on the show floor.

### PARTNER MARKETING



Our extensive network of media and event partners from leading industry associations, publications, magazines and global research partners, means you will gain even more exposure and further enhance your presence at the event!

Through partner email marketing and print and online communications, your logo, speaker session and involvement at the show will be blasted out into cyberspace and into the hands of thousands of business technology professionals outside of your own databases.

# ANY QUESTIONS? CONTACT LIST

Below are the details of the organising team who will be working with you leading up to and during the show itself. If you have any questions, get in touch with any one of us!

## Cloud Expo Asia and DevOps Live

### SALES AND SPONSORSHIP OPPORTUNITIES

- Darlene Tan**, Event Director
- Email: [d.tan@closerstillmedia.com](mailto:d.tan@closerstillmedia.com)
- Michael Luo**, Senior Sales Manager
- Email: [m.luo@closerstillmedia.com](mailto:m.luo@closerstillmedia.com)
- Nikita Devi**, Sales Executive
- Email: [n.devi@closerstillmedia.com](mailto:n.devi@closerstillmedia.com)

### MARKETING & PUBLIC RELATIONS

- Suffian Thuri**, Senior Marketing Manager
- Email: [s.thuri@closerstillmedia.com](mailto:s.thuri@closerstillmedia.com)
- Celeste Ong**, Senior Marketing Executive
- Email: [c.ong@closerstillmedia.com](mailto:c.ong@closerstillmedia.com)
- Cloud Expo Asia & DevOps Live Marketing Team:**
- Email: [ceamarketing@closerstillmedia.com](mailto:ceamarketing@closerstillmedia.com)

## Cyber Security World

### SALES AND SPONSORSHIP OPPORTUNITIES

- Dominic Pinfold**, Group Event Director
- Email: [dominic.pinfold@closerstillmedia.com](mailto:dominic.pinfold@closerstillmedia.com)
- Kamil Akhtar**, Events Manager
- Email: [k.akhtar@closerstillmedia.com](mailto:k.akhtar@closerstillmedia.com)
- Jaslyn Khew**, Sales Manager
- Email: [j.khew@closerstillmedia.com](mailto:j.khew@closerstillmedia.com)

### MARKETING & PUBLIC RELATIONS

- Caroline Tay**, Assistant Marketing Manager
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- Cyber Security World Marketing Team:**
- Email: [cswamarketing@closerstillmedia.com](mailto:cswamarketing@closerstillmedia.com)

## Big Data & AI World

### SALES AND SPONSORSHIP OPPORTUNITIES

- Alistair Hudson**, Sales Director
- Email: [a.hudson@closerstillmedia.com](mailto:a.hudson@closerstillmedia.com)
- Lim Li Min**, Senior Event Manager
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- Angelyn Abrogar**, Sales Manager
- Email: [a.abrogar@closerstillmedia.com](mailto:a.abrogar@closerstillmedia.com)

### MARKETING & PUBLIC RELATIONS

- Suffian Thuri**, Senior Marketing Manager
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- Celeste Ong**, Senior Marketing Executive
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- Big Data & AI World Marketing Team:**
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## Data Centre World

### SALES AND SPONSORSHIP OPPORTUNITIES

- Luke Lubega**, Group Event Director
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- Katie Yang**, Senior Sales Manager
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- Lawrence Jackson**, Senior Sales Manager
- Email: [l.jackson@closerstillmedia.com](mailto:l.jackson@closerstillmedia.com)
- Kell Yang Walker**, China Market Lead
- Email: [k.walker@closerstillmedia.com](mailto:k.walker@closerstillmedia.com)

### MARKETING & PUBLIC RELATIONS

- Stefanie Francis**, Senior Marketing Manager
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- Tevia Choo**, Marketing Executive
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- Data Centre World Marketing Team:**
- Email: [dcwamarketing@closerstillmedia.com](mailto:dcwamarketing@closerstillmedia.com)



# ANY QUESTIONS? CONTACT LIST

Below are the details of the organising team who will be working with you leading up to and during the show itself. If you have any questions, get in touch with any one of us!

## eCommerce Expo and Technology for Marketing

### SALES AND SPONSORSHIP OPPORTUNITIES

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- Indiana Forrest-Bisley**, Group Event Director  
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- Rhonda Lim**, Senior Event Manager  
■ Email: [r.jieying@closerstillmedia.com](mailto:r.jieying@closerstillmedia.com)

### OPERATIONS

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- Wilson Wong**, Head of Operations, Asia  
■ Email: [wilson.wong@closerstillmedia.com](mailto:wilson.wong@closerstillmedia.com)
- Choo Huey Wen**, Senior Operations Manager  
■ Email: [c.hueywen@closerstillmedia.com](mailto:c.hueywen@closerstillmedia.com)
- Lee Li Yen**, Senior Operations Executive  
■ Email: [l.yen@closerstillmedia.com](mailto:l.yen@closerstillmedia.com)
- Operations Team:**  
■ Email: [techweek.ops@closerstillmedia.com](mailto:techweek.ops@closerstillmedia.com)

### CONFERENCE

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- Hairul Borhan**, Lead Conference Producer  
■ Email: [h.borhan@closerstillmedia.com](mailto:h.borhan@closerstillmedia.com)
- Feera Syaquirah**, Conference Producer  
■ Email: [f.syaqirah@closerstillmedia.com](mailto:f.syaqirah@closerstillmedia.com)
- Praveena Aravindan**, Speaker Liaison  
■ Email: [p.aravindan@closerstillmedia.com](mailto:p.aravindan@closerstillmedia.com)

### MARKETING & PUBLIC RELATIONS

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- Lynne Lye**, Assistant Marketing Manager  
■ Email: [l.lye@closerstillmedia.com](mailto:l.lye@closerstillmedia.com)
- Tevia Choo**, Marketing Executive  
■ Email: [t.choo@closerstillmedia.com](mailto:t.choo@closerstillmedia.com)
- Ecommerce Expo & Technology for Marketing Team:**  
■ Email: [ecesgmarketing@closerstillmedia.com](mailto:ecesgmarketing@closerstillmedia.com)

### FINANCE

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- Andy Haw**, Finance Controller  
■ Email: [a.haw@closerstillmedia.com](mailto:a.haw@closerstillmedia.com)

### CUSTOMER SUCCESS

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- Vivien Bradley**, Customer Success Specialist  
■ Email: [techweek@closerstillmedia.com](mailto:techweek@closerstillmedia.com)