

TECH WEEK SINGAPORE

Exhibitors' Briefing for Marketing Platforms
(E-zone, Gevme & Swapcard)

TECH WEEK
SINGAPORE



INCORPORATING: **THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN ASIA**

ORGANISED BY:

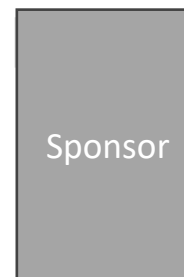


Agenda for today (Marketing):

- Exhibitors Zone (E-zone)
- Promote your Speaker Sessions
- Key briefing dates and deadlines for submission
- Sustainability efforts
- Key contact details
- Gevme Leads Scanning App
- Swapcard Event App & Business matching

Exhibitors Zone (E-zone)

- Your one-stop platform to make your participation in Tech Week Singapore as smooth and comfortable as possible.
- This E-Zone will be of use to you both before and during the event. Here you will be able to find everything you may possibly need.
- Your company name here is what will be printed for your name board at the show. If this is incorrect, please **contact us** immediately.



- Home
 - Task List
 - My Online Profile
 - My Product Categories
 - Upload a Press Release
 - Download 2023 Event Logo
 - Download Publicity Guide
 - Access the Online Exhibitors' Manual
 - *New* Exhibitor Marketing Toolkit
 - VIP Nominations
 - Manage my team
- Your profile is 73% complete

Welcome to Cloud Expo Asia's Exhibitor Zone.

We are holding a briefing for all exhibitors on 14 August from 2:00pm-3:00pm GMT+8.

[REGISTER FOR THE BRIEFING HERE](#)

Agenda:

- Event App
- Lead Scanning System
- Exhibitor Zone

Recording of the briefing will be provided after 14 August.

We would like to make your participation at Cloud Expo Asia as smooth and comfortable as possible. This E-Zone will be of use to you both before and during the event. Here you will be able to find everything you may possibly need.

Your company name here is what will be printed for your name board at the show. If this is incorrect please **contact us** immediately.

Important Show updates as of 26 July 2023:

- **Exhibitor Badge Registration now available** - Please ensure you have entered the full company name in the registration form for fast approval. For multiple exhibitor staff pass registration, please kindly forward the registration link to your team. Only business email is accepted. Click on the button below to proceed.

[REGISTER FOR EXHIBITOR BADGE NOW](#)

- **FREE exhibitor marketing toolkit** - access free marketing materials to promote your presence at #CEA2023 to your clients and network now! [Access Exhibitor Marketing Toolkit here](#)

- **Exhibitor Bespoke Registration Link** - Gevme is appointed as our official registration platform for 2023. Please see below for your unique visitor registration link to be used in your email signature, social media promotion, EDM invitation or press release to your network in promoting your presence at #CEA2023.

<https://www.cloudexpoasia.com/visreg/1111Systems>

- **Download VIP Nomination Template** -

[DOWNLOAD NOW](#)

- **Exhibitor Technical Manual (Coming soon end of July)** - The Exhibitor Service Kit provides you with the practical information you require for the setup of your booth including times of exhibitor move-in and move-out.

Questions?

Get in touch with the team:

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Your profile is 73% complete

Task List

Your profile is 73% complete!
(Items marked with a ✓ are completed)

- ☒ Complete your online profile below.
- ☐ Please upload your cover image with dimensions of 1350px by 350px (either JPG, or PNG) for best placement (Optional)
- ☒ Please add a description of your company.
- ☒ Please provide your website URL.
- ☒ Please provide your company email address.
- ☒ Please provide your company address.
- ☐ Please provide the full URL of your Facebook page.
- ☒ Please provide the full URL of your LinkedIn profile.
- ☒ Please provide the full URL of your Twitter account.
- ☐ Please provide the full URL of your Instagram account.
- ☒ AI/EPS LOGO VERSION IS REQUIRED FOR ONSITE PRINTED COLLATERALS. PLEASE CLICK HERE TO SUBMIT VIA WE TRANSFER. Please enter our email ceamarketing@closerstillmedia.com in 'Email To' field.

My Online Profile

General

Logo *



UPLOAD

Please upload your company logo here in JPG/PNG (300x300 px if possible)

Logo (AI/EPS) *

☒ Uploaded via WeTransfer (<https://wetransfer.com/>)

AI/EPS LOGO VERSION IS REQUIRED FOR ONSITE PRINTED COLLATERALS. Please submit via WeTransfer, enter our email ceamarketing@closerstillmedia.com in 'Email To' field.

Cover Image

SELECT FILES

This cover image will appear as a banner below your company name on your exhibitor listing.

Online profile *

Rich text editor with formatting options (B, I, U, S, etc.) and a large text area for the online profile description.

Please provide a concise profile description of your company.

Website URL *

Text input field for website URL.

Email *

Text input field for email address.

Address

Building Name

Text input field for building name.

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ADD NEW

Number of entries: 0

- Cloud Expo Asia & DevOps Live: ceamarketing@closerstillmedia.com
- Cyber Security World Asia: cswamarketing@closerstillmedia.com
- Big Data & AI World Asia: bdwsgmarketing@closerstillmedia.com
- Data Centre World Asia: dcwamarketing@closerstillmedia.com
- eCommerce Expo Asia & Technology for Marketing Asia: ecesgmarketing@closerstillmedia.com

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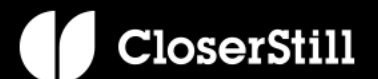


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Drive Booth Traffic

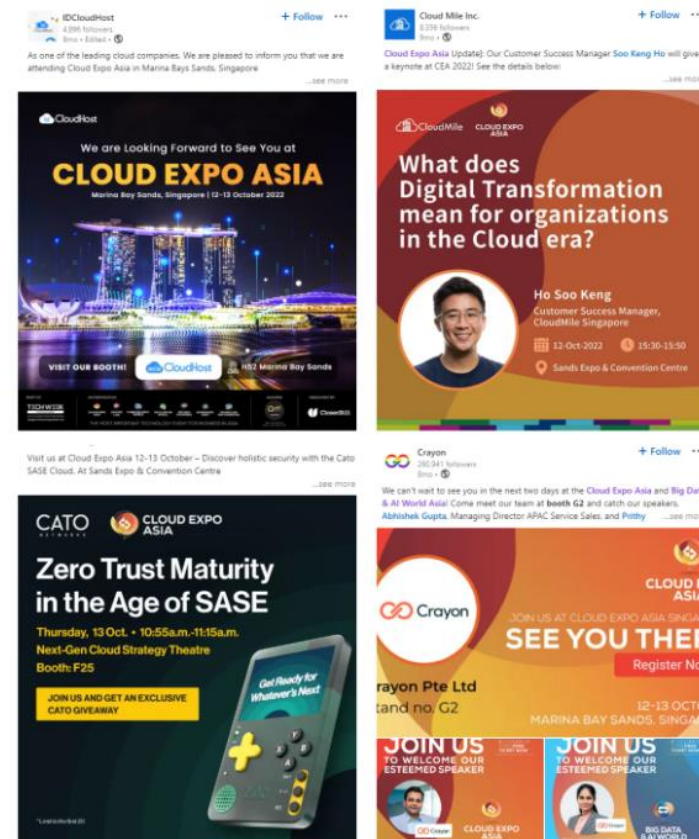
Spread the word that you'll be front and center at Cloud Expo Asia

- Use your influence with your peers, customers and social media communities and invite them to join you at the event.
- Contact everyone on your prospect list and encourage them to meet you in Singapore.
- Increase your ROI by investing time and effort now to get in touch with all the right decision makers.

Take advantage of these tools to make your time in Singapore as productive and profitable as possible.

- [Social Media Promotion](#)
- [Email Invitation](#)
- [Press Releases](#)
- [Official Show Logo for Creative adaptation](#)

Take a look at some examples of our Exhibitor's posts on social media



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Your profile is 73% complete

[DOWNLOAD VIP NOMINATION TEMPLATE HERE](#)[VIP BADGE REQUIREMENTS](#)

Submit Your Completed File below:

In sharing the contacts lists to us, you confirm that our use of such contacts for the purpose of inviting your contacts to Cloud Expo Asia event will be lawful in terms of data protection laws. You also acknowledge that we will continue to market to your contacts once they have registered to the said event provided that the contact consents to our terms of business.

* First Name



* Last Name

* Company

* Email

Stand Number

* Upload your .csv file

SELECT FILE

Please upload a .csv. We cannot accept .xlsx files.

SUBMIT

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Promote your Speaker Sessions

- 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	EDITORIAL INTERVIEW	MONTHLY ENEWS FEATURES
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.	To be interviewed by our in-house editors / media partners about your foresight, spread your ideas even before / after the shows!	Present your ideas regularly with our 100,000+ subscribers across APAC on a monthly eNewsletter. Share a research, or contribute as a columnist? Your call!
		

FOR MORE ENQUIRIES, CONTACT OUR CONFERENCE TEAM AT
TECH.CONFERENCE.ASIA@CLOSERSTILLMEDIA.COM

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Key Briefing Date

Thursday, 7th September	2pm - 6pm	<p><u>ONSITE</u> Briefing for Exhibitors</p> <p><u>Location:</u> Hibiscus Junior Ballroom, Marina Bay Sands</p> <p><u>Agenda:</u> This in-person briefing at the event location will cover operations, sales, marketing aspects of the event</p>
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Key Deadlines

1

MAXIMISE YOUR
ONLINE PRESENCE
THROUGH THE EZONE

DEADLINE: ASAP

2

ENGAGE ON
SOCIAL MEDIA

DEADLINE: ASAP

3

SEND BESPOKE
MARKETING MATERIALS

DEADLINE: ASAP

4

VIP PASSES
FOR YOUR CLIENTS

DEADLINE: 23 SEPTEMBER

5

PROMOTE YOUR
SPEAKER SESSIONS

DEADLINE: 10 OCTOBER

6

SUBMIT COMPANY
INFO TO BE FEATURED
ON EVENT APP

DEADLINE: 23 SEPTEMBER

Sustainability efforts

We are proud to present an event that embodies our commitment to sustainability. At every step of the planning process, we have taken conscious efforts to minimize our environmental impact and promote responsible practices. From choosing a sustainable event venue that implements comprehensive recycling and waste management program to offering sustainable catering options with regionally sourced ingredients, we have strived to leave a positive footprint on the planet.

Additionally, we encouraged exhibitors to join us in this journey by:

- *Incorporating digital communication.*
- *Going paperless to minimize unnecessary waste.*
- *Opt for eco-friendly and/or reusable booth building material.*
- *Avoid using one-time use plastic at your booth.*
- *Carpool or use public transportation to reduce carbon emissions.*
- *Diligently dispose plastic bottles and paper waste in the respective recycling bins that will be available in the event space.*

Join us in this collective effort to create an event that not only celebrates but also supports a greener, more sustainable future for all.

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Key Contact Information

[FAQs - Tech Week Singapore \(singaporetechnologyweek.com\)](https://singaporetechnologyweek.com)

Sales and Marketing support:

- **Cloud Expo Asia & DevOps Live:** ceamarketing@closerstillmedia.com
- **Cyber Security World Asia:** cswamarketing@closerstillmedia.com
- **Big Data & AI World Asia:** bdwsgmarketing@closerstillmedia.com
- **Data Centre World Asia:** dcwamarketing@closerstillmedia.com
- **eCommerce Expo Asia & Technology for Marketing Asia:** ecesgmarketing@closerstillmedia.com

Operations support:

- techops@closerstillmedia.com

Conference and Speaker Liaison support:

- **Tech Week Singapore Mainstage:** [Phoebe Au](mailto:p.au@closerstillmedia.com) (p.au@closerstillmedia.com)
- **Cloud Expo Asia:** [Jane Siow](mailto:j.siow@closerstillmedia.com) (j.siow@closerstillmedia.com)
- **DevOps Live:** [Jane Siow](mailto:j.siow@closerstillmedia.com) (j.siow@closerstillmedia.com)
- **Cyber Security World Asia:** [Feera Syaqirah](mailto:f.syaqirah@closerstillmedia.com) (f.syaqirah@closerstillmedia.com)
- **Big Data & AI World Asia:** [Hussain Asim](mailto:h.asim@closerstillmedia.com) (h.asim@closerstillmedia.com)
- **Data Centre World Asia:** [Jane Siow](mailto:j.siow@closerstillmedia.com) (j.siow@closerstillmedia.com)
- **eCommerce Expo Asia:** [Hussain Asim](mailto:h.asim@closerstillmedia.com) (h.asim@closerstillmedia.com)
- **Technology for Marketing Asia:** [Feera Syaqirah](mailto:f.syaqirah@closerstillmedia.com) (f.syaqirah@closerstillmedia.com)
- **Speaker Liaison:** [Shane Casey](mailto:s.casey@closerstillmedia.com) (s.casey@closerstillmedia.com)

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