

TECH WEEK SINGAPORE

Exhibitors' Briefing Day

TECH WEEK
SINGAPORE



CLOUD EXPO
ASIA



DEVOPS
LIVE



CYBER SECURITY
WORLD



DATA CENTRE
WORLD



BIG DATA
& AI WORLD



ECOMMERCE
EXPO



TECHNOLOGY
FOR MARKETING

INCORPORATING:

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN ASIA

ORGANISED BY:



Agenda

1. **CloserStill Media – Award-winning events** and our successful **Partnership approach!**
2. **Introduction to the Team**
3. **The 7 Co-located Shows**
 - CEA, DevOps Live, DCW, CSWA, BDWA, ECE & TFM - Asia's largest, most influential Tech event, celebrating its 9th edition
4. **New for 2023**
 - 2 Show Levels for 2023 - *Future of work, numerous International pavilions, Smart CityForum Amazon Summit, IMason Networking Breakfast.*
5. **Regional & Global Thought Leaders – The Visionary Thought Leaders for 2023**
6. **Marketing**
 - *Successful ways to promote your participation and drive real ROI*
 - *E-Zone, Speaker promos, Key deadlines, Post Show data, GevMe Lead scanning App, SwapCard.*
7. **Operations**
 - *Exhibitor manual, Site operations, Zonal markings, Venue regs and official contractors.*
8. **A look towards 2024 & Remaining opportunities: 2023 'pre-book/ rebook'** and the 2024 expansion plans at MBS
9. **The Do's and Don'ts of successful exhibiting**
10. **Meet the Team at the Supercharged workshop sessions**
11. **Networking Drinks – start at 5pm**

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Recap of TWS 2022

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 CloserStill



**CLOUD EXPO
ASIA**

Who are CloserStill Media?

- **CSM run market leading business exhibitions** in the Healthcare, Technology, Learning and Veterinary sectors.
- **100+ award winning events** across *London, Paris, Berlin, Frankfurt, New York, Las Vegas, Austin, Madrid, Barcelona* and of course here in *Singapore*.
- **Successful Partnership Approach**
 - *an integrated process with leading industry, media and associations*

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The Team



Andy Kiwanuka,
Managing Director, Asia



Kaylen Tang,
Head of Marketing Asia



Georgie May,
Group Marketing Manager



Wilson Wong,
Head of Operations Asia



Choo Huey Wen,
Senior Operations Manager



Indiana Forrest-Bisley,
Group Event Director

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The Power of the '7 Co-located Shows' of TechWeek Singapore

- CEA, DevOps live, DCW, CSWA, BDW & Ai, ECE & TFM
- The event stack is in its 9th year
- 2022 attracted **22,885** senior IT Buyers, **450** exhibitors and over **600** Speakers
- 2023 will see...
 - **500+** exhibitors
 - Over **600** speakers
 - Thousands of senior IT buyers from across the region
 - Anticipated total audience – Over **23,000 attendees across the 2 days**

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New exciting feature for 2023...

CEA & Dev Ops Live

- **Future of Work** - smart automation & Ai, increased productivity
- **International Cloud players** (including for the first time Mexico, Kazakhstan)
- **China bounce back** - Pavilions and all Cloud bellwethers

DCW

- **iMason APAC Summit & Networking** breakfast a collaboration with iM Women

CSW

- **ICE 71 Start up Pavilion** showcasing latest cybersecurity Solutions

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New exciting feature for 2023...(cont.)

BDW

- **4 international Pavilions** from **Australia, Korea, Saudi Arabia** and **Singapore** spearheading the Ai revolution
- **Google Cloud** as a Data & Ai Learning Partner
- **Smart City Forum** hosted by **KOTRA**

ECE

- **Amazon Global Selling Summit** - *1,000s* of Amazon merchants, retailers and brands
- **New International Commerce Theatre**, celebrating Cross Border commerce, Globalisation, supply chain strategies..

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Our Audience

- **Verticals include**
 - Finance/ Banking
 - Healthcare & Education
 - Retail
 - Telecommunications, Utilities
 - Manufacturing
 - Public Sector (Government)
 - Transport/Logistics
 - Professional Services
 - Cloud Service Provider and SIs
- Targeting CIOs, COOs, CISOs, CTOs, IT Directors, CDOs, CFOs' and Line of business management.
- Senior Data Centre Professionals
- Leading Retailers



Regional & Global Thought Leaders



HASSAN AHMED
Country Director, Coinbase



JIANG CHEN XIN
Chief AI Solution Expert, Huawei Cloud



SACHIN CHITTURU
Partner, McKinsey



CAECILIA CHU
Co-Founder, CEO, YouTrip



MILIND
Data Science Product Owner and AI Specialist,
Mercedes-Benz AG



ELAINE CHAN
Head of Data & Analytics, SEA, Google Cloud



SHIVAM DWIVEDI
Principal Machine Learning Engineer, NTUC
Enterprise



NISHCHAL KHORANA
Global Vice President & Program Leader, Frost
& Sullivan



DR KANCHI LAKSHMI KIRAN
Senior Vice President, Regional Data
Management, Consumer Banking Group, DBS
Group



SACHIN TONK
Deputy Chief Data Officer, GovTech



DELBERT STANLEY TY
Chief Marketing Officer, Coffee Meets Bagel



CHRIS URBAN
Director of Marketplace, APAC, Foodpanda



BRAJENDRA YADAV
Vice President | Omnichannel Strategy &
Innovation, Esprit Holding



TAKAHIRO YAMAKI
VP & Senior DevOps Lead, SGX



ANKIT TALWAR
Cloud Architect, Sephora SEA



YARON SLUTZKY
CISO, Agoda



GEOFF WADE
CIO, AstraZeneca Asia



WU SHIWEI
Chief Technology Officer, Huawei
Cloud APAC



VIKAS VERMA
Managing Director, Head Strategic
HR, UOB



PRERIT MISHRA
Head of DHL Data & Analytics, Asia Pacific,
DHL



SARIN NAIR
Director - Marketing, Asia Pacific Excl. China,
DHL Express



GERALD TAN
Partner, Bain & Company



SUMIT RAMCHANDANI
Group Head of Omnichannel Marketing, AIA



NOELLE WALSH
Corporate VP - Cloud Operations +
Innovation, Microsoft



EUGENE SEO
Managing Director, Data Centres,
Capitaland



AW KAH PENG
Chairman, Shell Companies in
Singapore



JAYSS RAJOO
Director of Marketing & Food Innovation, Pizza
Hut Singapore



VERONIKA BIENERT
CEO, Siemens Financial Services

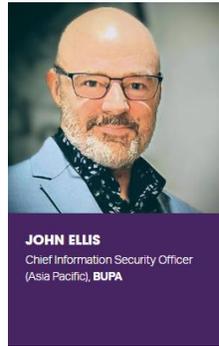


TENGKU ZAFRUL AZIZ
Minister for Investment, Trade and
Industry, Government of Malaysia



DANA ADAMS
COO, AirTrunk

Regional & Global Thought Leaders



And many more! Including:

- Dr Eric Tan, Assistant Director (AI Data Engineering), **IMDA**
- Minister Bill Shorten, Minister for Government Services and Minister for the Disability Insurance Scheme, **Australia**
- Davide Venturelli, Associate Director, Quantum Technologies, **USRA Research Institute for Advanced Computer Science**; Senior Research Scientist of **NASA**
- Sharone April, Digital Team Lead, **Israel National Digital Agency**
- May-Ann Lim, Emeritus Director of **Asia Cloud Computing Association**
- Marcus Pang, VP Executive Technology Services of **Gartner**
- Dan Wong, Global Head of Innovation of **MTR Hong Kong**
- Suki Cheung, President, **Hong Kong E-Commerce Logistics Association (HKELA)**

Marketing Platforms

(E-zone, Gevme & Swapcard)

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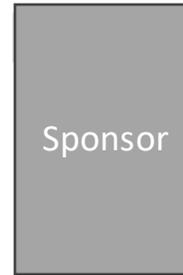


Agenda for today (Marketing):

- Exhibitors Zone (E-zone)
- Promote your Speaker Sessions
- Key deadlines for submission
- Post-show data
- 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 enter 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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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

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 *

B I U S [Icons]

Please provide a concise profile description of your company.

Website URL *

Email *

Address

Building Name

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Your profile is 73% complete

Upload a Press Release

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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Drive Booth Traffic

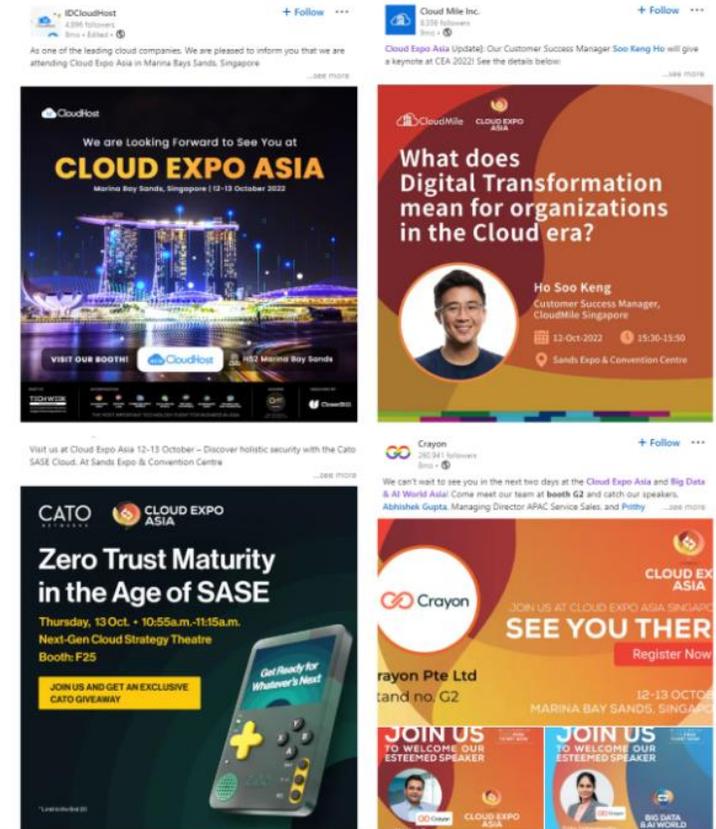
Spread the word that you'll be front and center at Cloud Expo Asia

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

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

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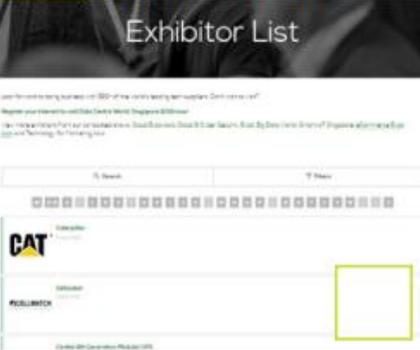
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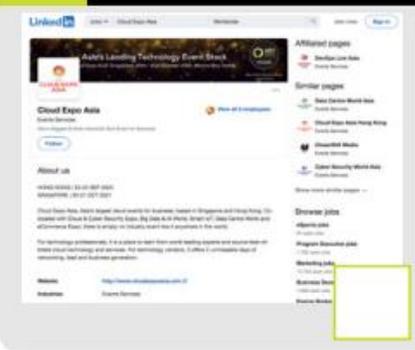
Key Deadlines

1 MAXIMISE YOUR ONLINE PRESENCE THROUGH THE EZONE



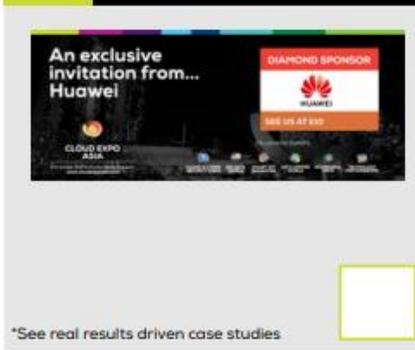
DEADLINE: ASAP

2 ENGAGE ON SOCIAL MEDIA



DEADLINE: ASAP

3 SEND BESPOKE MARKETING MATERIALS



DEADLINE: ASAP

*See real results driven case studies

4 VIP PASSES FOR YOUR CLIENTS



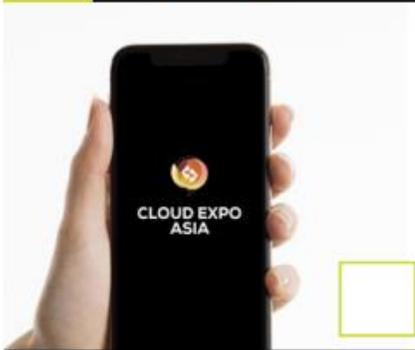
DEADLINE: 23 SEPTEMBER

5 PROMOTE YOUR SPEAKER SESSIONS



DEADLINE: 10 OCTOBER

6 SUBMIT COMPANY INFO TO BE FEATURED ON EVENT APP



DEADLINE: 23 SEPTEMBER

Post-Show Data

- All leads that are scanned at the exhibitors' booths can be downloaded real-time from the Gevme's Leads Scanning platform that you have access to
- For all theatres, featured areas sponsorship, data will be provided within 5 working days
 - You will receive an automated email similar to the below template
 - Please note, the password and link to data will **expire after 7 days.** So please, download the data promptly after the show

Dear Marco,

Thank you for your participation in **Retail Executive Summit 2023**, I hope you enjoyed the event, and it was a valuable time for you and your company.

We have sent you your attendee data from the event and it could be downloaded from this secure file transfer.

Your password to access this data is: 1e81a79966a2b4edda8940aa0a4c6a667faff6f6

These individuals have all agreed for their details to be passed to the sponsor, however their data must not be shared with any other 3rd parties. CloserStill Media is responsible for complying with data protection regulations when providing data to its exhibitors and sponsors. How CloserStill Media processes data is described in our Privacy Policy. Once in possession of event data organisations will need to follow appropriate data protection regulations, including GDPR guidelines, when utilising and storing this data. Principles that must be adhered to, include but are not limited to: the right to erasure, the right to access, the right to object and the right to rectification. Further information about data protection can be found at: <https://ico.org.uk>

If you have any questions, please feel free to let us know and we will do our very best to assist.

Best,

The Retail Executive Summit Team

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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

Conference and Speaker Liaison support:

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

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GEVME Onsite Services

Onsite Lead Generation App



GEVME Onsite Services

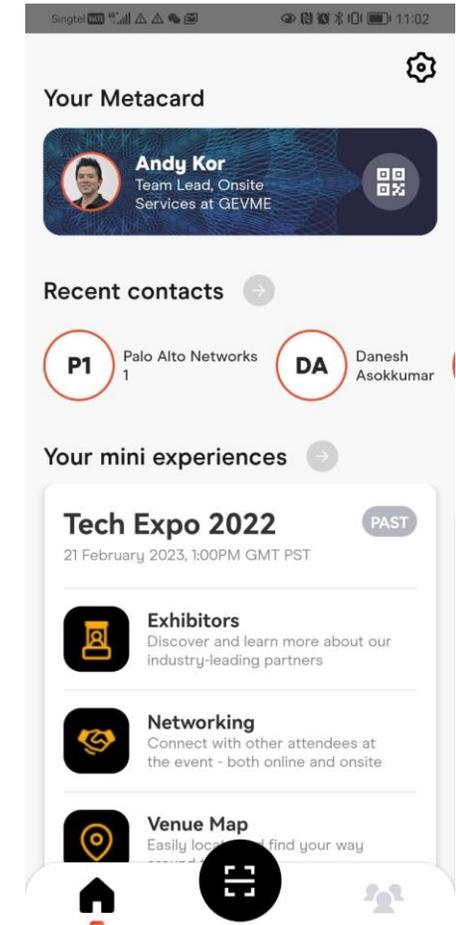
Lead Gen App

- The Lead Gen App is available on both Android and IOS
- It allows the exhibitors to scan the QR code on the attendee's badge for lead collection
- The exhibitor is able to take notes for the conversation with the particular attendee and also rate the attendee for follow up actions
- The leads collected can be downloaded in a report from the backend system, including the notes and the ratings of the individual attendee
- For each exhibitor/sponsor account, one or two representatives from the exhibitor/sponsor will be assigned with the admin role, these will be the admin users for the respective exhibitor/sponsor account



Gevme

GlobalSign.In Pte Ltd



GEVME Onsite Services

Lead Gen App

- **GEVME team will need a list of the exhibitors/sponsors and their respective admin users**
- **With the list provided, GEVME team will create the accounts in GEVME backend**
- **Once the accounts are created and admin users added, each admin user will receive an email**
- **The admin user can then proceed to add the App users in the sponsor dashboard**



Welcome to the Gevme Omnichannel Inbox x



GEVME <no-reply@gevme.com>
to andy.kor ▾



Dear Andy,

We are thrilled to welcome you as a sponsor for the upcoming event GEVME BOOTCAMP 2022 managed by Gevme. Your account was added by andy kor.

As a sponsor, you will have access to your own dashboard where you can view and manage your sponsorship information for this event. The dashboard is accessible by visiting this link: <https://admin.gevme.com/sponsor>.

We look forward to working with you and making your sponsorship experience as seamless and successful as possible. If you have any questions or concerns, please do not hesitate to reach out to us at support@gevme.com.

Thank you for your support,

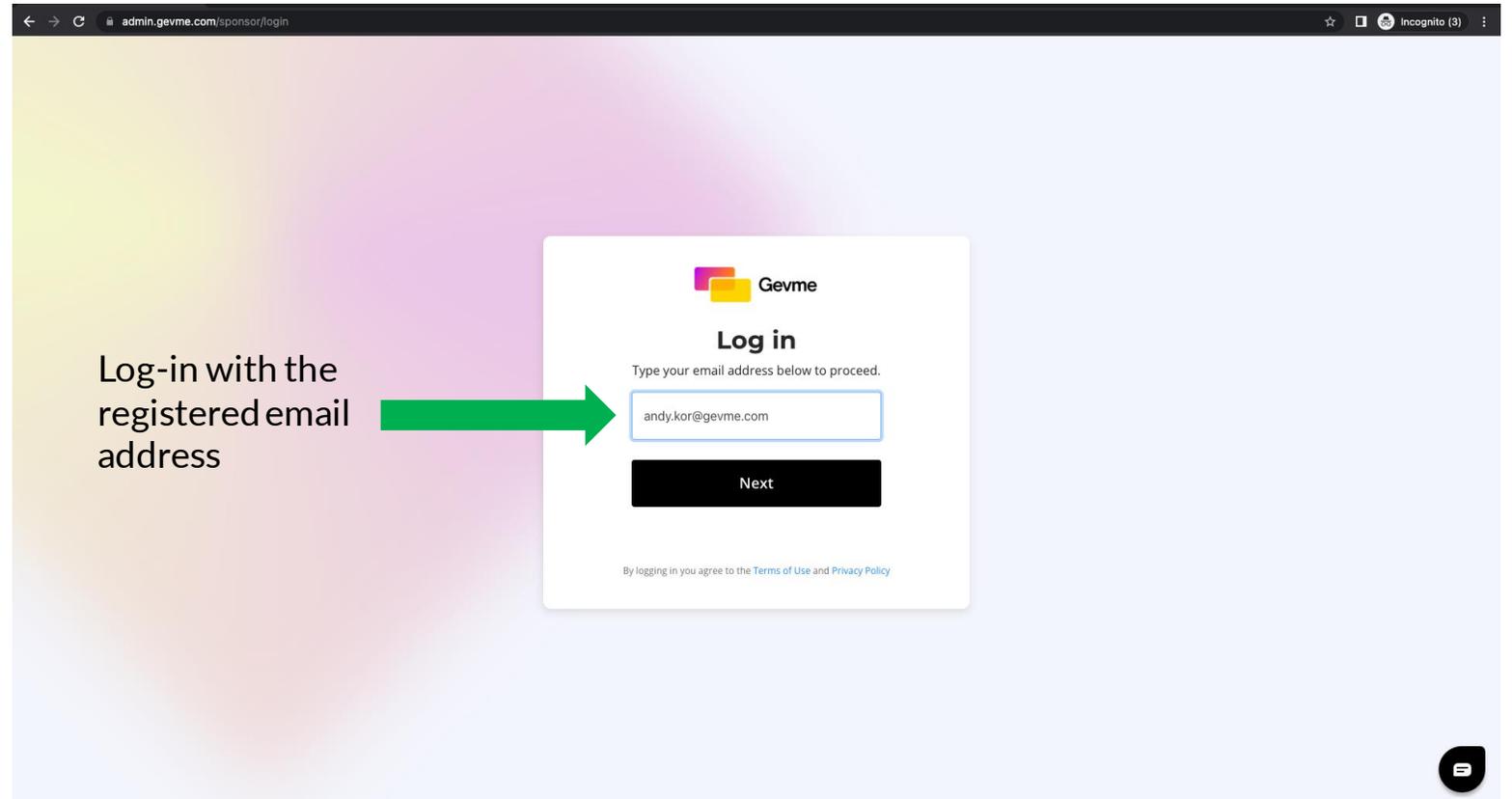
Gevme Team

GEVME Onsite Services

Lead Gen App

Exhibitor Admin User Setup Process

1. The admin of each exhibitor/sponsor account will have to add the users in the sponsor dashboard for the app users to be able to use the app onsite for the event in particular
2. To access the exhibitor/sponsor dashboard, log-in to <https://admin.gevme.com/sponsor> with the registered email address

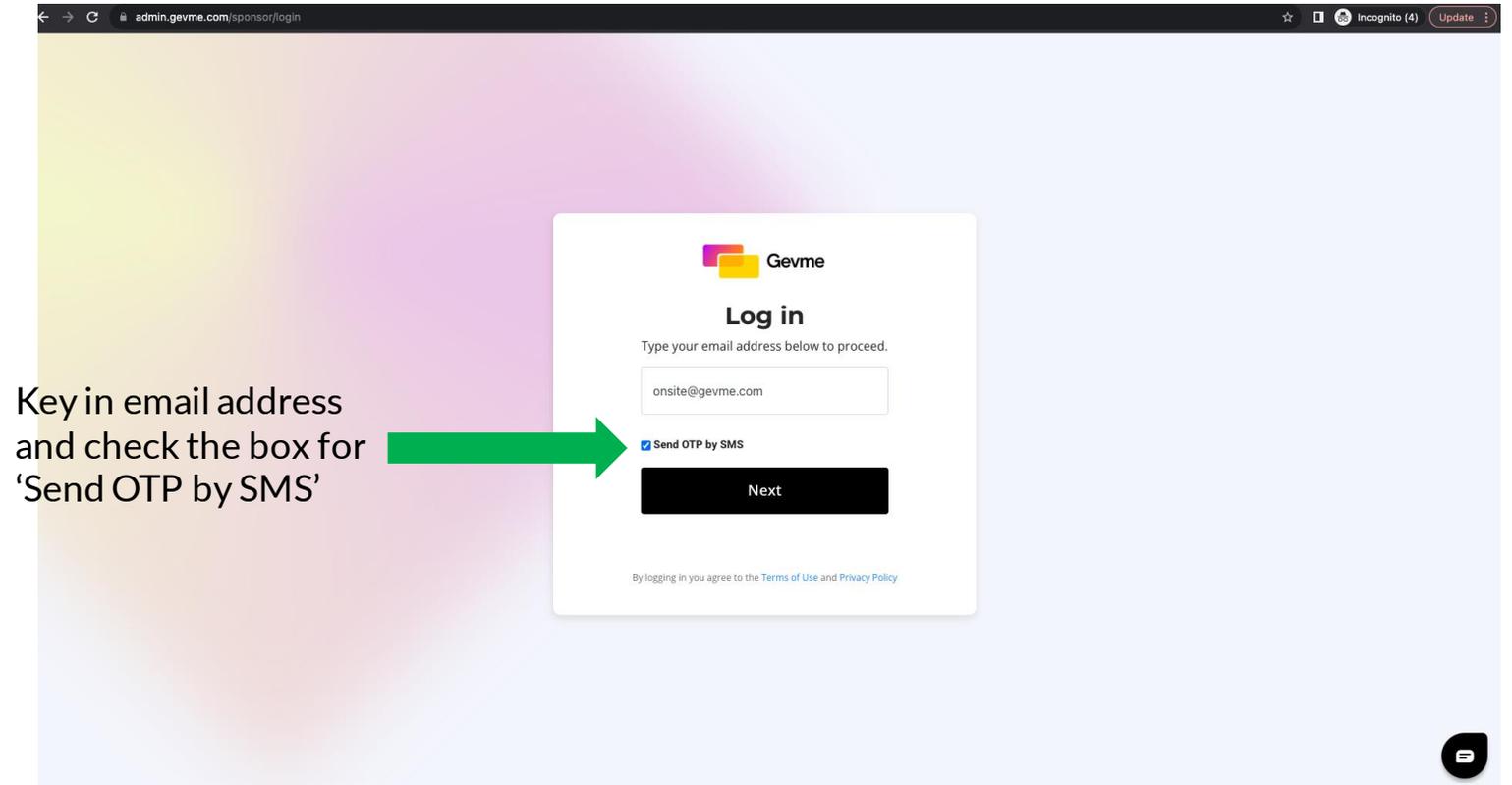


GEVME Onsite Services

Lead Gen App

Exhibitor Admin Setup Process

2a. For logging in via SMS, we will need to have your phone number in our backend system.



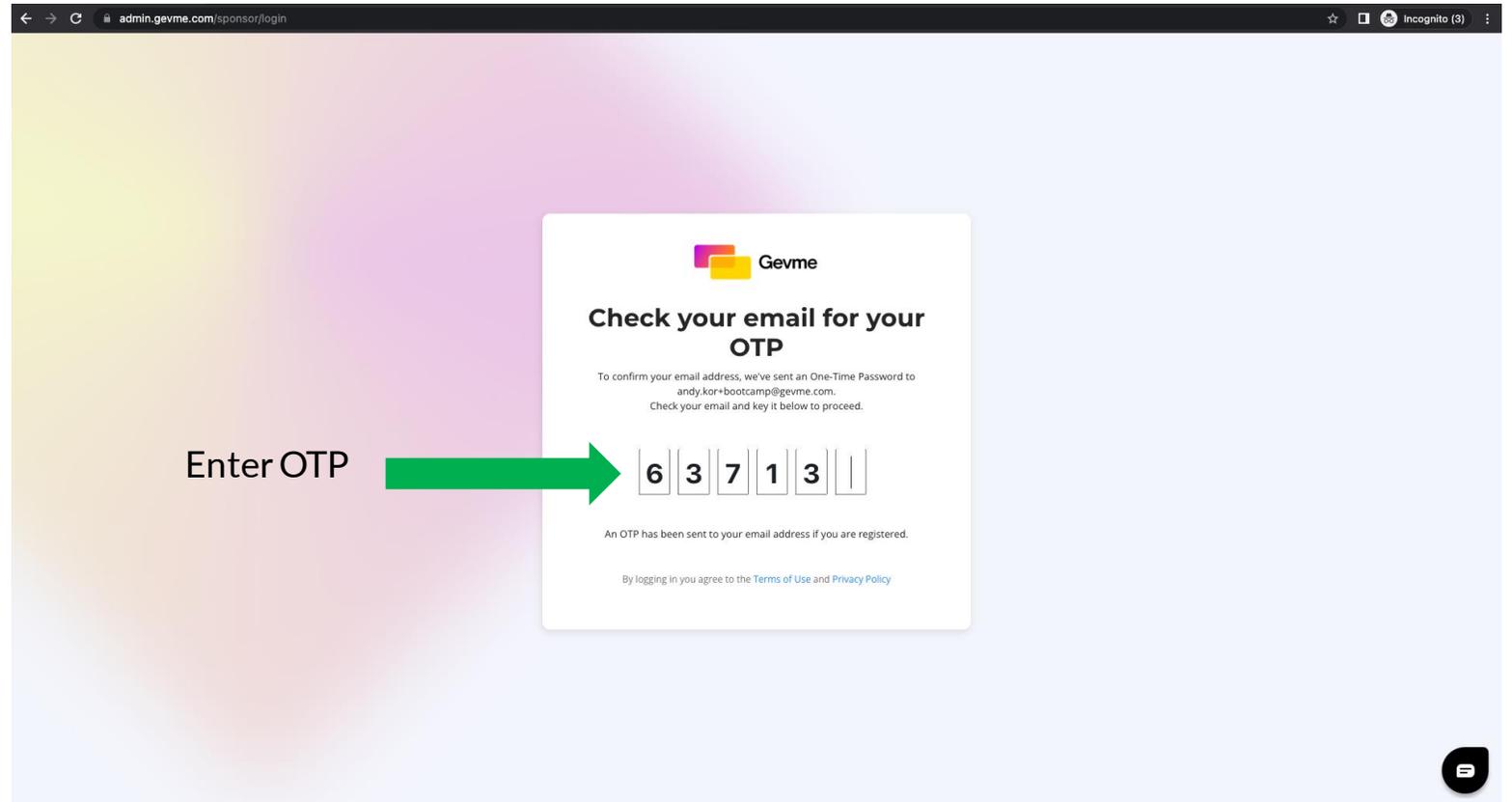
Key in email address
and check the box for
'Send OTP by SMS'

GEVME Onsite Services

Lead Gen App

Exhibitor Admin Setup Process

3. Enter the One-Time-Password (OTP) sent to your registered email address or SMS via phone number

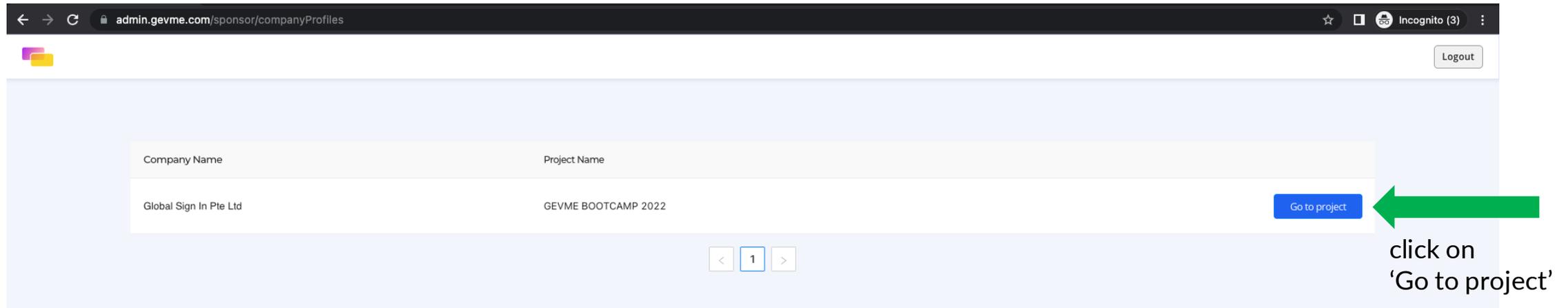


GEVME Onsite Services

Lead Gen App

Exhibitor Admin Setup Process

4. Select the event and click on 'Go to project'



The screenshot shows a web browser window with the URL `admin.gevme.com/sponsor/companyProfiles`. The page displays a table with the following data:

Company Name	Project Name
Global Sign In Pte Ltd	GEVME BOOTCAMP 2022

Below the table, there is a blue button labeled "Go to project" and a pagination control showing "1" between left and right arrows. A green arrow points to the "Go to project" button with the text "click on 'Go to project'".

GEVME Onsite Services

Lead Gen App

Exhibitor Admin Setup Process

5. Select 'App users'

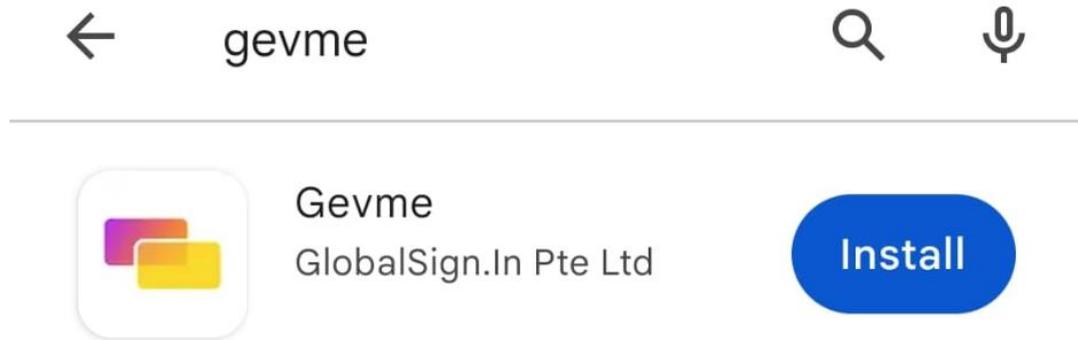
The screenshot shows a web browser window with the URL `admin.gevme.com/company/2852b100-d731-11ec-ba5a-21914091ebf2/project/6283594333dc09003aef`. The page content includes a breadcrumb trail `← Event name` and a sidebar menu item `Leads Generation`. The main content area displays a welcome message: **Welcome, Andy!** **Here are your action items**. Below this, there is a card titled **Leads Generation** with the description "Capture and qualify leads at the event." and two action items: [→ App users](#) (with subtext "Give users access to capture leads from the GEVME mobile app (iOS, Android)") and [→ Leads](#) (with subtext "View & export complete list captured by all users under your company."). A green arrow points from the text "click on 'App users'" to the [→ App users](#) link.

GEVME Onsite Services

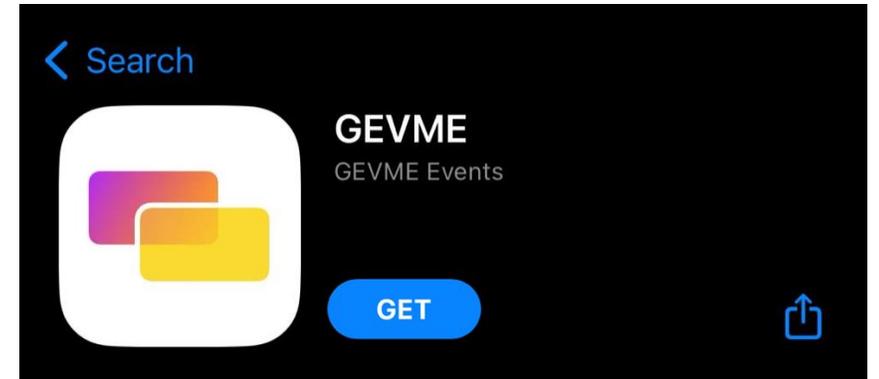
Lead Gen App

App User Setup Process

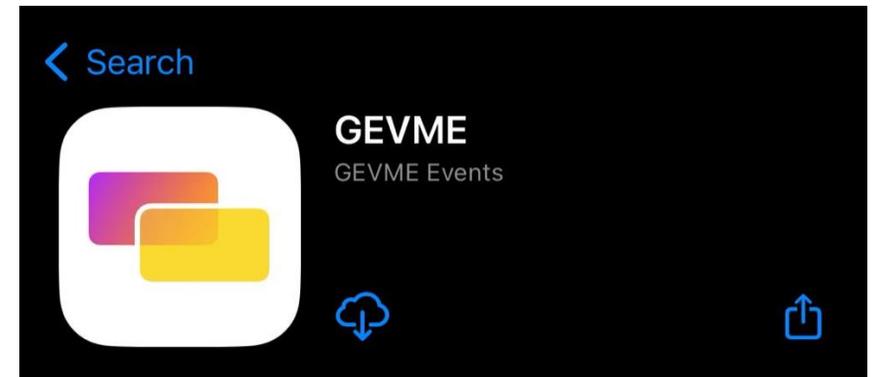
7. Downloading the Lead Gen App



For Android users, search for 'GEVME' in the Play Store and click on the 'Install' button



For iOS users, search for 'GEVME' in the iTunes and click on the 'GET' button



For iOS users how have installed the app, they may see a Cloud download button instead

GEVME Onsite Services

Lead Gen App

Exhibitor Admin Setup Process

6. Click on 'Invite your users' to add the app users and remember to click on the 'Send invite' button below

Once the users are invited, they will receive an email with a message asking them to download the app from the app stores. Users can also approach the GEVME staff at the helpdesk onsite for assistance.

The screenshot shows the 'Manage Users' interface. At the top, there is a 'Leads Generation' dropdown menu. Below it, the 'Manage Users' section displays a progress bar and the text 'You are using 0 out of 5 user accounts that you purchased.' To the right of this section is a blue button labeled 'Invite Your Users' with the text 'You can invite up to 5 user(s)' below it. A green arrow points to this button with the text 'click on 'Invite your users''. Below the 'Manage Users' section is a 'No invite' message with a 'Get started' link. To the right, an 'Invite Users' modal window is open, showing a table with columns for 'Send invite by', 'First Name', 'Last Name', and 'Email'. The table contains five rows, each with 'Email' in the first column and empty input fields for the other three. A blue 'Send invite(s)' button is located at the bottom of the modal.

GEVME Onsite Services

Lead Gen App

App User Setup Process

- 8. Open the app upon app is downloaded
- 8.1 Select 'Login with your email'
- 8.2 Enter email
- 8.3 Enter OTP sent to email as entered by admin in the exhibitor/ sponsor dashboard
- 8.4 Create the metacard (personal details) (You can skip this process)

The image illustrates the app user setup process through four sequential screenshots:

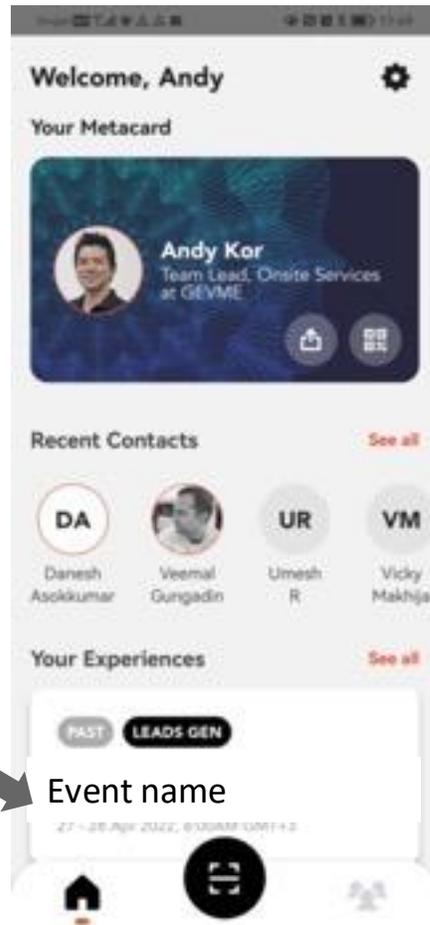
- Screen 1:** The app's main menu with three options: "Login with your email", "Login with your phone", and "Create an account". A callout box above the menu says "Network and instantly exchange contacts with others".
- Screen 2:** The "Login" screen where the user has selected "Login with your email". The email field contains "Andy.kot@gevme.com". There is a "Login" button and a "Sign in with Google" option.
- Screen 3:** The "Almost there. Please enter the One-Time Password (OTP)" screen. It states "We have sent an email to Andy.kor@gevme.com for login verification." The OTP field contains "9 7 3 8 5". There is a "Resend OTP" link.
- Screen 4:** The "Welcome Done!" screen. It displays a metacard for "Andy Kor, Team Lead, Onsite Services at GEVME". Below the metacard, it says "This is your Metacard. Tap on it to view it, edit it or share it with other participants." and an "Okay" button.

GEVME Onsite Services

Lead Gen App

App User Experience

- 9. Open the app and log-in with email
- 9.1 Select the appropriate event
- 9.2 To scan the attendee QR code on the event badge, click on the scan icon
- 9.3 Click on 'Allow'
- 9.4 Scan the QR code



GEVME Onsite Services

Lead Gen App

App user experience

- Once the QR code is scanned, the profile of the registered attendee will be displayed.
- In this interface, the exhibitor is able to take notes for the conversation with the particular attendee and also rate the attendee for follow up actions
- The leads collected can be downloaded as a report from the exhibitor/sponsor dashboard, with the notes and the individual ratings



GEVME Onsite Services

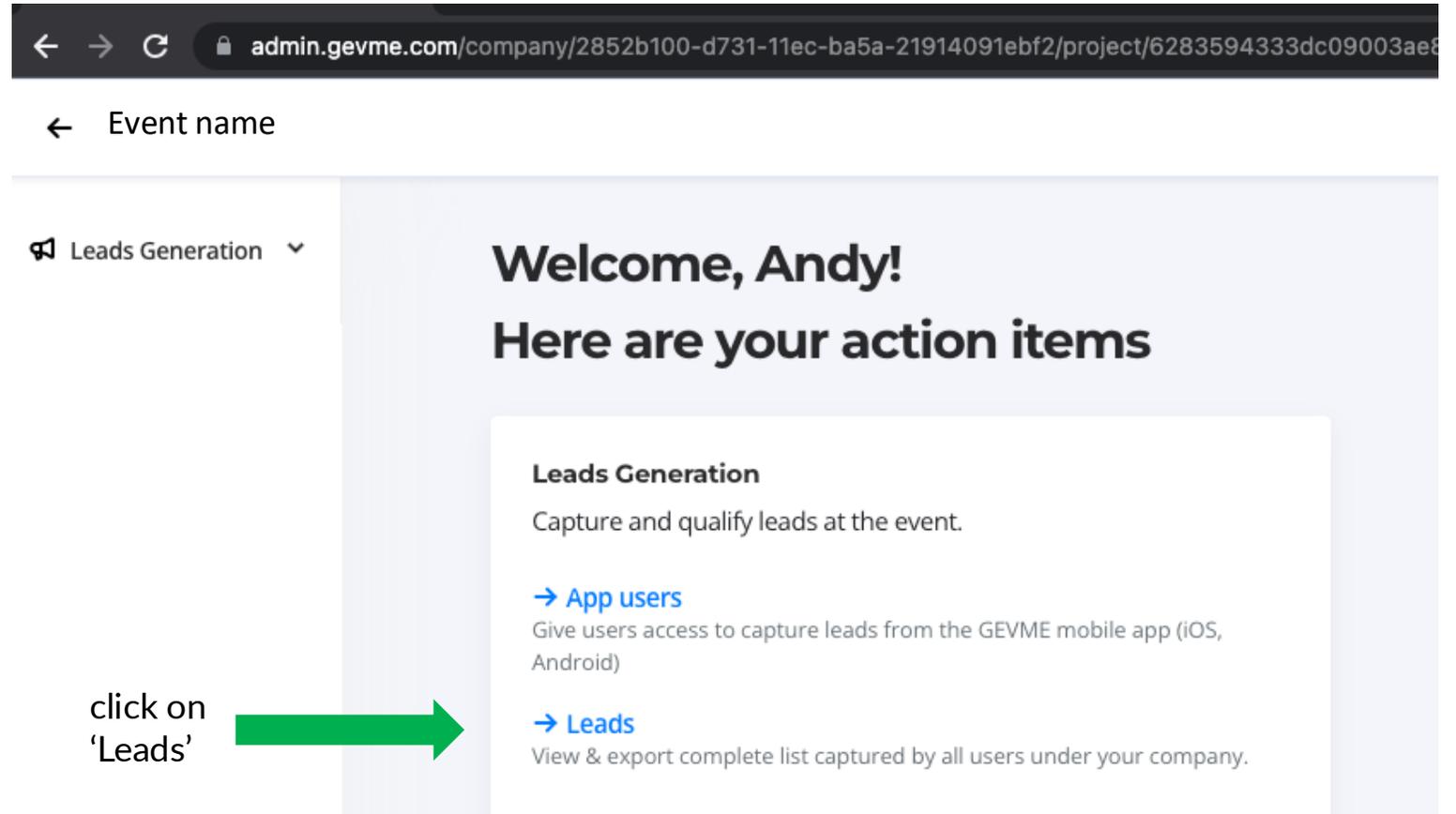
Lead Gen App

Exporting the leads

1. Access the exhibitor/sponsor dashboard, log-in to <https://admin.gevme.com/sponsor> with the registered email address

2. Click on 'Leads'

Note: only the admin user/s can export the leads.



The screenshot shows a web browser window with the URL `admin.gevme.com/company/2852b100-d731-11ec-ba5a-21914091ebf2/project/6283594333dc09003ae8`. The page title is "Event name". A navigation menu on the left shows "Leads Generation" with a dropdown arrow. The main content area displays a welcome message: "Welcome, Andy! Here are your action items". Below this, there is a section titled "Leads Generation" with the description "Capture and qualify leads at the event." Two links are listed: "→ App users" (with subtext "Give users access to capture leads from the GEVME mobile app (iOS, Android)") and "→ Leads" (with subtext "View & export complete list captured by all users under your company."). A green arrow points from the text "click on 'Leads'" to the "Leads" link.

click on
'Leads'



GEVME Onsite Services

Lead Gen App

Exporting the leads

3. Click on 'Export Leads'
4. The leads report will be exported as a '.csv' file with the default fields as shown

← Event name

The screenshot shows the 'Leads Captured' section of the application. A green arrow points from the text 'click on 'Export Leads'' to a blue button labeled 'Export Leads'. Below the button is a table with the following data:

Firstname	Lastname	Email	Company	Job title	Country	Phone no	Note	Rating	Captured by	Captured on
				Project Executive				5	Debbie Tan	2022-05-25 09:45 AM
First name	Last name	Email Address	Company Name	Operation Events Manager					Jorlyn Chew	2022-05-25 09:47 AM
		jorlyn@globalcapproduction.com		Event Experience, Senior Associate					Jorlyn Chew	2022-05-25 09:46 AM



Thank you.





SWAPCARD

THE TECH WEEK SINGAPORE APP



ACCESSING THE APP



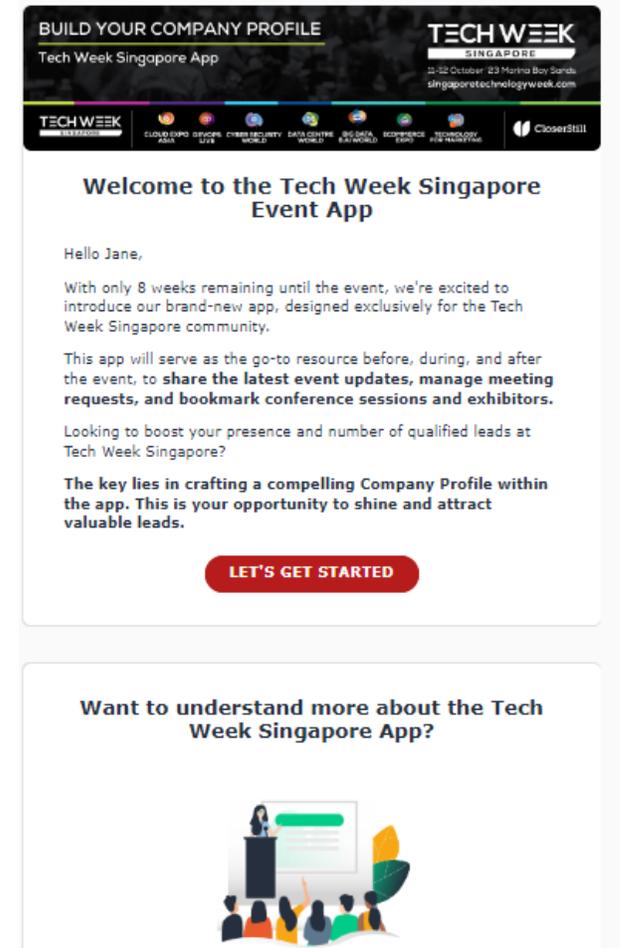
Key Timelines

App Launch Milestones	Dates
Exhibitors	NOW
Visitors	15th September
Networking Feature	15th September
Onsite Meetings Request Feature	21st September

How to login for the first time?

- 1 You will receive an email similar to the example on the right with an access button link which will take you to a login page. Your account is **automatically created** after you have registered.
- 2 You need to activate your account by creating a password, then you can access the event.
- 3 Swapcard is available on the web and via mobile app. Please check the website for more information on the App for your event.

Note: Please check your spam folder as most of our emails come from noreply@swapcard.com

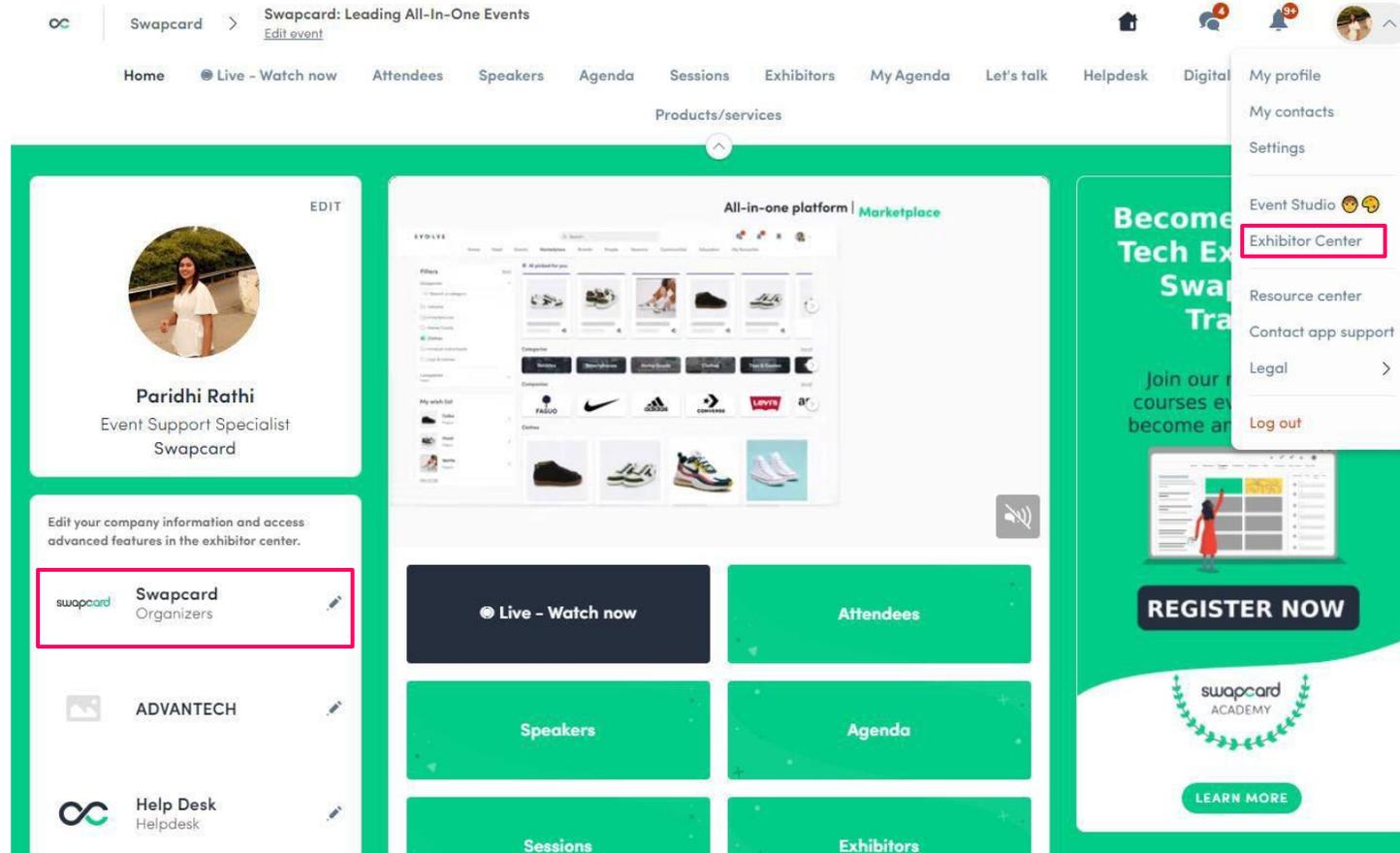




EXHIBITOR CENTER

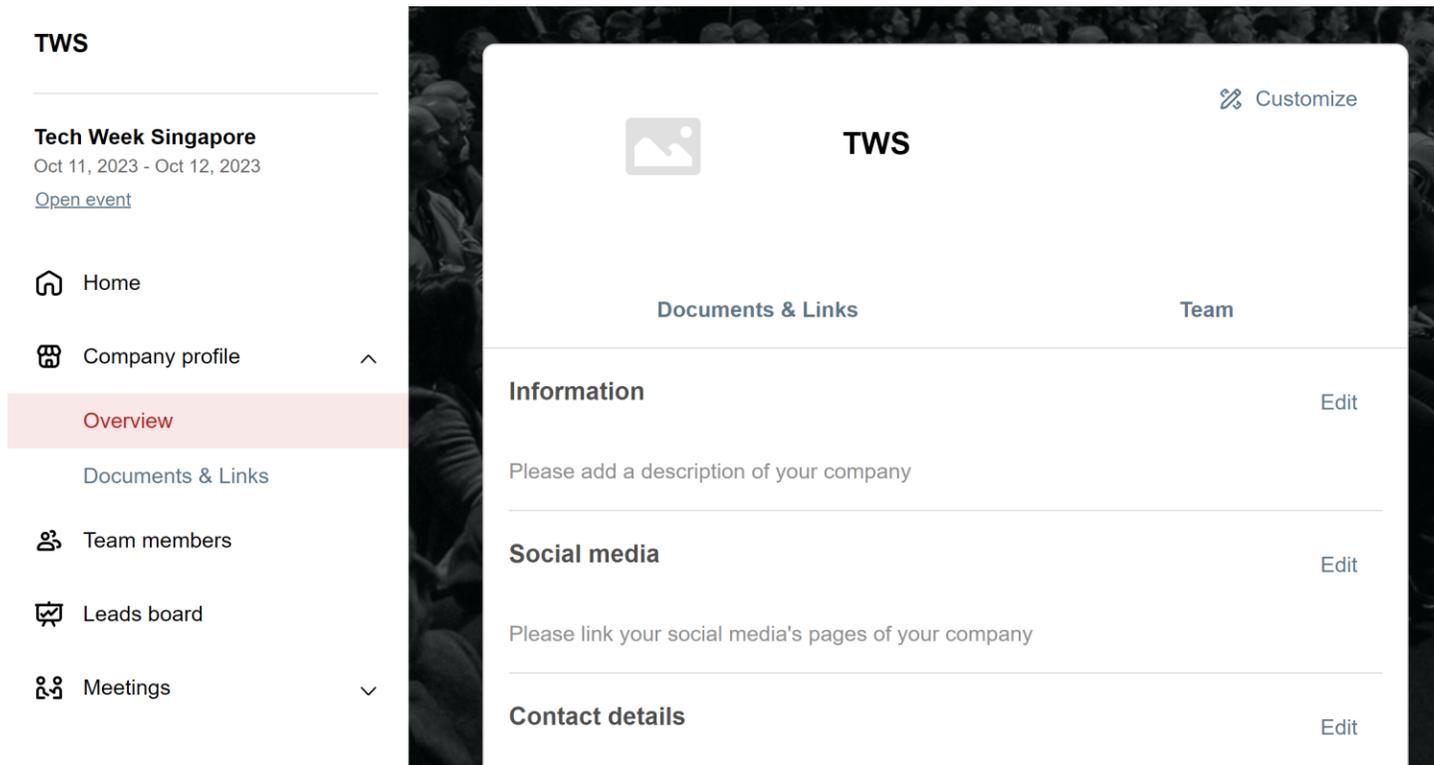
FUNCTIONALITIES

Navigation



Note: You must register your team for their exhibitor badges via the eZone in order for them to be on the event. Once they have activated their profile you can add them to your Exhibitor booth

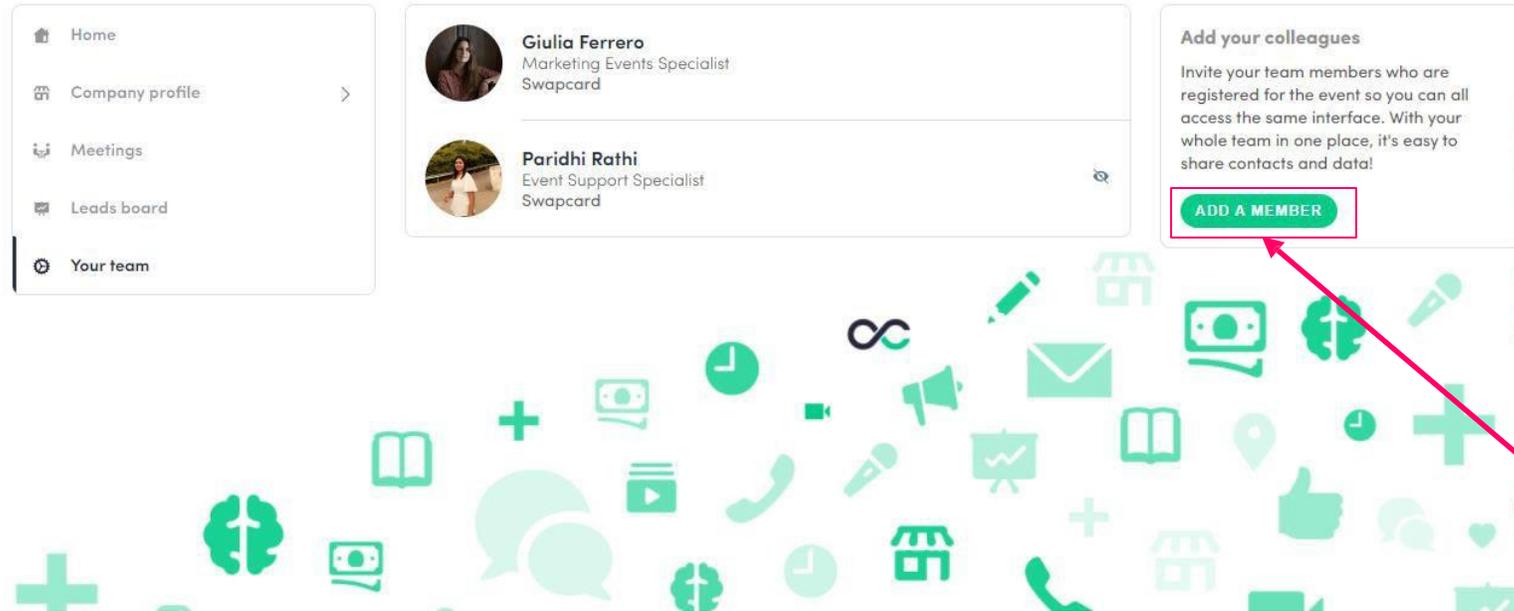
Company Profile



Standard Assets:

- **Header image :**
 - Image : 1200 x 675 px,
- **Background image : 2560 x 1600 px,**
- **Profile background image : 2500 x 1600**

How to add a teammate to your team?



In your **Exhibitor Center**, you can manage your team.

To add new members, click this button and add their email address.

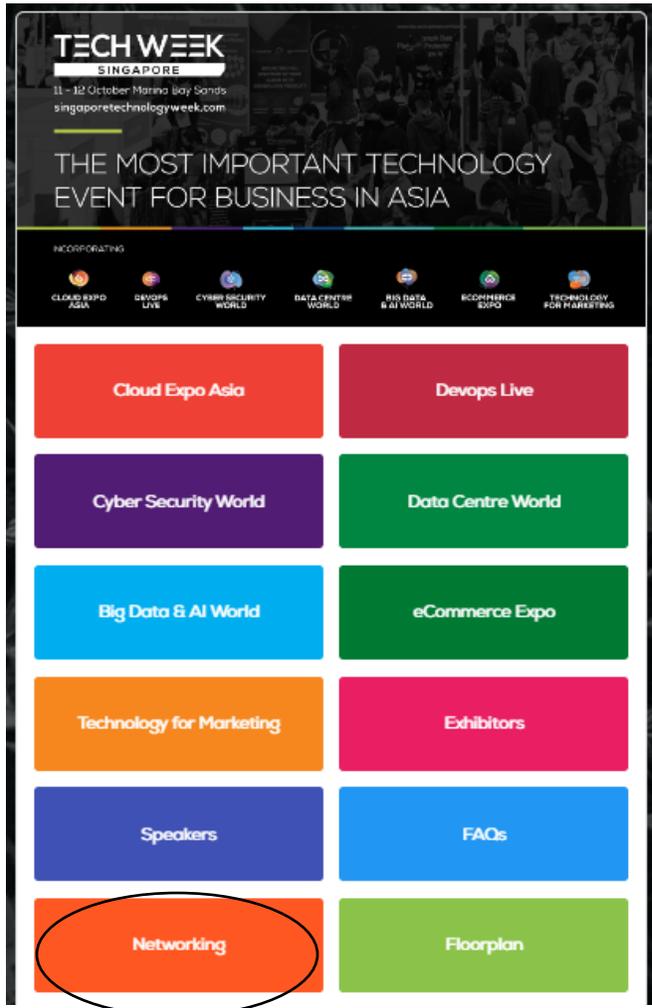
To add a member, they must have activated their account and be on the event.

Note: If you can't add your team members please reach out to techweek@closerstillmedia.com



NETWORKING FEATURES

How to network? – available from 15 September



1

On the homepage of the event, you can access your **Community** (i.e. Attendees, Speakers) in the **Networking** area. This will help you find visitors to network with.

Don't hesitate to contact them through the application to chat, video call, and book meetings.

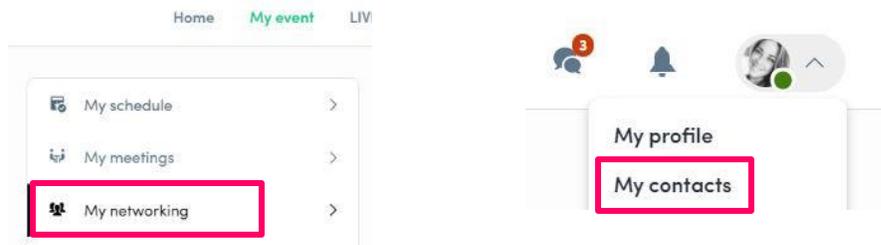
How to make a connection request?



Go to someone's profile via the list of Networking area, or a company profile and click on

Send connection request

We encourage you to write a message before sending your connection request to introduce yourself and explain the reason for your request.



You will be able to find all the people you have been in contact with from **“My contacts”** tab under your profile picture, or in the **“My Event”** button in My Networking tab.



ONSITE MEETING FEATURES

Manage your onsite meetings – available from 21 Sept

The screenshot displays a meeting management interface. On the left is a navigation sidebar with options: Home, Company profile, Meetings (with a red notification badge '2'), Leads board, and Your team. The main content area shows a filter for 'All members' and status tabs: Invitation (5), Confirmed (18), Pending (41), Canceled (17), and Declined (2). Two meeting requests are listed for 'Sunday, January 1, 2023'. The first request is from Charles Benizri (Product Owner, Swapcard) for a meeting on 01/01/2023 from 9:00 AM to 9:20 AM in Primary Hall - Exhibitor room. The second request is also from Charles Benizri for a meeting on 01/01/2023 from 2:40 PM to 3:00 PM in L01 - S02. A detailed view of a meeting request shows the requester as Abby Gonzalez (Inside Salesperson, Verizon) and the host as Charles Benizri (Product Owner, Swapcard). An 'Export meetings' panel on the right offers to download all team meetings as an Excel file.

- Display the meetings of your team
- Filter meetings by status: **Pending**, **Confirmed**, **Canceled** or **Declined**.
- **Assign a meeting**: reply to the meeting request and select a team member to assign.
- **Accept or decline** meeting requests or cancel an existing meeting.



**Questions? The team & I can support at
the end of the briefing**

Operations

TECH WEEK
SINGAPORE



CLOUD EXPO
ASIA



DEVOPS
LIVE



CYBER SECURITY
WORLD



DATA CENTRE
WORLD



BIG DATA
& AI WORLD



ECOMMERCE
EXPO



TECHNOLOGY
FOR MARKETING

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

ORGANISED BY:



Site Operation Schedule

Build Up Period (Date & Time):

- 9 October 2023, Monday: 0800hrs-2200hrs (Zone A Basement 2, Zone C Level 1) – Raw Space Booth only
1200hrs-2200hrs (Zone B Basement 2, Zone D Level 1) – Raw Space Booths only
- 10 October 2023, Monday: 0800hrs-2200hrs (All Zones) – Raw Space Booths only

Exhibitor Badge Collection Period / Shell Scheme Exhibitors Move-in

- 10 October 2023, Tuesday: 1400hrs to 2200hrs (Registration Counter Located at Basement 2 Exhibition Hall Foyer)

Exhibition Opening Hours (date & Time):

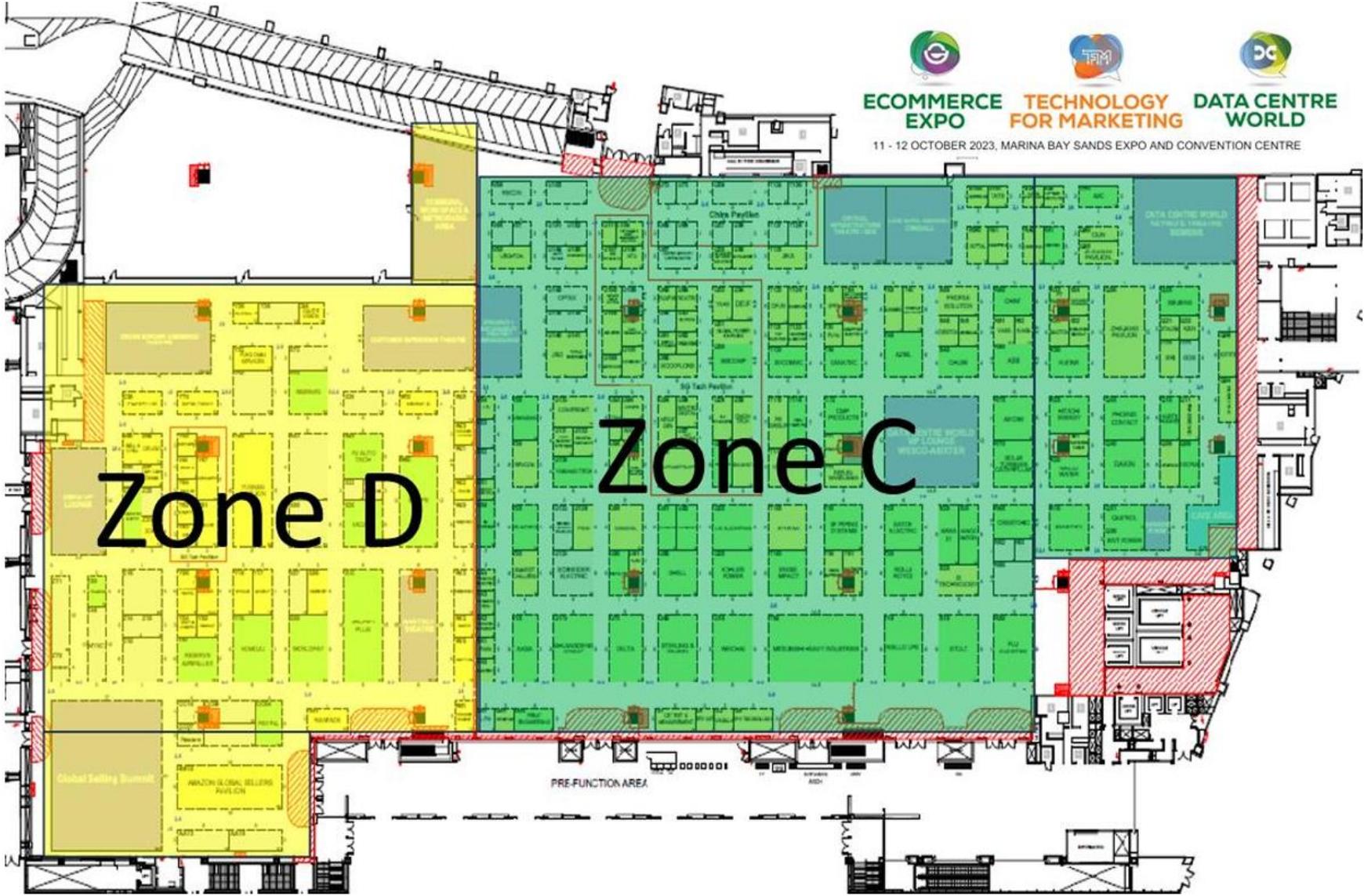
11 October 2023, Wednesday: 0900hrs-1730hrs (Exhibitor's Hall Access From 0800hrs onward)

12 October 2023, Thursday: 0900hrs-1730hrs (Exhibitor's Hall Access From 0800hrs onward)

Tear Down Period (Date & Time):

- 12 October 2023, Thursday: 1830hrs-2359hrs

Zonal Marking – Level 1



Online Exhibitor Manual (OEM)

- Accessible via Exhibitor Zone



1111Systems

Stand: F32

[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](#)

[Exhibitor Marketing Toolkit](#)

[VIP Nominations](#)

[14th August Exhibitor Briefing Recording](#)

[Purchase additional lead scanners](#)

[Apply for Exhibitor Badges](#)

[Manage my team](#)

Please take note of the following dates for our upcoming Exhibitor Briefings.

ONSITE BRIEFING FOR ALL EXHIBITORS

[REGISTER NOW](#)

- Thursday, 7th September 2023 (2-6PM GMT+8), Hibiscus Junior Ballroom, Marina Bay Sands
- Agenda: This in-person briefing at the event location will cover operations, sales, and marketing aspects of the event.
- Recording will be provided after the briefing has concluded.

RECORDING OF BRIEFING

- Monday, 2nd October 2023
- A reminder email with a recording of the above-mentioned meeting will be sent to all exhibitors.

Please view our Exhibitor Briefing recording from 14th August [here](#).

This briefing consists of information about:

- Event App
- Lead Scanning System
- Exhibitor Zone

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 21 August 2023:

- **Exhibitor Badge Registration now available** - Please ensure you have enter the full company name in the registration form for fast approval. For multiple exhibitor staff pass registration, please kindly

THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN ASIA

TECH WEEK

SINGAPORE

11-12 October Marina Bay Sands
singaporetechnologyweek.com

[HOME](#)
[IMPORTANT INFORMATION](#)
[RULES & REGULATIONS](#)
[EXHIBITOR DETAILS](#)
[STANDARD SHELL SCHEME BOOTH DESIGN INFORMATION](#)
[RAW SPACE BOOTH DESIGN INFORMATION](#)
[TECHNICAL FORMS](#)
[SIGN OUT](#)

Contact List

Venue Specification

Access to Sands Expo & Convention Centre – Contractor Pass

Access to Sands Expo & Convention Centre – Vehicle Pass

Freight Forwarding Information

Site Operation Schedule / Zonal Marking

PART OF

TECH WEEK SINGAPORE

11-12 October | 23 Marina Bay Sands
singaporetechnologyweek.com

INCORPORATING



THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN ASIA

AWARDS



Best International Show - Asia Pacific '20

ORGANISED BY



Form CheckList

* Please submit your order forms **by the stipulated deadlines**. Forms received after the given deadline may be subject to delay in processing. Orders are subjected to a 30% surcharge if received after the return deadline and 50% surcharge for on-site order.

Form	Services	Order Form	Due Date	Status
1	LETTER OF INTRODUCTION (VISA APPLICATION)	Order Here	2-October	Pending
3	VEHICLE PASS REQUEST (ONSITE DELIVERIES)	Order Here	2-October	Ordered
4	FASCIA NAME SUBMISSION (STANDARD SHELL SCHEME BOOTH) <i>(Compulsory)</i>	Order Here	8-September	Pending
5	ELECTRICAL SERVICE	Order Here	8-September	Pending
5a	SERVICE LOCATION PLAN <i>(Compulsory)</i>	Order Here	8-September	Pending
6	FURNITURE SERVICE	Order Here	8-September	Ordered
7	AV & IT EQUIPMENT RENTAL	Order Here	8-September	Pending
8	INTERNET SERVICES	Order Here	29-September	Pending
9	BOOTH CATERING	Order Here	19-September	Pending
10	FREIGHT FORWARDING SERVICE	Order Here	8-September	Ordered

Official Contractor

Pico Art International Pte Ltd:

- Booth constructions (Standard Shell Scheme/Raw Space)
- Rental of furniture/electrical Items
- Printing of company fascia name board
- Printing of back wall graphic panels (at own cost)

APT Showfreight (S) Pte Ltd:

- Freight forwarding
- On-site handling & storage arrangement

Ascend Com Pte Ltd:

- Rental of IT & AV Equipment: Laptop, printer & display monitor ETC

Marina Bay Sands

Venue location:

- Hall A, B & C (Level 1)
- Hall D, E & F (Basement 2)

WIFI (Complimentary):

- Only good enough for web surfing and checking emails

Services to Exhibitors:

- Booth catering arrangement (F&B) (Form 9)
- Internet line rental (Form 8)

MICE Business Centre (Level 3, 0800hrs to 1800hrs):

- Photocopying, printing, faxing, stationary supplies & courier Service
- IT Facilities including internet access

Other Important Matters

Courier Onsite Deliveries

- Deliveries should only be done on 10 Oct 2023, Tuesday.
- Courier should be given the contact information of the person at the booth receiving the deliveries.
- Ensure that there is someone at the booth to receive deliveries.
- To apply for vehicle pass (access to loading bay) via OEM.

Temporary Access pass (build up days)

- Yellow Sticker for access.
- For onsite deliveries.
- Security Counter outside Hall A (Level 1) and Hall E (Basement 2).

Parking

- No free parking coupons available.
- Parking concession is available during the 2 days event. Please see below for details:
 - Proceed to Sands Expo and Convention Centre Level 1 Concierge near Hall A.
 - Present Exhibitor Badges and request for parking concession coupon at S\$8.64nett.
 - Available for redeem on each day itself.
 - Counter closes at 6pm.

F&B

- Exclusive service to the venue.

Contractor Offices

- Available at both Level 1 and Basement 2 during build up days
- Any queries or onsite orders, to proceed to onsite offices.

Show Management Office

- Available at Basement 2 Hall F during build up and show days

TIPS FOR A SUCCESSFUL EXHIBITION

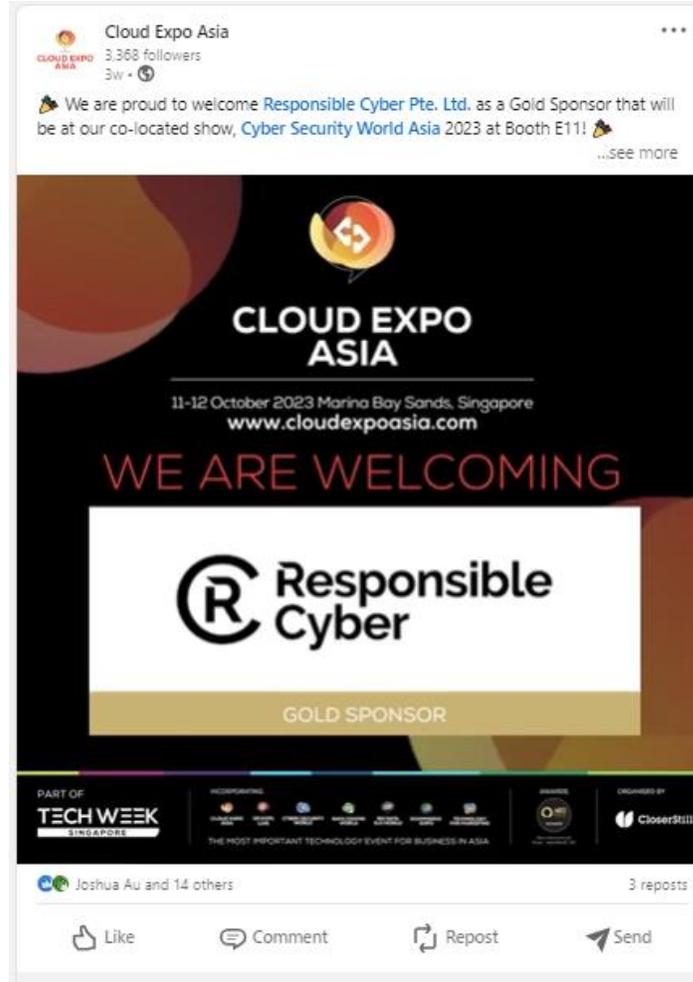


THE SALES CONVERSATIONS START BEFORE THE SHOW.....

Analysing our 2022 sponsors success

53% of returning sponsors group engaged in some kind of pre-event social media engagement.

11% of our audience found out about the show via social media from their current suppliers.



THE MORE BUZZ, THE MORE BUSINESS!!



DO YOU 'STAND' OUT FROM COMPETITION?



ARE YOUR 'TOP GUN' SALES TEAM READY?

- STAND AT THE FRONT OF YOUR STAND, READY TO GREET YOUR AUDIENCE
- STAY OFF THE PHONE
- DON'T WASTE TIME WITH TIME WASTERS OR OTHER SALES STAFF COMING TO SELL YOU SOMETHING (TELL US)
- REMEMBER TO SMILE!!!!!!

CLOUD EXPO ASIA

DIAMOND SPONSOR



PLATINUM SPONSORS



LANYARD SPONSOR



VIP LUNCH SPONSORS



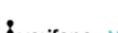
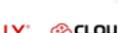
GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



COUNTRY PAVILIONS



DATA CENTRE WOLD ASIA



BIIG DATA & AI WORLD ASIA

PLATINUM SPONSOR



THEATRE SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



DATA & AI LEARNING PARTNER



SMART CITY FORUM PARTNER



COUNTRY PAVILIONS



CYBER SECURITY WORLD ASIA

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



eCOMMERCE EXPO ASIA

DIAMOND SPONSOR



CROSS-BORDER COMMERCE SPONSOR



PLATINUM SPONSOR



THEATRE SPONSOR



VIP LOUNGE SPONSOR



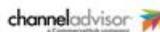
GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



COUNTRY PAVILIONS





DON'T MISS THESE EXHIBITORS...



14-17 October 2020 Marina Bay Sands, Singapore

Attendee Name
Visitor
Company

<Sponsor logo here>

OFFICIAL BAG SPONSOR

OVER 10,000 SHOWBAGS HANDED OUT TO TO ELEGATES - EACH WITH YOUR COMPANY'S LOGO AND MATERIALS

***PRODUCTION COST NOT INCLUDED**

INVESTMENT: ~~SGD\$18,000~~ SGD\$12,000

MUST SEE WALL

- INCLUSION ON THE HUGE, FRONT OF SHOW, 'TOP 15' MUST SEE EXHIBITOR WALL
- LARGE COMPANY LOGO TO GET YOUR BRAND IN FRONT OF ARRIVING DELEGATES!

***10 SPOTS LEFT**

INVESTMENT: ~~SGD\$6,000~~ SGD\$4,000

OFFICIAL REGISTRATION SPONSOR

HEADLINE THE FRONT OF THE EVENT WITH YOUR CORPORATE LOGO ON THE ONLINE REGISTRATION FORM FOR VISITORS AND REGISTRATION AREA.

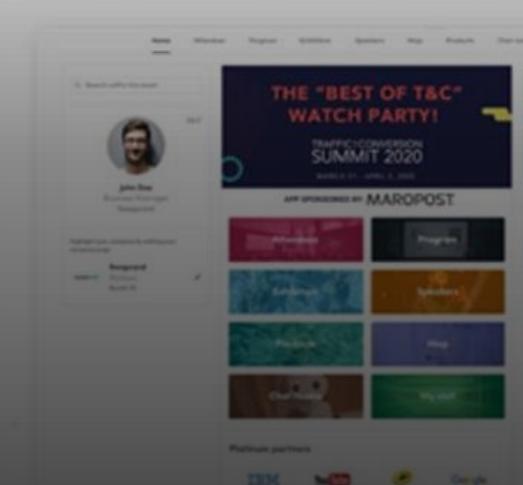
INVESTMENT: ~~SGD\$15,000~~ SGD\$10,000

OFFICIAL BADGE SPONSOR

YOUR LOGO ON ALL PRINTED SHOWBAGS WORN RIGHT ACROSS THE EVENT BY DELEGATE AND EXHIBITOR

***2 SPOTS REMAINING. CO-SPONSORED**

INVESTMENT: ~~SGD\$15,000~~ SGD\$10,000



LAST CHANCE TO STAND OUT

FINAL SPONSORSHIP ENHANCEMENTS REMAINING

LIMITED 1 SPONSOR PER SHOW LEVEL (B2 AND L1)

SOLD!

INVESTMENT: ~~SGD\$5,000~~ SGD\$3,000

EVENT DEVELOPER AND EXHIBITOR

SOLD!

SPONSORED by TO THE NEW

LOCATION SUBJECT TO ORGANISER'S APPROVAL

*PRINTING AND APPLICATION BY ORGANISER

INVESTMENT: ~~SGD\$2,000~~ SGD\$1,400

SWAPCARD - HOMEPAGE SPONSORSHIP

ELEVATE YOUR BRAND WITH YOUR COMPANY LOGO STRATEGICALLY POSITIONED AS THE FOREMOST OF THE ENTIRE AUDIENCE ENCOUNTERS WHEN THEY VISIT THE EVENT APP OR VISIT THE HOMEPAGE ON THE EVENT APP

***1 slot left**

INVESTMENT: ~~SGD\$7,500~~ SGD\$5,000

2024: PRE-BOOK & RE-BOOK



65% of 2022 exhibitors re-booked A prime location for this years show either before or during the 2022 show



No strings attached!



30 – 45 day cool off period



Price Lock



Reduced rates for 2024

A FINAL REMINDER: THE DO'S AND DON'TS OF SUCCESSFUL EXHIBITING

• DO'S

- **Set your objectives early** – Determine how you measure ROI NOW & not on the morning of the expo!
- **Invite your Top customers EARLY** - social media, email, invite your VIP's now!
- **Network, Network, Network!**
With customers/exhibitors/competitors/speakers/industry
- **Stand out from the crowd** – Grab customer attention quickly! Employ the best stand graphics to assist with this
- **Bring the 'right staff'** – Engaging, energetic, professional, TEAM players
- **Train your staff** – Make sure they are aware of what they need to do
- **Lead generation & follow up** – Make sure you formulate a plan to follow up your 'hot leads'

• DON'TS

- **Assume anything** – Clear strategy for sales & marketing
- **Be Ambiguous** – don't assume customers know who you are – make it very CLEAR
- **Waste time on time wasters**
- **Overload your stand** – 'less is more'
- **Embrace technology at the cost of 1-2-1 customer engagements onsite**
- **Forget to attend the Exhibition Party!** – Network, network, network!
- **Forget to smile and enjoy it!**

Thank you for coming....
Enjoy the Networking!

SEE YOU IN 5 WEEKS TIME!

TECH WEEK
SINGAPORE



CLOUD EXPO
ASIA



CYBER SECURITY
WORLD



BIG DATA
& AI WORLD



DATA CENTRE
WORLD



TECHNOLOGY
FOR MARKETING



ECOMMERCE
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THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN ASIA

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