

23-25 April, Hong Kong

PUBLISH ASIA 2014

SPONSORING & EXHIBITION

Shaping the Future of News Publishing

**CEO Conference
Newsroom Summit Asia
Advertising Summit Asia
Printing & Production Seminar
Masterclass
Asian Media Awards Presentation**

www.publishasia.com

Publish Asia - Overview

According to the World Press Trends Report 2013, Asia dominates the world's newspaper circulation and continues to grow, though at a lower rate than before. 67 of the top 100 paid daily newspapers come from Asia. Publish Asia provides a unique gateway to tap this buoyant media market!

WAN-IFRA's Publish Asia is the leading newspaper industry event in Asia. For its 14th edition, a CEO Conference for senior executives will be supplemented by two simultaneous conferences - Newsroom Summit Asia, and Advertising Summit Asia – as well as a foyer exhibition, learning workshops and several networking opportunities. Join Publish Asia Expo and get a chance to engage with and showcase your products and services to over 400 senior executives from newspapers and news publishing companies.



Newsroom Summit Asia

The Newsroom Summit Asia is aimed at the problems and challenges facing Editors, Managing Editors, News Editors, Chief Reporters and those who are involved in leading and managing newsrooms in a multiple media environment. Branded content, data journalism or new wave storytelling are some of the hot topics that will be discussed in HK.

Advertising Summit Asia

The Advertising Summit Asia will focus on how media houses can increase their advertising revenues through innovation, new advertising concepts and leveraging cross media opportunities.

CEO Conference

Publish Asia's CEO Conference is an exclusive event for senior management executives. The conference aims to cover business issues, trends and case studies that are current and relevant to Asian publishers. It will address issues such as content monetization, the rise of online video, revenue streams diversification, the resilience of print, how to foster innovation at news media companies, implementing news business models, etc.

Printing & Production Seminars

Digital Printing, 24 April 2014

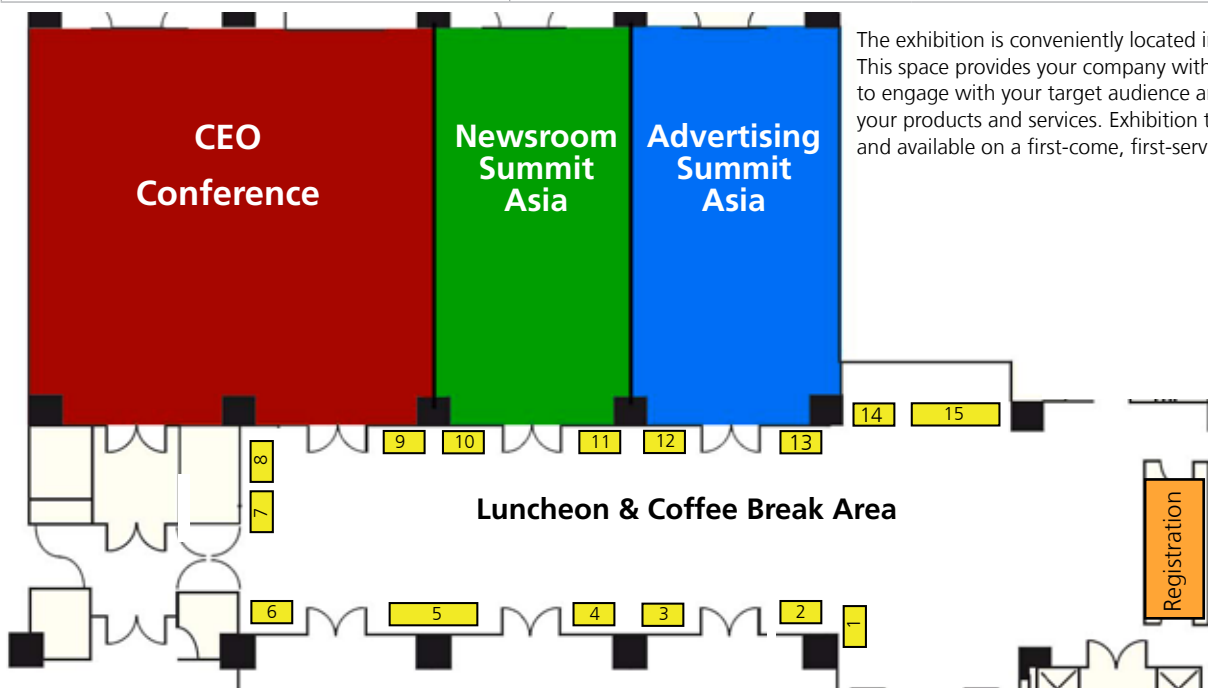
The media shift is changing newspaper production. Print runs are getting smaller and target groups more specific. Will digital printing replace the offset process in the future? Does the advent of digital web-fed presses herald the end of coldset newspaper printing?

Go Green, 25 April 2014

Going green has been synonymous with corporate social responsibility actions by publishing houses. However, there is also a clear economic benefit in Going Green as demonstrated by recent trials at large printing facilities. How does this work? What are the systems to

Expo Opportunities

Booth Fees	1 Table top	2 Table Top Space
WAN-IFRA Member	SGD 5,800	SGD 7,800
Non Member	SGD 6,400	SGD 8,600
Co - Exhibitor (Limited to 2 vendors per booth)	SGD 1,000	SGD 1,000
Exhibitor Entitlements	<ul style="list-style-type: none"> ■ Two complimentary passes for CEO Conference, Newsroom Summit or Advertising Summit conferences, two exhibitor passes and two invitations to the Gala Dinner. ■ 50% discount for additional passes ■ Listing of company profile ■ Complimentary insert in conference kit (worth SGD 3,000) 	



The exhibition is conveniently located in the foyer area. This space provides your company with an opportunity to engage with your target audience and to showcase your products and services. Exhibition tables are limited and available on a first-come, first-served basis.

Sponsorship Opportunities

	Description*	Price (member / non member)
Newsroom or Advertising Summit 	<p>Exclusive sponsorship of either the full Newsroom Summit or Advertising Summit tracks. Sponsor will enjoy maximum visibility and an extensive coverage before and during the 2 days conference, with commercial flash projections,a full page AD in Asian Newspaper Focus and other exclusive benefits (incl. 4 free summit ticket for your company).</p>	SGD 24,000 / SGD 28,800
Catering 	<p>Host a coffee-break, lunch or a get-together for all the delegates. Organization and choice of a location in co-operation with WAN-IFRA (incl. 2 free summit ticket for your company).</p>	SGD 12,000 / SGD 14,400
Asian Media Awards 	<p>Sponsorship of the Asian Media Awards includes the co-branding of one of the following categories. The sponsor's logo with hyperlink to his website will be included in all marketing materials and confirmation emails to registered participants. A representative of your company will present the awards on stage. Available categories :</p> <ul style="list-style-type: none"> - Best in Print - Best in Editorial Content - Best in Photojournalism - Best in Newspaper Marketing - Best in Design - Best in Infographics - Best in Community Service 	SGD 12,000 / SGD 14,400
Conference Kit 	<p>Conference Kits, that most visitors will take back home, offer a sustained brand placement. The bags will carry both WAN-IFRA and the sponsors' logo and will be produced by sponsor (incl. 2 free summit tickets for your company).</p>	SGD 10,000 / SGD 12,400
Lanyards 	<p>Every participant will receive a lanyard with its badge at the start of the conference and will carry it during the whole event: an obvious advertising tool for placing your brand. Sponsor will provide the branded lanyards. (incl. 2 free summit ticket for your company).</p>	SGD 8,000 / SGD 9,600
Water Bottle 	<p>Water bottles are placed on all tables and constantly utilised by the delegates. Everyone needs to drink water. The bottles will carry stickers with your marketing message. (incl. 2 free summit ticket for your company).</p>	SGD 8,000 / SGD 9,600
Session Sponsor 	<p>Sponsorship of a single session will enable the sponsor to showcase its knowledge, experience and commitment on a specific issue. A representative of your company will introduce the session on stage. The sponsor can also suggest one of his customer's case study as a feature for this session. (incl. 2 free summit ticket for your company).</p>	SGD 6,000 / SGD 7,200
Opening Video 	<p>Display your branded video content at the conference opening or during conference breaks. This sponsorship is exclusively reserved to news wire agencies or news media organisations. (incl. 2 free summit ticket for your company).</p>	SGD 6,000 / SGD 7,200
Program Guide 	<p>The Program Guide will be inserted in the conference kit and it is something that the delegates will be referring to throughout the conference. Enjoy an exclusive advertising placement in this guide of reference for all delegates. (incl. 2 free summit ticket for your company).</p>	SGD 6,000 / SGD 7,200
Insert / Give Away 	<p>Strategically place your own promo inserts or giveaways in the conference kits or on the delegates' chairs. The standard insert sponsorship is valid for brochures or flyers. Please check with us for other items you may wish to distribute at the conference. (incl. 1 free ticket for your company)</p>	SGD 3,000 / SGD 3,600
Asian Newspaper Focus 	<p>Asian Newspaper Focus (ANF) is the official magazine for Publish Asia 2014. Increase your brand visibility through WAN-IFRA's leading B2B magazine. ANF is widely read by 3000+ top media executives who are mainly CEOs, COOs, Chief Editors, Directors... ANF is the best platform to get marketing message consistently across to the right decision makers.</p> <p>ANF's pre-conference issue will be inserted into Publish Asia's conference kit.</p>	Contact us for pre/post conference advertising offer

*All sponsorships include branding of the sponsor's logo on the event's brochures, signages and website, with hyperlink to its website.

Please contact us for more sponsorship opportunities and for a personalized offer, tailored to your marketing needs.

CONNECT WITH THE RIGHT AUDIENCE!

SOCIAL EVENTS



Welcome Cocktail

Upon their arrival in Hong Kong, delegates will be invited to join a first evening of networking for meeting up with peers, catching up with old friends and making new contacts.



Asian Media Awards Gala Dinner

The award gala dinner will be an opportunity to unwind and network. The winners of the prestigious Asian Media Awards will be presented at the awards gala dinner.

OFFICIAL VENUE



Kowloon Shangri-La Hotel, Hong Kong
64 Mody Road,
Kowloon, Hong Kong

Nestled amidst in the heart of the city, Shangri-La, Kowloon is just moments from the city's famous shopping and entertainment districts. The hotel is merely a five minute walk to the Victoria Harbour, and the Hong Kong International Airport is only 35 minutes away by car.

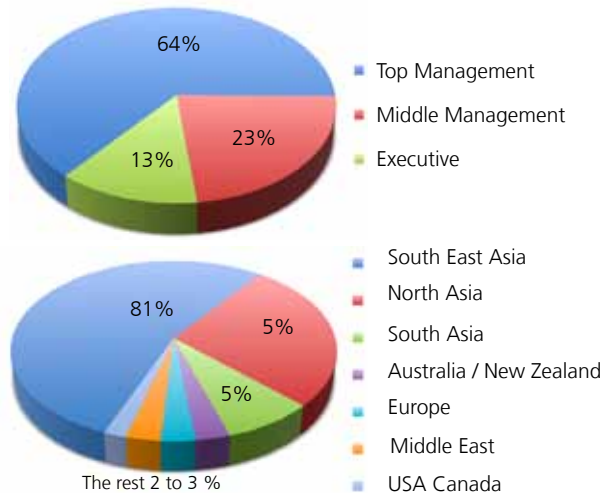
Our latest events attracted the following audience:

Top Management: Publisher, Chairman, CEO, COO, CTO, Managing Director, President, Vice President, General Manager, Editor-in-Chief, HOD.

Middle Management: Director, Senior Manager, Manager, Bureau Chief, Managing Editor, Editor.

Executive: Executive, Journalist, Reporter

Publish Asia 2012 Attendance Profile In Bali



Digital Media Asia 2011 Attendance Profile In Hong Kong



CONTACT

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The World Association of Newspapers and News Publishers, or WAN-IFRA, is the global organisation of the world's press, representing more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.