



22<sup>nd</sup> – 24<sup>th</sup> July 2010

Saigon Exhibition & Convention Centre. Ho Chi Minh City, Vietnam

**Advertising & Sponsorship Opportunities at PALME Vietnam 2010**  
 Increase awareness of your company's presence at the show through cost effective sponsorship exposure

SPONSORSHIP OPPORTUNITIES	COST	TICK
<p><b>LANYARD SPONSORSHIP</b>            Capture the attention of thousands as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every visitor.</p> <ul style="list-style-type: none"> <li>Your company logo to be printed jointly with the PALME Vietnam 2010 logo.</li> <li>Lanyards to be distributed to all trade visitors at the event via Event registration counters.</li> <li>5,000 lanyards will be distributed to all visitors.</li> <li>Recognition on appropriate promotional and collateral material (subject to the discretion of the organiser).</li> <li>The Event web site will feature your name and logo, and will link to your Web site.</li> </ul> <p>Production cost of the lanyards is included in the price. Production of the Lanyards is subject to the Organiser's approval.</p>	<b>US\$5,000</b>	
<p><b>SHOWBAGS SPONSORSHIP</b>            This is your company's opportunity to gain exposure during the show, as well as afterward. Attendees will carry your bag with them as they cover the exhibit hall floor—a great branding tool that they will utilize all three days of the event.</p> <ul style="list-style-type: none"> <li>One product brochure to be placed in show bag.</li> <li>5,000 Show Bags will be distributed to all visitors.</li> <li>Distribution will be from Event registration counters.</li> <li>Show bag must incorporate PALME Vietnam 2010 Logo.</li> <li>Recognition on appropriate promotional and collateral material (subject to the discretion of the organiser).</li> <li>The Event web site will feature your name and logo, and will link to your Web site.</li> </ul> <p>Production cost of the Show Bags is included in the price.</p>	<b>US\$5,000</b>	
<p><b>SHOW BANNERS SPONSORSHIP</b>            Banners which give visibility and recognition to your company and brand</p> <ul style="list-style-type: none"> <li>Excludes production &amp; rigging cost.</li> <li>Location of banner subject to approval and availability.</li> </ul>	<b>US\$2,000</b>	
<p><b>EFFECTS / DECOR SPONSORSHIP</b>            Special Venue Decorations bearing your company logo to be placed in strategic locations inside / outside hall / exhibitor party. The decoration must also include PALME Vietnam 2010 logo (exclusive of rigging cost if required*)            Special areas will be allocated to exhibitors as they are subject to approval.</p>	<b>US\$2,000</b>	
<p><b>ENTRANCE LIGHTING SPONSORSHIP</b>            Sponsor will be given the exclusive rights to display their lighting systems at the entrance area. (All installation/ electrical cost are borne by the sponsor)            Sponsor to feature PALME Vietnam 2010 logo.</p>	<b>US\$2,000</b>	
<p><b>“YOU ARE HERE” LOCATOR DISPLAYS</b>            Located throughout the exhibit floor, these displays provide a quick view of the exhibit hall layout and identify locations of various services. As a sponsor, your company artwork or logo is placed on a panel of the display.</p>	<b>US\$2,000</b>	
<p><b>PRESS ROOM SPONSORSHIP</b>            Sponsorship of the Press Room offers your company three days of exposure, with media seeing your company name and logo each time they come to utilize the press room, which will be equipped with Internet, light snacks and beverages, interview tables, media kits and computer workstations. You will also have the opportunity to distribute a corporate gift to press attendees.</p>	<b>US\$3,500</b>	

