



Indonesia Infrastructure Week 2016

**IN SUPPORT OF THE NATIONAL
USD \$450 BILLION INFRASTRUCTURE AGENDA**



SPONSORSHIP OPPORTUNITIES

Incorporating the vertical sectors of

AIRPORTS



**AIRPORT
SOLUTIONS
INDONESIA 2016**

INFRASTRUCTURE

RGC 2016
REGIONAL GOVERNMENTS
CONFERENCE ON SUSTAINABLE AND
INCLUSIVE INFRASTRUCTURE DEVELOPMENT

ICT

**EXPO COMM
INDONESIA 2016**
BROADBAND - CYBER SECURITY - SMART CITY INFRASTRUCTURE

CONSTRUCTION



**Four leading events come together to provide end-to-end
solutions across Indonesia's critical national infrastructure**

**9-11 NOVEMBER 2016
JAKARTA CONVENTION CENTER**

WWW.INDONESIAINFRASTRUCTUREWEEK.COM

POSITION YOUR COMPANY AND BRAND AT THE HEART OF INDONESIA'S ONLY

INFRASTRUCTURE & CONSTRUCTION B2B EXHIBITION & CONFERENCE EVENT: IIW 2016

The Indonesia Infrastructure Week (IIW) is a truly unique event in the Indonesian infrastructure and construction business-to-business exhibition calendar.

IIW 2016 combines 5 established B2B exhibitions and 4 high-level conferences covering the entire spectrum of the construction industry, as well as the following key pillars of infrastructure: Maritime & Ports, Land Transportation, Water & Waste, Industrial Zones, Aviation Infrastructure, and ICT.

In 2016, IIW will attract more than 15,000 visitors and delegates from across the entire infrastructure and construction purchase chain; including: government entities, project owners / stakeholders, investors, planners, construction companies, buyers / specifiers, and end users.



Jusuf Kalla, Vice President of Republic of Indonesia opened IIW 2015

IIW PREMIUM SPONSORSHIP PACKAGES

In this brochure, you will find a range of premium sponsorship package (Gold, Silver, and Bronze). Each tier of sponsorship package is available across any one of the following four exhibitions/conferences (as relevant to your business objectives and target audience): IIICE Exhibition & RGC Conference, Konstruksi Exhibition & CTI Conference, Airport Solutions Indonesia Exhibition & Conference, and Expo Comm Indonesia Exhibition & Conference.

By utilising a premium sponsorship package within the exhibition and conference most relevant to your business you will directly target and place your brand in front of the people you want to do business with.

COLLECTIVE BRANDING & SUPPORTING SPONSORSHIP PACKAGES

Don't wish to commit to a premium sponsorship package? Want to target potential clients in a more focused manner? Then perhaps choose one of the many collective branding or supporting sponsorship packages, also detailed in this brochure.

Need a solution different to the published package options? Simply contact us to discuss your requirements and we will gladly present a bespoke package based on your budget and business objectives.

GOLD SPONSORSHIP \$ 55,000

Gold Sponsorship is the highest level sponsorship tier for any one exhibition being held as part of IIW 2016.

Available for five non-competing companies.

ASEAN G2B INFRASTRUCTURE INVESTMENT FORUM

As Gold Sponsor of your exhibition, your package further entitle you to the following as part of the ASEAN G2B Infrastructure Investment Forum:

- ❖ 5 Delegate passes to the Forum and 5 seats at the Forum Dinner (8th November)

NETWORKING OPPORTUNITIES

- ❖ You will receive up to **10 invitations to the IIW official opening ceremony**, with reserved seating for your senior company representatives and key clients.
- ❖ You will receive up to **10 invitations to the IIW evening gala reception** for your senior company representatives and key clients. The gala reception takes place at an exclusive 5-star venue on the evening of the opening day of IIW.
- ❖ You will receive up to **5 complimentary delegate passes to the conference associated with your sponsorship package**, which may be used by your senior company representatives and key clients. These delegate passes will give access to the entire 3 day conference program.

PR, MEDIA AND BRANDING OPPORTUNITIES

PRE-SHOW

- ❖ Your logo on print advertisement and email campaigns (where space permits).
- ❖ Your logo on the event launch and press conference branding (upon signed contract).
- ❖ Your company name on press releases.
- ❖ Your logo/animated banner, complete with 100-words company description will be displayed and hyperlinked on the show website.

DURING THE 3 DAYS OF THE EXHIBITION / CONFERENCE

- ❖ You will be allocated **20sqm of complimentary space** on the exhibition floor, with an opportunity to purchase additional space at a discounted rate.
- ❖ Your logo on the main show signage.
- ❖ Your logo on the cover of show catalog.
- ❖ Your logo and a 500-words company description on the sponsor recognition page of the show catalog.
- ❖ One double-page or two single-page A4 color advertisements in the show catalog.
- ❖ Your company flyers/leaflets distributed inside conference delegate bags.
- ❖ Your company can issue a personalized press release for distribution via the IIW press center.

POST-SHOW

- ❖ You will receive details of the exhibitors and conference delegates that participate.

SHOW CONTENT DEVELOPMENT

- ❖ An opportunity for a senior representative to participate in the conference program, on a subject to be agreed with the conference producer and steering committee. Any presentation needs to be educational and informative to the conference audience and cannot be sales or marketing related.

ADDITIONAL BRAND EXPOSURE FOR GOLD SPONSORS

Newly introduced for the 2016 exhibition, these additional branding opportunities will further enhance your sponsorship package and provide additional ways to place your brand in front of key buyers.

In addition to the benefits listed above, Gold Sponsors will also be entitled to:

- ❖ Co-sponsorship of one of the two Networking Luncheons:
As a Networking Luncheon Co-sponsor your brand will be placed directly in front of more than 1,000 IIW Delegates

Gold Sponsors are also entitled to choose ONE of the following additional branding opportunities (allocated on a first-come, first-served basis):

- ❖ Co-sponsorship of the registration desks (limited to 4 IIW Gold Sponsors)
- ❖ Co-sponsorship of the 'You Are Here' boards (limited to 6 IIW Gold Sponsors)
- ❖ Co-sponsorship of the Visitor Badges (2 badge types available, co-sponsorship limited to 2 IIW Gold Sponsors per badge type)

SILVER SPONSORSHIP \$ 35,000

Available for five non-competing companies per exhibition.

NETWORKING OPPORTUNITIES

- ❖ You will receive up to **5 invitations to the IIW official opening ceremony**, with reserved seating for your senior company representatives and key clients.
- ❖ You will receive up to **5 invitations to the IIW evening gala reception** for your senior company representatives and key clients. The gala reception takes place at an exclusive 5-star venue on the evening of the opening day of IIW.
- ❖ You will receive up to **5 complimentary delegate passes to the conference associated with your sponsorship package**, which may be used by your senior company representatives and key clients. These delegate passes will give access to the entire 3 day conference program.

PR, MEDIA AND BRANDING OPPORTUNITIES

PRE-SHOW

- ❖ Your logo on print advertisement and email campaigns (where space permits).
- ❖ Your logo will be displayed and hyperlinked on the show website.

DURING THE 3 DAYS OF THE EXHIBITION / CONFERENCE

- ❖ You will be allocated **12sqm of complimentary space** on the exhibition floor, with an opportunity to purchase additional space at a discounted rate.
- ❖ Your logo on the main show signage.
- ❖ Your logo and a 250-words company description on the sponsor recognition page of the show catalog.
- ❖ One single-page A4 color advertisement in the show catalog.
- ❖ Your company flyers/leaflets distributed inside conference delegate bags.
- ❖ Your company can issue a personalized press release for distribution via the IIW press center.

POST-SHOW

- ❖ You will receive details of the exhibitors and conference delegates that participate.

SHOW CONTENT DEVELOPMENT

- ❖ An opportunity for a senior representative to participate in the conference program, on a subject to be agreed with the conference producer and steering committee. Any presentation needs to be educational and informative to the conference audience and cannot be sales or marketing related.

ADDITIONAL BRAND EXPOSURE FOR SILVER SPONSORS

Newly introduced for the 2016 exhibition, these additional branding opportunities will further enhance your sponsorship package and provide additional ways to place your brand in front of key buyers.

In addition to the benefits listed above, Silver Sponsors will also be entitled to:

- ❖ Co-sponsorship of one of the two on-site visitor registration forms

Silver Sponsors are also entitled to choose ONE of the following additional branding opportunities (allocated on a first-come, first-served basis):

- ❖ Co-sponsorship of the Speaker Holding Room:
Co-sponsoring the Speaker Holding Room allows you to present your brand to more than 100 high-level conference speakers, panellists and moderators
- ❖ Co-sponsorship of the RGC 2016 Delegate Coffee Break Area:
Serving up to 300 people over 2 days, this opportunity allows you to place your brand directly in front of invited central and regional government representatives and private sector industry leaders

BRONZE SPONSORSHIP \$ 25,000

Available for five non-competing companies per exhibition

NETWORKING OPPORTUNITIES

- ❖ You will receive up to **3 invitations to the IIW official opening ceremony**, with reserved seating for your senior company representatives and key clients.
- ❖ You will receive up to **3 invitations to the IIW evening gala reception** for your senior company representatives and key clients. The gala reception takes place at an exclusive 5-star venue on the evening of the opening day of IIW.
- ❖ You will receive up to **3 complimentary delegate passes to the conference associated with your sponsorship package**, which may be used by your senior company representatives and key clients. These delegate passes will give access to the entire 3 day conference program.

PR, MEDIA AND BRANDING OPPORTUNITIES

PRE-SHOW

- ❖ Your logo on print advertisement and email campaigns (where space permits).
- ❖ Your logo will be displayed and hyperlinked on the show website.

DURING THE 3 DAYS OF THE EXHIBITION / CONFERENCE

- ❖ You will be allocated **9sqm of complimentary space** on the exhibition floor, with an opportunity to purchase additional space at a discounted rate.
- ❖ Your logo on the show main signage.
- ❖ Your logo and a 250-words company description on the sponsor recognition page of the show catalog.
- ❖ One single-page A4 color advertisement in the show catalog.
- ❖ Your company flyers/leaflets distributed inside conference delegate bags.
- ❖ Your company can issue a personalized press release for distribution via the IIW press center.

POST-SHOW

- ❖ You will receive details of the exhibitors and conference delegates that participate.

| PACKAGE | GOLD | SILVER | BRONZE |
|--|-----------|-----------|-----------|
| IIW official opening ceremony invitations | 10 | 5 | 3 |
| IIW evening gala reception invitation | 10 | 5 | 3 |
| Complimentary delegate pass to conference program | 5 | 5 | 3 |
| Opportunity for senior representative to join the conference program | ✓ | ✓ | |
| Company logo on IIW advertisements | ✓ | ✓ | ✓ |
| Company logo on all email campaigns | ✓ | ✓ | ✓ |
| Company logo on the cover of the show catalog | ✓ | | |
| Company logo on the sponsors' page of the show catalog | ✓ | ✓ | ✓ |
| Company logo on the backdrop at the pre-show press conference launch | ✓ | | |
| Company logo on the backdrop of the press conference at the show | ✓ | | |
| Company logo on the principal on-site signage | ✓ | ✓ | ✓ |
| Company description in the show catalog | 500-words | 250-words | 250-words |
| Full page A4 advertisement in the show catalog | 2 | 1 | 1 |
| Company logo with hyperlink on the IIW show website | ✓ | ✓ | ✓ |
| Company description on the IIW show website | 100-words | | |
| Company name on press releases | ✓ | | |
| Raw exhibition space | 20 sqm | 12 sqm | 9 sqm |
| Discount for additional exhibition space | ✓ | ✓ | ✓ |
| Your company flyers included in conference delegate bags | ✓ | ✓ | ✓ |
| Your company press release distributed via the IIW press centre | ✓ | ✓ | ✓ |
| Additional brand exposure package | ✓ | ✓ | |

Bespoke packages also available. Please contact **James Blewman +62 21 391 3037** or email james.blewman@infrastructureasia.com to discuss your requirements.

COLLECTIVE BRANDING OPPORTUNITIES

Indonesia Infrastructure Week offers various branding opportunities for companies who wish to promote their company's profile throughout all shows under, and held in conjunction with, Indonesia Infrastructure Week

OPENING CEREMONY COFFEE SPONSOR \$ 20,000

Exclusive for one sponsor

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo and 250-words company description on the sponsor recognition page of the IIW Show Guide.
- ❖ An opportunity to distribute your company flyers/leaflets inside the conference delegate bags.
- ❖ Your company can place up to four personalized standing banners in the coffee area.

NETWORKING LUNCHEON \$ 35,000

Available for two companies. Sponsoring one of two networking luncheons will benefit your company brand exposure in front of the expected 1,000 IIW conference delegates.

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo and a 250-words company description on the sponsor recognition page of the IIW Show Guide.
- ❖ An opportunity to distribute your company flyers/leaflets inside the conference delegate bags.
- ❖ Your company can place up to four personalized standing banners in the luncheon area.

ADDITIONAL BENEFITS INCLUDE

- ❖ Round-table luncheon setup with up to ten reserved seats for your senior company representatives.

GALA RECEPTION \$ 40,000

Exclusive for one sponsor. Sponsoring the gala reception at a 5-star hotel will leave a lasting impression in the minds of all your guests. The relaxed environment, with food and beverages served alongside entertainment all night, offers participants a chance to build networks amongst invited guests, limited to 400 invitees.

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo exclusively printed on gala reception invitation cards.
- ❖ Your logo exclusively displayed on all gala reception signage.
- ❖ An opportunity to distribute your company flyers/leaflets inside the conference delegate bags.
- ❖ Your company can place up to four personalized standing banners in the luncheon area.

ADDITIONAL BENEFITS INCLUDE

- ❖ An opportunity for your Senior company representative to deliver a short speech welcoming the gala reception attendees.

| PACKAGE | OPENING CEREMONY COFFEE | NETWORKING LUNCHEON | GALA RECEPTION |
|--|-------------------------|---------------------|----------------|
| Price | \$20,000 | \$35,000 | \$40,000 |
| Availability (for non-competing companies) | 1 | 2 | 1 |
| Company logo on the sponsors' page of the IIW Show Guide | ✓ | ✓ | |
| Company description in the IIW Show Guide | 250-words | 250-words | |
| Your company flyers included in conference delegate bags | ✓ | ✓ | ✓ |
| Opportunity to display your own company banners in the coffee break area | 4 | | |
| Opportunity to display your own company banners in the luncheon area | | 4 | 4 |
| Reserved seating for you and your guests at the luncheon | | 10 | |
| Company logo on the gala reception invitations | | | ✓ |
| Company logo on the gala reception banners and signage | | | ✓ |
| Opportunity to deliver a short welcome speech at the gala reception | | | ✓ |

SUPPORTING SPONSORSHIP PACKAGES

CONFERENCE DELEGATE KIT SPONSOR \$ 30,000

Exclusive for one sponsor. Sponsoring the conference delegate kit will help your company to market your brand and leave a lasting impression on 250 expected conference delegates, speakers and moderators.

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo and a 250-words company description on the sponsor recognition page of the IIW Show Guide.
- ❖ An opportunity to distribute your company flyers/leaflets inside the conference delegate bags.
- ❖ Sponsor's logo exclusively printed on conference delegate bag, pen and notepad.

SPEAKER HOLDING ROOM SPONSOR \$ 15,000

Exclusive for one sponsor. Sponsoring the speaker holding room will help your company to market your brand in front of an estimated 100 high-level conference speakers, panelists and moderators.

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo and a 100-words company description on the sponsor recognition page of the IIW Show Guide.
- ❖ Your logo on speaker holding room signage (exclusive).
- ❖ An opportunity to distribute your company flyer/leaflet/sample products in the speaker holding room.
- ❖ Sponsor's flyers/leaflets distributed inside conference delegate bags.

COFFEE BREAK SPONSOR \$ 10,000

Available for three companies, divided into three separate coffee breaks, during two days of the conference. Serving an estimated 250 conference delegates including invited central and regional government representatives and private sector industry leaders in infrastructure.

PR, MEDIA AND BRANDING OPPORTUNITIES

- ❖ Your logo and a 100-words company description on the sponsor recognition page of the IIW Show Guide.
- ❖ An opportunity to distribute your company flyers/leaflets inside the conference delegate bags.
- ❖ Your company can place up to two personalized standing banners in the coffee break area.

| PACKAGE | CONFERENCE DELEGATE KIT | SPEAKER HOLDING ROOM | COFFEE BREAK |
|--|-------------------------|----------------------|--------------|
| Price | \$30,000 | \$15,000 | \$10,000 |
| Availability (for non-competing companies) | 1 | 1 | 3 |
| Company logo on the sponsors' page of the IIW Show Guide | ✓ | ✓ | ✓ |
| Company description in the IIW Show Guide | 250-words | 100-words | 100-words |
| Your company flyers included in conference delegate bags | ✓ | ✓ | ✓ |
| Company logo on the conference delegate kit (bag, pen and notepad) | ✓ | | |
| Company logo on the signage displayed in the speaker holding room | | ✓ | |
| Distribute your company materials in the speaker holding room | | ✓ | |
| Opportunity to display your own company banners in the coffee break area | | | 2 |

Organized by

