



KONSTRUKSI INDONESIA 2016

9-11 NOVEMBER 2016 | JAKARTA CONVENTION CENTER



INFRASTRUCTURE CONSTRUCTION SOLUTIONS DRIVEN BY TECHNOLOGY

Hosted by



Ministry of Public Works
and Housing

Strategic Partner



TÜRKİYE Construction Equipment
Distributors & Manufacturers Association

CO-LOCATED WITH



IN CONJUNCTION WITH



PLATINUM SPONSORSHIP \$ 75,000

Platinum Sponsorship offers one company an exclusive opportunity to present itself as an industry trailblazer, by taking a key profile as KI 2016 principle partner and thought leader.

NETWORKING OPPORTUNITIES

- ❖ You will receive up to **20 invitations to the IIW official opening ceremony**, with reserved seating for your senior company representatives and key clients.
- ❖ You will receive up to **20 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 **8 complimentary delegate passes to the KI 2016 conference**, 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.

ADDITIONAL BENEFITS FOR PLATINUM SPONSORS

- ❖ Dedicated on-site liaison manager to optimize show experience.
- ❖ Access to the VIP lounge for your senior business development/marketing director.
- ❖ Your company logo will be displayed at the main entrance to the show venue.

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 conferences branding (upon signed contract).
- ❖ Your company name on press releases.
- ❖ Your logo/animated banner, complete with 100-word company description will be displayed and hyperlinked on the show website.

DURING THE 3 DAYS OF KI 2016

- ❖ You will be allocated **30sqm of complimentary space** at a key location 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.
- ❖ Two double-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 at KI 2016.

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.
- ❖ A senior representative from your company may join the event steering committee as observer/advisor. The steering committee meets two times before the show and is comprised of government institutions and leading associations within the industry. Its main function is to help decide the general direction of the show to ensure maximum benefit for the show participants.

GOLD SPONSORSHIP \$ 55,000

*Available for five non-
competing companies*

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 KI 2016 conference**, 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 KI 2016

- ❖ 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 at KI 2016.

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.

SILVER SPONSORSHIP \$ 35,000

*Available for five non-
competing companies*

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 KI 2016 conference**, 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 KI 2016

- ❖ 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 at KI 2016.

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.

BRONZE SPONSORSHIP \$ 25,000

*Available for five non-
competing companies*

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 KI 2016 conference**, 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 KI 2016

- ❖ 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 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 at KI 2016.

PREMIUM SPONSORSHIP PACKAGE COMPARISON

PACKAGE	PLATINUM	GOLD	SILVER	BRONZE
Price	\$75,000	\$55,000	\$35,000	\$25,000
Availability (for non-competing companies)	1	5	5	5
IIW official opening ceremony invitations	20	10	5	3
IIW evening gala reception invitation	20	10	5	3
Complimentary delegate pass to conference program	8	5	5	3
Opportunity for senior representative to join the conference program	•	•	•	
Opportunity for a senior representative to be a member of the event steering committee	•			
Dedicated liaison manager on-site during the show and build up	•			
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 at the main entrance to the IIW show	•			
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	500-words	250-words	250-words
Full page A4 advertisement in the show catalog	4	2	1	1
Company logo with hyperlink on the IIW show website	•	•	•	•
Company description on the IIW show website	100-words	100-words		
Company name on press releases	•	•		
Access to VIP lounge	•			
Raw exhibition space	30 sqm	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	•	•	•	•

IIW 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 conference book.
- ❖ 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 conference book.
- ❖ 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

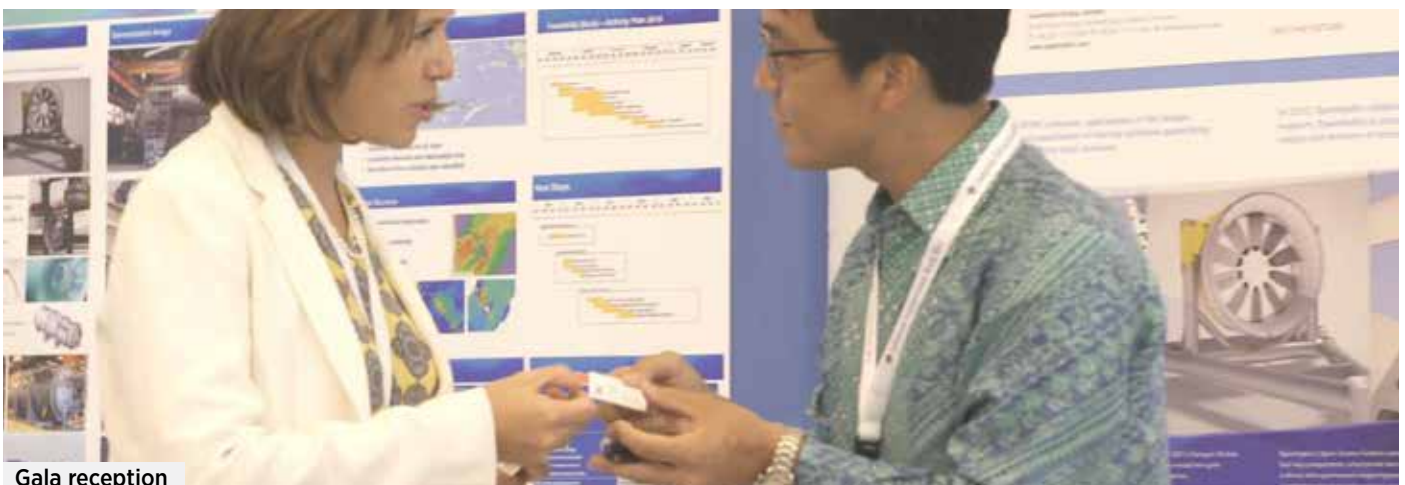
Exclusive for one sponsor. Sponsoring the gala reception at a 5-star hotel will leave a lasting impression in the minds of all your guests. The relaxed environment, with food and beverages served alongside entertainment all night, offers participants a chance to build networks amongst invited guests,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



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 conference book.
- ❖ 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 conference book.
- ❖ 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 conference book.
- ❖ 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.



Conference

IIW COLLECTIVE BRANDING OPPORTUNITIES COMPARISON

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 conference handbook	•	•	
Company description in the IIW conference handbook	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 COMPARISON

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 conference handbook	•	•	•
Company description in the IIW conference handbook	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