

secutech

THAILAND

International Trade Fair for Security, Fire and Safety



SPONSORSHIP & ADVERTISING OPPORTUNITIES

www.secutechthailand.com

3 - 5 July 2012

Bangkok International Trade and Exhibition Centre (BITEC)

Bangkok, Thailand



Why Sponsor at Secutech Thailand?

Secutech Thailand offers a variety of sponsorship and advertising opportunities before and during show, which gives you advantages over others.



Sponsorship & Advertising Options:

Pre Show

- e-Marketing
- Market Update
- Show Preview
- Visitor Invitation Flyer
- Seminar & Event Programme

At Show

- Fair Catalogue
- Visitor Guide
- Visitor Lanyard
- Show Bag
- Indoor Ad
- Outdoor Ad

A) Pre Show – Start your promotion early before the show!

A1. e-Marketing

- ✓ Company logo incl. hyperlink in show e-newsletter
- ✓ English & Thai
- ✓ Send to over 40,000 addresses

A2. Market Update

- ✓ Full colour ad
- ✓ English & Thai
- ✓ Send to 20,000 copies
- ✓ Ad size: TBC

A3. Show Preview

- ✓ Full colour ad
- ✓ English & Thai
- ✓ Send to 20,000 copies
- ✓ Ad size: 90 x 105(h)mm [half page]



A) Pre Show – Start your promotion early before the show!

A4. Visitor Invitation Flyer

- ✓ Full colour ad
- ✓ English & Thai
- ✓ Send to 20,000 copies
- ✓ Ad size: 90 x 105(h)mm [half page]

A5. Seminar & Event Programme

- ✓ Full colour ad
- ✓ English & Thai
- ✓ Send 20,000 copies
- ✓ Ad size: 90 x 105(h)mm [half page]



B) At Show – Maximize visibility at the show!

B1. Fair Catalogue will be distributed to every visitor coming to the show free of charge

i) Advertisement

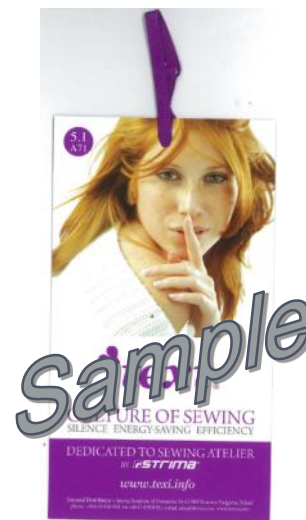
- ✓ Full colour
- ✓ Ad size
- Full page: 130 x 210 (h) mm
- Double spread: 260 x 210 (h) mm

ii) Company logo

- ✓ Black and white logo on company page
- ✓ Size: TBC

iii) Bookmark

- ✓ Full colour
- ✓ Ad size: 40 x 110 (h) mm



B) At Show – Maximize visibility at the show!

B2. Visitor Guide

- ✓ Full colour ad
- ✓ Distributed to every visitor
- ✓ Ad size: 90x105 (h)mm [half page]



B3. Visitor Lanyard

Exclusive!

- ✓ Company logo
- ✓ All visitors will wear this
- ✓ A personalised and powerful way to reach visitor at the show



B4. Show Bag

Exclusive!

- ✓ A walking advertisement
- ✓ Distributed to all visitors
- ✓ Printed on one side with your company branding and with Secutech Thailand logo and image on the other side
- ✓ Artwork is provided by exhibitors, organiser must approve it in advance



B) At Show – Maximize visibility at the show!

B5. Indoor Advertising

i) Banner on Hall Pillar

- ✓ Full colour ad
- ✓ Ad size: 840 x 4600 (h) mm
- ✓ 4 units per set



sample

ii) Hanging Banner

Exclusive !

- ✓ Ad on onsite directional hanging banner
- ✓ Ad area: TBC
- ✓ 6 units



Sold out

iii) Carpet Tiles

Exclusive !

- ✓ Company logo + Booth No.
- ✓ Size: TBC
- ✓ 10 units



sample

B) At Show – Maximize visibility at the show!

B5. Indoor Advertising

iv) Registration Counter

Exclusive !

- ✓ Company logo
- ✓ 6 units

v) Form Filling Counter

Exclusive !

- ✓ Company logo on counter top
- ✓ 6 units

vi) Buyer's Lounge

- ✓ Full colour poster
- ✓ Ad Size: 950 x 1200 (h) mm



B) At Show – Maximize visibility at the show!

B6. Outdoor Advertising

i) Flag in front of BITEC

Exclusive !

- ✓ Full colour company logo
- ✓ Flag Size: 3000 x 2000 (h) mm



ii) J-Flag

Exclusive !

- ✓ Full colour ad
- ✓ Ad file to be provided by exhibitor
- ✓ Ad size: 600 x 2000 (h) mm



Sponsorship Item	Ad size	Production Quantity
Pre-Show Sponsorship		
e-Marketing	Company logo	40.000
Market Update	Ad size: TBC	20,000
Show Preview	Ad size: 90 x 105 (h) mm	20.000
Visitor Invitation Flyer	Ad size: 90 x 105 (h) mm	20,000
Seminar & Event Programme	Ad size: 90 x 105 (h) mm	20,000
On-Site Sponsorship		
Fair Catalogue	Full Page Ad: Ad: 130 x 210 (h) mm	5,500
	Double Spread Ad: Ad: 260 x 210(h) mm	
	Logo on company intro page	
Bookmark [exclusive]	Ad	5,500
Visitor Guide	Ad size: 90 x 105 (h) mm	5,500
Visitor Lanyard [exclusive] –Sold out!	Logo	5,500
Show Bag [exclusive] –Sold out!	Ad	6,000
Banner on Hall Pillar	Ad size: 840 x 4600 (h) mm	1 st come 1 st serve
Hanging Banner [exclusive] –Sold out!	Logo	6 pc
Carpet Tiles [exclusive]	Logo	10 pc
Registration Counter [exclusive] –Sold out!	Logo	6 pc
Form Filling Counter [exclusive]	Logo	6 pc
Buyer's Lounge	Poster size: 950 x 1200 (h) mm	1 st come 1 st serve
J-flag outside BITEC [exclusive]	Ad size: 600 x 2000 (h) mm	contact organiser
Flag in front of BITEC [exclusive]	Logo Flag size: 3000 x 2000 (h) mm	contact organiser

Grand Sponsor

When purchasing more than **US\$ 3,500** of sponsorship, you will be announced as Secutech Thailand's **Grand Sponsor**. Grand Sponsor will enjoy extra benefits listed below:

- *Company logo on archway at the show
- *Company e-banner on homepage
- *Company logo in all printing materials thereafter
- *Stamp point in your booth: visitors must go to your booth to collect stamp in order to enter a lucky draw!





You are also more than welcome to contact us for any custom-made options that fit your company objectives and budget!

Contact Us!

Ms Tina Chang
Messe Frankfurt New Era Business Media Ltd
Tel: +886-2-2659-9080 ext 665
Fax: +886-2-2659-9069
stth@newera.messefrankfurt.com
www.secutechthailand.com