

LA17 SPONSORSHIP OPPORTUNITIES & ADVERTISEMENT

SPONSORSHIP OPPORTUNITIES

ITEMS	UNIT COST (MYR)
<input type="checkbox"/> PLATINUM SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Name & Logo with LabAsia Logo featured in 5,000 carrier bags to distribute to visitor during exhibition days • Company Logo with LabAsia Logo featured on 7,000 lanyards to distribute to visitors during exhibition days ** • Complementary full page colour advertisement (ROP) in LabAsia Show Preview (July - A4 Size) worth MYR 5,000.00 • Complementary full page colour advertisement (ROP) in LabAsia Show Directory (October – B5 Size) worth MYR 3,000.00 • Company Name & Logo featured in LabAsia Website as Platinum Sponsor • Company Name & Logo featured in all marketing materials as Platinum Sponsor • Company Name & Logo will featured in Sponsor Board as Platinum Sponsor 	MYR 25,000.00
<input type="checkbox"/> GOLD SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Logo with LabAsia Logo featured on 7,000 lanyards to distribute to visitors during exhibition days ** • Complementary full page colour advertisement (ROP) in LabAsia Show Preview (July - A4 Size) worth MYR 5,000.00 • Complementary full page colour advertisement (ROP) in LabAsia Show Directory (October – B5 Size) worth MYR 3,000.00 • Company Name & Logo featured in LabAsia Website as Gold Sponsor • Company Name & Logo featured in all marketing materials as Gold Sponsor • Company Name & Logo will featured in Sponsor Board as Gold Sponsor 	MYR 20,000.00
<input type="checkbox"/> SILVER SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Logo with LabAsia Logo featured on 7,000 lanyards to distribute to visitors during exhibition days ** • Complementary full page colour advertisement (ROP) in LabAsia Show Directory (October – B5 Size) worth MYR 3,000.00 • Company Name & Logo featured in LabAsia Website as Silver Sponsor • Company Name & Logo featured in all marketing materials as Silver Sponsor • Company Name & Logo will featured in Sponsor Board as Silver Sponsor 	MYR 15,000.00
<input type="checkbox"/> CARRIER BAG SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Name & Logo with LabAsia Logo featured in 5,000 carrier bags to distribute to visitor during exhibition days ** • Complementary full page colour advertisement (ROP) in LabAsia Show Preview (July - A4 Size) worth MYR 5,000.00 	MYR 12,000.00

<input type="checkbox"/> LANYARD SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Logo with LabAsia Logo featured on 7,000 lanyards to distribute to visitors during exhibition days ** • Complementary full page colour advertisement (ROP) in LabAsia Show Directory (October – B5 Size) worth MYR 3,000.00 	MYR 10,000.00
<input type="checkbox"/> LOUNGE SPONSOR PACKAGE <ul style="list-style-type: none"> • Company Name & Logo with LabAsia Logo as Lounge Sponsor • Complementary full page colour advertisement (ROP) in LabAsia Show Directory (October – B5 Size) worth MYR 3,000.00 • Allow to put 2 banners within each lounge area ** • Allow to put 2 posters within each lounge area ** • Allow to put brochures or flyers within each lounge area ** 	MYR 8,000.00

ADVERTISEMENT OPPORTUNITIES

SHOW PREVIEW ADVERTISING

Gain early branding opportunities before the show begins!

Distributed in July, the Show Preview will reach out to an estimated 2,000 readers across Malaysia & Singapore.

NO.	DESCRIPTION	UNIT COST (MYR)
1	Full Page Color Advertisement (Run Of Page)	MYR 3,000.00
2	Inside Front Cover (Full Page Full Color)	MYR 4,500.00
3	Inside Back Cover (Full Page Full Color)	MYR 4,000.00
4	Outside Back Cover (Full Page Full Color)	MYR 6,000.00

SHOW DIRECTORY ADVERTISING

Make your brand memorable even after the exhibition ends!

The Show Directory is distributed to all pre-registered visitors & available for purchase by walk-in visitors during LabAsia 2017.

NO.	DESCRIPTION	UNIT COST (MYR)
1	Full Page Color Advertisement (Run Of Page)	MYR 5,000.00
2	Inside Front Cover (Full Page Full Color)	MYR 6,500.00
3	Inside Back Cover (Full Page Full Color)	MYR 6,000.00
4	Outside Back Cover (Full Page Full Color)	MYR 8,000.00

LIGHT BOX ADVERTISING

Make your brand a visible beacon of light in high visitor traffic locations!

These light boxes will be strategically placed at high-traffic locations throughout the exhibition venue, and is a great way to reach out to visitors beyond your booth.

NO.	DESCRIPTION	UNIT COST (MYR)
1	2 units near visitor registration counter	MYR 8,000.00
2	3 units at Red Zone including Zone entrance	MYR 5,500.00
3	3 units at Blue Zone including Zone entrance	MYR 5,500.00