



Open Web Asia – Kuala Lumpur, Malaysia
Theme: Web Innovation in Asia

About Open Web Asia

Open Web Asia-SEA is an Asia-wide technology & business web conference focusing on critical issues, trends, case studies & best practices around the region. Top technology experts, executives, entrepreneurs, and venture capitalists throughout Asia will gather for this premier summit hosted in Kuala Lumpur, Malaysia for the very first time in South East Asia.

As an exclusive sponsor for the event, you will be receiving valuable on-site branding which includes:

- o Company logo prominently displayed on all event signage
- o Company logo in event show guide
- o Company branded signage at the workshop Corporate branding on all marketing materials including:
- o Prominently displayed on the event website with link to company site
- o All email and press releases distributed by OWA in conjunction with the event

SOCIAL MEDIA & ENTERPRISE TRACK SPONSOR

RM 30,000

Sponsorship includes:

Sponsor customizes the look and feel of the social media track reception with their own touches (décor, entertainment, premiums, etc.)

Sponsor and OWA co-branded e-mail invitation

Valuable on-site branding to include:

- o Company logo prominently displayed on all event signage
- o Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
- o Company logo in event guide
- o 1 full page advertisement in event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o All HTML email and press releases distributed by OWA in conjunction with the event

Five (5) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event



DEVELOPER & TECHNOLOGY TRACK SPONSOR

RM 30,000

Sponsorship includes:

Sponsor customizes the look and feel of the developer & technology track reception with their own touches (décor, entertainment, premiums, etc.)

Sponsor and OWA co-branded e-mail invitation

Valuable on-site branding to include:

- o Company logo prominently displayed on all event signage
- o Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
- o Company logo in event guide
- o 1 full page advertisement in event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o All HTML email and press releases distributed by OWA in conjunction with the event

Five (5) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event

MEAL SPONSOR

RM 25,000

Sponsorship includes:

Valuable on-site branding to include:

- o Listed as meal sponsor on official event program guide
- o Company logo prominently displayed on all meal area signage
- o Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
- o Company logo in event show guide
- o 1 full page advertisement in event show guide
- o Logo to be printed next to sponsored panel on agenda in the event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o Listed as panel sponsor on the online event agenda
- o All HTML email and press releases distributed by OWA in conjunction with the event

Three (3) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event

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CONFERENCE TOTE / GOODIE BAG SPONSOR

RM 8,000

Sponsorship includes:

Pens with company logo (provided by and paid for by sponsor) to be distributed to all attendees

Valuable on-site branding to include:

- o Listed as panel sponsor on official event program guide
- o Company logo prominently displayed on all event signage
- o Full page collateral piece in event conference tote (prepared and provided by sponsoring company)
- o Company logo in event guide
- o ½ page advertisement in event guide
- o Logo to be printed next to sponsored panel on agenda in the event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o Listed as panel sponsor on the online event agenda
- o All HTML email and press releases distributed by OWA in conjunction with the event

Two (1) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event

SPEAKER/PRESS ROOM SPONSOR

RM 12,000

Sponsorship includes:

Valuable on-site branding to include:

- o Opportunity to provide logo-imprinted cups/tumbler, microphone holder, signage and/or additional branding (collateral provided by sponsor; approved by OWA) in Speaker/Press Room
- o Company logo prominently displayed on all event signage
- o Company logo in event guide
- o ½ page advertisement in the event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o All HTML email and press releases distributed by OWA in conjunction with the event

Two (2) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event

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DVD SPONSOR

RM 10,000

Sponsorship includes:

Company branding on all copies of the Forum DVD

¼ page ad included in insert of event guide (placement determined by OWA)

Valuable on-site branding to include:

- o Company logo prominently displayed on all event signage
- o Company logo in event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site
- o All HTML email and press releases distributed by OWA in conjunction with the event

One (2) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event

WORKSHOP SPONSOR (2 SLOTS)

RM 3,000

Sponsorship includes:

¼ page ad included in insert of event guide (placement determined by OWA)

Valuable on-site branding to include:

- o Company logo prominently displayed on all event signage in workshop sessions
- o Company logo in event guide

Corporate branding on all marketing materials including:

- o Prominently displayed on the OWA website with link to company site schedule
- o All HTML email and press releases distributed by OWA in conjunction with the event

One (1) complimentary OWA event registrations

One (1) complimentary OWA event DVD of sponsored event