



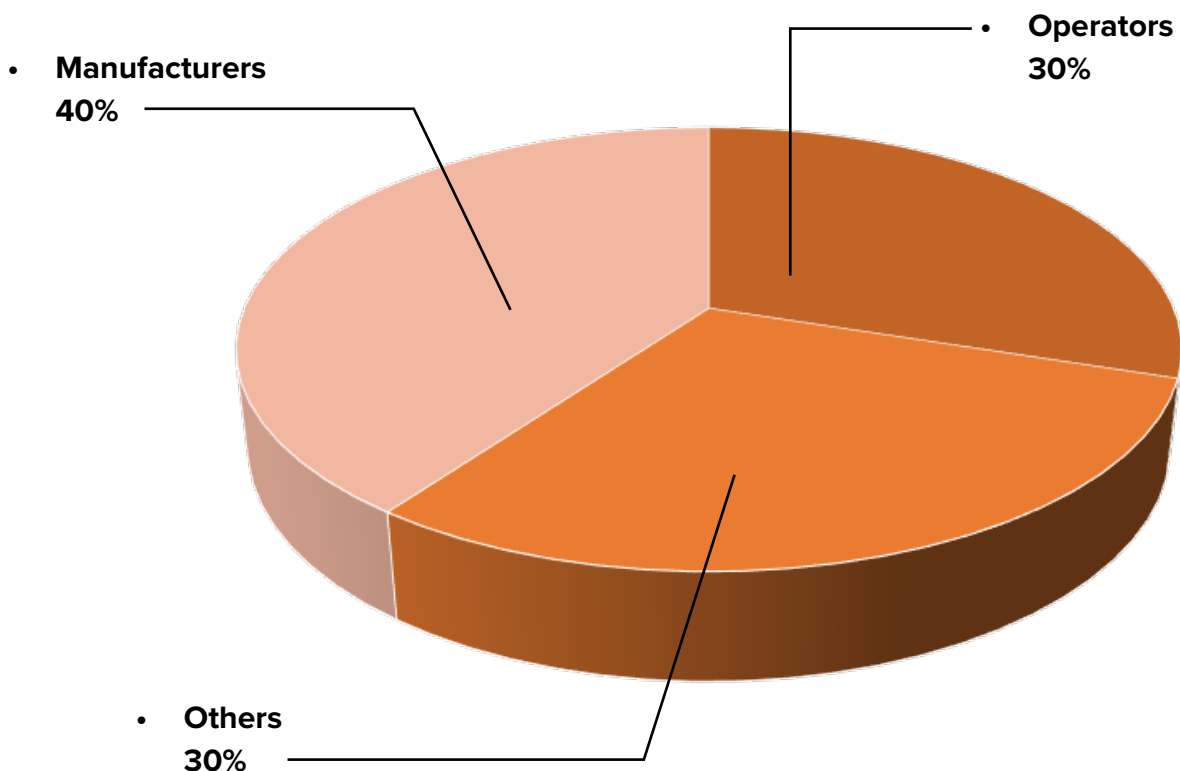
# SPONSORSHIP KIT

6PM WED 12 JULY 2023  
THE VISTA, MGM COTAI

# ABOUT



- Informal networking event
- Operators, Supporting Suppliers and Other Key Industry Executives
- Guests by sponsor and organizer invitation ONLY
- From **6pm** on **Wednesday 12 Jul 2023** (G2E Asia Macau day 2)
- Fantastic promotional opportunity for Supporting Sponsors



# NETWORKING



Stand up cocktail style



Entertainment



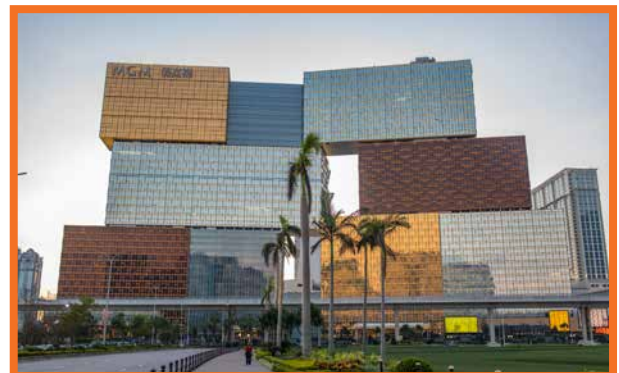
Drinks



Sponsor speeches



Substantial finger food



Venue 20 minute walk or 5 minute taxi from G2E Asia

# RUNDOWN



**18:00**

- Doors open



**20:00**

- Organizer welcome and thanks



**20:05**

- Sponsor speeches

# WHAT IS THE INDUSTRY PARTY?



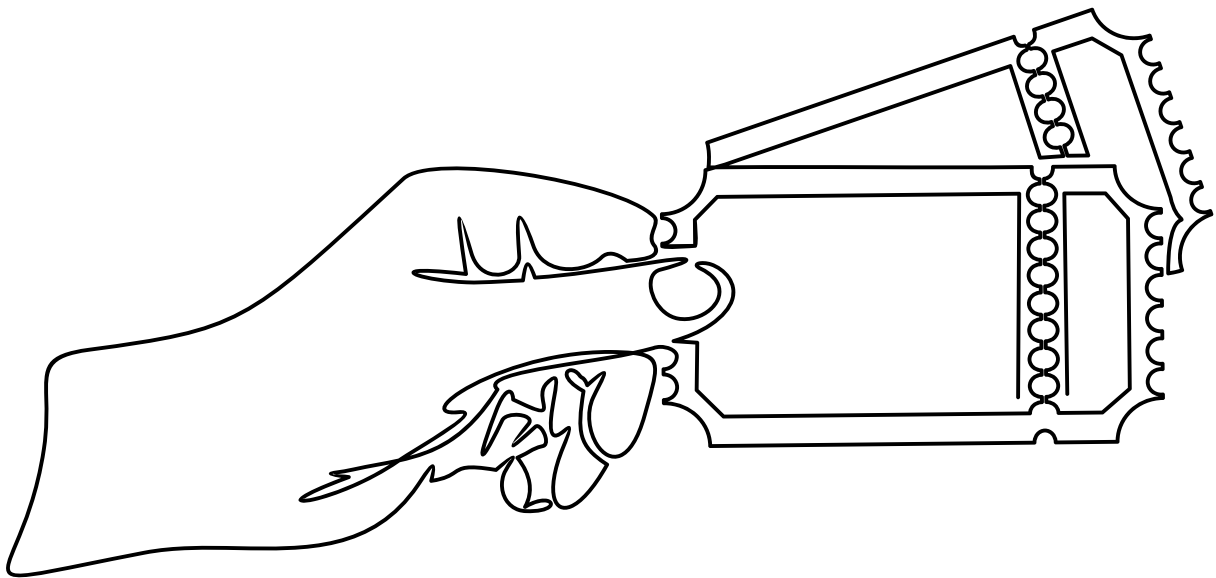
The Industry Party is a new industry networking event developed by leading B2B media brand Inside Asian Gaming. Held on the Wednesday evening of G2E Asia in Macau, it is co-hosted by industry suppliers and aims to provide attendees with an opportunity to mingle in a relaxed and friendly environment. Drinks and finger food are provided to all attendees.

Attendance is strictly by invitation of the organizer and sponsors.

The Vista at MGM COTAI is just a 20 minute walk or 5 minute taxi ride from the G2E Asia exhibition floor and will provide an excellent opportunity for Supporting Sponsors to promote their brands and products in a low pressure and enjoyable environment with key decision makers in attendance.

# SPONSOR BENEFITS

# EVENT TICKETS FOR SPONSOR STAFF AND INVITED GUESTS



**DIAMOND  
SPONSORS**

**25**

25 entrance  
tickets included

**PLATINUM  
SPONSORS**

**15**

15 entrance  
tickets included

**GOLD  
SPONSORS**

**10**

10 entrance  
tickets included

# ONSITE DISPLAY

## NETWORKING AREA

Dedicated signage at networking area

Brand exposure in event area

## RECEPTION

Dedicated signage at event entrance

Display literature, business cards and giveaway souvenirs at entrance



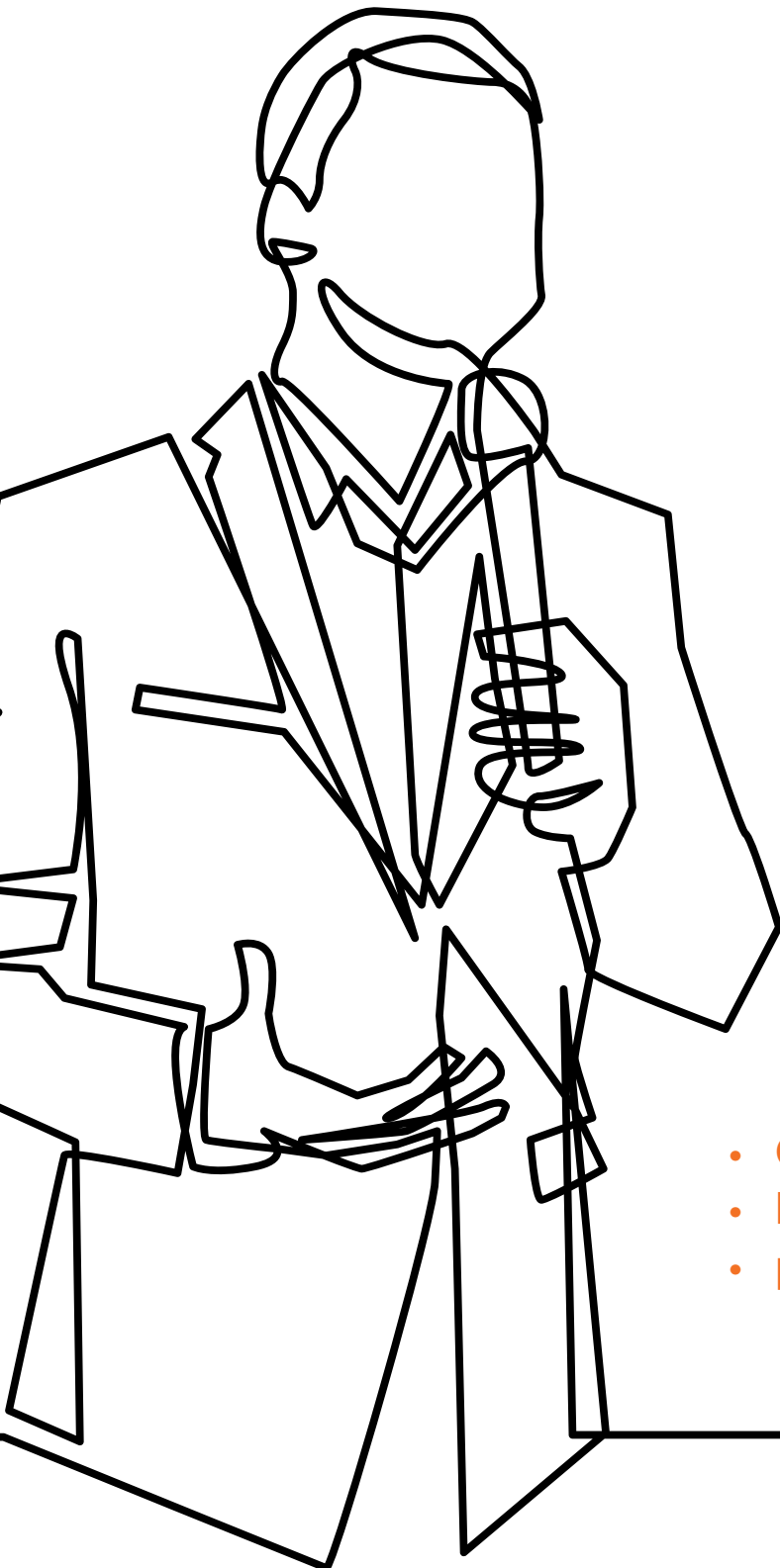


# ONSITE DISPLAY

## RECEPTION



## NETWORKING AREA



# ONSITE SPOKEN PROMOTION

- Organizer mention and thanks
- Diamond and Platinum sponsors
- personal on-stage thanks

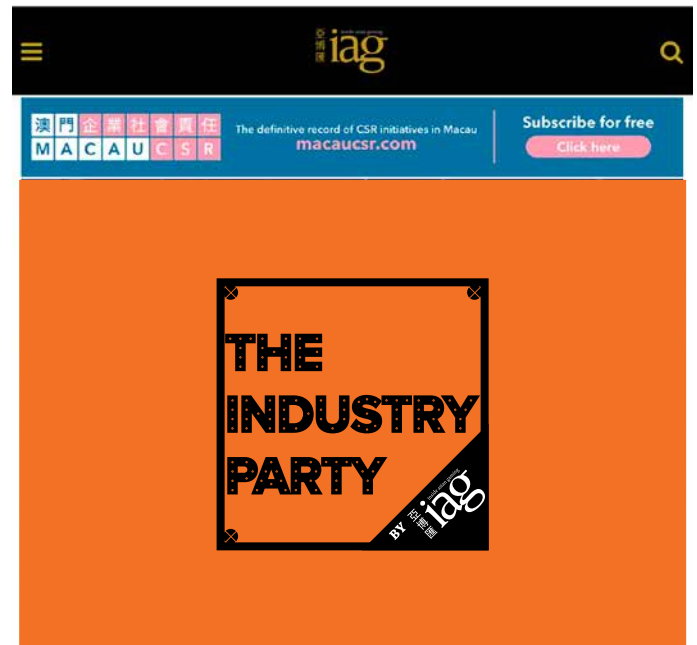
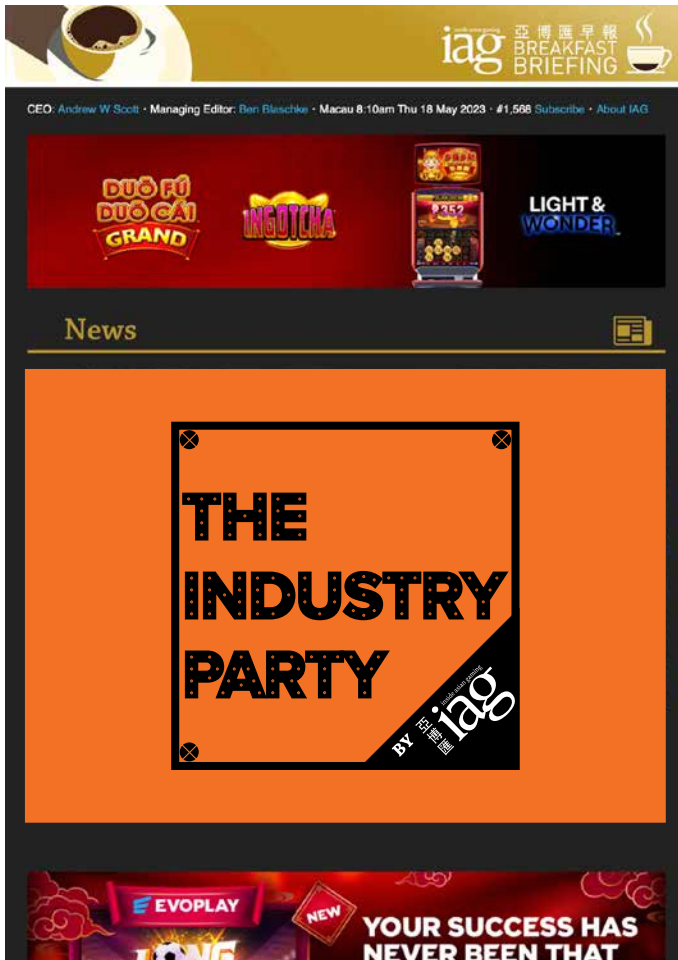
# PRINT MEDIA

- Logos in IAG advertisements for The Industry Party



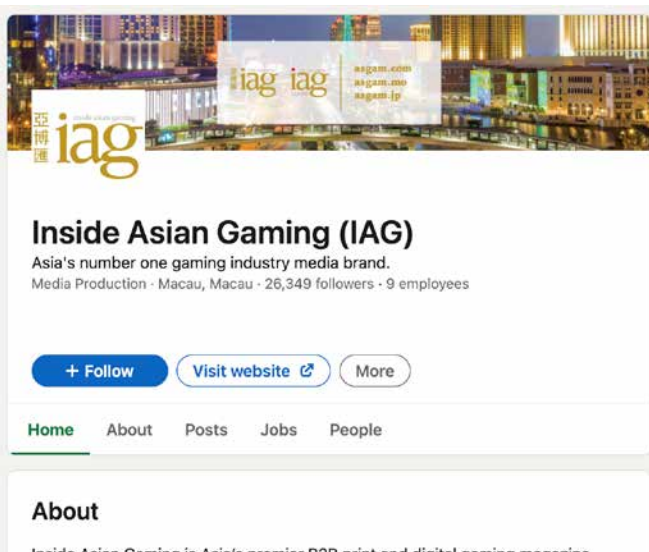
- Post-event article in IAG with sponsor mention and logos

# DIGITAL MEDIA



- Pre-event article in IAGBB with sponsor mention
- Mention in pre-event press release
- Logo in asgam.com promotion
- Logo in IAGBB promotion
- Post-event article in IAGBB and asgam.com

# SOCIAL MEDIA



26,000 followers  
and growing



8,400 likes  
9,600 followers  
... and growing



# SPONSORSHIPS AT A GLANCE

	Diamond HK\$99,000	Platinum HK\$59,000	Gold HK\$39,000
<b>Invitations</b>			
• Guest list/staff invitations (25)	x		
• Guest list/staff invitations (15)		x	
• Guest list/staff invitations (10)			x
<b>Onsite display</b>			
• Main event backdrop logo positioning	Large, centered, prominent	Medium size	Smaller size
• Dedicated signage at event entrance	customisable	customisable	logo only
• Display literature, business cards and giveaway souvenirs at entrance	x	x	
• Brand exposure in networking area	Major	Minor	Logo only
<b>Onsite spoken promotion</b>			
• Personal thank you on stage	Major	Minor	
• Organizer mention and thanks	individual mention	individual mention	in aggregate
<b>Print media</b>			
• Logos in IAG advertisements for TIP	x	x	x
• Post-event article in IAG	mention and logo	mention and logo	logo only
<b>Digital media</b>			
• <i>IAG Breakfast Briefing</i> advertising promotions	x	x	x
• Pre-event article in IAGBB and asgam.com	mention and logo	mention and logo	logo only
• IAG LinkedIn promotions	mention and logo	mention and logo	logo only
• IAG Facebook promotions	mention and logo	mention and logo	logo only
• Pre-event press release	mention and logo	mention and logo	mention and logo
• Post-event article in IAGBB and asgam.com	individual article and logo banner	individual article and logo banner	in aggregate logo banner

# CONTACT



**Jadeson Ho**

AVP Sales  
and Business  
Development

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[jh@asgam.com](mailto:jh@asgam.com)

+853 2883 6497

**Caroline lau**

Client  
Relationship  
Manager

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[ci@asgam.com](mailto:ci@asgam.com)

+853 2883 6497

**Dorothy Loi**

Director of  
Events

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[dorothy@asgam.com](mailto:dorothy@asgam.com)

+853 6802 1905