

Esri Asia Pacific User Conference

November 12-14, 2013
Singapore



Sponsorship &
Exhibitor Prospectus

Hosted by



esri Singapore

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Welcome to APUC 2013



The 2013 Esri Asia Pacific User Conference (APUC) in Singapore is sure to be an exciting and unique event. We're combining the comprehensive technical content of the Esri International UC with examples of ArcGIS in action from regional users. We will share Esri's vision for the future and show you how GIS will continue to evolve and play a vital role in our lives.

Users are invited to explore the latest technological advances directly from Esri staff via workshops, presentations, demonstrations, gallery maps, and exhibits of Esri ArcGIS-based solutions from global and local companies.

I encourage you to sponsor or exhibit at the APUC where you'll reach hundreds of users from the region. We look forward to seeing you in Singapore in November.

Warm regards,

A handwritten signature in black ink that reads "Jack Dangermond".

Jack Dangermond
President, Esri



As the largest GIS conference in the Asia Pacific, APUC is a place for the region's leading spatial professionals to come together, collaborate, learn and be inspired.

As a sponsor or exhibitor of APUC 2013 you will have the opportunity to engage with the who's who of Singapore and surrounding regions' geo-enabled industries. You'll discover more of this community's needs, priorities and achievements and you'll be able to position your business as a key contributor to this burgeoning industry.

We are pleased to be able to provide a range of sponsorship and exhibitor packages for every budget and need. Our only piece of advice is to get in quick – as the packages move fast.

We look forward to welcoming you to APUC 2013.

A handwritten signature in black ink that reads "Brett Bundock".

Brett Bundock
Managing Director

Where and When
Suntec Singapore International
Convention and Exhibition Centre
November 12-14, 2013



Who Attends?

All Esri technology users from the Asia Pacific region are encouraged to join us at APUC 2013. From new users to seasoned GIS professionals, from business owners to GIS analysts, everyone will benefit from attending. Esri business and media partners are also welcome.

Decision-makers:

Administrators
Analysts
Asset Managers
Business Owners
Consultants
Developers
Entrepreneurs
GIS Managers
GIS Professionals
GIS Thought Leaders
Imagery Managers
IT Managers
Media
Operations Managers
Project Managers
Senior Managers
Software Users
Technical Staff

Industries:

Agricultural
Civil Engineering / Surveying
Defence
Education
Emergency Services
Energy
Environmental Management
Federal Government
Financial Services and Insurance
ICT
Infrastructure / Construction
Local Government
Mining and Resources
Natural Resources
State Government
Transportation / Logistics
Utilities and Communication
Water

Conference Highlights

This three day event offers:

- Over thirty sessions and networking opportunities
- Speaker opportunities for select sponsorships
- Welcome and farewell functions
- Extensive trade exhibition opportunities
- Full program of marketing
- Social Media promotion
- Gala Dinner
- Dedicated onsite support for sponsors and exhibitors

Why you should be part of APUC 2013

APUC combines the robust content of the Esri International UC with regional examples from Asia Pacific users. Attend APUC to:

- Hear Esri's vision for the future and learn how GIS will continue to evolve and play a vital role in our lives;
- Explore the latest advances in Esri technology directly from Esri staff through workshops, presentations, technology demonstrations, and exhibits;
- Collaborate with Esri product specialists and GIS professionals; and
- Discover how to best leverage your current GIS resources.

To explore the full range of exhibitor and sponsor options see page 4.



Platinum

Investment: SGD\$22,000 (Inc 7% GST)



An opportunity which will help you drive the most return from APUC 2013. With a dedicated presentation opportunity and early access to the APUC 2013 delegate list, a Platinum Sponsorship provides the unique chance to connect with key decision makers.

Speaking Opportunity

- Presentation slot in the conference program*

Delegate Listings

- Delegate list (including exhibition, trade and email address – subject to delegate consent) 14 and 30 days prior to event⁷
- Final delegate listing provided post-event⁷

Satchel Inserts

- Two (2) inserts to be included in delegate satchels³
- One (1) seat drop in your organisation's keynote presentation⁺

Registrations and Social Functions

- Three (3) Full Delegate conference registrations¹
- Two (2) additional complimentary Gala Dinner tickets
- An invitation for one (1) senior representative of your organisation to be seated at an APUC 2013 Gala Dinner VIP table
- Two (2) Exhibitor Only registrations⁶

Advertising

- One (1) full page colour advertisement in conference handbook²

Banner Display

- Prominent display of up to four (4) company banners⁴

Exhibition Participation

- Entitlement to an extended (double 6m x 3m) exhibition booth
- Exclusive hold on tier one booth position reserved for Platinum Sponsors (available until August 2013, after this date access to choice of remaining available space)
- Exhibition booth includes space and shell scheme, opportunity to build your own custom booth and tailor your presence is available⁵

Logo Placement

- Acknowledgement as a Platinum Sponsor (company logo) on conference marketing materials, including, pre and post event email campaigns and conference handbook
- Logo included on holding slide at the beginning of each conference session

Acknowledgement

- Acknowledgement as a Platinum Sponsor in the opening plenary session
- Acknowledgement as a Platinum Sponsor on conference website including corporate profile (200 words), logo and website link
- Acknowledgement as a Platinum Sponsor in the conference handbook including corporate profile (100 words) and logo

* Presentation time and topic must be agreed with the Conference Organiser prior to the presentation. Esri Singapore reserves the right to request a copy of the presentation prior to the event.

+ Collateral to be supplied by Sponsor and approved by Conference Organiser, sponsor is responsible for placement of item on delegate chairs.

Every effort will be made throughout the event to accommodate additional requests based on availability.

Footnotes 1-7 – please refer to page 11.

Gold

Investment: SGD\$10,500 (Inc 7% GST)



As an APUC 2013 Gold Sponsor your organisation will receive prominent exposure before and during the event.

Delegate Listings

- Delegate list 14 and 30 days prior to event⁷
- Final delegate listing provided post-event⁷

Satchel Inserts

- Two (2) inserts to be included in delegate satchels³

Registrations and Social Functions

- Two (2) Full Delegate conference registrations¹
- Two (2) Exhibitor Only registrations⁶

Advertising

- One (1) full page colour advertisement in conference handbook²

Exhibition Participation

- Entitlement to an exhibition booth – (3m x 3m), located in a prominent position of the exhibition hall
- Choice of exhibition space (dependent upon floor plan availability at time of application)
- Exhibition booth includes space and shell scheme, opportunity to build your own custom booth and tailor your presence is available⁵

Logo Placement

- Acknowledgement as a Gold Sponsor (company logo) on conference marketing materials, including conference brochure, pre and post event email campaigns and conference handbook
- Logo included on holding slide at the beginning of each conference session

Banner Display

- Prominent display of up to two (2) company banners⁴

Acknowledgement

- Acknowledgement as a Gold Sponsor in the opening plenary session
- Acknowledgement as a Gold Sponsor on conference website including corporate profile (150 words), logo and link to your website
- Acknowledgement as a Gold Sponsor in the conference handbook including corporate profile (80 words) and logo

Every effort will be made throughout the event to accommodate additional requests based on availability.

Footnotes 1-7 – please refer to page 11.

Silver

Investment: SGD\$7,500 (Inc 7% GST)



Support your APUC exhibition efforts by elevating your organisation's brand as a Silver Sponsor.

Delegate Listings

- Delegate list 30 days prior to event⁷
- Final delegate listing provided post-event⁷

Satchel Inserts

- One (1) insert to be included in delegate satchels³

Registrations and Social Functions

- One (1) Full Delegate conference registration¹
- One (1) Exhibitor Only registration⁶

Advertising

- One (1) half page colour advertisement in conference handbook²

Exhibition Participation

- Entitlement to an exhibition booth – (3m x 3m)
- Exhibition booth includes space and shell scheme, opportunity to build your own booth and tailor your presence is available⁵
- Choice of exhibition space (dependent upon floor plan availability at time of application)

Logo Placement

- Acknowledgement as a Silver Sponsor (company logo) on conference marketing materials, including pre and post event email campaigns and conference handbook
- Logo included on holding slide at the beginning of each conference session

Acknowledgement

- Acknowledgement as a Silver Sponsor in the opening plenary session
- Acknowledgement as a Silver Sponsor on conference website including corporate profile (100 words), logo and link to your website
- Acknowledgement as a Silver Sponsor in the conference handbook including corporate profile (50 words) and logo

Footnotes 1-7 – please refer to page 11.

GeoCafe Lounge

Investment: SGD\$10,000 (Inc 7% GST)

Exclusive Opportunity



Be a central part of the “social-hub” of APUC with this exclusive opportunity to brand the GeoCafe Lounge. Offering delegates a place to meet, reflect and relax, the GeoCafe Lounge will be a space where you can connect with delegates in a unique way.

Delegate Listings

- Delegate list 30 days prior to event⁷
- Final delegate listing provided post-event⁷

Satchel Inserts

- One (1) insert to be included in delegate satchels³

Registrations and Social Functions

- Two (2) Full Delegate conference registrations¹

Advertising

- One (1) half page colour advertisement in conference handbook²

Exhibition Participation

- Located in a prominent position with the opportunity to brand the GeoCafe Lounge with signage, merchandise and marketing collateral display units[^]

GeoCafe Lounge includes:

- » Two (2) professional baristas to prepare a range of beverages, including coffee, tea, hot chocolate and iced drinks
- » Consumables and equipment
- Hours of cafe service (baristas will serve unlimited coffee on demand during booked hours):
 - » 13 Nov – 1.30pm – 5.30pm
 - » 14 Nov – 11.00am – 4.00pm

(Rate of service is a maximum of 40 cups an hour, minimum booking of 4hrs. If higher rate of service is needed this is to be arranged directly with Rhema Design, at an additional cost incurred by the sponsor.)

Logo Placement

- Acknowledgement as GeoCafe Lounge Sponsor (company logo) on conference marketing materials, including pre and post event email campaigns and conference handbook
- Logo included on holding slide at the beginning of each conference session

Acknowledgement

- Acknowledgement as GeoCafe Lounge Sponsor on conference website including corporate profile (100 words), logo and link to your website

[^] The GeoCafe Lounge includes furniture such as coffee tables, chairs and plants. GeoCafe Lounge signage, merchandise and marketing collateral display units must be approved by Esri Singapore. It is the responsibility of the GeoCafe Lounge Sponsor to supply and set-up any marketing collateral.

Footnotes 1-7 – please refer to page 11.

Gala Dinner

Investment: SGD\$9,000 (Inc 7% GST)

Sole Opportunity



Associate your brand with one of the most popular functions at APUC. The Gala Dinner brings together all the conference delegates including VIP guests, and as an exclusive sponsorship, gives you the opportunity to stand out.

Speaking Opportunity

- Ten (10) minute welcome address to dinner attendees[^]

Delegate Listings

- Final delegate list provided post-event⁷

Dinner Participation

- Opportunity to provide a sponsor merchandise item to dinner attendees³
- Opportunity to provide one (1) door prize at Gala Dinner³

Registrations and Social Functions

- Two (2) Full Delegate conference registrations¹
- Eight (8) additional tickets to the Gala Dinner
- Positioning of a Gala Dinner Sponsor table in the VIP area

Advertising

- One (1) half page colour advertisement in conference handbook²

Logo Placement

- Acknowledgement as Gala Dinner Sponsor (company logo) on conference marketing materials, pre and post event email campaigns and conference handbook

Banner Display

- Prominent display of company banner at Gala Dinner⁴

Acknowledgement

- Welcome and acknowledgement as Gala Dinner Sponsor by the Master of Ceremonies

[^] Timing of address to be agreed between the Sponsor and Conference Organiser.

Footnotes 1-7 – please refer to page 11.

Media Partner

Investment: Negotiable

Exclusive Opportunity



Become the official Media Partner of one of the largest GIS events in the Asia-Pacific. Reach out to 500+ delegates across all industries from across the region.

Branding Opportunity

- Opportunity to provide sample publications in the GeoCafe Lounge area with special subscription offers for delegates

Delegate Listings

- Delegate list 14 and 30 days prior to event⁷
- Final delegate listing provided post-event⁷

Satchel Inserts

- One (1) insert to be included in delegate satchels³

Registrations and Social Functions

- One (1) Full conference registration¹

Advertising

- One (1) half page colour advertisement in conference handbook²

Logo Placement

- Acknowledgement as Media Partner (company logo) on conference marketing materials, including conference brochure, pre and post event email campaigns and conference handbook
- Logo included on holding slide at the beginning of each conference session
- Opportunity to include subscription offers in pre and post event email campaigns

Exhibition Participation

- Four (4) interview opportunities with conference speakers, including keynote[^]
- Access to Conference Media Room to coordinate interviews and media activities with conference communications staff

Acknowledgement

- Acknowledgement as APUC 2013 Media Partner in the opening plenary session
- Acknowledgement as Media Partner on conference website including corporate profile (50 words), logo and website link

[^] Interview with keynote speaker dependent upon keynote approval to conduct media interview.

Footnotes 1-7 – please refer to page 11.

Networking Function

(Welcome & Farewell Functions)

Investment: SGD\$6,000 (Inc 7% GST)

Sole Opportunity



Branding Opportunity

- Opportunity to brand the event with wait staff wearing a polo or shirt in your corporate colour³
- Provide branded merchandise at the Welcome and Farewell functions³

Delegate Listings

- Final delegate listing provided post-event⁷

Registrations and Social Functions

- Two (2) Full Delegate conference registrations¹

Exhibition Participation

- Opportunity to network with delegates at the Welcome and Farewell Functions and throughout the conference

Logo Placement

- Acknowledgement as Networking Function Sponsor (company logo) in the conference handbook
- Logo included on holding slide at the beginning of each conference session

Banner Display

- Prominent display of company banner at Welcome and Farewell Functions⁴

Acknowledgement

- Acknowledgement as Networking Function Sponsor on conference website including corporate profile (50 words), logo and website link

Day Catering

13 & 14 November

Investment: SGD\$2,500 (Inc 7% GST)



Branding Opportunity

- Acknowledgement as a Day Catering Sponsor on holding slides before all session breaks
- Opportunity to brand the event with wait staff wearing a polo or shirt in your corporate colour³

Delegate Listings

- Final delegate listing provided post-event⁷

Satchel Inserts

- One (1) insert to be included in delegate satchels³

Registrations and Social Functions

- One (1) Full Delegate conference registration¹

Exhibition Participation

- Opportunity to network with delegates throughout the conference

Logo Placement

- Acknowledgement as a Day Catering Sponsor (company logo) in the conference handbook

Acknowledgement

- Acknowledgement as a Day Catering Sponsor on conference website including corporate profile (50 words), logo and link to your website

For your reference

- 1 Full Delegate Conference Registration includes all social functions and Gala Dinner.
- 2 Complete and final advertisement artwork to be supplied by Sponsor.
- 3 All collateral and merchandise to be supplied by Sponsor.
- 4 Banners must be supplied by the Sponsor and positioning is to be agreed between the Sponsor and Conference Organiser.
- 5 Custom booth build is to be organised directly with Rhema Design who are providing conference display services at sponsors and exhibitors cost.
- 6 Exhibitor Only Registrations include Welcome Function and day catering (morning and afternoon tea and lunch). It does not include Gala Dinner, Farewell Function or entry to sessions.
- 7 Provision of delegate list in digital format to be provided in accordance with privacy laws and subject to personal privacy options.

Tailored Packages



If the outlined sponsorship packages do not meet your specific needs we welcome the opportunity to discuss a tailored package. If you would like to discuss a tailored package, please contact Samantha Liew, Esri Singapore on +65 6742 8622 or via email: sponsors2013@esri.com

Plenary Seat Drop

Two Only

Investment: SGD\$900 (Inc 7% GST)

Opportunity to place one (1) piece of collateral on delegate seats at the conference plenary.
(collateral to be provided by Sponsor and approved by Conference Organiser)

Session Seat Drop

Limited Availability

Investment: SGD\$450 (Inc 7% GST)

Opportunity to place one (1) piece of collateral on delegate seats in a session which corresponds to your area of interest.
(collateral to be provided by Sponsor and approved by Conference Organiser, Sponsor responsible for placement of item on delegate chairs)

Satchel Insert

Investment: SGD\$500 (Inc 7% GST)

One (1) company brochure inserted in all delegates' satchels (one (1) double sided A4 size) or small promotional item.
(insert to be provided by Sponsor and agreed with Conference Organiser)

Advertising

Investment: Full page SGD\$800 (Inc 7% GST) / **Half page SGD\$450** (Inc 7% GST)

One (1) full or half page colour advertisement in the conference handbook.
Artwork to be supplied in required format by Sponsor.

Booking deadline for advertising in the Conference Handbook is Monday 19 August 2013 with artwork to be provided by Monday 2 September 2013.

Exhibition Space



Be seen...exhibit at one of the largest GIS events in the Asia-Pacific

Showcase your organisation to the GIS community and network with the decision makers who are shaping the use of geography across all industries.

Exhibitor Opportunity

Limited Number

Investment: SGD\$5,300 (Inc 7% GST)

Exhibition includes:

- Dedicated exhibition space (3m x 3m)
- Shell scheme booth
- One (1) Complimentary Exhibitor Registration⁶
- Tea/Coffee on Arrival
- Morning Tea
- Lunch
- Afternoon Tea
- Branding opportunity – company logo and 50 word profile on the conference website
- Final delegate listing provided post-event⁷

Additional Exhibitor Only Registrations⁶ can be purchased for SGD\$350 (Inc 7% GST) each.

Maximise your exposure

The trade area will be open from:

Wednesday 12 November – 4.00pm to 6.00pm

Thursday 13 November – 8.00am to 5.00pm

Friday 14 November – 8.00am to 4.30pm

Official Event Contractor

Contact: Trivina Tng

Rhema Design Pte Ltd

18 Boon Lay Way #06-125

Trade Hub 21 Singapore 609966

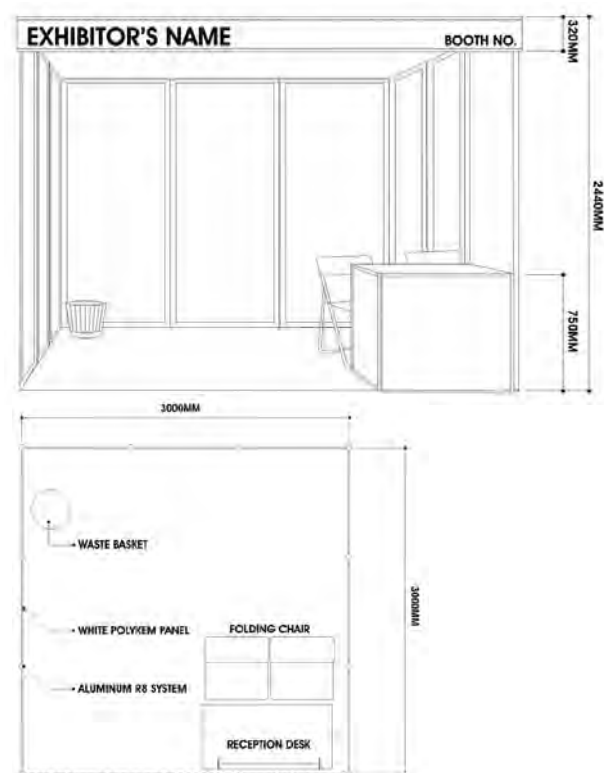
t +65 6659 9930

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e trivina@rhema.com.sg

www.rhema.com.sg

Exhibition Booth Shell Scheme



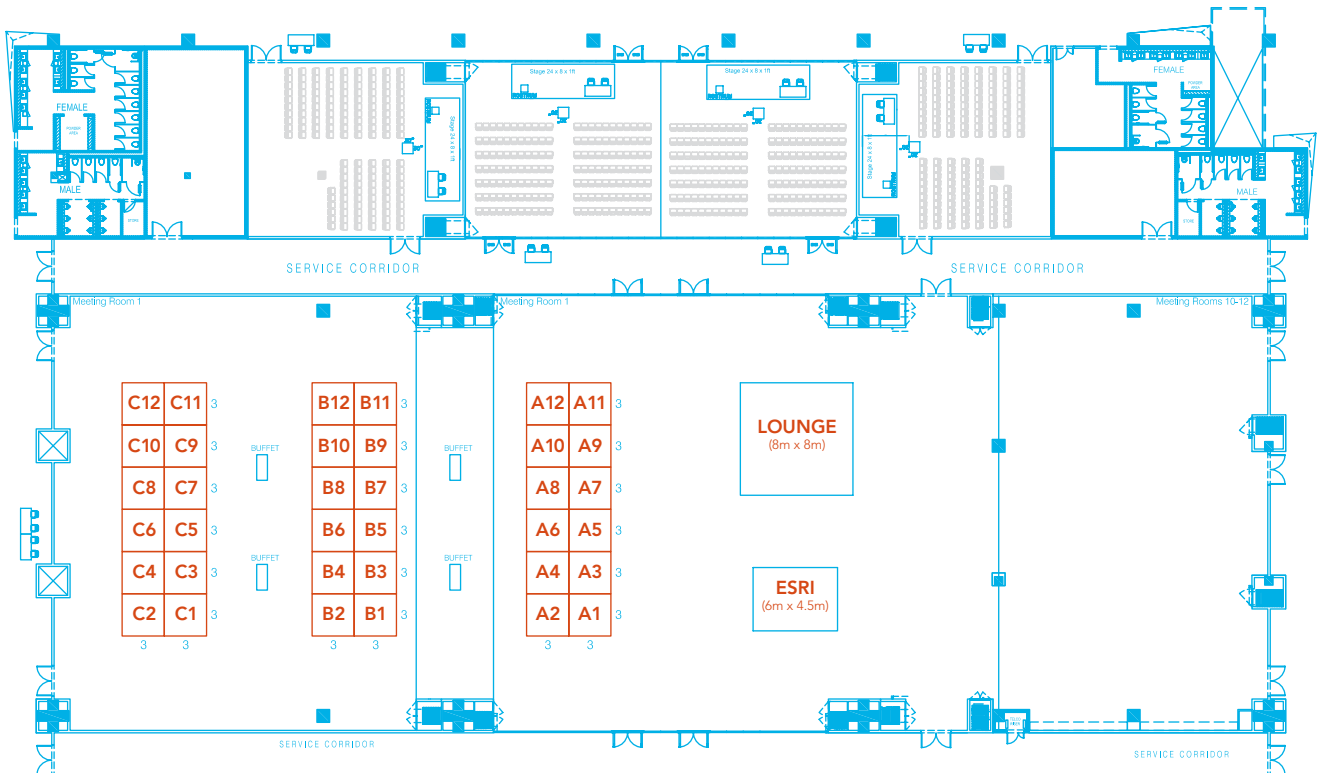
Includes:

- 3 x 3 system structure
- One (1) fascia board displaying company name
- Two (2) fluorescent light tubes
- One (1) information counter (1m x 0.5W x 0.76mH)
- Two (2) folding chairs
- One (1) waste bin
- Excludes carpet and wood underlay, use of venue existing carpet
- Hire of additional furniture, lighting, audio visual and plants can be through Rhema Design⁵

Exhibition Floor Plan



Suntec Singapore International Convention and Exhibition Centre



Exhibition Manual

The Exhibition Manual, including a copy of the venue's rules and regulations will be provided to your main event contact with your booth confirmation. Only confirmed exhibitors may access the Exhibition Manual.

Registrations

Please note, the Sponsorship and Exhibitor Application Form must be filled out with details of each member of your organisation who will be attending the event as part of the Sponsorship or Exhibition Package.

** Please note: Entitlements are outlined for each Sponsorship and Exhibition Package.*

Additional registrations can be purchased online at: esri.com/apuc

Sponsor and Exhibitor Terms and Conditions

Public Liability Insurance

Exhibitors are required to ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. The Exhibitor must take out adequate insurance in respect of all such claims.

The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever. Exhibitors are advised to insure against such liability.

The Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor's display area, howsoever caused.

Participation as an Exhibitor is at the discretion of Esri Singapore.

The Organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the Exhibitor is informed at least one month before the changes.

For any sponsorship or exhibition presence to be valid at the conference, all monies must be paid in full prior to the commencement of the event.

The Organisers will attempt to provide the best possible booth position for Exhibitors, however they reserve the right to move booth positions in extreme cases provided the Exhibitor concerned is informed at least one month prior to the event.

If deadlines are not adhered to with regard to supply of logos, profiles, artwork, etc., the Organiser reserves the right to proceed without said items.

Choice of booth position is subject to availability at the time of confirmation.

Professional Courtesy

The Organisers of APUC aim to ensure all Sponsors and Exhibitors enjoy a rewarding experience. To this end, Sponsors and Exhibitors are expected to conduct themselves in a fair, reasonable and respectful manner. For this reason, use of PA or AV systems must be approved by the event Organiser and all promotional activities are to be limited to each Sponsor and Exhibitor's allocated booth area unless otherwise assigned.

Sponsorship and Exhibition Cancellation Policy

Your cancellation must be advised in writing via email to sponsors2013@esri.com or via fax to +65 6742 1922 bearing the subject title: '*Cancellation Request for APUC Sponsorship*'. An administration fee of 25% of the contracted price is retained should the cancellation be up to three months prior to the event and 100% of the contracted price should cancellation be less than one month prior to the event.

If your selected package is resold, a cancellation fee of 25% applies and a refund of any monies owed (less the 25%) will be forwarded after the Conference. Only once all other trade booths are sold is the resale option available. If the item cannot be resold you are liable for full payment. Company resold will be subject to approval from Organiser.

Your signature on the application form is taken as a confirmation of your booking, acceptance of the details of the relevant sponsorship/exhibition booth as listed in this material, and acceptance of these conditions.



Notes

Esri South Asia Pte Ltd

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Hosted by

