



ACADEMY SUMMIT

SPONSORSHIP KIT

**WED 13 AND THU 14 SEPTEMBER 2023
HILTON MANILA, NEWPORT WORLD RESORTS,
PHILIPPINES**

 **ACADEMY
SUMMIT**

The **IAG Academy Summit** is a new two-day summit bringing together the best minds in the Asian gaming industry. With content developed by IAG’s Vice Chairman and CEO Andrew W Scott and Managing Editor Ben Blaschke, it will feature a host of speakers from across the region offering their insights by a range of methodologies. These will include traditional panels and presentations as well as more innovative formats never before witnessed at industry trade shows in Asia.

The **IAG Academy Summit** aims to do things differently, setting itself apart from other events by being innovative, creative and genuinely informative. We will always listen to the industry and put the industry’s needs first. We will strive for interesting and creative presentation formats, and genuinely interesting speakers with real value to offer.

With the industry now putting the pandemic behind it, the current times represent a “reset period” for industry trade shows. As the leading B2B gaming and integrated resort industry media and events brand in the Asia-Pacific region, IAG had often been asked to consider establishing its own industry conference or summit, and the chorus of voices asking for that has been louder than ever in recent months given recent changes in existing offerings. It is with this in mind that IAG has progressed with further development of the IAG Academy — it’s recently re-launched education arm — and established the **IAG Academy Summit**.

The Summit is planned to take place over two days in 2023 — Wed 13 and Thu 14 September — but may well expand to three days in 2024, should the industry express a desire for it.

BADGE SPONSORSHIP

Your company logo featured on the name badges worn by all Summit attendees on both days of the IAG Academy Summit.



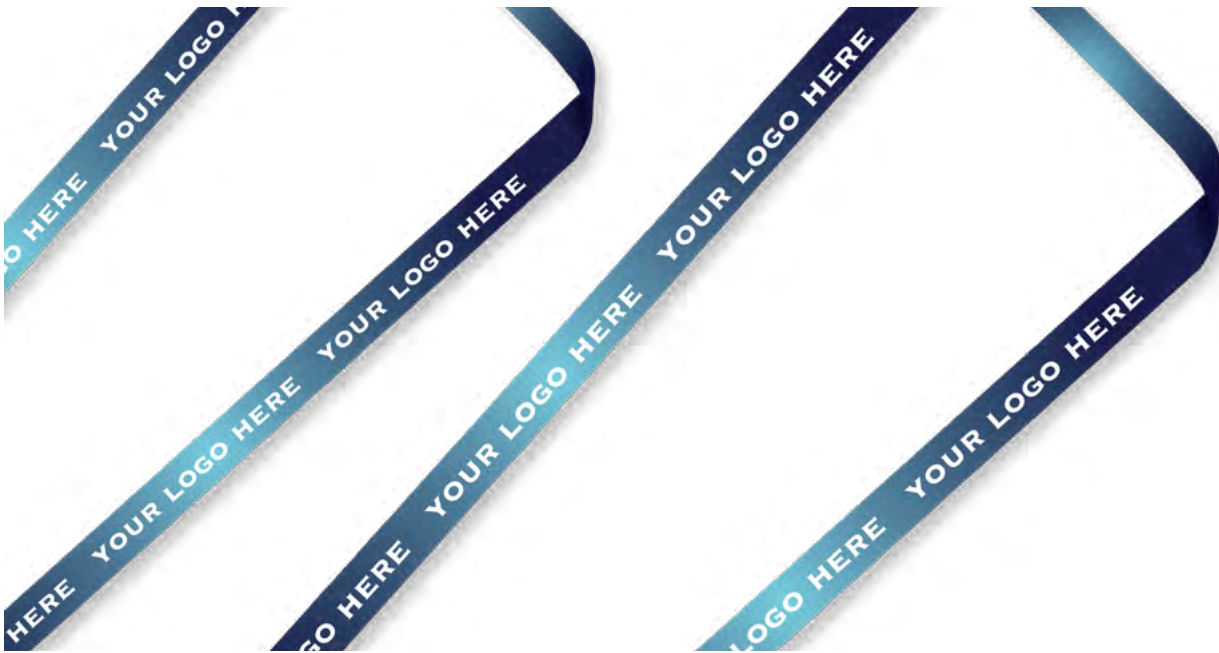
BRAND EXPOSURE:

- The badge sponsor will have approximately 25% of the entire area on the badge.
- Logo on every badge given for the Summit (VIP, Speaker, Delegate, Media and Organizer)
- Access to the Summit: 10 two-day tickets (value US\$4,500)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (double page spread)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, *asgam.com*, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on *iagacad.com*
- Company profile, logo (link back to your website) and contact details on *iagacad.com*
- Company video up to 2 minutes on *iagacad.com* (subject to IAG approval)

US\$10,000

LANYARD SPONSORSHIP

Your company logo featured on the lanyards given to all Summit attendees throughout the two days of the IAG Academy Summit.



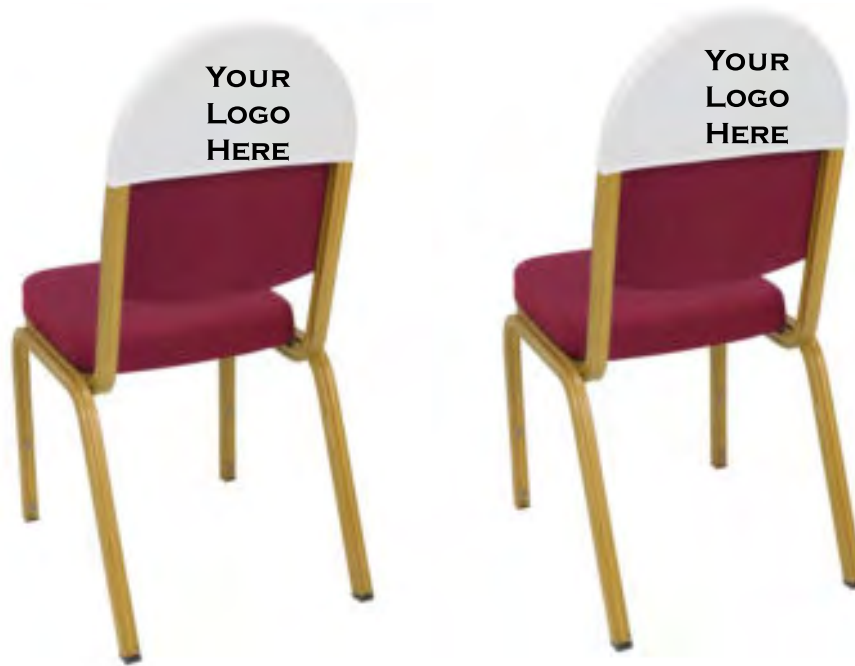
BRAND EXPOSURE:

- Logo and design on every lanyard given for the Summit (VIP, Speaker, Delegate, Media and Organizer)
- Access to the Summit: 10 two-day tickets (value US\$4,500)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (double page spread)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, *asgam.com*, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on *iagacad.com*
- Company profile, logo (link back to your website) and contact details on *iagacad.com*
- Company video up to 2 minutes on *iagacad.com* (subject to IAG approval)

US\$10,000

CHAIR BACK SPONSORSHIP

Your company logo featured on special fabric coverings placed over the top of all delegate chairs within the summit room on both days of the IAG Academy Summit.



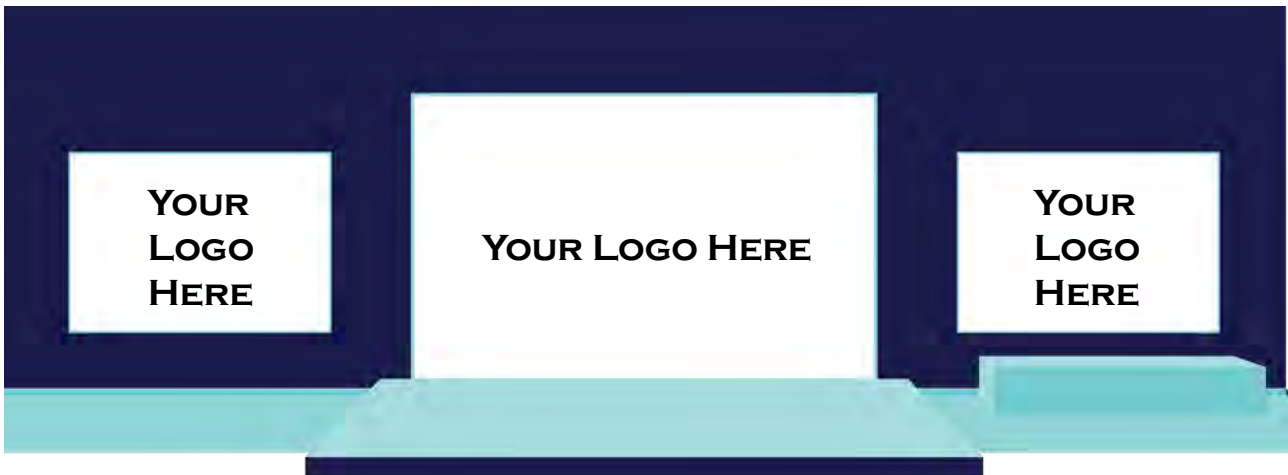
BRAND EXPOSURE:

- Logo and design on every delegate chair back in the Summit
- Access to the Summit: 10 two-day tickets (value US\$4,500)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (double page spread)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, asgam.com, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com
- Company video up to 2 minutes on iagacad.com (subject to IAG approval)

US\$10,000

DAY TRACK SPONSORSHIP

Day Track sponsors receive special benefits on the summit days they sponsor.



BRAND EXPOSURE:

- Video playing on LED wall through all breaks and Logo stinger played throughout the day for transitions
- Access to the Summit: 10 tickets for days sponsored (one-day value US\$2,500, two-day value US\$4,500)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (2 days: double page spread, 1 day: full page)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, asgam.com, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on iagacad.com for two day sponsorship
- Single height web banner on iagacad.com for one day sponsorship
- Company profile, logo (link back to your website) and contact details on iagacad.com
- For two day sponsorship only: company video up to 2 minutes on iagacad.com (subject to IAG approval)

1 DAY US\$6,000

2 DAYS US\$10,000

BARISTA COFFEE SPONSORSHIP

The IAG Academy Summit will feature a high quality barista coffee area located in the break area just outside the main summit room. Your company logo will be wrapped around the coffee machine and on disposable coffee cups used throughout the two days.



BRAND EXPOSURE:

- Your logo and branding on Coffee machine wrap
- Your logo on all coffee cups used throughout the Summit
- Access to the Summit: 10 two-day tickets (value US\$4,500)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (double page spread)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, asgam.com, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com
- Company video up to 2 minutes on iagacad.com (subject to IAG approval)

US\$10,000

LUNCH SPONSORSHIP

The Lunch Sponsor(s) receive a range of benefits throughout the Summit and during the daily lunches at Kusina restaurant.



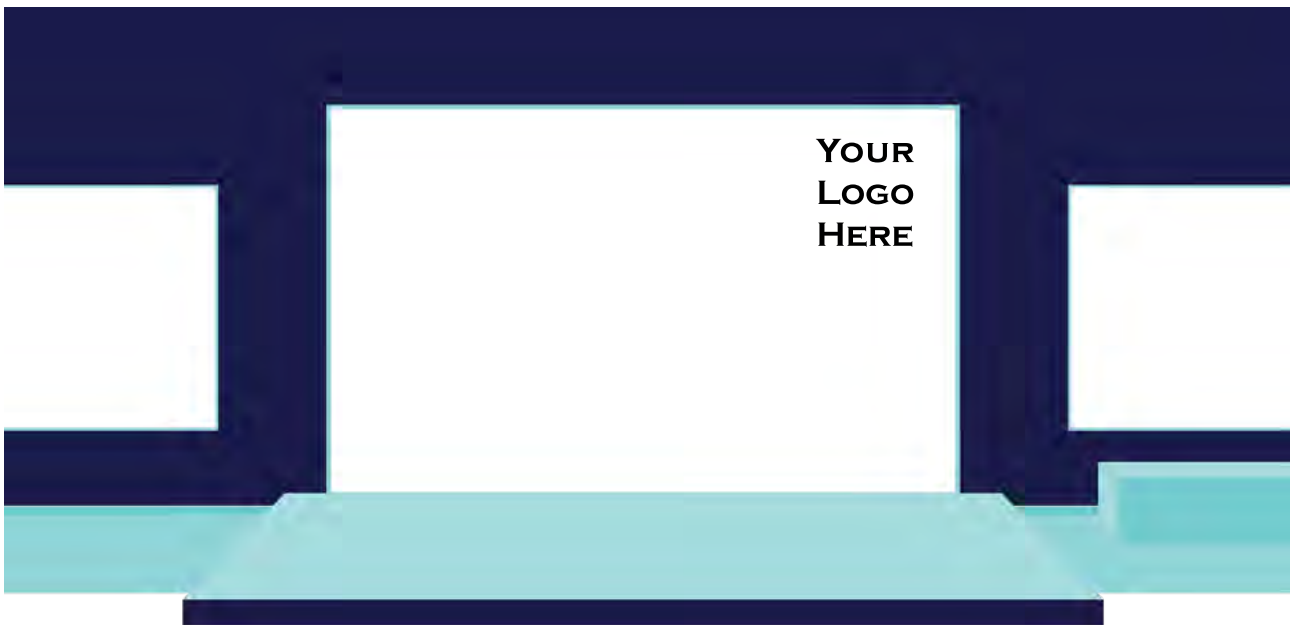
BRAND EXPOSURE:

- Thanks from Show Chairman at the start of the lunch at Kusina
- Dedicated Kusina restaurant backdrop with logo and company design
- 5 tickets for days sponsored (one-day value US\$1,250, two-day value US\$2,250)
- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of relevant days
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (full page)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, asgam.com, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Single height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com

1 DAY US\$3,000
2 DAYS US\$5,000

PLATINUM SPONSORSHIP

Platinum Sponsors receive a broad range of benefits throughout the Summit.



BRAND EXPOSURE:

- Logo on LED wall throughout the conference (2 days)
- Access to the Summit: 8 two-day tickets (value US\$3,600)
- Logo on coffee break area backdrop (2 days)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (double page spread)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, asgam.com, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Double height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com
- Company video up to 2 minutes on iagacad.com (subject to IAG approval)

US\$8,000

GOLD SPONSORSHIP

Gold Sponsors receive a broad range of benefits throughout the Summit.



BRAND EXPOSURE:

- Logo on LED wall throughout the conference (2 days)
- Logo on coffee break area backdrop (2 days)
- Access to the Summit: 5 two-day tickets (value US\$2,250)
- Thanks from Show Chairman at the start and conclusion of days 1 and 2
- Mention and logo in pre- and post-event news releases (including sponsor announcements)
- Event guide logo, company description and contact details
- Event guide ad (full page)
- Mention and logo in pre- and post-event media published by IAG including IAG magazine (print and digital versions), *IAG Breakfast Briefing*, *asgam.com*, IAG Linked in page (over 27,000 followers) and the IAG Facebook group (approximately 10,000 followers)
- Single height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com

US\$5,000

SESSION SPONSORSHIP

Sponsor a single session at the conference.



BRAND EXPOSURE:

- Logo on projector screens through the session
- Logo stinger played throughout the session for transitions
- Thanks from Show Chairman at the start and conclusion of the session
- Access to the Summit: 2 two-day tickets (value US\$900)
- Event guide logo, company description and contact details
- Event guide ad (half page)
- Single height web banner on iagacad.com
- Company profile, logo (link back to your website) and contact details on iagacad.com

1 SESSION US\$2,500

SPONSORSHIP PACKAGES AT A GLANCE

	BADGE	LAN-YARD	CHAIR BACK	DAY TRACK	BARISTA COFFEE	PLATI-NUM	GOLD	LUNCH	SESSION	
	US \$10,000	US \$10,000	US \$10,000	US \$6,000 (1 DAY) US \$10,000 (2 DAYS)	US \$10,000	US \$8,000	US \$5,000	US \$3,000 (1 DAY) US \$5,000 (2 DAYS)	US \$2,500	
SUMMIT ACCESS TICKETS	10 x 2 DAY	10 x 2 DAY	10 x 2 DAY	10 x (1 OR 2 DAY)	10 x 2 DAY	8 x 2 DAY	5 x 2 DAY	5 x (1 OR 2 DAY)	2 x 2 DAY	
CHAIRMAN MENTION	Y	Y	Y	Y	Y	Y	Y	Y	Y	
LUNCH CHAIRMAN MENTION								Y		
ON-SITE DISPLAY	LED STAGE BACKDROP LOGO	Y	Y	Y	Y	Y	Y	Y		
	COFFEE BREAK BACKDROP LOGO	Y	Y	Y	Y	Y	Y	Y		
	BADGE LOGO	Y								
	LANYARD LOGO		Y							
	CHAIR BACK LOGO			Y						
	LED WALL VIDEO IN BREAKS				Y					
	LOGO STINGER				Y				Y	
	COFFEE CUP LOGO					Y				
	COFFEE MACHINE WRAP					Y				
	DEDICATED LUNCH VENUE BACKDROP								Y	
PROJECTOR LOGO									Y	
PUBLICATIONS	EVENT GUIDE - LOGO AND PROFILE	Y	Y	Y	Y	Y	Y	Y	Y	
	EVENT GUIDE ADVERTISEMENT	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	1 DAY (FP) 2 DAY (DPS)	DOUBLE PAGE SPREAD	DOUBLE PAGE SPREAD	FULL PAGE	FULL PAGE	HALF PAGE
	IAG MAGAZINE EVENT ARTICLE	Y	Y	Y	Y	Y	Y	Y	Y	
IAG DIGITAL PLATFORMS	EVENT ARTICLES AND NEWS RELEASES	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG BREAKFAST BRIEFING	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG LINKEDIN	Y	Y	Y	Y	Y	Y	Y	Y	
	IAG FACEBOOK	Y	Y	Y	Y	Y	Y	Y	Y	
	ANNOUNCEMENT OF SPONSORS	Y	Y	Y	Y	Y	Y	Y	Y	
SUMMIT WEBSITE	BANNER AD	DOUBLE	DOUBLE	DOUBLE	DOUBLE (2 DAYS ONLY) SINGLE (1 DAY)	DOUBLE	DOUBLE	SINGLE	SINGLE	SINGLE
	VIDEO	2 MINS	2 MINS	2 MINS	2 MINS (2 DAYS ONLY)	2 MINS	2 MINS			
	SPONSOR LOGO, DESCRIPTION AND CONTACTS	Y	Y	Y	Y	Y	Y	Y	Y	Y
	LINK TO YOUR WEBSITE	Y	Y	Y	Y	Y	Y	Y	Y	Y



ACADEMY SUMMIT

**FOR MORE INFORMATION AND
SPONSORSHIP ENQUIRIES,
PLEASE CONTACT:**

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