

AN INVITATION

To reach out to Academics, Media Industry Practitioners, Government Agencies, Communication Specialists, Policy Makers and Regulators, Editors & Journalists, Civil Society Organizations, Independent Consultants, Business Professionals and Students in the Asia-Pacific region.

19th AMIC ANNUAL CONFERENCE

Technology and Culture: Communication Connectors and Dividers

21–23 June 2010
Suntec City, Singapore



SPONSORSHIP PROPOSAL



Asian Media Information and Communication Centre, Singapore



The AMIC Annual Conference:

The Asian Media Information and Communication Centre (AMIC) is pleased to announce its 19th Annual Conference, to be held in Singapore on 21-23 June, 2010, at Suntec City. AMIC is especially happy to hold this conference back to back with the International Communication Association (ICA) Conference which will take place at the same venue from 23 – 26 June. This is a rare opportunity for you to spend a whole week listening to and interacting with many of the best brains in the media world on an extraordinary range of topics and issues.

The theme of the 19th Annual Conference is “**Technology and Culture: Communication Connectors and Dividers**”. Communication technology is often seen as a connector of people. Certainly, millions are now able to connect and communicate with each other in ways never before imagined. And the world has shrunk in distance and time, thanks to this technology. However, people have not been homogenised by using common technology. Nor have their responses been alike to the same technology. One country uses the technology to liberate its people while another uses the same technology to shackle its people. One group of people embrace new technology for its ease and convenience while another group abjures it as an invasion of privacy and a violation of security. In one society, the technology narrows the gap between the haves and the have-nots and in another it widens the gap. A common factor that is often seen in all these variations is the role of culture in technology absorption and diffusion. Though culture is not the only factor to affect the use of technology, it is a salient one. The theme of this conference is designed to explore the interplay of technological determinism and cultural determinism and the spectrum of intersections between these polarities. In Asia, the range of experiences in various countries with new communication technologies provide a wealth of insights and indicators that would be of much value to those who study the media world or practice in it.

AMIC's key event is the flagship annual conference, hosted in rotation by countries across the Asia-Pacific region. Recent annual conferences have been held in New Delhi, India (2009), Manila, Philippines (2008), Singapore (2007), Penang, Malaysia (2006) and Beijing, PR China (2005). The AMIC annual conference is the premier event on Asian media and attracts eminent international speakers and participants from the media industry and academia. The conference gathers close to 500 academics, media industry professionals, government agencies, policymakers, regulators, UN agencies, donors, research groups, civil society organizations, independent consultants and students from not only the Asia-Pacific region, but from all over the world. It features high-profile keynote addresses, plenary sessions and several parallel track sessions.

Networking events, cultural programmes, media visits and sightseeing events are also held in conjunction with the annual conference.

Conference Market:

- Television
- Radio
- Newspapers
- Magazines
- Academe
- Marketing
- Public Relations
- Advertising
- Telecommunications
- Wire services
- Government
- Advertisers
- Multimedia
- Information Technology

Who Will Attend?

- CEOs/Presidents
- General Managers
- Policymakers, planners and regulators
- Academics
- Researchers and Scholars
- Media Professionals
- Marketing Directors
- Advertising Executives
- Public Relations Executives
- Management Consultants
- Communication Consultants
- Entrepreneurs
- Media and Communication Students
- Editors and Journalists
- IT & E-Business Specialists
- Publishers and Broadcasters
- Telecom, Mobile and Wireless Service Firms

Conference Format:

The three-day conference will have the following features:

1. Plenary sessions where macro problems and issues are to be probed and discussed
2. Parallel sessions where specific and micro problems are examined.
3. AMIC Distinguished Forum
4. Keynote Sessions
5. Panel Discussions
6. Networking breaks
7. Exhibition booths

SPONSORSHIP CATEGORIES

Financing:

The AMIC Annual Conference will be financed primarily from the participants' registration fees. To ensure the widest representation of delegates in the communication sector in the Asia Pacific region, the registration fees have been set at a modest amount.

However, income from these fees alone will be insufficient to cover the myriad costs of organizing a major international conference and of inviting select participants from poor countries in Asia. To meet these expenses, AMIC invites corporations and organizations to support and sponsor various conference activities. Sponsorship enables AMIC to waive or reduce conference registration fees for as many delegates as possible from developing countries who would otherwise not be able to attend the conference, while such support also helps AMIC build a more exciting conference.

The conference expects to attract in excess of 500 delegates. Before, during and after the conference, your organization will benefit from a significant exposure to an interested, relevant and influential audience. This is an excellent opportunity for your organization to demonstrate its involvement in this area and promote your products and services.

We are offering a limited number of sponsorship opportunities in conjunction with the two conferences in order to provide our sponsors with a high level of visibility with this impressive and intimate group of media and communication leaders from around the world.

SPONSORSHIP BENEFITS

Publicity and Professional Association with the Conference

The conference will be promoted to more than 10,000 key players in the communication industry in the Asia-Pacific region through mailers, brochures, and tri-media publicity, ensuring wide exposure for sponsors and their identification with the region's premier communications conference.

Your sponsorship will be supported heavily through an integrated marketing, advertising and public relations programme. Your participation will be promoted through a variety of email

campaigns, newsletters, periodicals and postings on the online conference website.

Networking with Industry Leaders, Media Practitioners and Academics

During the four-day conference, sponsors can obtain direct access to the industry leaders and practitioners in the broadcasting, print, telecommunications, public relations, advertising, media education, and other communication-related sectors. Such networking can generate valuable contacts during and after the event. The conference can "open doors" to facilitate networking with key decision makers.

Networking with Conference Speakers

More than 100 expert speakers from communication-related companies, government and academe are scheduled to share their views and insights on the conference topics. Their presence will be valuable to sponsors who wish to interact with them. Your representatives can network with key conference delegates to update their knowledge and understanding of your organization and services.

Distribution of Company Profile and Services

The conference kits can include the sponsoring companies' profiles and services. This is an opportunity for reference guide and a regular reminder of the sponsors' products or services.

Strengthening your Corporate Image

Through the conference, your company will be projected as an industry player and leader committed to activities that benefit the communication industry. The conference can also directly support your organization's marketing and sales efforts by offering brand positioning, image association, differentiation from competitors, target marketing, brand loyalty and customer involvement, all of which may ultimately lead to increased sales.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR

US\$50,000

This sponsorship will be exclusive

- Prime acknowledgement in all pre-conference literature including the main conference announcements and brochures.
- Prominent inclusion of your corporate logo highlighted by the words “**Platinum Sponsor**” in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Company profile and write-up, along side corporate logo in the Conference Journal and Conference CD-ROM.
- Invitations to other networking and social events that will take place during the conference
- Acknowledgement as “**Platinum Sponsor**” in key conference activities, including the Formal Gala Dinner.
- Corporate Logo on the conference website and hyperlinks to your website from the conference website.
- Free AMIC institutional membership for two years (Total value of US\$ 1000)
- One piece of promotional literature or product sample in each delegate’s bag. (Total value of US\$ 500)
- Waiver of registration fees for five nominees to the conference, including invites to all gala dinners and other networking events (Total value of US\$ 2,350).
- One complimentary exhibition booth (standard size) in a premier position (Value of US\$ 2,500).
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the Conference as well as a summary of the attendance figures.
- First right of refusal for this sponsorship at the 20th AMIC Annual Conference to be held in June/July 2011.

GOLD SPONSOR

US\$30,000

This sponsorship will be restricted to three only

- Acknowledgement in all pre-conference literature including the main conference announcements and brochures.
- Inclusion of your corporate logo highlighted by the words “**Gold Sponsor**” in all conference

collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.

- Company profile and write-up, along side corporate logo in the Conference Journal and Conference CD-ROM.
- Invitations to other networking and social events that will take place during the conference
- Corporate Logo on the conference website and hyperlinks to your website from the conference website.
- Free AMIC institutional membership for one year. (Total value of US\$ 500)
- One piece of promotional literature or product sample in each delegate’s bag. (Total value of US\$ 500)
- Waiver of registration fees for three nominees to the conference, including invites to all gala dinners and other networking events (Total value of US\$ 1,410).
- One complimentary exhibition booth (standard size) (Total Value of US\$ 2,500).
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the Conference as well as a summary of the attendance figures.
- First right of refusal for this sponsorship at the 20th AMIC Annual Conference to be held in June/July 2011.

SILVER SPONSOR

US\$20,000

This sponsorship will be restricted to five only

- Acknowledgement in all pre-conference literature including the main conference announcements and brochures.
- Inclusion of your corporate logo highlighted by the words “**Silver Sponsor**” in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Company profile and write-up, along side corporate logo in the Conference Journal and Conference CD-ROM.
- Invitations to other networking and social events that will take place during the conference
- Corporate Logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate’s bag. (Total Value of US\$ 500)
- Waiver of registration fees for two nominees to the conference, including invites to all gala

dinner and other networking events (Total value of US\$ 940).

- One complimentary exhibition booth (standard size) (Total Value of US\$ 2,500).
- Analysis and report of the Conference as well as a summary of the attendance figures.
- First right of refusal for this sponsorship at the 20th AMIC Annual Conference to be held in June/July 2010.

LUNCHEON SPONSOR

US\$10,000 per day

The choice of days is yours. Please confirm with the Conference coordinator as to the availability of days.)

- Inclusion of your corporate logo highlighted by the words “**Luncheon Sponsor**” in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Prominent inclusion of your corporate logo in the banquet hall (provided by the sponsoring company).
- Acknowledgement of sponsoring company at lunch venue as well as in announcements prior to lunch.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate’s bag (Total value of US\$500).
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the conference as well as a summary of the attendance figures.

COFFEE BREAK SPONSOR

US\$5,000 per break

(The choice of day and time is yours. Please confirm with the Conference coordinator as to the availability.)

- Acknowledgement in the conference programme.
- Prominent inclusion of your corporate logo in the break area (provided by the sponsoring company).
- Acknowledgement of sponsoring company at break area as well as in announcements prior to the coffee break.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product

sample in each delegate’s bag (Total value of US\$500).

- Publication of corporate logo as lunch sponsor in conference journal.
- One electronic copy of the delegate list for your future networking.

COCKTAIL EVENT SPONSOR

(cost depending on actuals)

(The choice of days is yours. Please confirm with the Conference coordinator as to the availability of days.)

- Acknowledgement in the conference programme.
- Prominent inclusion of your corporate logo in the cocktail reception hall (provided by the sponsoring company).
- Acknowledgement of sponsoring company during the cocktail event as well as in announcements prior to the cocktail event.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate’s bag (Total value of US\$500).
- Publication of corporate logo as cocktail event sponsor in conference journal.
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the conference as well as a summary of the attendance figures.

CONFERENCE DELEGATE BAG SPONSOR

US\$5,000

- Your company name and logo, together with the conference logo, to be overprinted in the delegate bags.
- Acknowledgement in all pre-conference announcements and in the conference Programme.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate’s bag (Total value of US\$500).
- One electronic copy of the delegate list for your future networking.

CONFERENCE PROGRAMME SPONSOR

US\$5,000

- Acknowledgement in all pre-conference announcements and in the conference programme.
- Publication of corporate logo as conference programme sponsor in the conference journal.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- One electronic copy of the delegate list for your future networking.

CONFERENCE CD-ROM SPONSOR

US\$2,500

- Acknowledgement in all pre-conference announcements and in the conference programme.
- Publication of corporate logo as conference CD-ROM sponsor in the conference journal.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- One electronic copy of the delegate list for your future networking.

MEDIA SPONSOR

US\$5,000

- Acknowledgement in the conference programme.
- The media sponsor and/or partner will advertise our conference (in print/radio/TV/Web), and in return get their logo on the conference brochure as well as access to speaker materials, conference materials and interviews.
- Corporate logo on the conference website and hyperlinks to your website from the Conference website.
- Publication of corporate logo as Media Sponsor in conference journal.
- One piece of promotional literature or product

sample in each delegate's bag (Total value of US\$500).

- One electronic copy of the delegate list for your future networking.
- Analysis and report of the conference as well as a summary of the attendance figures.

ACADEMIC PARTNER

US\$2,500

- Inclusion of your corporate/organisation logo in all Conference collateral including Conference brochure, Conference journal, banners, streamers, mailers, websites and media releases.
- Corporate/organisation Logo on the Conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- Waiver of registration fees for one nominee to the Conference, including invites to all gala dinners and other networking events (Total value of US\$ 470).
- One electronic copy of the delegate list for your future networking.

KEYNOTE SESSION SPONSOR

US\$8,000

- Inclusion of your corporate logo in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Visual acknowledgement of your sponsorship during the sponsored keynote session.
- Verbal acknowledgement of your sponsorship by the session chairperson during the sponsored keynote session.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- Waiver of registration fees for two nominees to the conference, including invites to all gala dinners and other networking events (Total value of US\$ 940).
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the sponsored session as well as a summary of the attendance figures.

AMIC DISTINGUISHED FORUM SPONSOR

US\$10,000

- Inclusion of your corporate logo in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Visual acknowledgement of your sponsorship during the sponsored **AMIC Distinguished Forum** session.
- Verbal acknowledgement of your sponsorship by the session chairperson during the sponsored **AMIC Distinguished Forum** session.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- Waiver of registration fees for two nominees to the conference, including invites to all gala dinners and other networking events (Total value of US\$ 940).
- One electronic copy of the delegate list for your future networking.
- Analysis and report of the sponsored session as well as a summary of the attendance figures.

PLENARY SESSION SPONSOR

US\$5,000

- Inclusion of your corporate logo in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Visual acknowledgement of your sponsorship during the sponsored plenary session.
- Verbal acknowledgement of your sponsorship by the session chairperson during the sponsored plenary session.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- Waiver of registration fees for two nominees to the conference, including invites to all gala dinners and other networking events (Total

value of US\$ 940).

- One electronic copy of the delegate list for your future networking.
- Analysis and report of the sponsored session as well as a summary of the attendance figures.

EXHIBITION SPONSOR

US\$2,500

- Exhibitors get a booth (standard size) for four days. Exhibitors can be IT companies, telecom operators, network solutions providers, publishers, consultancies, professional associations and universities.
- Inclusion of your corporate logo in all conference collateral including conference brochure, conference journal, banners, streamers, mailers, websites and media releases.
- Corporate logo on the conference website and hyperlinks to your website from the conference website.
- One piece of promotional literature or product sample in each delegate's bag (Total value of US\$500).
- Waiver of registration fees for one nominee to the conference (Total value of US\$470).
- One electronic copy of the delegate list for your future networking.

OTHER SPONSORSHIPS

- | | |
|-----------------------------------|--------------------|
| ▪ Internet Area | US\$2500 |
| ▪ Stationery Items | US\$1000 per item |
| ▪ Lanyard | US\$1500 |
| ▪ Conference Delegate Bag Inserts | US\$500 per insert |

We have outlined our ideas about how we can meet your marketing objectives at the 18th AMIC Annual Conference. We would also like to hear your ideas. Call or write to us to discuss how we can work together to design a customized sponsorship package to meet your specific needs and marketing communication strategies and directions.

CONTACT PERSON

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DRAFT CONFERENCE PROGRAMME

(As of January 01, 2010)

Day One - Monday, 21 June 2010

0900 – 1030 **Inaugural Session,
Welcome Remarks and Opening
Keynot Address**

1030 – 1100 **Coffee Break**

1100 – 1230 **AMIC-FES Distinguished
Forum**

1230 – 1400 **Lunch**

1400 – 1530 **Plenary Session 1**

1530 – 1600 **Coffee Break**

1600 – 1730 **Plenary Session 2**

1900 – 2200 **Gala Dinner and
AMIC Awards**

(End of Day 1)

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Day Two - Tuesday, 22 June 2010

0900 – 1015 **Parallel Sessions A**

1015 - 1045 **Coffee Break**

1045 – 1200 **Parallel Sessions B**

1200 – 1315 **Parallel Sessions C**

1315 – 1430 **Lunch**

1600 – 1630 **Coffee Break**

1630 – 1545 **Parallel Sessions D**

1545 – 1700 **Parallel Sessions E**

1700 – 1730 **Coffee Break**

1730 – 1845 **Parallel Sessions F**

1930 – 2100 **AGM and Dinner
(Only for AMIC Members)**

(End of Day 2)

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Day Three - Wednesday, 23 June 2010

0900 – 1015 **Parallel Sessions G**

1015 – 1045 **Coffee Break**

1045 – 1200 **Parallel Sessions H**

1200 – 1315 **Parallel Sessions I**

1315 – 1400 **Lunch**

1400 – 1600 **Joint AMIC-ICA Plenary
Session**

1600 – 1630 **Coffee Break**

1630 – 1800 **Closing Ceremony and
Closing Keynote Speech**

(End of Conference)

ABOUT AMIC

The Asian Media Information and Communication Centre (AMIC) is a non-profit NGO and a registered charity in Singapore with the mission of spearheading the development of media and communication expertise in Asia within the broad framework of economic, social and cultural development.

AMIC was established with seed funding support from the Friedrich-Ebert-Stiftung (FES), a private non-profit, public-interest foundation of the Federal Republic of Germany. FES provided AMIC with seed funding from 1970 to 2000. FES is a key partner and provides limited project funding to this day. AMIC is located within the Wee Kim Wee School of Communication and Information at the prestigious Nanyang Technological University in Singapore. As part of its support for AMIC, the government provides the office premises to AMIC free of cost.

AMIC is located in Singapore due to historical circumstances and due to the Government of Singapore's commitment in supporting the creation of a regional media organisation. However, AMIC is a fully independent institution and covers the entire Asia-Pacific region in its activities.

AMIC is unique as it is the only regional media and communication research organisation in the world. It was established in 1971 and exists to encourage ethical and social responsibility of the media to support democratic access and participation in media development and production, and to provide opportunities for empowerment of disadvantaged sectors in the communication/media environment.

It performs these roles on many fronts: As a research centre it examines critical issues in the media and communication sector and their implications for development, as reflected through its publications. As a resource centre it gathers and disseminates knowledge about communication and its effects in Asia. By conducting training and professional consultations it is active in capacity building for the media and their users. AMIC has been unwavering in its commitments in these sectors and over the years has broadened its expertise base to encompass new challenges reflective of the changing scene within media and society in general.

One of AMIC's key strengths is that, in addition to having major development partners and strong academic credentials, it is also actively involved in working with the industry in facilitating dedicated high-profile industry events. These events are consciously designed and planned to bring industry, development partners, NGO's and individual

stakeholders together to share perspectives, challenges, and best practises. By facilitating this, AMIC has successfully reduced barriers and has been instrumental in facilitating knowledge sharing, collaboration and training to those that need it most.



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Wee Kim Wee School of Communication and Information, Nanyang Technological University (WKWSCI/NTU)

The Wee Kim Wee School of Communication and Information (WKWSCI) at Nanyang Technological University in Singapore was established in 1992 and is rapidly becoming the premier communication school in Asia. It offers courses on Journalism and Publishing, Electronic and Broadcast Media, Public and Promotional Communication, Communication Research and Information Studies. The School has new facilities and state-of-the-art technology, an experienced faculty representing a rich tapestry of nations, and a student body selected from among the best and brightest. The result is a school recognised for its strengths in teaching and research, for its close ties to the media and information industries, and for its students who successfully enter communication professions upon graduation.



Friedrich-Ebert-Stiftung (FES)

The Friedrich-Ebert-Stiftung (FES) is the oldest of the German political foundations, active in international dialogue and development cooperation and committed to the principles and basic values of social democracy. The FES was established in 1925 in honour and as a political legacy of Friedrich Ebert, who served as the first president of a democratic Germany after World War I. Presently, the FES maintains its own representations in some 60 countries in Africa, Asia, the Middle East and Latin America, and a further 33 offices in countries of Europe, the former Soviet Union, USA and Japan.





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