



THE ASIAN BANKER SUMMIT 2004

Asia's foremost event on transformational issues in the financial services industry

“Establishing The Pillar of Sustainable Growth”

**Hong Kong Convention & Exhibition Centre
5-7 May, 2004**

Sponsorship and Exhibition Opportunities

www.theasianbanker.com

THE ASIAN BANKER SUMMIT 2004

"ESTABLISHING THE PILLAR OF SUSTAINABLE GROWTH"

About The Event

The Asian Banker Summit has firmly established itself, as the one of its kind, senior executives meeting platform for the banking and financial services industry in the region. Through an interesting mix of keynote sessions, parallel briefings, dialogues, workshops, open discussions and an exhibition, the summit brings together the entire banking community to share common issues, learn new products and to keep abreast of the latest developments and trends impacting the industry

As the premier gathering of senior decision makers in the financial services industry in the Asia Pacific region, The Asian Banker Summit had featured, in previous years, distinguished leaders of the industry such as Tan Sri Dato' Sri Dr. Zeti Akthar Aziz, Governor of Bank Negara Malaysia (Central Bank); Mr. Hubert Neiss, Chairman Asia, Deutsche Bank; Mr. K.V. Kamath, Chairman and CEO of ICICI Group of India; Mr. Jiang Jianqing, Chairman and President of the Industrial & Commercial Bank of China; Mr Jeffrey Neubert, CEO of New York Clearing House; Mr Fritz Klein, Member of the Board, SWIFT and Member of the Board, SIS SegInterSettle, to name a few.

In its fifth year, The Asian Banker Summit 2004 continues to assemble a power house of speakers which include Sir Brian Pitman, the legendary former CEO of Lloyds TSB and currently senior advisor of Morgan Stanley; Mr Byung-Chul Yoon, Chairman of Woori Financial Holdings; and Mr Frederick Ma, Secretary for Financial Services and the Treasury in Hong Kong SAR; and Mr Jonathan Fiechter, Deputy Director, Monetary and Financial Systems Dept, International Monetary Fund (IMF) as key speakers.

To be held at the Hong Kong Convention and Exhibition Center, the event is expected to attract 500 delegates from southeast, south and northeast Asia.

Achieving Your Organisation's Business Goals

The Asian Banker Summit 2004 provides a powerful platform for your organization to achieve the following:

1. **Brand positioning** where the best brands are represented at The Asian Banker Summit.
2. **Visibility** amongst an elite group of decision makers in the industry
3. **Information dissemination** on your products and services.
4. **Networking** and **build relationship** with the largest gathering of senior bankers in the region.
5. Build **contact base** and **lead generation** at the decision-making level.

How You Can Participate

1. SPONSORSHIP

The following Sponsorship opportunities are available:

	Sponsorship Cost
• Overall Event Sponsorships Category	
- Principal Sponsor	US\$ 60,000
- Co-Sponsors	US\$ 45,000
• Presentation Sponsorships Category	
- Pre- or Post Conference Workshops	US\$ 15,000
- Briefings / Presentations	US\$ 19,000
- Networking Luncheon Host	US\$ 26,000
• Networking Sponsorships Category	
- Welcome Reception Host	US\$ 15,000
- Speakers Appreciation Dinner	US\$ 20,000
- Gala Dinner Host	US\$ 30,000
• Branding Sponsorships Category	
- Summit Satchel	US\$ 8,000
- Summit Delegate Badge and Lanyard	US\$ 5,000
- E-café	At Actual

Overall event sponsorship is best suited for organisations which are globally known and would like to reinforce their thought leadership positioning.

For more information on what the above sponsorship packages include, please contact Cyrus Daruwala, Director Global Client Services at cdaruwala@theasianbanker.com.

2. EXHIBITION

Held in conjunction with this prestigious conference is a boutique showcase, The Asian Banker Summit exhibition which typically presents no more than 30 - 35 selections of leading and global organizations.

Strategically located at the main foyer of the Hong Kong Convention and Exhibition Centre, the Exhibition provides a targeted crowd and captive audience to exhibitors at the event. The show is also opened to trade visitors.

Who should participate as Exhibitors

- Leading investment banks with a strong FI business
- Leading IT solution vendors
- Hardware & Systems providers

- Telcos targeted at the financial services vertical
- Custodian banks and related professional service providers

Exhibition Participation Rate

Venue: Level 2, Main Foyer, Hong Kong Convention & Exhibition Centre

Opening Hours:

Thursday, 06 May 2004: 08.00 am – 19.30 pm

Friday, 07 May 2004: 09.00 am - 18.00 pm

- **BARE SPACE** : **US\$4,250** (Standard size 9 sqm)
Bare space charges - US\$475 per sqm

*Please Note: Exhibitor need to appoint their own designers / planers to build the booth.

- **BUILT-UP SHELL SCHEME:** - **US\$4,950** (Standard size 9 sqm)
Shell Scheme Stand – US\$550 per sqm

*The Shell Scheme set-up includes:

- Partitions
- Fascia board with exhibitor's name / logo
- Two (02) Fluorescent Light
- One (01) 230V/13A single phase power outlet
- One (01) covered reception desk
- Two (02) chairs
- One (01) wastepaper basket

Marketing and Promotion

a) The Asian Banker Summit Website

Visited by thousand of readers and potential delegates every week, The Asian Banker Summit website is an important marketing tool for exhibitors and sponsors alike. The site carry your company's logo and description and is hyperlinked to your website.

b) The Asian Banker E-mail Marketing

With over 13000 registered recipients, The Asian Banker E-mail marketing system is a powerful tool in reaching out to an extensive database of industry professionals in the region.

c) Banking Associations/ Institutes

The Asian Banker Summit has been supported by important banking associations and institutes from around the region since its inception. The associations and institutes endorsed the event and promote the event to their member banks.

d) Direct Mailing

Mail shots of invitation flyers to over 15000 contact database directed at the mid- and senior-level managers from the financial services industry.

e) Fax Campaign

A series of fax campaign will be conducted to continuously promote the event and to keep the industry informed of the new developments on the event.

f) Advertisement

The event will be advertised extensively in key media such as AWSJ for maximum exposure and positioning.

g) Media Relations

The Asian Banker Summit is an event extensively covered by local and regional media on site. Take this opportunity to generate some coverage for your products or services. You can leave your press releases in the press room which will be made available on site. To maximize your company's exposure, you can also post your press releases on The Asian Banker Summit online media centre. Please send your press releases to jphua@theasianbanker.com

Contacting Us

For full details on the sponsorships above, please contact:

The Asian Banker

10, Hoe Chiang Road,
Keppel Tower
#14-06
Singapore 089315

Cyrus Daruwala

Tel: (65) 6236 6522

Fax: (65) 6236 6530

Email: cdaruwala@theasianbanker.com

Robin Seng

Tel: (65) 6236 6521

Fax: (65) 6236 6530

Email: rseng@theasianbanker.com