



Highlight your visibility by becoming a Sponsor at Milipol Asia-Pacific 2017. There are a variety of communication tools available below which helps to promote your brand and benefit from an exclusive visibility.

For more information, please [Contact Us](#) at 6392 5328 or email to [sales@milipolasiapacific.com](mailto:sales@milipolasiapacific.com).

## **NETWORKING OPPORTUNITIES**

### **Opening Ceremony & Buffet Lunch Reception - Contact Us**

Senior Guests from Various Government, Defence and Security Agencies and members of the Media will be invited to attend the opening ceremony. Followed by lunch reception held at the delegations' suite located within the Exhibition Hall. Take advantage of this opportunity to network and showcase your brand to this targeted group of industry professionals.

### **VIP Delegations Evening Reception (VIP & Exclusive Sponsor only) - Contact Us**

Evening reception will be held on the evening of opening day. This is a great networking opportunity for all and an excellent platform for the Sponsor to gain maximum marketing and promotion mileage.

## **PROMOTIONAL ITEMS**

### **Badge Lanyards - S\$8,000**



Display your brand to the indispensable media!

Personalise the lanyards with your brand, distributed at the entrance of the show, for all the Visitors, VIP, Press and Official Delegations. 8,000 lanyards are supplied by the organiser, visual supplied by the advertiser.

### **Official Catalogue - S\$15,000**



The Show Guide comprising a combined Exhibitor's Directory & Conference Programme, in A-5 Size, will be distributed to all Visitors, VIP Delegations, Conference Speakers and Delegates, Exhibitors and accredited members of the Media. Up to 5,000 copies will be produced.

The Show Guide therefore presents an excellent exposure and brand presence for the Sponsor Company in the Show. Sponsor Company will have its Name and Logo clearly displayed on the Cover.

Optional charged advertisements are also available.

## Official Catalogue - Advertising

### VISIBILITIES IN THE OFFICIAL CATALOGUE

Spread your visual throughout the official exhibition catalogue, the essential tool for visiting the event and as an after show reference

Double Page Spread (DPS)	S\$5,000
Full Colour Page	S\$2,800
Half Page (Horizontal)	S\$1,800
First Page, right side	S\$3,800
Full Colour page facing Content page (summary)	S\$3,500
Inside Front Cover	S\$4,000
Inside Back Cover	S\$3,500
Back Cover	S\$5,500
Belly Band (External Band)	S\$5,000
Bookmark (Technical fees excluded)	S\$5,000
Company Logo with directory	S\$450



# 7<sup>th</sup> International exhibition of homeland security

Incorporating  
GLOBAL SECURITY ASIA



### VISIBILITIES IN THE OFFICIAL CATALOGUE

Booking Dateline: 10 February 2017  
Material deadline: 17 February 2017

Double Page Spread (DPS)	S\$5,000
Full Colour Page	S\$2,800
Half Page (Horizontal)	S\$1,800
First Page, right side	S\$3,800
Full Colour page facing Content page (Summary)	S\$3,500
Inside Front Cover	S\$4,000
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Bookmark (Technical fees excluded)	S\$5,000
Company Logo with directory	S\$450

Advertisement Size	Trim (H x W)	Bleed (H x W)	Type (H x W)
Double Page	210 x 297	216 x 303	190 x 277
Full Page	210 x 148	216 x 154	190 x 128
Half page (Horizontal)	105 x 148	111 x 154	85 x 128

**PRODUCT SPECIFICATIONS**  
We accept high resolution PDF files. Size of PDF should be no larger than 10MB. Image resolution of 300dpi and the page centred. Quality and content files sent electronically is the responsibility of the sender. Advertisers must supply colour proof of files. We will print as closely as possible to proof, however, no liability is accepted for fair and reasonable production. We can download your advertising files from your FTP website if required.  
All files should be emailed as attachment to [liting.goh@comexposium-sg.com](mailto:liting.goh@comexposium-sg.com)



[www.milipolasiapacific.com](http://www.milipolasiapacific.com)

**04 > 06**  
**APRIL 2017**  
**SANDS EXPO**  
**SINGAPORE**



### Carrier bags - S\$8,000



Personalise the official bag with your brand!

The Non-Woven (PP-laminated) Carrier Bags will be exclusive to Milipol Asia-Pacific 2017.

The Official Show Guide and other information about the show, plus the Sponsor's Corporate Promotion Materials will be inserted in the bags and will be distributed to all Trade Visitors, Conference Delegates and members of the Media at the point of Registration. It provides a very strong visibility both inside the Exhibition hall, outside and even after the show. *\*Production of the bag is included.*

### VIP Delegation Welcome Bag (laptop bag) - S\$15,000



Delegations Bags will be issued as welcoming bags to all VIP Delegations, selected guests, supporting organisation and Conference Delegations. Total up to 800 Bags will be issued. The Bags will offer very good exposure and branding for the Sponsor Company, even during post event as they will continue to be used as a utility bag. The Sponsor Company will also have one set of its Corporate Promotion Materials inserted in the Bags. All visuals are subject to organiser's approval. *\*Production of the bag is included.*

### VIP Delegation Coaches - S\$4,000



Official VIP Delegation will be provided with Coaches to travel between the Venue and Official Hotel(s) they are staying in. As a sponsor, you will enjoy exclusive branding rights on the interior and exterior of the buses as well as on transportation schedules.

### **Visitor & VIP invitation cards - S\$8,000**

Visitor Invitation card are issued for Exhibitors to invite their clients, partners and contacts to come and visit you at Milipol Asia-Pacific 2017. VIP invitation cards are exclusively meant for your high ranking officials, high ranking officials, ambassadors, personalities. Get your chance to highlight your brand.

### **SHOW VISIBILITIES**

#### **Registration Counters - S\$8,000**



The Event Registration Counter are located at the Entrance of the Exhibition Halls. All visitors are required to register before getting into the Hall. All badges will be issued at the counters, the sponsor company will enjoy good exposure and visibility. The Sponsor company will have its company name and logo featured prominently on the backdrop at the Registration Counters and form filling Counters.

#### **Brochure Stands at Entrance - S\$500 Each**

Opportunities for your brochures and flyers to be picked up by visitors as they enter the hall or when they check in at the registration counter.

#### **Official Delegations Pack (Delegations' Suite) - S\$20,000**



Associate your company with the welcoming of the 200 expected Official Delegations!

The Suite will be used mainly by invited VIP Delegations from the Law Enforcement, Internal State Security, Defence and Civil Defence agencies from the Asia Pacific region. VIPs are expected to use the Suite daily to have their lunch and refreshments.

The Sponsor will get maximum exposure and Brand Recognition through the prominent Banner displayed in the Suite and on the Entrance Arch from this group of VIP Officers from Government Agencies of the Asia Pacific region.

### Conference Sponsor (Customised) - Contact Us



The Conference will cover industry matters that are both shaking and shaping the region and the wider world. Up to 300 delegates who are Senior Executives and Decision Makers from Government and the Industry are expected to attend. Contact [cliff.adora@comexposium-sg.com](mailto:cliff.adora@comexposium-sg.com) for a Customised Sponsorship that meets your objectives.

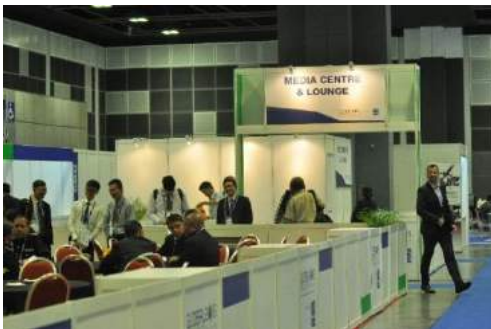
### Technology Seminar Sponsor - Contact Us



Promote your products and services!

Technology Seminar will be held within the Exhibition Halls. Trade and Professional Visitors get to attend these free-to-attend Workshop Sessions conducted by Exhibitors presenting and demonstrating their latest products and technologies. Sponsor Companies will have their Names and Logos displayed at the Entrances to these Workshops to welcome the Visitors as well as on the Backdrops of the Workshops.

### Press Centre - S\$6,000



Stand out and promote your company to the press!

Become the unique sponsor of the Press Centre, meeting place of all the international trade press.

### Location Boards and Direction Charts - S\$1,000 Each

Visitors will consult Location Board to get an orientation of the Exhibition Hall and the Floor plan. These Board will be located at strategic points. It will feature the Sponsoring Exhibitor and indicate where its location is.

### Visitors' Seating Area - S\$5,000



Several Areas within the Exhibition Hall will be designed as "Visitors Seating Area" for the benefits of Trade Visitors. Sponsor Company will get excellent exposure to users of these areas through its Banner Display.

### Aisle letters (Overhead Banner) - Contact Us



An Exceptional way to be seen!  
Your logo and booth number hung above the aisle. Show Aisle Banners and Overhead Banners above your stands. All visuals are subject to organiser's approval.

### Floor titles - Contact Us



Guide your visitors to your stand!  
Increase your visibility at the exhibition with a customised floor tile with your logo and booth number.

### Outside Display - Contact Us

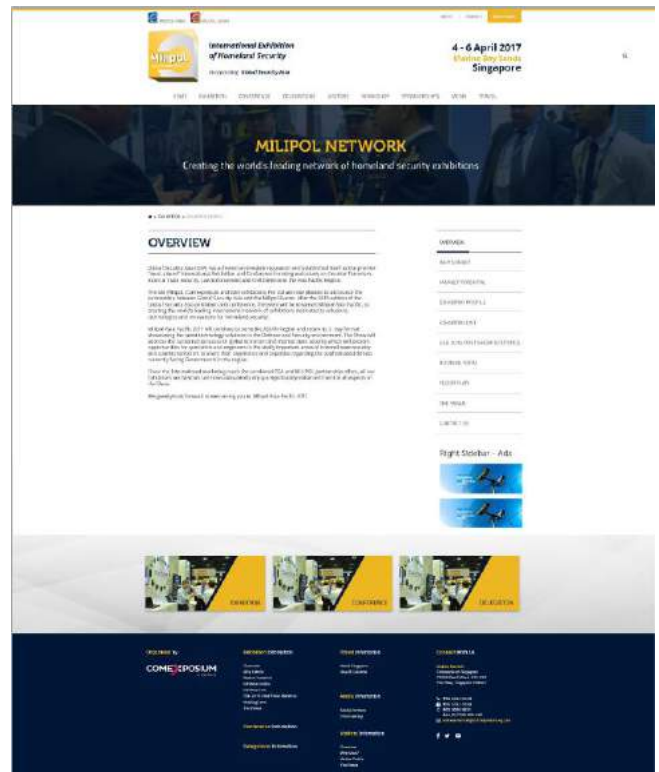
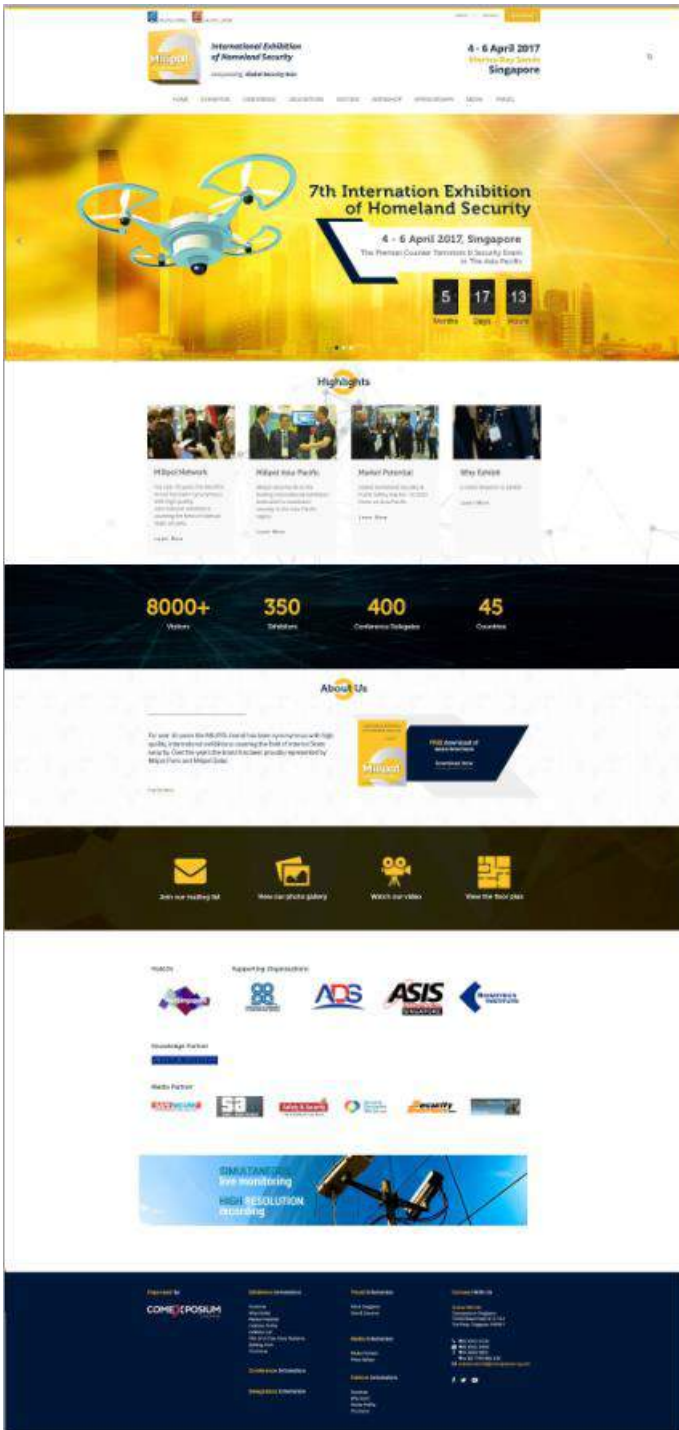
Be visible even before the visitors enter the Exhibition hall of Milipol Asia-Pacific 2017, displaying your brand outside the Exhibition hall of Sands Expo and Convention Centre.

## WEB OPPORTUNITIES

### On-line visitor registration Pack - S\$5,000

The Organisers are expecting an estimated 7,000 Trade Visitors to the Event. Many of these Trade Visitors will be pre-registering online for their Passes. A Sponsor Company will have its Name and Logo displayed as the Sponsor for Online Registration and Auto-Acknowledgment.

**Web banner - S\$1, 800 (Homepage)/ S\$1,000 (Inside pages)**



Highlight your company on [www.milipolasiapacific.com](http://www.milipolasiapacific.com)  
 Display your banner on the home page of the Milipol Asia-Pacific website or at all the inner pages of the website.

Home page rotating Banner size: 1111px X 200px  
 Inner page static Banner size: 280px X 100px