

Asia Internet Congress

Face Time with 700 Inspired Internet Marketers

Global B2C ecommerce sales topped USD 1 trillion for the first time in 2012¹. Looking at users, Asia has a high internet penetration rate and is home to 50% of the world's internet users². These trends have spawned a generation of marketers who see online platforms as springboards to financial success.

The Asia Internet Congress will bring many practising and aspiring internet marketers under one roof. Sponsors of the event will get a unique opportunity to showcase their respective marketing support offerings to a captive audience and ride the promising trend in internet marketing.

About Asia Internet Congress

The annual Asia Internet Congress is one of the region's most anticipated internet marketing seminars, with successful runs in Singapore, Malaysia and the Philippines. Renowned veterans are invited to impart knowledge in diverse aspects of internet marketing such as affiliate marketing, neurolinguistic programming, wealth creation through multiple income streams, and more. The event, thus, attracts enterprising individuals with the drive to establish and expose their business to the world via the internet.

Its 7th instalment, Asia Internet Congress 2013 is slated for 18 – 20 October 2013 at the Suntec Convention and Exhibition Centre, Singapore. With the newly-refurbished venue's state-of-the-art technology — including simultaneous translation and 3D projection capabilities — participants are in for a learning experience that will excite them to set their internet business strategies in motion. This is where sponsors with the right tools come into the limelight.

Brand Visibility through Sponsorship

Positive word-of-mouth marketing has underpinned the success of Asia Internet Congress over the past years. Hence, in addition to publicity in major media, invitations will be sent to past participants. A turnout of 700 is expected.

Besides profile features in congress materials, sponsors may also establish booths to showcase their products and services and/or directly address the audience between speakers.

Sources

¹ eMarketer: Ecommerce Sales Topped \$1 Trillion for First Time in 2012
<http://www.emarketer.com/Article/Ecommerce-Sales-Topped-1-Trillion-First-Time-2012/1009649>

² Findings from Economic Intelligence Unit and Asia Internet Coalition.

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Target audience

Professionals, business owners, entrepreneurs, etc.

Keen to take their businesses to the next level, these participants want to utilise the internet as a platform to effectively market their products or services on a local and global scale.

Individuals, students, housewives, retirees, etc.

The prospect of setting up an online business appeals to these participants as the overhead costs and startup fees are low. Through exploring the powers of the internet, they hope to establish an additional and stable income channel.

Audience interest

Here are a few topics of interest that will engage our target audiences' receptive minds:

1. Resources on internet marketing related subjects
2. Resources on other wealth creation subjects
3. Computer and other IT devices
4. Internet access facilities and services
5. Domain name and hosting services
6. Website design and maintenance services
7. Online payment facilities
8. Delivery and courier services

The Line-up

Host

Fabian Lim

Speakers (tentative)

Fabian Lim, Simon Leung, Adam Khoo, Stuart Tan, Jo Han Mok, Terence Tan, Tan Yang Po, Gobala Krishnan

Speakers' topics

Different speakers will touch on different internet marketing strategies, including but not limited to the following:

1. Search engine optimisation
2. Pay-per-click marketing
3. Social media marketing through platforms such as Facebook and Twitter
4. Email marketing
5. Affiliate marketing
6. Local business marketing
7. Online lead generation
8. Other non-internet marketing wealth creation strategies

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Benefits for event partners

For the first time ever, Asia Internet Congress is opening its doors and welcoming esteemed corporations to come on board as event partners. Meaningful collaborations will engender beneficial gains for both sides.

Event partners can expect the following benefits:

1. The company will be named as an official event partner
2. The company logo will be printed on all promotional materials, including newspaper ads, brochures, posters, banners, workbooks, stage back drop, website, goodie bags, etc.
3. Enjoy a one-page A4 size colour ad in the workbooks (ad content is subject to organiser's approval)
4. Get to sponsor lucky draw prizes to participants; the company will be credited during the prize giving ceremonies
5. Contribute door gifts as well as other promotional materials to be placed in the goodie bags
6. Set up a 6" x 4" booth outside the event hall for the purpose of product or service promotion (subject to availability)
7. Get 100 complimentary seats that can be offered to clients, subscribers, business associates, etc., hence providing additional value to them

Fees

There are no fees to be borne by the event partners. Sponsors are given brand visibility as a token of the organisers' appreciation for helping to make the Asia Internet Congress 2013 a rounding success.