



INDONESIA LARGEST PARENTING AND BABY EXHIBITION

27-29 JULY 2018 | ASSEMBLY HALL
JAKARTA CONVENTION CENTER | 10.00-20.00

WEEKLY GIVEAWAY
At Our Social Media

MEET AND GREET SUPERHEROES & SPECIAL CHARACTER

COMPETITION & ACTIVITIES

BI HOURLY LUCKY DRAW



Free Talks & Seminar

FREE GOODIE BAG

- Organized by: Strategic Partner:
- Supported by:

Media Partner:

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SPONSORSHIP PACKAGES

TITLE SPONSOR

RP. 300.000.000,-

THREE HUNDRED MILLION RUPIAH

AVAILABLE FOR 1 COMPANY ONLY

THE TITLE SPONSORSHIP OFFERS THE OPPORTUNITY TO TAKE THE HIGHEST MARKETING PROFILE AT THE EVENT TAG LINE "SMART PARENTS AND BABY EXPO INDONESIA PRESENTED BY..."

This sponsorship incorporates a wide range a promotional opportunity across the entire event as well as the parallel program and is guaranteed to generate significant returns on investment. We encourage our sponsors to work closely with our event team to ensure that every aspect of the sponsorship is suitable, effective and implemented with maximum efficiency.

IN PRINT

1. Logo featured prominently on 100 outdoor vertical banner (umbul-umbul) located in the strategic areas and on the way to venue
2. Logo featured prominently on 40 outdoor horizontal banner (spanduk) located in the strategic areas and on the way to venue
3. Logo featured prominently in all print advertisements (digital logo provided by sponsors)
4. Logo featured prominently in all direct mail campaign materials
5. Logo featured prominently on exhibition entrance gateways
6. Logo featured prominently on ballyhoo
7. Logo featured prominently on backdrop
8. Logo featured prominently on all directional signage throughout the venue
9. Logo featured prominently on 1500 pcs of goodie bag
10. Company logo on 500 opening ceremony invitation
11. Company logo on 1000 program book
12. Logo featured prominently on front cover of program book
13. Logo featured on sponsor recognition page of program book
14. Logo on poster distributed at school and various location
15. Advertisement FP, FC with premium placement in the event program book (ads provided by client) distributed onsite event & at various location [1 x]
16. Product presentation video with #3 minutes' loopback on 10 unit led at main entrance
17. Company logo on 10.000 leaflet/flyer



ON LINE

1. Animated banner advertisement and hyperlink featured on official website
2. Logo and hyperlink featured on official website + 60-words editorial on official website (editorial provide by sponsor)

SOCIAL MEDIA

1. 20 times posting on Facebook & Instagram before & post event [5x/week] information provided by client

RADIO

1. 10 times /days announced as title sponsor in ad lips & jingle ad. 1 day before the show date & during show day at popular woman & business radio

TVC

1. Logo featured prominently on **Smart Parents and Baby Expo Indonesia** TVC at Airport, Kids Channel TV and Youtube.

ON SITE

1. **54 Sqm exhibition space exhibition space** (booth/stand provided by sponsor)
2. 12 key banners in the exhibition area
3. Opportunity to distribute sponsors press release within the press kits
4. Periodically announced as title sponsor during the event
5. 3 x 30 minutes' stage time at the main stage, with mc and basic equipment
6. Company logo featured prominently on 2 giant air balloon [3 x 3 x 3] m3 at JCC area
7. Dedicated company banner on 30 hanging banner at exhibition hall area
8. Company logo on 1000 id card/the overleaf of the badges
9. Company logo on 300 **Smart Parents and Baby Expo Indonesia** official uniform
10. Opportunity to speaks during opening ceremony



GOLD SPONSOR

RP. 200.000.000, -

TWO HUNDRED MILLION RUPIAH

AVAILABLE FOR 2 COMPANIES

THE GOLD SPONSORSHIP offers the opportunity to take the highest marketing profile at the event. This sponsorship incorporates a wide range a promotional opportunity across the entire event as well as the parallel program and is guaranteed to generate significant returns on investment.

We encourage our sponsors to work closely with our event team to ensure that every aspect of the sponsorship is suitable, effective and implemented with maximum efficiency.

IN PRINT:

1. Logo on 50 outdoor vertical banner (umbul-umbul) located in the strategic areas and on the way to venue
2. Logo on 20 outdoor horizontal banner (spanduk) located in the strategic areas and on the way to venue
3. Logo in all print advertisements (digital logo provided by sponsors)
4. Logo in all direct mail campaign materials
5. Logo on exhibition entrance gateways
6. Logo on ballyhoo
7. Logo on Backdrop
8. Logo on all directional signage throughout the venue
9. Logo on 500 pcs Paper bag/goodie bag
10. Company Logo on 500 Opening Ceremony Invitation
11. Company Logo on 1000 Program Book
12. Logo on front cover of events Program Book
13. Logo on sponsor recognition page of Program Book
14. Company Logo on 10.000 Leaflet/Flyer
15. Company logo will be include in the Advertisement in Print Media
16. Ad Full page, full color with premium placement in the event program book (ads provided by client) distributed onsite event & at various location
17. Product Presentation Video with #3 minutes loopback on 5 unit LED at main entrance



ON LINE

1. Animated banner advertisement and hyperlink featured on official website
2. Logo and hyperlink featured on official website + 60-words editorial on official website (editorial provide by sponsor)

SOCIAL MEDIA

1. 10 times posting on Facebook & Instagram before & post event [3x/week] information provided by client

RADIO

1. 10 times announced as Gold Sponsor at ad lips and Jingle. 1 day before the show date & during show day at popular woman & business radio

TVC

1. Share Logo on **Smart Parents and Baby Expo Indonesia** TVC at Airport TV, Kids Channel TV and You tube

ON SITE

1. **27 Sqm exhibition space** (Booth/Stand provided by sponsor)
2. 6 Key banners in the exhibition area
3. Opportunity to distribute sponsor's promotional material in the exhibition Goodie bags
4. Opportunity to distribute sponsors press release within the press kits
5. Periodically announced as Gold sponsor during the event
6. Dedicated Company Banner on 15 Hanging Banner at Exhibition Hall Area
7. Company Logo on 1000 ID Card/ the overleaf of the badges
8. Company Logo on 300 Official Uniform



SILVER SPONSOR

RP. 100.000.000, -

ONE HUNDRED MILLION RUPIAH

AVAILABLE FOR 5 COMPANIES

THE SILVER SPONSORSHIP offers the opportunity to take the highest marketing profile at the event. This sponsorship incorporates a wide range a promotional opportunity across the entire event as well as the parallel program and is guaranteed to generate significant returns on investment.

We encourage our sponsors to work closely with our event team to ensure that every aspect of the sponsorship is suitable, effective and implemented with maximum efficiency.

IN PRINT:

1. Logo on 30 outdoor vertical banner (umbul-umbul) located in the strategic areas and on the way to venue
2. Logo on 15 outdoor horizontal banner (spanduk) located in the strategic areas and on the way to venue
3. Logo in all print advertisements (digital logo provided by sponsors)
4. Logo in all direct mail campaign materials
5. Logo on exhibition entrance gateways
6. Logo on ballyhoo
7. Logo on Backdrop
8. Logo on all directional signage throughout the venue
9. Logo on 500 pcs goodie bag
10. Company Logo on 500 Opening Ceremony Invitation
11. Company Logo on 1000 Program Book
12. Logo on front cover of Program Book
13. Logo on sponsor recognition page of Program Book
14. Company Logo on 10.000 Leaflet/Flyer
15. Company logo will be include in the Advertisement in Print Media
16. Half page, full color Advertisement with premium placement in the event program book (ads provided by client) distributed onsite event & at various location



ON LINE

1. Animated banner advertisement and hyperlink featured on official website
2. Logo and hyperlink featured on official website + 60-words editorial on official website (editorial provide by sponsor)

SOCIAL MEDIA

1. 5 times posting on Facebook & Instagram before & post event [5x/week] information provided by client

RADIO

1. 10 times announced as Silver Sponsor at ad lips & Jingle. 1 day before the show date & during show day at popular woman & business radio

TVC

1. Logo featured on **Smart Parents and Baby Expo Indonesia** TVC at Airport TV, Kids Channel TV and You tube

ON SITE

1. **18 Sqm exhibition space** (Booth/Stand provided by sponsor)
2. 6 Key banners in the exhibition area
3. Opportunity to distribute sponsor's promotional material in the exhibition Goodie bags
4. Opportunity to distribute sponsors press release within the press kits
5. Periodically announced as Silver sponsor during the event
6. Dedicated Company banner on 10 Hanging Banner at Exhibition Hall Area
7. Company Logo on 1000 ID Card/ the overleaf of the badges
8. Company Logo on 300 Official Uniform



**THEMATICS
PRESENTER**

RP. 50.000.000, -

FIFTY MILLION RUPIAH

AVAILABLE FOR 3 COMPANIES

THE THEMATIC PRESENTER SPONSOR WILL LEAVE A LASTING IMPRESSION IN THE MINDS OF YOUR ENTIRE GUEST.

Our sponsor is invited to work with us to create an unique programs /activities that will be remembered long after the event.

IN PRINT

1. Logo on 20 outdoor vertical banner (umbul-umbul) located in the strategic areas and on the way to venue
2. Logo on 10 outdoor horizontal banner (spanduk) located in the strategic areas and on the way to venue
3. Logo in all print advertisements (digital logo provided by sponsors)
4. Logo in all direct mail campaign materials
5. Logo on exhibition entrance gateways
6. Logo on ballyhoo
7. Logo on Backdrop
8. Logo on all directional signage throughout the venue
9. Logo on 500 pcs goodie bag
10. Company Logo on 500 Opening Ceremony Invitation
11. Company Logo on 1000 Program Book
12. Logo on front cover of Program Book
13. Logo on sponsor recognition page of Program Book
14. Company Logo on 10.000 Leaflet/Flyer
15. Company logo will be include in the Advertisement in Print Media
16. Half page, full color Advertisement with premium placement in the event program book (ads provided by client) distributed onsite event & at various location



ON LINE

1. Animated banner advertisement and hyperlink featured on official website
2. Logo and hyperlink featured on official website + 60-words editorial on official website (editorial provide by sponsor)

SOCIAL MEDIA

1. 10 times posting on Facebook & Instagram before & post event [5x/week] information provided by client

RADIO

1. 10 times announced as thematic presenter Sponsor at ad lips & Jingle. 1 day before the show date & during show day at popular woman & business radio

TVC

1. Logo featured on **Smart Parents and Baby Expo Indonesia** TVC at Airport TV, Kids Channel TV and You tube

ON SITE

1. **9 Sqm exhibition space** (Booth/Stand provided by sponsor)
2. 6 Key banners in the exhibition area
3. Opportunity to distribute sponsor's promotional material in the exhibition Goodie bags
4. Opportunity to distribute sponsors press release within the press kits
5. Periodically announced as Thematic presenter sponsor during the event
6. Dedicated Company banner on 15 Hanging Banner at Exhibition Hall Area
7. Company Logo on 1000 ID Card/ the overleaf of the badges
8. Company Logo on 300 Official Uniform



SPONSORSHIP PACKAGE

DON'T MISS OUT on this very unique and special opportunity to have your organization or company's involved in this special public awareness event on the exclusive grounds of the Jakarta Convention Center, Jakarta

Sponsoring a **Smart Parents and Baby Expo Indonesia** provides a company with the unique opportunity to promote its activities and product line, and to increase its visibility within a highly specialized, influential community. Acknowledgements of the sponsors - such as the company name, product and linked logo - will appear on the main web page and on all event-related official documentation. In addition, sponsors can become involved through a wide array of different channels, such as sponsoring event an exhibition.

Sponsorship opportunities will be allocated on a **First-Come First-Served Basis**. If you are interested in learning more about one of the packages or events listed below please contact our event secretariat at:

PT SARANA PROMOSINDO UTAMA: Kindo Square Building C2- 2nd Floor ~ Jalan Duren Tiga Raya No.101 ~ Pancoran , Jakarta 12760, Indonesia ~ P +62 21 7986 707 / +62 21 7986708 , F +62 21 22791007 .



MAIN SPONSOR PACKAGE VALUE

1. TITLE	RP.300.000.000, -	AVAILABLE FOR 1 SPONSOR
2. GOLD	RP.200.000.000, -	AVAILABLE FOR 2 SPONSORS
3. SILVER	RP. 100.000.000, -	AVAILABLE FOR 5 SPONSORS
4. THEMATIC PRESENTER	RP.50.000.000, -	AVAILABLE FOR 3 SPONSORS

Note:

Each sponsorship package is subject to VAT 10% of the related sponsorship package value to be paid by the sponsor to **Smart Parents and Baby Expo Indonesia** on the top of each sponsorship package value.