



Incorporating



BroadcastAsia CommunicAsia NXTAsia

# ShowDaily | VisitorGuide MEDIA KIT



## EMPOWERING THE DIGITAL ECONOMY

9-11 JUNE 2020  
MARINA BAY SANDS, SINGAPORE

ORGANISED BY



IN PARTNERSHIP WITH



SUPPORTED BY



HELD IN



KNOWLEDGE PARTNERS



# PUBLISHER'S NOTE

**Le Sommet Limited** are pleased to announce that we have been re-appointed as the **ConnectTechAsia Show Daily & Visitor Guide** publishers for 2020...

For over nine years, Le Sommet Limited has been actively producing cutting-edge global eZines, a content hub, a weekly newsletter, and product guides for trade shows across the world.

The collaboration of Le Sommet Limited and Informa Markets aims to create a virtuous circle which serves the service provider, broadcaster, satellite & creative Industry attendee at the 2020 show in Singapore. When buyers' current and future needs are fully understood, vendors can respond with innovative, appropriate technology to make it all happen.

By understanding and promoting the APAC exhibitors in June, we will continue to gain an invaluable insight into their business and technology needs. They are facing unprecedented challenges - but there are also enormous opportunities available.

Le Sommet Limited continues to position itself to assist the APAC premier event in Singapore. Show Exhibitors are no longer just selling a product or service, they are entering a long-term partnership with their customer in which their fortunes are inextricably entwined.

To grasp these opportunities though, broadcasters and media companies need a new generation of agile, cost-effective technology

to promote their operations - enabling them to spin up new services in moments, to repurpose content and serve viewers on their device of choice, wherever and whenever they want it.

This means that technology vendors need to be in tune with, and responsive to, broadcast and media companies' requirements more so than ever before.

Le Sommet Limited has now positioned itself to assist in this process in every way possible. Exhibitors are no longer just selling a product or service, they are entering a long-term partnership with their customer in which their fortunes are inextricably entwined. All organisations need to understand each other's businesses to prosper - they need to be talking at every level of their organisations. I hope you find this Media Kit for the Show Daily & Visitor Guide useful, and I look forward to speaking to you about your latest news, products, white papers, and enhanced placements to make these the best Official products ConnectTechAsia has ever seen!



**Phillip Izzard**  
Founder & Publisher

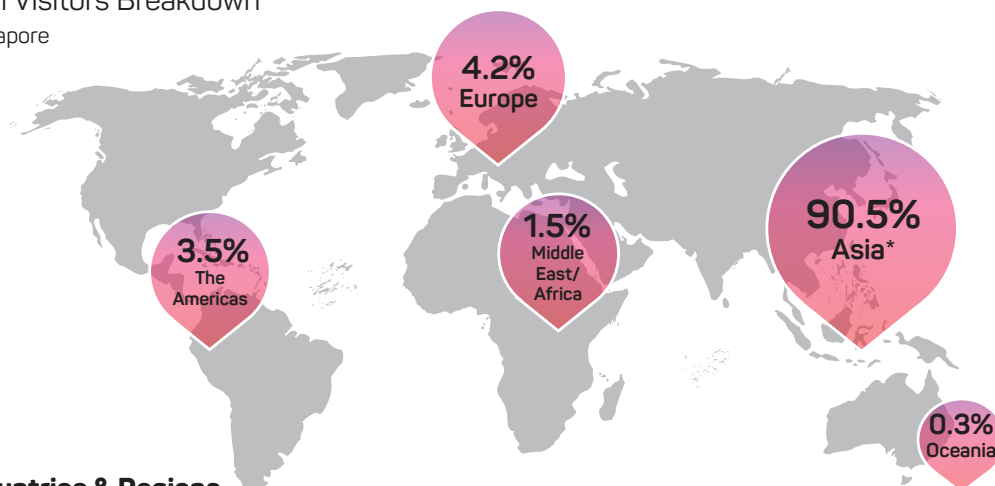


## 2019 CONNECTECHASIA ATTENDEES

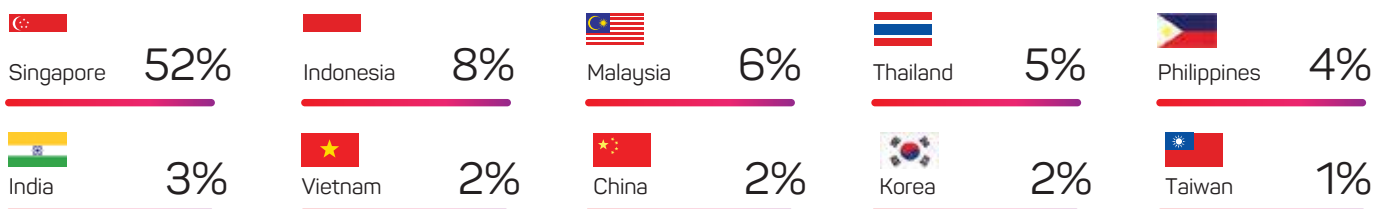
**ATTRACTING INDUSTRY PROFESSIONALS FROM ASIA AND BEYOND**

### International Visitors Breakdown

\* Excludes Singapore



### Top Visiting Countries & Regions



\*Official figures from the Event Organiser Informa Markets, September 2019. Not including exhibitors, conference speakers or media.

# 2019 BROADCAST ASIA VISITORS

## TOP 5 JOB TITLE/FUNCTIONS

C-Level / Senior Management



Business Development / Sales / Marketing



Technical



Engineering



TV / Film Producer / Director / DOP



## TOP COMPANY MAIN ACTIVITY

Broadcaster - Satellite / Cable / TV



Production - TV / Film / Motion Picture / Video



System Integrator



Broadcasting Solutions Provider



Broadcasting - Internet / New Media / Mobile App



Broadcaster - Radio



Reseller / Distributor / Agent



Live Event / Entertainment / Music Production



Manufacturer / OEM



Other Broadcasting - Digital Entertainment Related



## TOP AREA(S) OF INTEREST

Acquisition / Production (4K, UHD, Drones)



4,026

Content Management & Systems



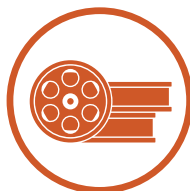
3,512

Professional Audio / Radio



3,425

Content Distribution & Delivery



3,040

OTT Solutions



2,675

Monitors / Video Display / Projectors



2,650



# 2019 COMMUNICASIA VISITORS

## TOP 5 JOB TITLE/FUNCTIONS

C-Level / Senior Management



Business Development / Sales / Marketing



Engineering



Technical



MIS / IS / IT



## TOP COMPANY MAIN ACTIVITY

System Integrator



Broadcaster - Satellite / Cable / TV



Reseller / Distributor / Agent



Communications / Data Communication Services



IT / Security Solutions Provider



Manufacturer / OEM



Carrier / Mobile Operator / ISPs / MVNOs



Broadcasting - Internet / New Media / Mobile App



Other Broadcasting / Digital Entertainment Related



Government / Statutory Board



## TOP AREA(S) OF INTEREST

5G / 4G



6,736

Broadband / Infrastructure



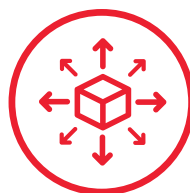
4,578

Fibre Communications FTTx



3,343

Content Delivery Network



2,888

Satellite & Related Services



2,736

OTT Services



2,708



# 2019 NXTASIA VISITORS

## TOP 5 JOB TITLE/FUNCTIONS

C-Level / Senior Management



Business Development / Sales / Marketing



Engineering



Technical



MIS / IS / IT



## TOP COMPANY MAIN ACTIVITY

System Integrator



Broadcaster - Satellite / Cable / TV



Reseller / Distributor / Agent



Communications / Data Communication Services



IT / Security Solutions Provider



Manufacturer / OEM



Carrier / Mobile Operator / ISPs / MVNOs



Broadcasting - Internet / New Media / Mobile App



Other Broadcasting / Digital Entertainment Related



Government / Statutory Board



## TOP AREA(S) OF INTEREST

IoT / Sensors



4,115

AI / Robotics / Machine Learning



3,984

Cloud / Big Data / Data Centre



3,929

Smart Cities



2,900

Security / Cyber-Security



2,835

AR / VR / Mixed Reality



2,767



# SHOW DAILY & DIGITAL SHOW PREVIEW AD RATES

## ConnecTechAsia2020 Show Daily & Digital Show Preview

10,000  
Printed  
Copies

Rates include insertion in Preview & ALL 3 Show Daily publications - in Print & Digital!

Premium Position	Print Area (WxH)	Ad Rate* (US\$)	Early Bird Discount (10%)
Centre Spread	570mm x 380mm	\$14,000	\$12,600
Outside Back Cover	285mm x 380mm	\$11,000	\$9,900
Inside Back Cover	285mm x 380mm	\$9,000	\$8,100
Front Page Strip Ad	255mm x 60mm	\$6,600	\$6,000
Run-of-Paper	Text Area (WxH)	Ad Rate* (US\$)	Early Bird Discount (10%)
Double-Page Spread	570mm x 380mm	\$10,500	\$9,450
Full Page	285mm x 380mm	\$7,500	\$6,750
Junior Page	190mm x 270mm	\$6,400	\$5,760
Half Page (h)	255mm x 170mm	\$5,400	\$4,860
Half Page (v)	125mm x 345mm	\$5,400	\$4,860
One-Third Page	255mm x 112mm	\$4,870	\$4,230
Quarter Page	125mm x 170mm	\$4,790	\$4,150
Premium Ear (left or right)	75mm x 55mm	\$6,950	\$6,030

- **Early Bird - 10% Discount: Book before 31st January 2020**
- **Booking Deadline: Book before 15th May 2020**
- **Ad Material Deadline: 22nd May 2020**

**Trim size:** 285mm x 380mm (all sizes quoted are width x height).

**Bleed Area:** 5mm over the trim size on all sides (Applicable for centre spread, outside back cover, inside back cover, double-page spread and full page advertisements).

**Artwork:** Can only be accepted in two formats, high-quality .pdf or alternatively high-resolution .jpeg files. For accurate and best print reproduction, all artwork should be generated at a resolution of 300dpi and in CMYK color mode.

OFFICIAL PUBLISHER  
  
LeSommet  
LIMITED  
©2019

# 2020 RESERVATION FORM

## Premium Position - Dimensions



### Centre Spread

Trim: 570mm x 380mm  
Bleed: 576mm x 386mm



### Outside Back Cover

Trim: 285mm x 380mm  
Bleed: 291mm x 386mm



### Inside Back Cover

Trim: 285mm x 380mm  
Bleed: 291mm x 386mm



### Front Page Strip

255mm x 60mm

## Run-of-Paper Advertising - Dimensions



### Double Page Spread

Trim: 570mm x 380mm  
Bleed: 576mm x 386mm



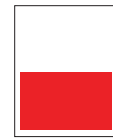
### Full Page

Trim: 285mm x 380mm  
Bleed: 291mm x 386mm



### Junior Page

190mm x 270mm



### Half Page (h)

255mm x 170mm



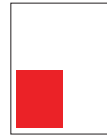
### Half Page (v)

125mm x 345mm



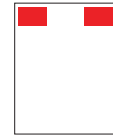
### One-Third Page

255mm x 112mm



### Quarter Page

125mm x 170mm



### Premium Ear (left/right)

75mm x 55mm

**Reservation requirements:** All advertising will be given a 6 digit unique reference number when agreed (URN), to be quoted on all artwork and correspondence between advertiser & publisher.

Please sign, complete and highlight your option and email to: [apac@inbroadcast.com](mailto:apac@inbroadcast.com) - to confirm booking.

<b>Reservation Confirmation</b>		<b>URN:</b> <input type="text"/>
<b>Name:</b> .....	<b>Date:</b> .....	
<b>Signature:</b> .....		
<b>Company:</b> .....		
<b>Address:</b> .....		
.....		<b>Post/Zip Code:</b> .....
<b>Email:</b> .....		

Whilst every care has been taken to ensure the data that has been published within the Show Daily are accurate, the Publisher - Le Sommet Limited cannot accept responsibility for any omissions or inaccuracies. Views expressed within the Show Daily do not necessarily reflect those of the Publishers.



# VISITOR GUIDE & MAP AD RATES

# ConnecTechAsia2020 Visitor Guide & Map



Official Visitor Guide & Map available in Print & Digital versions!

Premium Position	Print Area (WxH)	Text Area (WxH)	Ad Rate* (US\$)
Outside Back Cover	148mm x 210mm	128mm x 190mm	\$4,999
Inside Front Cover	148mm x 210mm	128mm x 190mm	\$4,999
Front Cover Strip	148mm x 50mm	128mm x 40mm	\$4,499
Map Logo - Highlight			\$799

Run-of-Paper	Text Area (WxH)	Ad Rate* (US\$)
Full Page	128mm x 185mm	\$2,999
1/2 Page Ad (h)	128mm x 90mm	\$1,499
1/2 Page Ad (v)	64mm x 185mm	\$1,499

## Dimensions:



**OB / IF Cover**

Trim: 148mm x 210mm  
Bleed: 156mm x 216mm



**Front Cover Strip**

148mm x 50mm



**Full Page**

128mm x 185mm



**1/2 Page (h)**

128mm x 90mm



**1/2 Page (v)**

64mm x 185mm

- **Booking Deadline: Book before 8th May 2020**
- **Ad Material Deadline: 15th May 2020**

**Trim size:** 148mm x 210mm (all sizes quoted are width x height).

**Bleed Area:** 3mm over the trim size on all sides (applicable for outside / inside cover full page advertisements).

**Artwork:** Can only be accepted in two formats, high-quality .pdf or alternatively high-resolution .jpeg files. For accurate and best print reproduction, all artwork should be generated at a resolution of 300dpi and in CMYK color mode.



\*Above rates subject to prevailing 7% GST. Full colour advertising rates in US\$.