

BROADBAND **WORLD FORUM ASIA**

Broadband World Forum Asia Marketing Partners Program

The Broadband World Forum Asia Marketing Partners Program is designed to reward our exhibitors and sponsors that actively promote the Broadband World Forum Asia Conference and Exhibition. To qualify as a Marketing Partner, exhibitors and sponsors are required to complete at least one task in each category:

Customer/Staff Invitations

- Send out your customized, electronic Exhibits Pass to your customer database extending invitations to attend the exhibition at no charge or enjoy a 30 percent discount off the paid conference programming
- Include information about the Broadband World Forum Asia in a newsletter sent to your customers with a link to your customized Exhibits Pass and/or the event Web site (www.iec.org/events/2008/bbwf_asia)
- Distribute an internal company memo to your company, including information about Broadband World Forum Asia with a link to your customized, electronic Exhibits Pass

Web Site Recognition

- Include a conference logo or banner ad from the Broadband World Forum Asia Logo Library on your company Web site with a link to your customized, electronic Exhibits Pass or to the event Web site (www.iec.org/events/2008/bbwf_asia)
- Include a listing for the Broadband World Forum Asia on your company Web site's calendar of events
- Include a conference logo or banner ad from the Broadband World Forum Asia Logo Library on your company Intranet with a link to your customized, electronic Exhibits Pass or to the event Web site (www.iec.org/events/2008/bbwf_asia)

Public Relations Efforts

- Issue a press release outlining your involvement in the Broadband World Forum Asia
- Issue a media invite to your press contacts to attend the Broadband World Forum Asia
- Provide the IEC with press contacts so that we can issue invitations

In exchange, your company will be recognized as a Broadband World Forum Asia Marketing Partner and will receive the following benefits:

- **Three additional rebook points, which will increase your company's overall point listing and potentially giving you an earlier time to choose your space for the 2009 event**
- **One additional complimentary full conference registration for use by one of your customers, business partners, or colleagues**
- **Logo recognition as a Marketing Partner on the event Web site and during the keynote thank-you announcements at the event**

For more information on the Marketing Partners program, please contact Bill Steinbach at +1-312-559-3301 or bsteinbach@iec.org.