

Tourism & Hospitality

SECURITY

ASIA PACIFIC 2016



SPONSORSHIP PROSPECTUS

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23-24 February 2016 Growing Tourism with Security

CONGRESS BUSINESS CASE:

SAFETY AND SECURITY IS A CRITICAL FACTOR DETERMINING THE COMPETITIVENESS OF A COUNTRY'S TOURISM & HOSPITALITY INDUSTRY.

The tourism and hospitality industry is one of the most vulnerable industries to crises. Crises have become more frequent and complex more than ever affecting the industry and other related activities. Hence, it is better to be prepared well to mitigate and minimize the potential effects of these crises, whether it is natural or man-made. This also includes large corporations that are stepping up their requirements in terms of employee safety and data protection. The industry as a whole is challenged to raise safety and security levels without impacting their day to day operations, or the guests' experience.

The hospitality industry is a major service sector and employer in the world economy. The Tourism & Hospitality industry encompass an extensive variety of service industries that include:

- Hotels/Resorts
- Commercial: Airlines/Airports & Cruise Lines/Seaports
- Leisure Venues & Theme Parks
- Transportation
- Shopping Malls and Convention Centers
- Restaurants/Night Clubs
- General Tourism Management: Championed by National Tourism Bureaus

CONGRESS VALUE PROPOSITION:

POSITIONING SECURITY AND SAFETY AS A PROFIT CENTER, RATHER THAN JUST A SUPPORT DEPARTMENT.

The **Tourism & Hospitality Security Asia Pacific 2016** is the region's only dedicated multi-dimensional forum that provides solutions to all the various safety and security challenges faced by the tourism and hospitality industry. Lead by key opinion leaders responsible for the security of the tourism and hospitality industry, and supported by industry practitioners, the congress will equip all the various stakeholders with proven plans to prevent, detect, respond to and recover from fire and security incidents – all in compliance with regulatory requirements, through practical case studies. Attendees will be able to immediately apply "stress-tested" crisis emergency frameworks, to mitigate effects and be well prepared before the crisis strike – And using technology, as a "force-multiplier".

Heads of Department for Security & Operations will be able to learn, how to leverage all departments to contribute to security objectives and create a culture of customer focus and security awareness, and to make the security department a revenue-generating, cost-cutting, substantial contributor to the bottom line, by using tactics using safety and security standards/proficiencies, which will/can/have been used as a sales and marketing tool, for business growth.

Conference Day 1	Conference Day 2
Safety Sells In Tourism: How Security Impacts the Travel & Tourism Industry	Preparedness & Incident Response Management
Tourism Resilience through Active Stakeholder Collaboration	Recovery & Mitigation Models for the Tourism Industry
Tourism Policing	Data & Identity Protection in Tourism & Hospitality Industry
Crisis Communication & Media Relations	Tourism Insurance & Liability

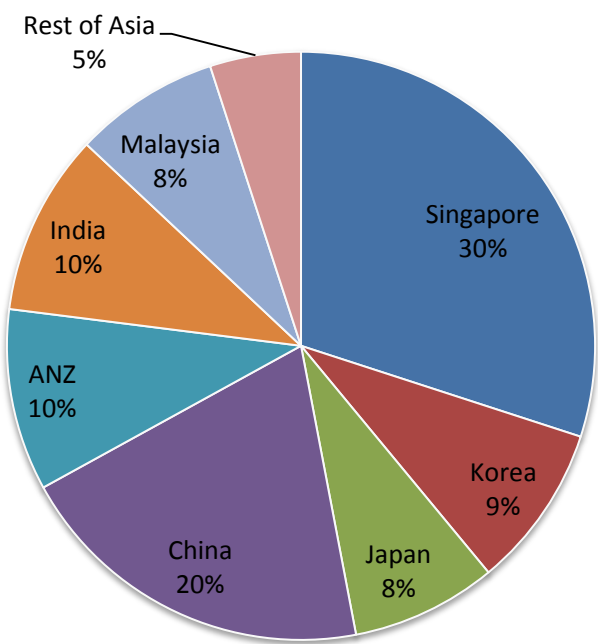
Note: The topics may be subject to modification. Please refer to the congress website for an updated agenda.



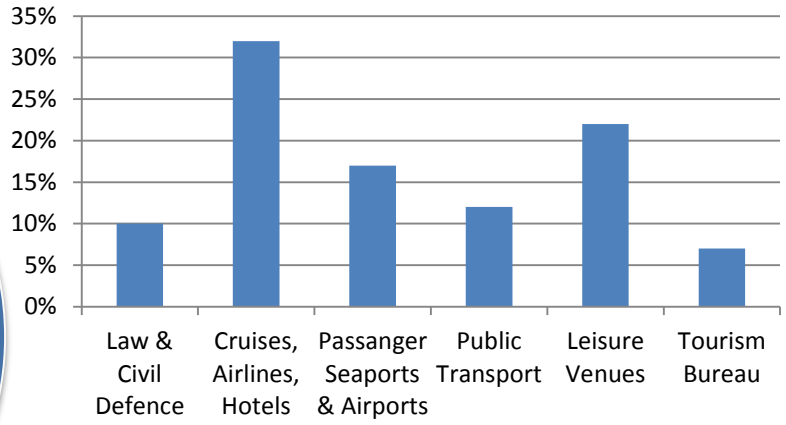
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CONFERENCE DELEGATE STATISTICS:

EXPECTED BREAKDOWN BY REGION/COUNTRY:



DELEGATE PROFILE



The Conference will attract, as speakers and/or delegates, Chief/Directors/Heads of:

- Safety and Security
- Facilities/Asset Protection
- Aviation/Airline Security
- Public Transport Security
- Port Security
- Operations
- Risk Management
- Loss Prevention
- Information/Data Security

SPONSOR & EXHIBITOR PROFILES:

- ❖ Integrated Security Systems
- ❖ Incident Management Solutions
- ❖ Command & Control Systems
- ❖ Radio Communication Systems
- ❖ CCTV
- ❖ X-ray Screening
- ❖ Counter Terrorism Solutions
- ❖ Emergency Response & Crisis Management
- ❖ Business Continuity Consulting
- ❖ Insurance Companies - safety & security
- ❖ Information/Data Security
- ❖ Identity Management & Access Control



THOUGHT LEADERSHIP SPONSORSHIP:

<ul style="list-style-type: none"> ✓ Solo presentation slot - SGD27,000.00 <ul style="list-style-type: none"> ▪ 23rd February 2016 (x4) ▪ 24th February 2016 (x4) 	<p>DELIVERABLES:</p> <ul style="list-style-type: none"> ❖ Opportunity to demonstrate thought leadership - Programme /topics subject to the approval of the Production Committee. ❖ 25mins presentation with 5 mins QnA
<ul style="list-style-type: none"> ✓ Moderator slot plus Panelist slot - SGD15,000.00 <ul style="list-style-type: none"> ▪ 23rd February 2016 (x2) ▪ 24th February 2016 (x2) <p><small>*Note: The panelist slot can only be assigned to an end-user client, therefore it cannot be given/transferred to an existing member and/or distributor of the sponsors' company.</small></p> <ul style="list-style-type: none"> ✓ Panellist slot - SGD12,000.00 <ul style="list-style-type: none"> ▪ 23rd February 2016 (x2) ▪ 24th February 2016 (x2) 	<p>ENTITLEMENT INCLUDES:</p> <p>Panel sessions bring together the perspectives of three to four key opinion leaders into a cohesive conversation of innovative ideas, and current topics.</p> <ul style="list-style-type: none"> ❖ MODERATOR ROLE: The moderator sets the tone, the pace and control of the content, staying ever-vigilant in keeping it relevant for the audience. It is the moderator's responsibility to make sure the panel is lively, engaging and worthwhile. ❖ PANELLIST ROLE: Panelist work with the moderator and fellow panelists to debate on content that is appropriate for their topic and the session's agenda. Although format of the sessions can vary, Panelists typically provide short (5 minutes) informational remarks to "set the stage" for later discussion, then participate in a question-and-answer format. You are encouraged to keep any formal presentation brief, to allow plenty of time for audience interaction.

NETWORKING SPONSORSHIP:

<p>NETWORKING BREAK SPONSOR – (30Mins)</p> <ul style="list-style-type: none"> ▪ 23rd February 2016 (x2) ▪ 24th February 2016 (x2) 	<p>SGD15,000.00</p>
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Entitlements include:

- ❖ Sponsor logo and 50 word bio on the Conference website under Sponsors and Exhibitors – Branded as “EXCLUSIVE SPONSOR”
- ❖ Logo acknowledgement in the function area
- ❖ Provide a short opening address to Conference delegates (not more than 5 minutes)
- ❖ Tent cards with corporate branding at the drinks and food area, and also on tables.
- ❖ Sponsor allowed to:
 - Display pop-up banners (Max: 2) for allocation around the entrance and in the function area (sponsor to bring their own)
 - Distribute marketing/sales collaterals (sponsor to bring their own)
 - Distribute “corporate-door-gift” to participants of the function (sponsor to bring their own)
- ❖ Reciprocal link between the Conference “Sponsor and Exhibitor Profiles” webpage, and the sponsor’s corporate website
- ❖ Logo acknowledgement - In the Delegate Handbook



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EXHIBITION & BRANDING OPPORTUNITIES:

TABLE-TOP (6m x 3m) – SGD5,500.00



ENTITLEMENT INCLUDES:

- ❖ 1 x Information Desk
- ❖ 2 x Folding Chairs
- ❖ 1 x Power Socket
- ❖ 2 free passes (1 exhibitor Pass & 1 Delegate Pass)

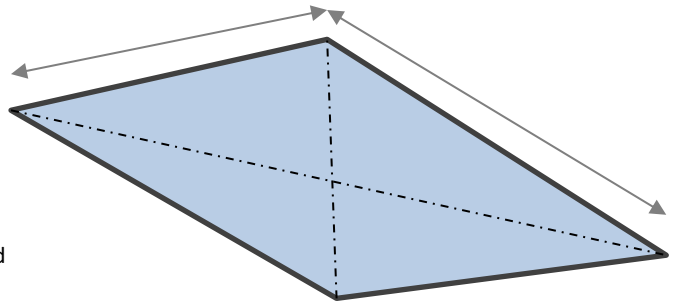
**Table top visual for illustration purpose only*

RAW Exhibition Space

Investment: SGD550.00/Sqm (minimum subscription:12sqm)

ENTITLEMENT INCLUDES:

- ❖ Exhibition space
- ❖ Daily Cleaning
- ❖ 2 free passes (1 exhibitor Pass & 1 Delegate Pass)
 - NOTE: All additional requirements such as furniture, rigging, power, customised branding etc, is the responsibility of the exhibitor and this can be arranged through the appointed congress contractor. All cost to be borne by the exhibitor.



EXCLUSIVE BRANDING OPPORTUNITIES:

CONFERENCE LANYARD – SGD 6,000.00



This highly visible exclusive sponsorship will provide maximum branding exposure for your company.

Investment includes:

- ❖ Cost of production
- ❖ Sponsor's corporate logo on the lanyard along with the Conference logo
- ❖ 2 free passes (1 exhibitor Pass & 1 Delegate Pass)

***Branding items for illustration purpose only**

CONFERENCE BAG - SGD 7,000.00



Be the exclusive sponsor of the Conference Bag. Distributed to all attendees, the Conference bag will extend your brand exposure even after the Conference is over.

Investment includes:

- ❖ Cost of production
- ❖ Sponsor's corporate logo on the Conference bag along with the Conference logo
- ❖ Allowed to insert up to 5-page corporate marketing booklet in the Conference bag
- ❖ 2 free passes (1 exhibitor Pass & 1 Delegate Pass)



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SPONSORSHIP AND/OR EXHIBITION AGREEMENT

PLEASE SCAN AND SEND A SIGNED COPY OF THIS DOCUMENT TO sunny.hemrajani@imapac.com or fax to +65 6720 2793.

Company Name: _____ Contact Person: _____ Designation: _____

Corporate Address: _____ Country: _____ Postal Code: _____

Direct Tel: _____ Email: _____ Fax: _____

HOW IT WORKS: Customize your own sponsorship package to one that best meets your organization's objectives and budget. This allows you to maximize your ROI without spending on items that do not suit your needs. Upon reaching a certain level of investment, you will be acknowledged under the official conference titles, example: "Platinum, Gold, Silver or Bronze", and get the marketing and branding entitlements that come with it, at no further charge.

PREMIUM ITEMS	COST (SGD) Exl GST	QUANTITY	TOTAL COST	DATE:
Solo Presentation Slot	\$27,000			
Moderator Role + Panelist Role (End-user)	\$15,000			
Panelist Role	\$12,000			
Conference Bag + 1 free passe (1 Delegate Pass)	\$7,000			
Lanyard Branding + 1 free passe (1 Delegate Pass)	\$6,000			
Exhibition Table-Top - 6sqm (3m x 2m) + 2 free passes (1 exhibitor Pass & 1 Delegate Pass)	\$5,500			
Exhibition Raw Space (Minimum 12sqm) + 2 free passes (1 exhibitor Pass & 1 Delegate Pass)	550/sqm			
Networking Sponsor	\$10,000			
VALUE ADD ITEMS (WITH MANDATORY SUBSCRIPTION OF PREMIUM ITEMS)				
Seat Drop/ Conference Bag Insert	\$2,500			
Advertiser Sponsorship (Pull Up Banner - 2m x 1m in Exhibition Hall)	\$2,000			
Advert in Conference Booklet (Full Page)	\$2,000			
Delegate Ticket (Cannot be purchased as a standalone option)	\$1,500			
Branding Sponsorship (Website, Brochure, Onsite Material)	\$1,500			
Pre-arranged, guaranteed, one-to-one meetings up to 1 hr with hospitality suite (Minimum 3)	\$1000/ per meeting			
Advert in Conference Booklet (Half Page)	\$1,000.00			
		TOTAL		

MINIMUM INVESTMENT REQUIRED FOR TITLE: PLATINUM - SGD55,000 | GOLD - SGD35,000 | SILVER - SGD25,000 | BRONZE - SGD10,000

*PLATINUM TITLE BRANDING
8 Delegate Conference Passes
Acknowledgement as a Major sponsor, with high visibility on all promotional materials
Sponsor logo and 50 word bio on the event website under Sponsors
Event link/URL provided: Reciprocal link between the sponsor's web site and the event's "Sponsors" Profiles page
Visibility in selected marketing eDMs sent to the entire delegate network
Logo in conference advertisements placed in selected industry publications
Acknowledgement of sponsor by congress President/Chair at the Opening Ceremony
Logo acknowledgement - In the Program Book
Company logo on main stage backdrop
Logo acknowledgement - General Onsite Signage
Selected event photos made available to sponsor
Logo/Branding in post-congress e-newsletter sent to all attendees

*GOLD TITLE BRANDING
6 Delegate Conference Passes
Sponsor logo and 50 word bio on the event website under Sponsors
Event link/URL provided: Reciprocal link between the sponsor's web site and the event's "Sponsors" Profiles page
Visibility in selected marketing eDMs sent to the entire delegate network
Logo acknowledgement - In the Program Book
Company logo on main stage backdrop
Logo acknowledgement - General Onsite Signage
Selected event photos made available to sponsor

*SILVER TITLE BRANDING
4 Delegate Conference Passes
Sponsor logo and 50 word bio on the event website under Sponsors
Event link/URL provided: Reciprocal link between the sponsor's web site and the event's "Sponsors" Profiles page
Logo acknowledgement - In the Program Book
Logo acknowledgement - General Onsite Signage

*BRONZE TITLE BRANDING
2 Delegate Conference Passes
Sponsor logo on the event website under Sponsors
Event link/URL provided: Reciprocal link between the sponsor's web site and the event's "Sponsors" Profiles page
Logo acknowledgement - In the Program Book

Subject to availability and the Conference organiser's acceptance, my signature below denotes that I accept this Agreement on behalf of my organisation listed above, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the terms and conditions of participating in this event and I understand, accept, and agree to abide by them.

Name (please print clearly)

Signature

Date

CONGRESS TERMS & CONDITIONS

GENERAL TERMS AND CONDITIONS FOR EVENT SPONSORSHIP AND EXHIBITION

THINGS YOU NEED TO KNOW

The following terms and conditions apply to your application to sponsor and/or exhibit at the: **Tourism & Hospitality Security Asia Pacific 2016** ("Event"). Application for a sponsorship or exhibition product(s)/service(s) is made by filling in and returning the sponsorship application form to IMAPAC Pte Ltd ("IMAPAC").

Only completed and signed application forms will be taken into consideration. You (the "Client"), by returning a completed, signed and dated form, accept these terms and conditions contained in the Client sponsorship prospectus and any supplementary provisions.

1. FINANCIAL FACTS

- 1.1. 100% of the total amount is payable within 14 days, from the date of signing the agreement.
- 1.2 The Client will not receive any sponsorship or exhibition entitlements, including allocation of exhibition space (allocated to title sponsors first and then to exhibitors), until all monies have been paid. Conditional exceptions may be made, based first via a pre-agreed written email between IMAPAC and the Client, and then made official via a signed addendum attached to this agreement, according to the addendum's terms. All prices are quoted in Singapore Dollars.
- 1.3 If the Client pays by electronic funds transfer or an international cheque, the Client agrees to pay any bank charges and must include these in the amount the Client transfers.
- 1.4 Payments not received after 30 days from the date of signing the agreement, the Client will be subject to a 10% penalty fee on the total sponsorship investment and 20% penalty fee on the total sponsorship investment if payments not received before the advertised start date of event.

2. IF YOU NEED TO CANCEL

- 2.1 Cancellation or reduction of Sponsorship and/or Exhibition space must be made in writing to IMAPAC.
- 2.2. A credit note will be issued equal to 50% of the exhibition or sponsorship value **3 months prior to the start date of the event**, which will be assigned to the next annual event, or transferred to the sponsorship or exhibition of another event of equal value, valid for only 12 month from the date of the credit note.
- 2.3 A credit note will be issued equal to 20% of the exhibition or sponsorship value **2 months prior to the start date of the event**, which will be assigned to the next annual event, or transferred to the sponsorship or exhibition of another event of equal value, valid for only 12 month from the date of the credit note.
- 2.4 No credit note will be issued after **30 days prior to the start date of the event**.
- 2.5 Upon cancellation, you are legally liable for all payments, based on the cancellation terms, even though you have yet to make any payments, i.e.: You shall be issued with a cancellation invoice for 100% of the total cost of exhibition or sponsorship.
- 2.6 If no payments are made against any of the invoices, IMAPAC will regrettably have to take legal actions and/or engage a debt collection agency to recover the monies owed. All cost incurred for contracting the debt collection agency and taking legal action, will be borne by and invoiced to the Client.

3. FORCE MAJEURE

IMAPAC shall not be liable to the Client for any direct or indirect, incidental or consequential damages, cost, loss or expense arising from or in connection with the failure or inability to perform its obligations under this Agreement (including the cancellation or postponement of the Conference) where such failure or inability is caused by circumstances beyond its reasonable control (including, but not limited to, third party strike or other withdrawal of labour, flood, riot, disease outbreak, fire, accident, act of God or of public enemy, war, embargo, injunction, restraint of government) IMAPAC shall, in its sole discretion (but after discussion with the Client), determine the amount of the sponsorship fees to be refunded in the form of a credit note, if any.

4. INTELLECTUAL PROPERTY

- 4.1 If any rights to use any Intellectual Property of one party ("First Party") is provided to the other party ("Other Party") under this Agreement the following provisions shall apply.
- 4.2 The First Party is and shall remain the sole and exclusive owner of that Intellectual Property and the Other Party shall not acquire any right, title or interest in or to the First Party's Intellectual Property, except as expressly provided in this Agreement.
- 4.3 The First Party grants the Other Party a non-exclusive, revocable, royalty-free, non-sub-licensable, non-transferable licence to use the First Party's 4.4 Intellectual Property solely for the purposes contemplated by this Agreement.
- 4.5 The Other Party agrees to only exercise such rights of usage to the extent expressly permitted by this Agreement.
- 4.6 The First Party warrants that it owns or holds all necessary rights to grant to the Other Party such rights of use.
- 4.7 Each party will take such steps as are reasonably necessary to protect/and or enforce its Intellectual Property rights and to preserve the benefit of any rights provided under this Agreement.

5. PRIVACY STATEMENT

- 5.1 IMAPAC respect your privacy and are committed to protecting the personal information that you furnish to us.
- 5.2 We may request the following personal information from you including your name and contact information (email, address and phone number) title, occupation, company you work for and other information needed to provide a service you have requested ("personally identifiable information"). We may receive personal information from our business partners and suppliers and will

use such information only if it has been collected in accordance with acceptable privacy practices consistent with its policy and applicable laws.

5.3 Therefore, the Client expressly consents that the Client's name, contact information, and any personally identifiable information may be used by IMAPAC, for purposes such as promotion and administration of this event.

5.4 Personally identifiable information collected from you will be used for the purposes of:

1. Providing you with the services you have subscribed or registered for
2. Dealing with your requests
3. Sponsorship and exhibition opportunities in connection with this and other events by IMAPAC.

5.5 In addition, the Client name, organisation and country/state of origin may be published on the delegate list or other marketing and promotional material which is provided to delegates, exhibitors and sponsors at the event. If the Client does not wish your details to be included in this list, please contact us.

6. CONFIDENTIALITY

6.1 Each party agrees that, except as required by law or to give effect to any term of this Agreement, they shall each keep entirely secret and confidential the terms of this Agreement and all information of a secret, confidential or proprietary nature concerning the business or affairs of the other party or any of its associates which may come into their knowledge or possession from time to time and which is not otherwise in the public domain (collectively, "Confidential Information"). Neither party shall disclose to any third party the Confidential Information without obtaining the prior written consent of the other party, nor use the Confidential Information for any purpose other than to give effect to this Agreement and meet its obligations hereunder.

6.2 Return of Confidential Information: Each party shall, upon the request of that other party or upon expiry or termination of this Agreement, return any or all Confidential Information pertaining to the other party (including all copies of the Confidential Information however stored) in the possession or control of the party or any personnel of the party and where practicable, completely remove all Confidential Information from any computer or other electronic storage devices owned or used by the party or any personnel of the party.

6.3 Continuing obligations: All obligations of confidentiality imposed in this Agreement shall survive expiry or termination of this Agreement until the Confidential Information enters the public domain, other than directly or indirectly through breach by the party receiving the Confidential Information of its obligations under this Agreement.

7. LIMITATION OF LIABILITY

IMAPAC shall not be liable for any damages, dispute or injury arising out of or in connection with the performance of this Agreement unless caused by wilful act, gross negligence or default of an employee, director, representative or contractor. IMAPAC shall not be liable to the Client for any indirect or consequential loss, damages, claims or demands arising out of this Agreement, including without limitation any economic loss or other loss of income, profits, business, opportunity, reputation or goodwill.

8. BANKRUPTCY OR LIQUIDATION

In case the sponsoring company becomes bankrupt or enters into liquidation other than for the purpose of restructuring or merger, or has a receiver appointed, IMAPAC will be allowed to terminate immediately the contract with the Client, to cancel the allocation of sponsorship product(s)/service(s) to the company and to forfeit all sums paid by the company.

9. SECURITY AND INSURANCE

9.1 IMAPAC, nor its contractors shall be responsible for the safety of any exhibit or other property of the sponsoring company or any person. Furthermore, IMAPAC nor its contractors shall be responsible for the loss, theft, damage or destruction by any cause of the exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The sponsoring company/exhibitor shall indemnify IMAPAC and its contractors to third persons, as a result of any act or omission of the company, its staff, agent or personnel hired on a temporary basis.

9.2 As IMAPAC and its contractors will accept no responsibility for any of the foregoing matters, the sponsoring company should acquire his/her own insurance against any risk of loss due to theft or negligence, damage, injury or liability. The sponsoring company agrees not to pursue IMAPAC for any previously listed risks.

10. DISPUTE RESOLUTION CLAUSE

10.1 Any dispute arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by arbitration in Singapore in accordance with the Arbitration Rules of the Singapore International Arbitration Centre ("SIAC Rules") for the time being in force, which rules are deemed to be incorporated by reference in this clause.

10.2 The Tribunal shall consist of 1 arbitrator.

10.3 The language of the arbitration shall be English.

11. FINAL CLAUSE

In cases not covered by the regulations in these terms and conditions, IMAPAC's interpretation shall be final.



CONFERENCE ORGANISERS:



IMAPAC
Imagine Your Impact

IMAPAC is a social enterprise that is on an unrelenting mission to strive and make a difference to businesses of today.

We believe businesses are not only meant to do well, but also to do good. We want you to find business opportunities at our conferences as well as something good to aim for.

IMAPAC's conferences are where you join other organizations such as governments, NGOs, businesses, academics and other stakeholders who are standing up collectively to make a difference, to attest to the fact that businesses can and do make a positive impact to the world we are living in.

CONTACT INFORMATION



For enquiries on available sponsorship packages and other branding opportunities at the above events, please contact us on the below details:

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Senior Account Manager

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Mobile: +65-8506-3521

Email: sunny.hemrajani@imapac.com