

# Innovation for Financial Services 2015 Singapore, 15-16 October 2015



## Sponsorship & Promotion Opportunities

### Innovation for Financial Services

“Innovation for Financial Services” is a series of specialised international events for people working with innovation in the financial services sector. The aim is to visit prime financial services centres across the world, building connections between financial services professionals and academics and enabling them to present and discuss the latest developments relating to innovations for, and within, the financial services sector.

Following the previous successes in the US, Europe and Asia, the 2015 edition will take place once more in Singapore, a leading financial centre in the Asia-Pacific region. Its international character, pro-business and dynamic environment and multicultural workforce are well known to its various business partners. The 2015 edition will be held from 15-16 October, offering demos, workshops, round table discussions surrounding the *FinTech* industry in the Asia-Pacific region (and beyond), coupled with academic parallel sessions that put into perspective the innovation experiences from industry leaders, innovation managers and entrepreneurs.

As with the previous editions, Innovation for Financial Services 2015 will deal with innovation in financial services under all of its possible forms. This allows covering a large spectrum of the research and practitioner activities in innovation for financial services. Submissions from academic, research, consulting, industry, intermediary and policy organizations are strongly encouraged.

### Who attends Innovation for Financial Services events?

The audience is predominantly a mixture of European and local/regional delegates, although about 30 countries were represented in the last editions. Delegates include practitioners from the banking industry, financial services, independent consultants, global consulting companies, auditing and legal firms, information and telecommunication providers, regional and national policy-makers as well as researchers and academics with a shared interest in innovation in and for financial services. Profiles range from CEOs and VPs to mid-executives, from full professors to PhD researchers, and from independent researchers and consultants to global companies.

### What sponsorship and promotion opportunities exist?

The 2015 event offers a number of different support packages, details of which can be found on page 2. Although standard packages are available, we also try to work with supporters on an individual basis to ensure that their support is maximised and their specific needs are met. Typically the event attracts 4 different types of supporter:

- **Sponsors:** Sponsors typically fall into four categories: 1. Large companies that want to position themselves, their products or research alongside their peers as leading companies in the innovation management community; 2. Consulting, technology or service providers who wish both recognition within the innovation community and also want business leads; 3. Academic & industry publishers that want to promote their journals and books in the field of innovation management; 4. Regional or public innovation and development bodies who wish to promote and attract innovation in their field.

Our past sponsors included:



- **Exhibitors:** A display area is always located where coffee and lunch is served to ensure maximum exposure to Summit delegates. This has proven popular with academic and industry publishers, innovation consultants, business schools and product vendors as they are able to interact with delegates.

| <b>Sponsorship &amp; Promotion Packages</b>   | <b>Exhibitor</b> | <b>General Sponsor</b> | <b>Main Sponsor</b> |
|---|------------------|------------------------|---------------------|
| Price in Singapore Dollars (SGD)  | 5,000            | 10,000                 | 20,000              |
| <b>DELEGATE PLACES</b>  |                  |                        |                     |
| complimentary delegate passes (inc. all included social events)   | 1                | 2                      | 3                   |
| additional delegates at the discounted rate   | 1                | 2                      | ∞                   |
| <b>SESSIONS AND SPEAKING</b>  |                  |                        |                     |
| speaking slot<br>- non-commercial, subject to approval of content<br>- 30 minutes luminary session subject to availability and content  |                  |                        | ✓                   |
| hot topic discussion roundtable (if applicable in the programme)<br>- facilitated by sponsor delegate, subject to profile approval<br>- logo recognition in programme (e.g. Table #1 on Topic XYZ hosted by ABC Ltd)  |                  | ✓                      | ✓                   |
| workshop/special interest group<br>- +/- 90 minutes dedicated session on sponsor-chosen approved topic<br>- pre-invitation and sign-up assistance<br>- logo recognition in programme (e.g. Workshop XYZ hosted by ABC Ltd)  |                  | ✓                      | ✓                   |
| lunch host<br>- tables to include printed message of recognition of support<br>- logo recognition in programme (e.g. Monday Lunch hosted by ABC Ltd)<br>- no lunchtime speaking opportunity   |                  |                        | ✓                   |
| <b>ELECTRONIC, PRINTED AND DELEGATE PUBLICITY</b>   |                  |                        |                     |
| logo recognition as a sponsor on:<br>- all pre-event printed communications<br>- event website<br>- event book front cover<br>- event proceedings front page<br>- post-event highlights document<br>- all pre-event e-mail general communications (non-logo; distribution to 17,500 innovation professionals) |                  | secondary position     | primary position    |
| organisational profile in event book and on website   |                  | secondary position     | primary position    |
| colour advert (A4) in event book  | 1                | 1                      | 2                   |
| insert into each delegate bag:<br>- pre-printed publication (sponsor brochure or similar)<br>- delegate gift (gift provided by the sponsor)   |                  |                        | 1                   |
| pre-event delegate contact:<br>- pre-event delegate list provision (organisation, position)<br>- facilitated meeting/session invitation to sponsor-selected short-list  |                  |                        | ✓                   |
| provide prizes for event awards (prizes provided by the sponsor)  |                  |                        | ✓                   |
| added support for sponsor PR department<br>- help with press releases<br>- priority with press requests for interviews<br>- priority at press conference (subject to press demand)<br>- other reasonable support on joint actions to your clients or lists  |                  |                        | ✓                   |
| <b>DISPLAY AND EXHIBITING</b>   |                  |                        |                     |
| display stand (maximum 10 at the event)<br>- +/- 1.80m standard table with table cloth and chair (as required)<br>- space behind table for roll-up banners or similar or 2 metres width<br>- positioning in area of high delegate traffic during breaks<br>- internet access and power outlet (as required)   | ✓                | ✓                      | ✓                   |
| loose-leaflet display on shared table in communal area  | ✓                | ✓                      | ✓                   |
| <b>ADDITIONAL</b>   |                  |                        |                     |
| keynote speaker slot  |                  |                        | please contact us   |
| social event sponsorship (welcome reception, gala dinner)   |                  |                        |                     |
| sponsorship of signage, coffee breaks, pens, bags, proceedings, minor items   | not available    |                        |                     |

## Contact Details

To discuss sponsorship and promotion opportunities, please contact:

**InnoFinConf Organizers**

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