



South Asian Diaspora Convention 2011
'Linking the South Asian Diaspora'

21- 23 July 2011

Resorts World Sentosa, Singapore

**SPONSORSHIP PACKAGES
AND PROFILING OPPORTUNITIES**

A. BACKGROUND

The Institute of South Asian Studies (ISAS), an autonomous research institute within NUS, is organising the inaugural South Asian Diaspora Convention (SADC), the first-ever in the world. Themed, 'Linking the South Asian Diaspora', the three-day event will be held from 21 - 23 July 2011 at the Resorts World Sentosa, Singapore.

The event aims to be a major gathering of prominent members of the international South Asian diaspora. It will provide a platform for the diaspora to gather in Singapore to interact, exchange, and network with one another. Serving as a business hub, Singapore will provide a conducive and congenial environment for the delegates to network and discuss topics of mutual interest.

The SADC is supported by key agencies in Singapore, including the Ministry of Foreign Affairs, Ministry of Trade and Industry, International Enterprise Singapore, Singapore Tourism Board, Singapore Economic Development Board, and the Monetary Authority of Singapore, among others. It is also supported by premier institutions of higher learning, including the Indian Institute of Management (IIM) Alumni Association and Indian Institute of Technology (IIT) Alumni Association Singapore, Stanford Alumni Association and INSEAD Alumni Association, which have their regional headquarters in Singapore.

The convention will feature top-level speakers from industry and government. It will be officiated by Prime Minister of Singapore, Mr Lee Hsien Loong. The President of Singapore, His Excellency Mr S R Nathan will be Guest-of-Honour and Emeritus Senior Minister Goh Chok Tong, Special Guest, at a Gala Dinner to be held on the evening of the first day. On the second day of the convention, Mr Lee Kuan Yew, Senior Adviser, Government of Singapore Investment Corporation Singapore, will hold a dialogue session, moderated by Professor Kishore Mahbubani, Dean, Lee Kuan Yew School of Public Policy, National University of Singapore.

B. DELEGATES PROFILE

The SADC aims to attract 1,000 delegates from the South Asian diaspora, mainly from the United States, the United Kingdom, Europe, Middle East and South Asia. The delegates will be made up of C-level executives and other high net-worth individuals of South Asian diaspora origin.

C. DETAILS OF SADC

The SADC will have several plenary sessions spread over the first two days of the convention.

Day One (21 July 2011)

The convention will kick start with the theme, 'Resurgent South Asia'. The first plenary session will have four speakers representing the main South Asian countries - India, Pakistan, Sri Lanka and Bangladesh. This will be followed by four speakers from the United States and East Asia (China, South Korea and Japan) for Plenary II. Speakers for Plenary Session III and Plenary IV will share their views and insights on media and business respectively.

The day will end with a Gala Dinner that will be graced by President S R Nathan. Emeritus Senior Minister Goh Chok Tong will be special guest.

Day Two (22 July 2011).

The theme for the second day is 'Singapore: The Springboard for South Asia'. Mr Ho Kwon Ping (Chairman, Singapore Management University; and Executive Chairman, Banyan Tree Holdings Limited); Mr Piyush Gupta (Chief Executive Officer, DBS Group Holdings Ltd & DBS Bank Ltd); and Ms Chong Siak Ching (President and Chief Executive Officer, Ascendas Pte Ltd) will speak at the plenary session. This will be followed by a session on 'Technology and Innovation'. There will be a special book launch by President S R Nathan in the afternoon on a book written by the late Senior Minister of State for Foreign Affairs (Singapore), Dr Balaji Sadasivan. This will be followed by a special dialogue with Mr Lee Kuan Yew, moderated by Professor Kishore Mahbubani (Dean, Lee Kuan Yew School of Public Policy, National University of Singapore).

There will also be opportunities for private networking sessions. A special session is being planned for foreign delegates at the end of the day for an informal networking and social interaction at Singapore's latest attraction, ArtScience Museum, at Marina Bay Sands.

Day Three (23 July 2011)

A cricket match is being scheduled.

D. SPEAKERS' PROFILE

We have confirmed the participation of the following notable speakers and moderators for the convention.

Mr Richard ARMITAGE

Former Deputy Secretary of State
United States of America

Dr HAN Seung Soo

Former Prime Minister of Republic of Korea; and
Senior Advisor, Kim and Chang
Republic of Korea

Professor T. N. Srinivasan

Yong Pung How Chair Professor
Lee Kuan Yew School of Public Policy, Singapore; and
Samuel C Park, Jr. Professor of Economics and Professor of International and Area Studies,
Economic Growth Centre, Yale University
United States of America

Mr Shahid Javed BURKI

Former Finance Minister of Pakistan; and
Former Vice-President, World Bank

Mr Tarun DAS

President, Aspen Institute of India; and
Former Chief Mentor
Confederation of Indian Industry
India

Dr Parag KHANNA

Senior Research Fellow
New America Foundation
United States of America

Mr Minoru MAKIHARA

Senior Corporate Advisor
Mitsubishi Corporation
Japan

Mr HO Kwon Ping

Chairman, Singapore Management University; and
Executive Chairman, Banyan Tree Holdings Limited
Singapore

Mr Piyush GUPTA

Chief Executive Officer
DBS Group Holdings Ltd & DBS Bank Ltd
Singapore

Ms CHONG Siak Ching

President and Chief Executive Officer
Ascendas Pte Ltd
Singapore

Mr Jignesh SHAH

Chairman & Group Chief Executive Officer
Financial Technologies (India) Ltd
India

Mr Sohel F RAHMAN

Chairman
Beximco Ltd
Bangladesh

Mr Binod K CHAUDHARY

President
Confederation of Nepalese Industries
Nepal

Dr Saman KELEGAMA

Executive Director
Institute of Policy Studies of Sri Lanka
Colombo, Sri Lanka

Mrs Ayesha KHANNA

Director
Hybrid Reality Institute
New York, United States of America

Dr Aasim Sajjad AKHTAR

Professor of Political Economy
Quaid-i-Azam University, Islamabad; and
Political Activist
Pakistan

Professor TAN Chung

Academic Associate
University of Chicago, United States of America; and
Emeritus Member, Institute of Chinese Studies
New Delhi, India

Dr C. Raja Mohan

Senior Fellow, Centre for Policy Research, New Delhi,
Contributing Editor, The Indian Express; and
Visiting Research Professor
Institute of South Asian Studies
Singapore

Dr XIA Mingde

Senior Director
Corporate Office of Science and Technology
Johnson & Johnson

Dr Tahmima ANAM

Writer and Novelist
United Kingdom

Mr Pradeep PANT
President, Asia Pacific
Kraft Foods
Singapore

Mr Siddharth JAIN
Chief Creative Director
Playware Studios Asia
Singapore

MODERATORS' PROFILE

Professor Kishore MAHBUBANI
Dean, Lee Kuan Yew School of Public Policy
National University of Singapore
Singapore

Ambassador Tommy KOH
Ambassador-at-Large
Ministry of Foreign Affairs
Singapore

Ambassador Gopinath PILLAI
Chairman
Institute of South Asian Studies
Singapore

Mr Girija PANDE
Chairman
Tata Consultancy Services (Asia Pacific)

Mr Sat Pal KHATTAR
Chairman, Khattar Holdings Pte Ltd, and
Co-Chairman of the Singapore-India Partnership Foundation
Singapore

Professor TAN Tai Yong
Director
Institute of South Asian Studies, Singapore; and
Vice Provost (Student Life), Office of the Provost
National University of Singapore
Singapore

Dr S. Narayan
Head, Research and Visiting Senior Research Fellow
Institute of South Asian Studies, Singapore; and
Former Economic Adviser to the Prime Minister of India

Professor S. D. Muni
Visiting Research Professor
Institute of South Asian Studies, Singapore; and
India's former Special Envoy to Southeast Asian countries on
UN Security Council Reforms

Professor Robin JEFFREY
Visiting Research Professor
Institute of South Asian Studies
Singapore

Dr Iftekhar Ahmed CHOWDHURY
Senior Research Fellow
Institute of South Asian Studies, Singapore; and
Former Foreign Advisor (Foreign Minister) of Bangladesh

E. SPONSORSHIP BENEFITS

Why your involvement is important

SADC presents rewarding opportunities for sponsors at one location. Leverage on this premier forum to boost your business:

- ❖ **Reach and influence** key decision makers from the international South Asian diaspora.
- ❖ **Position and brand** your business alongside the movers and shakers of the industry. Top of mind brand recall for decision makers assessing premium products and services.
- ❖ **Build and establish** qualified leads. Present your business case and communicate value to qualified targeted decision makers.
- ❖ **Rise above the competition.** Solidify long term relationships through 'face-to-face' encounters with captains of the industry, via facilitated networking.

We will work closely with you to ensure your involvement with SADC as a sponsor, reaps maximum benefits.

F. SPONSORSHIP OPPORTUNITIES

The following categories of sponsorships are available:

1. Platinum Sponsorship (Exclusive)

Investment value: SGD250,000

2. Diamond Sponsorship

Investment value: SGD150,000

3. Gold Sponsorship

Investment value: SGD75,000

4. Gala Dinner Sponsorship (Exclusive)

Investment value: SGD250,000

5. Cricket Game Sponsorship (Exclusive)

Investment value: SGD150,000

6. Conference Lunch Sponsorship

Investment value: SGD20,000

7. Coffee Break Sponsorship

Investment value: SGD8,000

Please refer to the following pages for details of sponsorship entitlements.

1. PLATINUM SPONSORSHIP **EXCLUSIVE!**

Get maximum mileage as a Platinum Sponsor. This exclusive sponsorship position provides your company with a myriad of branding and exposure opportunities that would set you apart from the rest of your competitors.

As a Platinum Sponsor, you will be recognised and positioned as the industry leader with profiling opportunities both before and during the event. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD250,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS

- Acknowledgment as Platinum Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Platinum Sponsor on **marketing collaterals**.
- Use of SADC logo in sponsors' own publicity materials.
- One-time email blast to delegates a month prior to SADC 2011, to profile and highlight Platinum Sponsor's involvement in the convention (*content subject to SADC 2011 committee's approval*)
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the conference.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Platinum Sponsor on the **billboard** in the conference ballroom.
- Acknowledgment as Platinum Sponsor on the **conference folder**.
- Acknowledgment as Platinum Sponsor, with inclusion of company profile and contact information in the **souvenir programme book**.
- Acknowledgement as Platinum Sponsor during all morning plenary sessions.
- Insertion of corporate profile or promotional material (provided by the sponsor) into the **conference bag**.
- Acknowledgement of sponsor's corporate logo together with SADC 2011 logo on the **conference lanyards**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) on the inside front cover of the **souvenir programme book**.
- An exclusive opportunity to attend a facilitated networking session with notable Singapore government leaders.

c) GALA DINNER

- **Two complimentary seats at the guest-of-honour's table** at the gala dinner.
- **One complimentary gala dinner table** worth **SGD5,000**.
- **A 10% discount** on the purchase of additional gala dinner tables.

d) DELEGATE PASSES

- **Five complimentary passes** to the conference and cricket match. Complimentary passes exclude admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

2. DIAMOND SPONSORSHIP **ONLY 3 SPOTS AVAILABLE!**

Be a Diamond Sponsor and seize the opportunity to profile your business before and during the event.

As a Diamond Sponsor, you will receive excellent exposure to a highly targeted audience at this leading industry event. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD150,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS

- Acknowledgment as Diamond Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Diamond Sponsor on **marketing collaterals**.
- The use of SADC logo in the sponsor's own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the conference.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Diamond Sponsor on the **billboard** in the conference ballroom.
- Acknowledgment as Diamond Sponsor on the **conference folder**.
- Acknowledgment as Diamond Sponsor, with inclusion of company profile and contact information in the **souvenir programme book**.
- Insertion of corporate profile or promotional material (provided by sponsor) into the **conference bag**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.

c) GALA DINNER

- **One complimentary gala dinner table** worth **SGD4,000**.
- **A 10% discount** on the purchase of additional gala dinner tables.

d) DELEGATE PASSES

- **Three complimentary passes** to the conference and cricket match. Complimentary passes exclude admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

3. GOLD SPONSORSHIP **ONLY 5 SPOTS AVAILABLE!**

You may also choose to take up the Gold Sponsorship package that would meet your essential profiling needs.

As a Gold Sponsor, you can reach out to your potential customers both before and during the event. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD75,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS

- Acknowledgment as Gold Sponsor on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Gold Sponsor on **marketing collaterals**.
- The use of SADC logo in the Sponsors' own publicity materials.
- Co-invitation to Sponsor's top-tier clients and/or prospects to register for the conference.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Gold Sponsor on the **billboard** in the conference ballroom.
- Acknowledgment as Gold Sponsor on the **conference folder** and distributed to all delegates.
- Acknowledgment as Gold Sponsor, with inclusion of company profile and contact information in the **souvenir programme book**.
- Inclusion of one half-page full-colour advertisement (artwork to be provided by sponsor) in the **souvenir programme book**.

c) GALA DINNER

- **One complimentary gala dinner table** worth **SGD2,500**
- **A 10% discount** on the purchase of additional gala dinner tables.

d) DELEGATE PASSES

- **Two complimentary passes** to the conference and cricket match. Complimentary passes exclude admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

4. GALA DINNER SPONSORSHIP **EXCLUSIVE!**

Take on a prominent profiling opportunity by playing host to the delegates during the gala dinner on 21 July 2011. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD250,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) HOSTING OF DINNER

Formal Dinner with Entertainment

- ¹ An exclusive opportunity to provide table gifts for all delegates.
- Acknowledgment as Gala Dinner Sponsor on the **menu card**.
- Acknowledgment as Gala Dinner Sponsor on the venue (gala dinner) signage.
- Recognition as Gala Dinner Sponsor during the evening reception.
- **Two complimentary seats at the guest-of-honour's gala dinner table.**
- **A complimentary gala dinner table worth SGD5,000.**
- **A 10% discount** on the purchase of additional gala dinner tables.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the gala dinner.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Gala Dinner Sponsor, with inclusion of company profile and contact information in the **souvenir programme book**.
- Inclusion of one full-page full-colour advertisement (artwork to be provided by sponsor) in a prominent position in the **souvenir programme book**.
- Listing as Gala Dinner Sponsor in the conference programme.

c) DELEGATE PASSES

- **Five complimentary passes** to the conference and cricket match. Complimentary passes exclude admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

¹ Choice of gifts subject to organiser's approval prior to distribution. Gifts to be provided by sponsor.

5. CRICKET MATCH SPONSOR **EXCLUSIVE**

Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD150,000**
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) HOSTING OF CRICKET GAME

- Acknowledgment as Cricket Match Sponsor on the venue (cricket game) signage.
- Recognition as Cricket Match Sponsor before/ during the cricket game.
- An exclusive opportunity to hold a networking session at the hospitality area at the cricket game venue (at sponsor's cost).
- 50 complimentary tickets for sponsor's employees, clients, and/or prospects. This includes an exclusive meet-and-greet session with the cricket team.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Cricket Match Sponsor, with inclusion of company profile and contact information in the **souvenir programme book**.
- Inclusion of one half-page full-colour advertisement (artwork to be provided by sponsor) in the **souvenir programme book**.
- Listing as Cricket Game Sponsor in the conference programme.

6. CONFERENCE LUNCH SPONSORSHIP **ONLY 2 SPOTS AVAILABLE!**

You may also choose to host delegates for lunch during the convention. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD20,000**

a) HOSTING OF LUNCHEON

A sit down / buffet spread will be provided for all delegates.

- ² An exclusive opportunity to provide table gifts for all delegates.
- Acknowledgment as Conference Lunch Sponsor on venue (lunch room) signage.
- Five complimentary conference lunch passes for sponsor's employees to host luncheon.
- Listing as Conference Lunch Sponsor in the conference programme.
- **A 10% discount** on the purchase of additional gala dinner tables.

b) DELEGATE PASSES

- **Two complimentary conference passes.** Complimentary passes exclude admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

7. COFFEE BREAK SPONSORSHIP **ONLY 4 SPOTS AVAILABLE!**

You may also choose to take up the Coffee Break Sponsorship package that would meet your essential profiling needs. Here are your returns on investment:

INVESTMENT:

- ❖ Cash sponsorship of **SGD8,000**

a) HOSTING OF COFFEE BREAK

Tea-break stations will be placed strategically within the designated area for the event.

- Acknowledgment as Coffee Break Sponsor at the coffee break reception foyer.
- Listing as Coffee Break Sponsor in the conference programme.
- Five complimentary coffee break passes for sponsor's employees to host coffee break.
- **A 10% discount** on the purchase of additional gala dinner tables.

b) DELEGATE PASSES

- **One complimentary conference pass.** Complimentary pass excludes admission to gala dinner.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

² Choice of gifts subject to organiser's approval prior to distribution. Gifts to be provided by sponsor.

G. OFFICIAL PARTNERS

1. Official Media Partner **EXCLUSIVE!**

Here are your returns on investment:

Sponsorship:

- ❖ Featured advertising
- ❖ Wide regional exposure in Asia, Americas, Europe, Middle East
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS

- Acknowledgment as Official Media Partner on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Official Media Partner on **marketing collaterals**.
- Use of SADC logo in sponsors' own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the conference.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Official Media Partner on the **billboard** in the conference ballroom.
- Acknowledgment as Official Media Partner on the **conference folder**.
- Acknowledgment as Official Media Partner, with inclusion of company profile and contact information in the **souvenir programme book**.
- An exclusive opportunity for doorstep interview(s) with guests-of-honour and other prominent guests.

c) DELEGATE PASSES

- **Five complimentary passes** to the conference, gala dinner and cricket game.
- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

2. Official Airline / Accommodation / Conference Venue Partner **EXCLUSIVE!**

Here are your returns on investment:

Sponsorship:

- ❖ Discounted rates on airfares / hotel accommodation and/or conference venue rental
- ❖ Access to sponsor's database to invite sponsor's top-tier clients and/or prospects

a) PRE-EVENT PUBLICITY ON THE WEB AND ALL MARKETING COLLATERALS

- Acknowledgment as Official Partner on the convention **webpage**, with hyperlink and corporate description.
- Acknowledgment as Official Partner on **marketing collaterals**.
- Use of SADC logo in sponsor's own publicity materials.
- Co-invitation to sponsor's top-tier clients and/or prospects to register for the conference.

b) PUBLICITY DURING THE CONVENTION

- Acknowledgment as Official Partner on the **billboard** in the conference ballroom.
- Acknowledgment as Official Partner on the **conference folder** to be distributed to delegates.
- Acknowledgment as Official Partner, with inclusion of company profile and contact information in the **souvenir programme book**.

c) DELEGATE PASSES

- **A 20% discount (per delegate)** on the conference pass (regular fee). Discount is not applicable to gala dinner and cricket match ticket purchases.

H. OTHER BRANDING OPPORTUNITIES

We have also put together the following packages that are designed to enhance your presence at the South Asian Diaspora Convention 2011.

1. Conference Bags Sponsorship **EXCLUSIVE!**

Here are your returns on investment:

Investment

- ❖ Cash sponsorship of **SGD18,500**

a) SPONSORSHIP ENTITLEMENTS

- ³Sponsor's logo will be printed on the inside of the conference bag. The conference bag will be distributed to all delegates and speakers.
- **A 10% discount** on the purchase of additional gala dinner tables

b) DELEGATE PASSES

- **Two complimentary conference passes.** Complimentary pass excludes admission to gala dinner.
- Enjoy a **preferential 20% Discount/per delegate** off the regular fee for Conference Pass (*excluding Gala Dinner and Cricket Match*)

2. Other Forms of Sponsorships

Other forms of sponsorship are also available for discussion, e.g. conference stationeries. The items are available on a first-come-first-served basis with priority given to all sponsors.

Please contact ISAS for further discussions.

³ Artwork subject to organiser's approval.

**South Asian Diaspora Convention 2011
RESPONSE FORM**

Please fax or email the completed form to:

Ms Sithara Doriasamy
Senior Manager
Institute of South Asian Studies
Fax: 65-6776 7505 / 6314 5447
Email: isassrd@nus.edu.sg
DID: 6516-7235

YES! We are interested to sign up for:

Sponsorship

- Platinum Sponsorship SGD250,000
- Diamond Sponsorship SGD150,000
- Gold Sponsorship SGD75,000
- Gala Dinner Sponsorship SGD250,000
- Cricket Game Sponsorship SGD150,000
- Conference Lunch Sponsorship SGD20,000
- Coffee Break Sponsorship SGD8,000

Official Partners

- Official Media Partner
- Official Airline / Accommodation / Conference Venue Partner

Other branding opportunities

- Conference Bags Sponsorship SGD18,500
 - Please have someone contact me for other forms of sponsorship
-

CONTACT DETAILS

Company: _____

Mailing Address: _____

Country: _____

Name: _____

Designation: _____

Email: _____

Tel: _____

Fax: _____

(Include country and area code)

(Include country and area code)

I have read, understood and accepted the terms and conditions of this engagement.

Name/Signature: _____

Date: _____

Company Stamp: _____
