



# THE ASIAN BANKER SUMMIT 2012

Asia's Foremost Event on Transformational Issues in the Financial Services Industry

Centara Grand & Bangkok Convention Centre @ CentralWorld  
Bangkok, Thailand, 26-27 April 2012

## PUBLICITY INFORMATION & PROGRAMME

An extensive press and publicity campaign, employing almost every form of media and publicity outlet, is specially prepared in connection with The Asian Banker Summit 2011 (ABS11) exhibition to ensure that the event, and especially you, receive and enjoy maximum publicity.

Exhibitors are strongly urged to assist in this campaign by publicising the exhibition in their own brochures, press releases and advertisements.

**To ensure maximum results, we urge you to submit FORM A to us immediately.**

### 1. Website Listing

At the official ABS12 homepage, a webpage is especially dedicated to listing all the SUMMIT's sponsors and exhibitors.

Please email your corporate Logo and URL together with your corporate write-up via FORM A to [jphua@theasianbanker.com](mailto:jphua@theasianbanker.com)

### 2. Programme Handbook and Exhibition Directory

The Official Programme Handbook and Exhibition Directory is a comprehensive catalogue listing exhibitors and their products & services. In addition to being available to delegates and visitors, the catalogue will be distributed to the members of the press as well.

It serves not only as a reference for attendees during the event, but is also a useful post-show buyer's guide and is therefore an excellent publicity tool for you.

Please submit the required catalogue entries via FORM A.

### 3. Media Relations

The Asian Banker Summit 2012 is an event extensively covered by local and regional media on site. Take this opportunity to generate coverage for your products or services.

Activities include:

- 1) Post your press releases on the ABS12 online media centre. Please send your press releases to [amenon@theasianbanker.com](mailto:amenon@theasianbanker.com)
- 2) Distribute your press releases at the press centre on site. Please pass your press releases or kits to The Asian Banker staff on 25 April 2012 at the on-site Exhibitor registration counter.

### 4. Others

From past Summit experiences, one of the MOST effective ways to attract delegates to your booth is to create activities like lucky draws, give-aways, etc.

We strongly encourage Exhibitors to create such activities during the Exhibition. If you are planning to do so, we are more than happy to announce them during the teabreaks and luncheon hours.

Please email the detailed information about the activity to [forums1@theasianbanker.com](mailto:forums1@theasianbanker.com) ASAP so that we can plan them into our announcements list.