



THE ASIAN BANKER SUMMIT 2013

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

**The Ritz Carlton Jakarta, Mega Kuningan, Indonesia
24-25 April 2013 (Wednesday & Thursday)**

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 2013 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 2013 Summit 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

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. Summit 2013 Online Tools

We are launching the Summit 2013 online tools for conference delegates to maximise their participation. The online tools will enable the participants to:

- manage their own activity schedule at the Summit
- arrange meetings with other participants
- view sessions & speakers details
- view exhibitors/sponsors list and download selected collateral
- download session presentations

Each exhibitor is allowed to provide one (01) collateral to be uploaded onto the Summit 2013 Online Tools.

Collateral Requirements:

- PDF format only
- Not more than 5 pages
- File size not more than 5mb

3. Media Relations

The Asian Banker Summit 2013 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 Summit 2013 online media centre. Please send your press releases to jphua@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 22 April 2013 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 hours.

Please email the detailed information about the activity to jphua@theasianbanker.com ASAP so that we can plan them into our announcements list.