

UNITED NATIONS ESCAP



Asia-Pacific Business Forum

Eleventh Session!

SPONSORSHIP PACKAGE

Asia-Pacific Business Forum

*Enhancing regional business sustainability
and investment*

2014

Colombo
Sri Lanka | 25-27 November 2014

Join United Nations ESCAP
at APBF 2014

<http://APBF.UNESCAP.ORG>

Asia-Pacific Business Forum

Why become sponsors of APBF 2014?

- High level brand positioning, reaching previously untapped markets across the region;
- Corporate opportunity to take a leadership position in global business priorities;
- Strengthen relations with business leaders and senior officials of across the Asia-Pacific, enhance relationships and meet global partners;
- Global media and web marketing coverage;
- Gain insight and take part in high level discussions which are shaping the future of the Asia-Pacific.

Overview

Asia-Pacific Business Forum is the first and only regional multi-stakeholder business forum organized by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). The forum provides an opportunity for sponsors to gain high level brand positioning throughout the region, along with potential public-private opportunities, which enhance business operations and regional connectivity. The Forum is expected to receive extensive media coverage, in which sponsors will be able to profile their companies in alignment with the United Nations principles and promote ethical business practices.

We are pleased to invite selected organisations, such as yours, to partner with the United Nations ESCAP and the ESCAP Business Advisory Council (EBAC) in the tenth-year anniversary of the Asia-Pacific Business Forum through our exclusive sponsorship package.

Please be advised that branding offers and opportunities vary based on level of financial sponsorship.

Opportunities for Sponsors

- Speaking opportunity for the CEO or Managing Director at a relevant Opening or Plenary Session;
- Official sponsor of a panel session (sector specific) including a speaking opportunity for a relevant member of the organization (reserved for \$10,000+ sponsors);
- 30-second company promo played during breaks (reserved for \$10,000+ sponsors);
- Branded stand: offering the opportunity to present and promote corporate image;
- Corporate branding in all event-related, promotional and advertising material;
- Full screen animated logo across all forum venues' digital media and the main screen during breaks;
- Opportunity to include corporate gift and print materials in delegate bags;
- Direct link to corporate homepage, logo, one paragraph write-up on the event's webpage and event's social media accounts;
- Corporate logo and profile including one full page advertisement in the event handbook;
- Corporate mention in all press releases;
- Logo visibility on media forum interview backdrop and press conference backdrop;
- Other opportunities can be made available upon request.

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For further details contact

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