



SPONSORSHIP DOCUMENT

1-2 December
Singapore

AVAR 2022 is the 25th edition of the AVAR conference. AVAR conferences have invariably been of high value to the delegates, showcasing high-quality in-depth research topics and providing a large platform for networking.

Sponsorship Benefits

All sponsors will be mentioned in the Welcome and Closing addresses and their logos will be displayed on the conference webpage. Additionally, each sponsor level has specific benefits as described below.

Platinum, US\$ 20,000 (2 slots)

To get the utmost in exposure throughout the conference and social events, the Platinum Sponsorship is the most comprehensive offering. This is a great way to express your support for the AVAR community and the broader InfoSec field.

The Platinum Sponsorship includes a 30-minute sponsored speech to the Conference delegates and five passes (covering conference sessions, welcome reception, lunch and gala dinner).

Furthermore, the sponsor's logo will appear prominently on the official website of AVAR 2022, in the conference handbook, delegate kit, emails, backdrop, all announcement presentations and ceremonies, and all pre- and post-conference promotions including social media. A video advertisement for the sponsor will be played before the conference each day and at breaks (no longer than 1 minute; to be provided by the sponsor). The Platinum Sponsors can have two full-color pages advertisements (designed and supplied by the sponsor) as a handout to the delegates; these pages will also be included in the conference handbook. Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags.

The Platinum Sponsor will also be allocated two physical spaces where content (product showcase, fun games, contests, etc.) can be offered to visitors (design to be provided by the Sponsor).

Silver, US\$ 10,000 (4 slots)

For exposure throughout the conference and social events, consider the Silver Sponsorship. Silver Sponsorships include a 15-minute speech to the Conference delegates and two conference passes (covering conference sessions, welcome reception, lunch and gala dinner).

Silver sponsor's logo will appear on the official website of AVAR 2022, in the conference handbook, emails, and pre- and post-

Gold, US\$ 15,000 (2 slots)

The Gold Sponsorship is an ideal way to achieve increased exposure throughout the Conference and social events. The Gold Sponsorship includes a 15-minute sponsored speech to the Conference delegates and three AVAR 2022 conference passes (covering conference sessions, welcome reception, lunch and gala dinner).

In addition, the sponsor's logo will appear on the official website, conference handbook and delegate kit, emails, backdrop, all announcement presentations and ceremonies and all pre- and post-conference promotions including social media.

All the Gold Sponsors can have one full-color page advertisement (designed and supplied by the sponsor) as a handout to the delegates; these pages will also be included in the conference handbook. Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags.

The Gold Sponsor will also be allocated one physical space where content (product showcase, fun games, contests, etc.) can be offered to visitors.

conference promotions including social media. The Silver Sponsor can have a full-color page advertisement (designed and supplied by the Sponsor) in the handbook.

Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags.

Gala Dinner,

US\$ 10,000 (2 slots)

The longer duration and relaxed atmosphere of dinner provides delegates with a great opportunity for more in-depth discussions and networking. In addition to the standard sponsor logo placement on the conference webpage, the dinner sponsorship includes the sponsor's logo on the dinner tables. The sponsor's branding will be included in rollup banners (design to be provided by the Sponsor). Sponsors have the opportunity to provide branded napkins (all costs incurred are the responsibility of the Sponsor). Additional entertainment can be supplied by the Sponsor upon agreement with the organizer.

The sponsorship includes two AVAR 2022 Conference passes (covering conference sessions, welcome reception, lunch and gala dinner).

One video advertisement of the Sponsor will be played during the gala dinner (no longer than 1 minute; to be provided by the Sponsor).

Reception,

US\$ 6,000 (2 slots)

The Reception provides a great opportunity for AVAR 2022 Conference attendees to network and socialize in a relaxed environment. In addition to the standard sponsor logo placement on the conference webpage, the Reception Sponsorship includes placing the sponsor's logo on the buffet tables as well as standby tables in the reception area. Two rollup banners with the sponsor's branding can be placed (design to be provided by the Sponsor). Any additional entertainment can be supplied by the sponsor upon agreement with the organizer.

The sponsorship includes one AVAR 2022 conference pass (covering conference sessions, welcome reception, lunch and gala dinner).

Reception Sponsor will be entitled to one video advertisement that will be played during the welcome reception. (no longer than 1 minute; to be provided by the Sponsor).

Conference T-Shirt,

US\$ 5,000 (1 slot)

The Conference T-shirts are very popular among AVAR Conference attendees and are often worn by them for years to come at other events and conferences. The sponsor's brand will thus be promoted over a far longer period of time than just the two days of the conference. The T-shirt will carry a printed AVAR 2022 Conference logo on one sleeve and the sponsor's logo on the other sleeve.

The color of the T-shirt can be chosen by the sponsor but should represent a reasonable match with either a full white or a full black AVAR 2022 Conference logo. The sponsor will be mentioned in the announcement presentation as well as on the conference website.

Internet Sponsor,

US\$ 4,000 (1 slot)

The Internet sponsor gets noticed by the attendees at the best since internet access is the most basic functionality required at any conference. The internet sponsor will be branded with an SSID and Password according to the sponsor's desire (common sense on phrases used will apply).

The sponsor will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.

Attendee Name Badges,

US\$ 3,500 (1 slot)

Name badges serve as the identification of conference attendees and as such they are to be worn at all times – both during the conference and at social functions. Thus, they are a great medium for a sponsor to display their logo and brand. The badge will be a double-folded A4. Both the front and rear will be identical, featuring the participant's name and organization as well as the sponsor's logo and the AVAR 2022 Conference logo. The inside of the folded A4 will provide program details and other relevant event information.

The layouts of the name badges are to be provided by the sponsor, giving them the opportunity to incorporate their company color scheme and/or branding elements into the design. The badges themselves will then be printed for each attendee by the organizer.

The sponsor will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.

Lanyard,

US\$ 3,000 (1 slot)

As the conference badges will have to be carried by each attendee, the lanyard sponsor gets maximum exposure and visibility during the entire conference. The sponsor will provide 250 lanyards printed with an alternating sponsor logo and AVAR 2022 Conference logo.

The sponsor will be mentioned in the conference website, handbook, social mentions, promotional emails, etc.



1-2 December | Singapore

SPONSORSHIP RATE CARD

BENEFITS	Platinum Sponsor [US\$ 20,000]	Gold Sponsor [US\$ 15,000]	Silver Sponsor [US\$ 10,000]	Gala Dinner [US\$ 10,000]	Reception Sponsor [US\$ 6,000]	T-Shirt Sponsor [US\$ 5,000]	Internet Sponsor [US\$ 4,000]	Attendee Name Badge Sponsor [US\$ 3,500]	Lanyard Sponsor [USD 3000]
Speaking Slot	30mins	15mins	15mins	-	-	-	-	-	-
Complimentary Pass (Covering Conference Sessions, Welcome Reception, Lunch and Gala Dinner)	Five	Three	Two	Two	One	-	-	-	-
Logo and Link on Conference Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Communication Materials (Official Website of AVAR 2022, Handbook, Delegate Kit, Email, Backdrop)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor Mention in Opening / Welcome Ceremony	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video Ads (1 Minute Video to be provided by the Sponsor)	✓	-	-	✓	✓	-	-	-	-
Full-page Color Advertisements (Design to be provided by the Sponsor)	Two	One	One	-	-	-	-	-	-
Sponsor Recognition on Social Media Accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inserts: Pamphlet / Flyer / Handbook of sponsor (to be provided by the Sponsor) will be inserted into delegate folders or document bags	One	One	One	-	-	-	-	-	-
Exhibition Booths (design to be provided by the Sponsor)	Two	One	-	-	-	-	-	-	-
Rollup Banner	-	-	-	Two	Two	-	-	-	-
Logo on T-shirt	-	-	-	-	-	✓	-	-	-

For more details contact: admin@aavar.org | +91 97910 66519

aavar.org