



# “THINKING ALLOWED”

Unconventional approaches  
in a new marketing era

MRSS Asian Research Conference in Singapore

13<sup>TH</sup> June, 2008

9am – 5pm

The Stamford Ballroom

Swissôtel The Stamford

## Sponsorship and Exhibition Opportunities

In co-operation with Market Research Societies in Australia, India, Indonesia, Japan, Malaysia, the Philippines, Thailand and Singapore. “THINKING ALLOWED” will provide an effective platform aiming to inspire 300 delegates including researchers, planners and their clients to meet the challenges of the increasingly complex and competitive world. The inaugural MRSS Asian Research Conference is the perfect and affordable opportunity to put your company’s name in front of leading research companies and research buyers in Singapore and the region.

“THINKING ALLOWED” will be a place of convergence and networking for market research professionals, marketing and marketing services managers from public and private corporate end users, technology and service providers and other market research specialists interested in new concepts and unconventional approaches that will shape their thinking and help them increasing their results.

Award winning speakers from the UK will join “local” clients such as Standard Chartered Bank, MTV, SingTel, Nokia, Y&R and well known researchers. A client panel will talk about what they want and a flock of agency planners will argue their case about the future and the research they’ll need.

The “THINKING ALLOWED” conference provides a number of excellent sponsorship and exhibition opportunities to increase your organisation’s profile and showcase your products and services to this effective platform for market research professionals and research buyers who aspire for greater heights in research results. The sooner you reserve your sponsorship, the sooner we can begin promoting you to our conference delegates. This opportunity is on a first come, first served basis, so act quickly! Please contact us if there is a sponsorship package that may be customised to suit your needs.

# SPONSORSHIP AND EXHIBITION PACKAGES

## Platinum Status Exhibitor Sponsorship (Exclusive)

- Complimentary exhibit space of 2m x 3m (raw space) (Value S\$2500)
- The platinum sponsor is the only sponsor given the opportunity to address the conference for 5-10 minutes
- The platinum sponsor is the only sponsor company whose logo appears on the cover of the conference documentation
- The platinum sponsor's signage will be more prominent than those of the other sponsors
- Platinum company logo will be featured prominently on the event's website, all printed materials and the registration area signage
- Platinum company logo will be shown on the welcome slideshow displaying the sponsor's "gold" status.
- Short summary (150 words) about the Platinum Sponsor Company will be included in the conference documentation
- Platinum Sponsor company will be thanked by officials at the start of the conference
- 5 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party
- Recognition in final conference programme
- Opportunity to insert one promotional brochure in the delegate bags
- Platinum sponsor will receive a full list of delegates with their full names and contact details

**Rate:**  
**S\$10,000 or S\$8,000 for MRSS Corporate Members**

## Gold Status Exhibitor Sponsorship

- Complimentary exhibit space of 2m x 3m (raw space) (Value S\$2500)
- Gold sponsor company logo will be featured prominently on the event's website, all printed materials and the registration area signage
- Gold Sponsor company will be shown on the welcome slideshow displaying the sponsor's "gold" status.
- Short summary (150 words) about the Gold Sponsor Company will be included in the conference documentation
- Gold Sponsor company will be thanked by officials at the start of the conference
- 2 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party (value S\$1250)
- Recognition in final conference programme
- Opportunity to insert one promotional brochure in the delegate bags
- Gold sponsor will receive a full list of delegates with their full names and contact details

**Rate:**  
**S\$6,000 or S\$5,000 for MRSS Corporate Members**

**Confirmed Gold Status Exhibitors:**  
**GREENFIELD; CIAO; RESEARCH NOW; SSI;**  
**THE NIELSEN COMPANY**

## Cocktail Party Sponsorship (Exclusive)

- Cocktail sponsor company logo will be featured on the event's website, all printed materials and the registration area signage
- Cocktail Sponsor company will be shown on the welcome slideshow displaying the sponsorship status
- Exclusive right to hold a short welcome speech to the delegates at lunch
- Cocktail Sponsor company will be thanked by officials at the start of the conference
- 2 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party (value S\$750)
- Recognition in final conference programme
- Opportunity to insert one promotional brochure in the delegate bags
- Cocktail sponsor will receive a full list of delegates with their full names and contact details

**Rate:**  
**S\$6,000 or S\$5,000 for MRSS Corporate Members**

## Delegates Luncheon Sponsorship (Exclusive)

- Luncheon sponsor company logo will be featured on the event's website, all printed materials and the registration area signage
- Luncheon Sponsor company will be shown on the welcome slideshow displaying the sponsorship status
- Exclusive right to hold a short welcome speech to the delegates at lunch
- Luncheon Sponsor company will be thanked by officials at the start of the conference
- 2 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party (value S\$750)
- Opportunity to insert one promotional brochure in the delegate bags
- Recognition in final conference programme
- Luncheon sponsor will receive a full list of delegates with their full names and contact details

**Confirmed sponsors:**  
**CLS RESEARCH SOLUTIONS & JOSHUA RESEARCH**  
**CONSULTANTS**

**SOLD**

# SPONSORSHIP AND EXHIBITION PACKAGES

## Networking Coffee Break Sponsorship (Exclusive)

- Sponsor company logo will be featured on the event's website, all printed materials and the registration area signage
- Sponsor company will be shown on the welcome slideshow displaying the sponsorship status
- Opportunity to put napkins with company logo (to be provided by sponsor)
- Sponsor company will be thanked by officials at the start of the conference
- 1 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party (value S\$750)
- Recognition in final conference programme
- Opportunity to insert one promotional brochure in the delegate bags
- Sponsor will receive a full list of delegates with their full names and contact details

**Rate:**  
**S\$5,000 per Coffee Break or S\$4,500 for MRSS Corporate Members**

## Silver Status Sponsorship

- Silver sponsor company logo will be featured on the event's website, all printed materials and the registration area signage
- Silver Sponsor company will be shown on the welcome slideshow displaying the sponsor's "silver" status
- Recognition on press releases
- Silver Sponsor company will be thanked by officials at the start of the conference
- 1 complimentary conference registrations including conference proceedings, lunch, refreshments and cocktail party (value S\$750)
- Recognition in final conference programme Opportunity to insert one promotional brochure in the delegate bags
- Silver sponsor will receive a full list of delegates with their full names and contact details

**Rate:**  
**S\$4,000 or S\$3,500 for MRSS Corporate Members**

**Confirmed Silver Status Exhibitors:**  
**MILLWARD BROWN**

## EXHIBITION SPACE

High impact exhibition opportunities at an affordable level! Take a stand and be positioned as a leading market research solutions provider at "THINKING ALLOWED 2008"

Exhibit space of 2m x 3m (raw-space) @ **S\$1500** (per unit of 6 sq m)

Exhibit space of 2m x 6m (raw-space) @ **S\$2500** (per unit of 12 sq m)

Exhibitors can appoint their own stand contractor or delegate official contractor to customize their stand design. The organizer will assign exhibit space on a basis of first-come first-served.

Space is limited so act quickly!

**Or to create a specific sponsorship package that fits your needs, contact Greg Coops at [greg.coops@asianstrategies.com](mailto:greg.coops@asianstrategies.com)/T: +65 9666 4754 or Ted Utoft at [tedutoft@gmail.com](mailto:tedutoft@gmail.com)/T: +65 82332191 and keep on checking [www.mrssingapore.org.sg](http://www.mrssingapore.org.sg) for the latest news and programme updates.**



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## SPONSORSHIP RESERVATION FORM

**Don't miss this excellent marketing opportunity. Reserve your sponsorship today!**

To reserve your sponsorship for the “THINKING ALLOWED” Asian Research Conference in Singapore, please complete and return this form to MRSS, Attn: Theresa Wong. Sponsorships are sold on a first-come, first-served basis.

### Yes, we would like to sponsor:

- |   |   |
|---|---|
| <input type="checkbox"/> <b>Platinum Status Sponsorship</b> | Rate: S\$10,000 or S\$8,000 for MRSS Corporate Members                  |
| <input type="checkbox"/> <b>Gold Status Sponsorship</b>     | Rate: S\$6,000 or S\$5,000 for MRSS Corporate Members                   |
| <input type="checkbox"/> <b>Cocktail Party</b>              | Rate: S\$6,000 or S\$5,500 for MRSS corporate members                   |
| <input type="checkbox"/> <b>Networking Coffee Break</b>     | Rate: S\$5,000 per Coffee Break or S\$ 4,500 for MRSS corporate members |
| <input type="checkbox"/> <b>Silver Status Sponsorship</b>   | Rate: S\$4,000 or S\$3,500 for MRSS corporate members                   |

### My Contact Details:

Name:		Designation:	
Registered Company Name:			
Address:			
City:		Postal Code:	
Country:			
Email:		Website:	
Tel:	Fax:	Mobile:	
Signature:		Date:	

Please FAX completed form to Theresa Wong at (65) 6339 8230 or EMAIL form to [theresa\\_wong@mrssingapore.org.sg](mailto:theresa_wong@mrssingapore.org.sg)



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High impact exhibition opportunities at an affordable level! Take a stand and be positioned as a leading market research solutions provider at “THINKING ALLOWED 2008”!

I wish to reserve		Cost of Participation
	One unit of 2m x 3m	S\$1500 per unit of 6 sqm
	One unit of 2m x 6m	S\$2500 per unit of 12 sqm

*Please advise the organizer in case of any special requirements*

### My Contact Details:

Name:		Designation:	
Registered Company Name:			
Address:			
City:		Postal Code:	
Country:			
Email:		Website:	
Tel:	Fax:		Mobile:
Signature:		Date:	

Please FAX completed form to Theresa Wong at (65) 6339 8230 or EMAIL form to [theresa\\_wong@mrssingapore.org.sg](mailto:theresa_wong@mrssingapore.org.sg)