

# WELCOME TO ATF 2017!

Thank you for choosing to participate in ATF 2017.  
 This kit is designed to help you make the most out of ATF.

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## ATF is More Than Just a Marketplace

Take advantage of our marketing tools to promote your presence at ATF 2017! Leverage these tools to give you unlimited opportunities to network and engage with top industry professionals.



**REFER TO PREPARATION  
 TIMELINE FOR MORE**

ONLINE MARKETING




### FREE LOGO AND BANNER DOWNLOAD

Download your free ATF 2017 banner or logo from the ATF website. Add them to your email, website and social media pages to promote your presence at the event.



### MyATF ONLINE DIRECTORY

In 2016, ATF's online directory received 186,000+ page views two months before the event. This is the most important tool decision makers access to source for partners and plan their agenda.



### GET SOCIAL

There is so much available on ATF's Facebook, LinkedIn and Twitter. Follow us to stay abreast. Tag us to keep all attendees up to date.

[#AsiaTVForum](https://twitter.com/AsiaTVForum)

PRINT MARKETING



### EVENT DIRECTORY

The event directory is a market guide distributed to all ATF buyers and attendees. It contains information about the exhibitors, attendees, conference sessions and networking activities.



### CONFERENCE GUIDE

The conference guide summarises the overall conference programme, speaker information and networking events.



### ONSITE FLOOR PLANNER

The onsite floor planner is used as a navigation tool for buyers to locate exhibitor booths and market facilities.



### SHOW DAILY

Get updated on statistics and site news from ATF's Official Show Daily, where over 8,000 copies will be distributed to industry professionals on site.

# Maximise Your Outreach via ATF Programmes

## ATF ONLINE RECOMMENDATIONS

ATF wants to improve your experience at our event by connecting you with the right peers and potential partners. By indicating your industry sector, profile of interests and top content genres that you are looking out for at ATF, it will improve the quality of the business matches generated for you.



## CREATE NEW BUSINESS CONNECTIONS

ATF introduces new programmes designed to bring together international content sellers with Asian buyers.

### NEW NETWORKING EVENTS

Introducing dedicated breakfast sessions for you to build and reconnect with crucial industry folks based on your business needs.

- Leaders' Summit Breakfast | Nov 28, 2017  
**Networking Breakfast – First Look 2018**  
The Leaders' Summit Breakfast will present exclusive stats on the future of entertainment, with focus on what kind of advertising will be relevant to Millennials, and today's Centennials. (By invitation only)
- Indonesia Breakfast | Nov 30, 2017  
**Networking Breakfast – Spotlight on Indonesia 2017**  
At this compelling session focused on Indonesia, important statistics will be shared on the relevant landscape/ecosystem of the world's fourth largest country.
- OTT Breakfast | Dec 1, 2017  
**The Online/OTT Order: A New Rebel Alliance**  
Exclusive information on the OTT/online landscape globally & across APAC will be revealed. Asia's top OTT/Online buyers, and the digital realm's movers and shakers will be present.

\*More details will be available closer to the event.

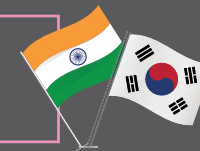
### NEW CONTENT SHOWCASE

In addition to the much anticipated annual Korean content showcase, ATF 2017 will also bring you fresh content from India.



TIP

Share with us your business objectives as detail as possible to meet your ideal matches at ATF.





# Preparation Timeline

	ACTIVITY	DEADLINE	
PUBLCITY	<b>Connect socially</b> Follow us on our social media channels for the latest industry news and development of ATF 2017. Tag us at <a href="#">#AsiaTVForum</a> to keep all attendees up to date. <a href="#">#AsiaTVForum</a>	As soon as you're on board	<input type="checkbox"/>
	<b>Get your personalised email signature</b> Let your industry contacts know that you will be at ATF 2017. Click <a href="#">here</a> to download.	As soon as you're on board	<input type="checkbox"/>
	<b>Press releases</b> Publicise your news – be it a new product launch, deals or partnerships formed, share with us and we can help you generate unlimited media coverage. Submit your press release to <a href="mailto:atf.pr@reedexpo.com.sg">atf.pr@reedexpo.com.sg</a> .	As soon as you're on board	<input type="checkbox"/>
	<b>Event Directory</b> Submit your company description, logo and headshot on the registration page. If you have not submitted previously, please email <a href="mailto:atf.buyers@reedexpo.com.sg">atf.buyers@reedexpo.com.sg</a> .	<b>23 October 2017</b> <i>Any changes or submission after 23 October 2017 will not be reflected in the ATF 2017 Event Directory.</i>	<input type="checkbox"/>
	<b>MyATF online directory</b> Your company profile will be listed on the MyATF online directory. To update your company profile, kindly log on to the MyATF online portal. Any amendments to be made, please email <a href="mailto:atf.buyers@reedexpo.com.sg">atf.buyers@reedexpo.com.sg</a> .	<b>17 November 2017</b> <i>Any changes or submission after 17 November 2017 will not be reflected.</i>	<input type="checkbox"/>
PREPARATION	<b>Hotel accommodation</b> Choose from ATF's preferred hotels that are available at special rates exclusive to ATF 2017 attendees only. Refer to page 4 for more.	<b>20 October 2017</b>	<input type="checkbox"/>
	<b>RSVP to networking events</b> Secure a place for you and your colleagues at the networking events.	<b>27 October 2017</b>	<input type="checkbox"/>
	<b>Matchmaking appointment</b> Schedule and accept the matchmaking appointments recommended by the ATF Buyers' team.	<b>27 October 2017</b>	<input type="checkbox"/>
	<b>Admission badge to ATF 2017</b> All personnel are required to wear their badge at all times within the exhibition duration. Register online and upload a headshot of yourself in 354 x 413 pixels. This is highly recommended for badging & marketing purposes. If you have not submitted previously, please email <a href="mailto:atf.buyers@reedexpo.com.sg">atf.buyers@reedexpo.com.sg</a> .	<b>17 November 2017</b>	<input type="checkbox"/>
ONSITE ACTIVITIES	<b>Attend your matchmaking appointments</b> Maximize your business opportunities by attending all the scheduled matchmaking appointments.	<b>28 November – 1 December 2017</b>	<input type="checkbox"/>
	<b>Engage with industry professionals that matter</b> Attend all of ATF's official events to build business connections. Refer to the Event Directory for more information.	<b>28 November – 1 December 2017</b>	<input type="checkbox"/>
	<b>Connect with ATF socially</b> Tag us at <a href="#">#AsiaTVForum</a> to keep us up to date on your daily events!	<b>28 November – 1 December 2017</b>	<input type="checkbox"/>
	<b>News Flash</b> Have you forged a deal or partnership at ATF? Share with the ATF PR team at the Media Lounge and be featured in the ATF Show Dailies. (Subject to editorial discretion)	<b>28 November – 1 December 2017</b>	<input type="checkbox"/>

## EVENT DETAILS


Familiarise yourself with the timings, dress code and opening hours of ATF 2017.

BUYERS	
<b>Buyer access period</b>	Wednesday – Thursday, 29 – 30 November: 09:00 – 18:00 hrs Friday, 1 December: 09:00 – 17:00 hrs
<b>Badge collection hours</b>	Collect your badge at Level 4 registration counter: Tuesday – Thursday, 28 – 30 November: 08:00 – 18:00 hrs Friday, 1 December: 08:00 – 17:00 hrs
<b>Dress code for event days</b>	Business attire <i>(The organiser reserves the right to refuse admission into the exhibition hall without proper attire.)</i>
<b>Venue</b>	Sands Grand Ballroom, Level 5 Marina Bay Sands, Sands Expo Convention and Exhibition Centre 10 Bayfront Avenue, Singapore 018956

## HOTEL ACCOMMODATION

Offering 2 accommodation options located at the heart of Singapore.

<b>Marina Bay Sands</b> (3-minute walk to convention centre)	Deluxe room inclusive of internet only	Deluxe room (Single): with daily breakfast and internet	Deluxe room (Twin): with daily breakfast and internet
	<b>S\$385++/night</b>	<b>S\$415++/night</b>	<b>S\$445++/night</b>
Room rates are valid for stays between <b>27 November - 1 December 2017</b> Click <a href="#">here</a> to book your accommodation			

<b>Holiday Inn Express Singapore Clarke Quay</b>	Single Bed Standard with daily breakfast, Wi-Fi and handy phone	Queen Standard with daily breakfast, Wi-Fi and handy phone
	<b>S\$175++/night</b>	<b>S\$175++/night</b>
Room rates are valid for stays between <b>26 November - 3 December 2017</b> Click <a href="#">here</a> to book your accommodation		

\* Rates are subject to 10% service charge and 7% Goods Service Tax (GST).

## CONTACTS

### Buyers contact

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### Hotel matters

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