

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.

CONTENTS:

- /// ATF is More Than Just a Marketplace PG 1
- /// Maximise Your Outreach via ATF Programmes PG 2
- /// Preparation Timeline PG 3
- /// General Information PG 4

ATF is More Than Just a Marketplace

Take advantage of our marketing tools to promote your participation at ATF 2017! While some of these tools are already included in your package, others can be purchased as a value-added service*.

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. Exhibitors may personalise the banner with company branding and booth number for greater impact!



MyATF EXHIBITOR LISTING

In 2016, ATF's online exhibitor listing 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



ONLINE ADVERTISING

Be it to generate brand awareness, increase exposure or source for leads, the ATF digital tools are the most reliable medium to grab the attention of your target audience before, during and after the event.

✉ meenyi.phua@reedexpo.com.sg

PRINT MARKETING



EVENT DIRECTORY

The event directory is a market guide distributed to all ATF attendees. It contains information about the exhibitors, attendees, conference schedules 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 attendees to locate exhibitor booths, market facilities and conference theatre.

BRANDING & AWARENESS



SHOW DAILY

Increase your brand exposure in ATF's Official Show Daily. Over 8,000 copies will be distributed to industry professionals on site.

✉ meenyi.phua@reedexpo.com.sg



ONSITE ADVERTISING

Increase your visibility at the event with our onsite advertising options to direct target audience to your booth.

✉ meenyi.phua@reedexpo.com.sg



REFER TO PREPARATION TIMELINE FOR MORE

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. Complete all fields within the company profile section to increase your chances of getting noticed and generate leads from qualified attendees looking for brands and products like yours!

01

START BUILDING YOUR NETWORK

Complete the registration form with your profile of interests



Exhibitor/Visitor

Promote yourself and your company by adding 3 programmes, company logo & contact info.

Submit form



02

Receive emails
on customised business
matches 4 weeks before
the event

It's a
match!



03

View recommended
companies on MyATF
online database



04

Send meeting requests
via phone call or email



05

Meet at ATF 2017



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

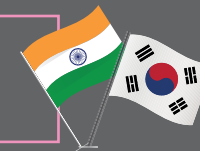
The Online/OTT Order: A New Rebel Alliance

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

Take your time to complete your registration form to begin your journey in meeting your matches at ATF's various networking events.



Preparation Timeline

ACTIVITY	DEADLINE	
Connect socially Follow us on our social media channels for the latest industry news and development of ATF 2017. Tag us at #AsiaTVForum to keep all attendees up to date. #AsiaTVForum	As soon as you're on board	<input type="checkbox"/>
Get your personalised email signature (free publicity) Let your industry contacts know that you will be at ATF 2017. Click here to download.	As soon as you're on board	<input type="checkbox"/>
Press releases (free publicity) 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 atf.pr@reedexpo.com.sg .	As soon as you're on board	<input type="checkbox"/>
Branding initiatives at ATF Explore advertising options to increase your brand awareness ahead of others. Contact meenyi.phua@reedexpo.com.sg for more.	As soon as you're on board	<input type="checkbox"/>
Product News Please submit a maximum of 3 programmes on the MyATF online directory. The submitted information will be taken into consideration for inclusion in the Show Daily, e-Newsletter and online directory. Each programme submitted is to be accompanied by a high resolution image (300dpi) and an 80-word write up introducing the programme.	23 October 2017	<input type="checkbox"/>
Event Directory (free publicity) Submit your company profile on the registration page under the company information section (if you have not submitted previously).	23 October 2017 <small>Any changes or submission after 23 October 2017 will not be reflected in the ATF 2017 Event Directory.</small>	<input type="checkbox"/>
MyATF online exhibitor listing (free publicity) Your company profile will be listed on the MyATF exhibitor online directory. To update your company profile, kindly log on to the MyATF online portal.	17 November 2017 <small>Any changes or submission after 17 November 2017 will not be reflected.</small>	<input type="checkbox"/>

ACTIVITY	DEADLINE	
Prepare your booth (Launch in Q3 2017) Refer to the exhibitor manual to view the different forms and key deadlines that you would need for the preparation of your booth. Save up to 30% when you submit the necessary forms before the stipulated deadline.	Refer to exhibitor manual for key deadlines	<input type="checkbox"/>
Hotel accommodation Choose from ATF's preferred hotels that are available at special rates exclusive to ATF 2017 attendees only. Refer to page 4 for more.	20 October 2017	<input type="checkbox"/>
RSVP to networking events Secure a place for you and your colleagues at the networking events.	27 October 2017	<input type="checkbox"/>
Admission to ATF 2017 All exhibiting personnel are required to wear Exhibitor badges at all times within the exhibition duration (including build-up and dismantling period). Register your booth personnel now. Upload a headshot of yourself in 354 x 413 pixels. JPEG format. This is highly recommended for badging & marketing purposes.	17 November 2017	<input type="checkbox"/>
Engage with industry professionals that matter Attend all of ATF 2017 official events to build business connections. Refer to the Event Directory for more.	28 November – 1 December 2017	<input type="checkbox"/>
Connect with ATF socially Tag us at #AsiaTVForum to keep us up to date on your daily events!	28 November – 1 December 2017	<input type="checkbox"/>
News Flash 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. (Subjected to editorial discretion)	28 November – 1 December 2017	<input type="checkbox"/>

PUBLCITY

PREPARATION

ONSITE ACTIVITIES

EVENT DETAILS


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

EXHIBITORS	
Build up days	Sunday, 26 November: 14:00 – 22:00 hrs Monday – Tuesday, 27 – 28 November: 09:00 – 22:00 hrs
Tear down timing	Friday, 1 December: 17:00 – 22:00 hrs
Exhibitor access period	Wednesday – Thursday, 29 – 30 November: 0800 – 18:30 hrs Friday, 1 December: 0800 – 22:00 hrs
Venue	Sands Grand Ballroom, Level 5 Marina Bay Sands, Sands Expo Convention and Exhibition Centre 10 Bayfront Avenue, Singapore 018956

EXHIBITORS / ATTENDEES	
Attendee access period	Wednesday – Thursday, 29 – 30 November: 09:00 – 18:00 hrs Friday, 1 December: 09:00 – 17:00 hrs
Badge collection hours	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
Dress code for event days	Business attire <i>The organiser reserves the right to refuse admission into the exhibition hall without proper attire.</i>


HOTEL ACCOMMODATION

Offering 2 accommodation options located at the heart of Singapore.

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

CONTACT NUMBERS

Marketing & PR/ registration & exhibitor manual matters	E: atf.pr@reedexpo.com.sg T: +65 6780 4683
Sponsorship & advertisement/ after sales service	E: meenyi.phua@reedexpo.com.sg T: +65 6780 4683
Hotel matters	E: atf.hotel@reedexpo.com.sg T: +65 6780 4683
Operations General enquiries	E: atf@reedexpo.com.sg T: +65 6780 4683
Official contractors / agencies Shell scheme, design plus, electrical & furniture rental	Kingsmen Exhibits Pte Ltd E: Shavonnecho@kingsmen-int.com (Attn: Ms Shavonne Cho) T: +65 6880 0279
Freight forwarding, lifting & handling	Agility Fair & Events Logistics Pte Ltd E: PLeung@agility.com (Attn: Ms Patsy Leung) T: +65 6571 5645
Cleaning, compressed air, water & plumbing services, internet, telecommunications, floral services and rigging / hanging services	Marina Bay Sands – Customer Service Centre 10 Bayfront Avenue Singapore 018956 T: +65 6688 3888

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

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