



## The 1<sup>st</sup> ISPIM Innovation Symposium: **Marketing Opportunities**

### **Exhibition Area & Delegate Pack Inserts**

ISPIM prides itself on running high-quality events and, consequently, the symposium fee reflects this high standard. This year, the full symposium fee will be SGD 995 (approx EUR 460) and delegates will range from full professors to researchers, directors to managers, innovation and management consultants. Organisations represented at the 2008 conference included Airbus, Porsche, Samsung, Deutsche Telekom, France Telecom, Slovak Telekom, Nokia Networks, IBM, Total, Reckitt Benckiser, Unilever, Atos Origin, PricewaterhouseCoopers.

The 1<sup>st</sup> ISPIM Innovation Symposium expects to attract around 100+ delegates. The following marketing opportunities are available:

#### Exhibition Area:

There will be a dedicated exhibition hall situated just off the main foyer with space available for 10 exhibition stands. Delegates will have to pass by this area during the coffee breaks and during the buffet lunch.

Two options are available for the exhibition area:

1. Roll-up bannerstand (we will provide a table, chairs, electricity point and wireless Internet access)
2. Pop-up lightweight stand with dimensions of about height 2m x depth 0.5m x width 2m (we will provide a table, chairs, electricity point and wireless Internet access)

The cost to book a space in the exhibition hall is SGD 2160 (approx EUR 1000) and all exhibitors will be entitled to register one delegate at the ISPIM members rate (a saving of SGD 300 – approx EUR 139) – please note that a second delegate will have to register at the full delegate rate unless they are already members of ISPIM. In addition, all exhibitors will be entitled to one free insert in the delegate packs and free use of the main display table. Additional inserts will be charged at the rates below.

#### Delegate Pack Inserts:

The cost to have an insert in every delegate pack is SGD 2.16 (approx EUR 1) per insert. All inserts should be sent directly to Singapore. If local printing is required this can be arranged at an additional cost.

### **Contact Details**

All exhibition stands, materials and delegate inserts need to arrive in Singapore one week prior to the start of the symposium (ie by 7 December 2008) and should be clearly marked “For ISPIM Innovation Symposium” and addressed to:

Adeline C Tan  
Institute of Innovation and Entrepreneurship  
Singapore Management University  
Administration Building  
81 Victoria Street, Level 9  
Singapore 188065

To discuss marketing opportunities, please contact [symposium@ispim.org](mailto:symposium@ispim.org).  
The 1<sup>st</sup> ISPIM Innovation Symposium Website: [www.ispim.org/symposium](http://www.ispim.org/symposium)