

BEIJING SHANGHAI SINGAPORE AUCKLAND HONG KONG SYDNEY MELBOURNE PERTH BRISBANE

HR SUMMIT 07

+ NEW CORPORATE LEARNING SUMMIT



ASIA-PACIFIC'S LEADING HR EVENT

9-10 MAY 2007

SUNTEC CONVENTION AND
EXHIBITION CENTRE

SINGAPORE



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www.hrsummit.com.sg

LEADERS FORUM

PRACTICE MANAGEMENT

SOLUTIONS WORKSHOPS

CORPORATE LEARNING SUMMIT

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EXHIBITOR AND SPONSOR INFORMATION OVERVIEW

INTRODUCING HR SUMMIT 2007

HR Summit is the only event of its kind and scale in Asia. It is the largest gathering of industry professionals in the region and has enjoyed healthy growth each year since its launch in 2002. It is recognised as the region's leading event where HR and business professionals come to get new ideas, obtain improved HR practices, catch up with the latest trends and source new product and service providers.

Held at Suntec Convention and Exhibition Centre, Singapore, HR Summit 07 comprises of 3 elements to ensure a senior level attendance:

CONFERENCE

Intensive, high-level conferences featuring exclusive international and local HR practitioners. Conferences are divided into four separate streams tailored to meet the operational & training needs of HR directors, vice presidents, managers and practitioners

“It was a terrific event. We managed to secure engagements with senior decision-makers from a wide spectrum of industries. The numbers were there as well. We were so busy from the word 'Go!' to the very last hour we had hardly any time to sit.”

Tommy Koh, Senior Marketing Manager, Internet Business, Singapore Press Holdings Ltd.

HR SUMMIT 2007 OFFERS:

2 DAYS OF BUSINESS OPPORTUNITIES

A PACKED HR EXPO WITH STAGGERED LUNCH & BREAK TIMES FOR MAXIMUM EXPO TRAFFIC

NUMEROUS NETWORKING OPPORTUNITIES

EXCLUSIVE INTERNATIONAL SPEAKERS IN SINGAPORE FOR THE FIRST TIME

THE BEST OPPORTUNITY IN 2007 FOR YOU TO REACH HR PROFESSIONALS

EXHIBITION

Running alongside the conference and attracting visitors in its own right, the exhibition is the largest of its kind for HR in Asia. It incorporates a dedicated Corporate Training Pavillion and occupies some 3,000 square meters and houses staggered coffee and lunch breaks to ensure the expo remains busy with high levels of traffic throughout the two days.

NETWORKING

Numerous opportunities for delegates, sponsors and exhibitors to rub shoulders with clients, buyers, and industry colleagues, share ideas and make valuable business contacts. These include lunch, registration, keynote addresses and coffee breaks within the expo arena.

HR Summit 2007 is recognised as offering the best opportunity to reach HR professionals in Singapore. Book your stand and sponsorship package now.

Join the HR & Corporate Learning event of the year, contact the HR Summit team on (65) 6423 4631 or visit www.thehrsummit.com

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WHAT'S NEW IN 2007

As part of the expansion of the 2007 HR Summit – the organisers are delighted to announce the addition of three dedicated industry pavilions within the main expanded exhibition area. Specifically these are:

Corporate Learning Summit and Pavilion

MICE Pavilion

Technology Pavilion

Corporate Learning Summit and Dedicated Pavillion Supported by Singapore Workforce Development Agency (WDA), this new event is dedicated to corporate training and education and will run concurrently with the HR Summit on the 9th and 10th of May 2007. The Corporate Learning Summit will occupy it's own conference theater along with an additional Corporate Training and Education Pavillion inside the HR Summit exhibition area in Suntec.

MICE Pavilion Supported by the Singapore Tourism Board the new MICE pavilion will enable all MICE providers and venues to showcase themselves in one central pavilion area for the convenience of all attendees.

Technology Pavilion This dedicated new pavilion will enable all technology and outsourcing providers to showcase their products and services in one central pavilion area for the convenience of all HR leaders along with financial and business leaders in attendance.

HR SUMMIT EXPANSION

In 2007 the HR Summit is doubling the area it uses within Suntec Convention and Exhibition Centre for all elements of the event including: conference, exhibition and lunch space. Specific space booked includes:

Upper floor Exhibition Halls 402 and 403

2 large Ballrooms for VIP conference sessions

Theater for conference sessions

Further breakout rooms for workshops and niche/industry specific conferences

INCREASED MARKETING AND EVEN BETTER SESSIONS

The HR Summit 07 also sees a significant increase in the budget being utilised for both marketing initiatives (an eight month campaign is already underway) and conference production including even more overseas speakers, new plenary sessions and a plethora of new breakout workshops – thus providing even more delegate choice.

With consistent year on year growth and over 5,000 previous attendees to an HR Summit Singapore 2007 is set to be the biggest and best year ever!

“

HR Summit 2007 has confirmed twice as many international speakers as any year previous and has doubled the expo and conference space within the Suntec Convention and Exhibition Centre

”

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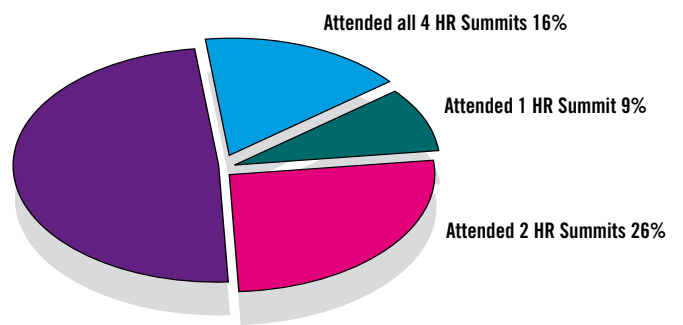
ATTENDEE PROFILE

ATTENDEE PROFILE 2002 – 2005

Total 5,428

Attended 1 HR Summit	9%
Attended 2 HR Summits	26%
Attended 3 HR Summits	49%
Attended all 4 HR Summits	16%

Attended 3 HR Summits 49%



ATTENDEE PROFILE 05

A total of 1,636 attended the last HR Summit at Suntec Convention and Exhibition Centre in 2005 making it the biggest HR event of the year in all of Asia.

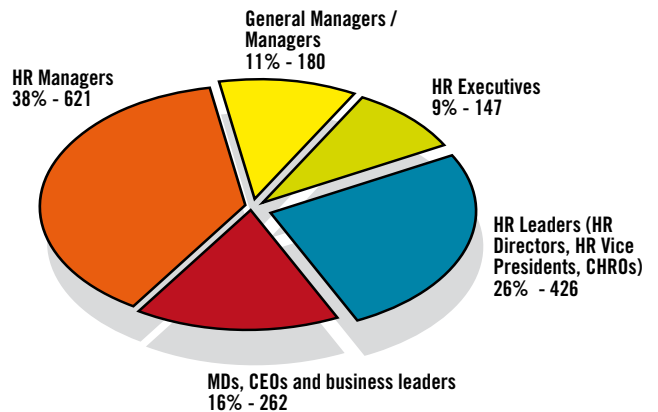
In total, 262 business leaders (CEO, Managing Director) attended whilst a record breaking 426 HR leaders (HR Director, HR Vice President or CHRO) also attended. That represents 32% of every HR leader in Singapore.

32% of every Singapore based HR Vice President, HR Director and CHRO attended the last HR Summit

WHO ARE THE ATTENDEES?

Total 1,636

26% - 426:	HR Leaders (HR Directors, HR Vice Presidents, CHROs)
16% - 262:	MDs, CEOs and business leaders
38% - 621:	HR Managers
11% - 180:	General Managers / Managers
9% - 147:	HR Executives

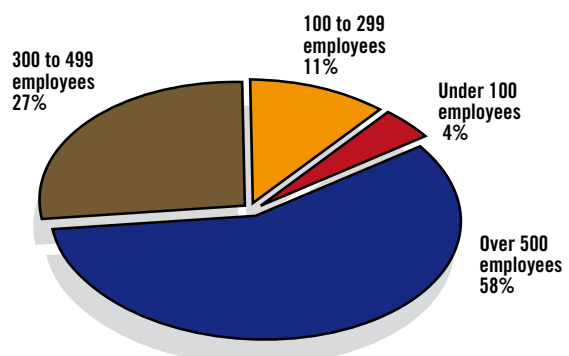


We were delighted with this year's HR Summit - it had a great atmosphere and was very well organised. More importantly, it was exactly the right target market for us and proved to be an excellent forum for meeting existing clients and many other prospective ones too.

Berlina Sim, Assistant Director, Regional Sales - Asia Pacific
Interdean Interconex

COMPANY SIZE

Over 500 employees	58%
300 to 499 employees	27%
100 to 299 employees	11%
Under 100 employees	4%



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MEDIA AND PROMOTIONS

UNPRECEDENTED CAMPAIGNS

More resources and bigger campaigns make the HR & Corporate Learning Summit 07 the biggest date in the industry calendar. Supported by HRM, the official magazine of HR Summit, plus national media, the event enjoys guaranteed high profile coverage before, during and after the event.

In addition, an extensive direct marketing campaign targeting Asia's biggest and best HR database ensures widespread coverage to all HR professionals in the region. A total of over 140,000 direct marketing pieces will be sent out for HR Summit 2007 including special promotions to over 5,000 previous delegates.

Other marketing efforts in the form of telemarketing, press notices and association support guarantee a quality and defined audience.

“
91% of attendees have attended
2 or more HR Summits in
Singapore over the last 4 years.”

MEDIA

NEWSPAPER

- The Business Times
- The Straits Times
- Today
- Streets
- The New Paper
- Berita Harian (Malay newspaper)

TELEVISION

- CNBCAsia
- ChannelNewsAsia
- Channel 5
- Channel 8 (Chinese TV station)
- Channel U (Chinese TV station)

RADIO

- News93.8FM
- Class95FM
- Gold90.5FM

MAGAZINES

HRM SINGAPORE OFFICIAL MAGAZINE

As an official magazine of the HR Summit, HRM Singapore magazine will play a vital role in promoting and communicating the event to HR and business leaders. HRM is Singapore's number one HR magazine. With an audited distribution of over 10,000 it is perfectly positioned to promote the event to the entire HR and business community. This will be achieved via double page advertisements along with pre and post event editorial features and specials.

TELEMARKETING CAMPAIGN

To an HR and related database of over 20,000. Includes 5,000+ past attendees of HR Summits 02, 03, 04 and 05 along with all HRM Workshop Series events and HCA Congress attendees.

LOYALTY REWARDS FOR PREVIOUS DELEGATES

A major component in the marketing of the HR & Corporate Learning Summit 2007 will be a world-class direct mail campaign to all 5,428 previous attendees – combined with special loyalty promotions. 91% of attendees have attended 2 or more HR Summits in Singapore over the last 4 years.

DM

The HRM and other internal and external databases will be utilized for:

Direct Mail - To an HR, Business Leader and Financial Leader database of over 11,000

Email - To an HR, Business Leader, Financial Leader database of over 20,000

Fax campaigns - To an HR, Business Leader, Financial Leader database of over 15,000

DATABASES

Due to the HRM magazine, HRM Workshops and HR Summits reliance on accurate databases, the company has created and developed the best HR and business leader designation specific databases available in Singapore – over the past 5 years. Crucially these databases are managed and updated weekly and when hired offer an unprecedented under 2% returns guarantee. These databases will play a pivotal role in the marketing of the HR & Corporate Learning Summit to delegates.

“
The HR Summit is a great forum for the HR community of Singapore to come together over a 2 day period. As sponsors of the Breakfast Seminar, Robert Walters was pleased to be associated with the major HR event of the year and would like to congratulate Key Media in attracting all levels of HR professionals to this eagerly anticipated annual event.”

Mark Ellwood, Director, Robert Walters

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PROMOTIONAL OPPORTUNITIES

EXHIBITOR RATES

Single Booth

- A 3 x 3 meter exhibition stand with shell scheme (includes power point and basic lighting) or raw space
- Company name on fascia board
- Company logo on event website
- Hyperlink from event website

INVESTMENT: \$9,000 + GST

Double Booth

- A 6 x 3 meter exhibition stand with shell scheme (includes power point and basic lighting) or raw space.
- Company name on fascia board
- Company logo on event website
- Hyperlink from event website

INVESTMENT: \$14,000 + GST

MAIN PAVILLION GOLD SPONSOR

- Main pavillion double booth 6x3 meter exhibition stand with shell scheme (includes power point and basic lighting) or raw space
- Credit as 'Gold Sponsor' in all advertising, promotional materials and signage
- Company logo to be placed on:
- Promotional materials including advertisements, direct mail, fax broadcasts, e-broadcasts etc.
- Event signage (including entrance arch, lunch area, registration counter and directional signage)
- The home page and all subsequent web pages on the event website
- AV during conference arrivals and breaks
- Hyperlink from the event website
- 1 item of corporate literature in all delegate packs

INVESTMENT: \$23,000 + GST

GOLD SPONSOR

- A premium position 3 x 3 meter exhibition stand with shell scheme (includes power point and basic lighting) or raw space
- Credit as 'Gold Sponsor' in all advertising, promotional materials and signage
- Company logo to be placed on:
- Promotional materials including advertisements, direct mail, fax broadcasts, e-broadcasts etc.

INVESTMENT: \$18,000 + GST

PLATINUM SPONSOR

- Keynote address
- An exclusive opportunity for one company
- A 6 x 6 metre exhibition stand with shell scheme OR raw space located at the main entrance
- Credit as the 'Platinum Sponsor' on all promotional literature and signage
- Company logo to be placed prominently on:
- Promotional materials including advertisements, direct mail, fax broadcasts, e-broadcasts etc.

INVESTMENT: \$60,000 + GST



I do not see another event in Singapore which brings together so many members of our primary target group.

Richard Tan, Manager, Corporate Retirement (EB & H), Aviva Ltd

- Event signage (including entrance arch, lunch area, registration counter and directional signage)
- The home page and all subsequent web pages on the event website
- AV during conference arrivals and breaks
- Hyperlink from the event website
- 1 item of corporate literature in all delegate packs

- Event signage (including entrance arch, lunch area, registration counter and directional signage)
- The home page and all subsequent web pages on the event website
- AV during conference arrivals and breaks
- Hyperlink from the event website
- 2 items of corporate literature in all delegate packs
- 5 complimentary 2-day passes
- Unlimited expo passes

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ABOUT THE ORGANISERS

Key Media is a leading publishing house and events company with offices in Singapore, Australia, Canada, Hong Kong and China. It specialises in professional markets including: human resources, law, medical, finance, shipping, marketing, education and economic development.

For a full list of Key Media's portfolio of events, conferences, award ceremonies and publications please visit: www.keymedia.com.sg



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