



INDIA



AUSTRALIA & NEW ZEALAND



SOUTH EAST ASIA



JAPAN



PARTNERSHIP PROSPECTUS
Conference II Awards II Expo
5 April 2024 Mumbai, India

Co-Host



**WHY
PARTNER
WITH
CMS ASIA?**

**LARGEST &
FASTEST
GROWING
CONTENT
MARKETING
EVENT IN
APAC FOR
OVER 10
YEARS**

**6000+ ATTENDEES IN
LAST 12 EDITIONS**

**C-SUITE SPEAKERS
FROM BRAND SIDE**

**LIMITED PARTNERSHIP
SLOTS**

**COMPLETELY
KNOWLEDGE
&
SHARING
ORIENTED**

**SUPPORTED BY
INTERNATIONAL
INDUSTRY BODIES
SUCH AS
ACMA SINGAPORE
& WACA JAPAN**

**PRESENCE OF ALL ECOSYSTEM
PARTNERS INCLUDING BRANDS,
AGENCIES, PUBLISHERS, TECH.
PLATFORMS, CONTENT CREATORS**

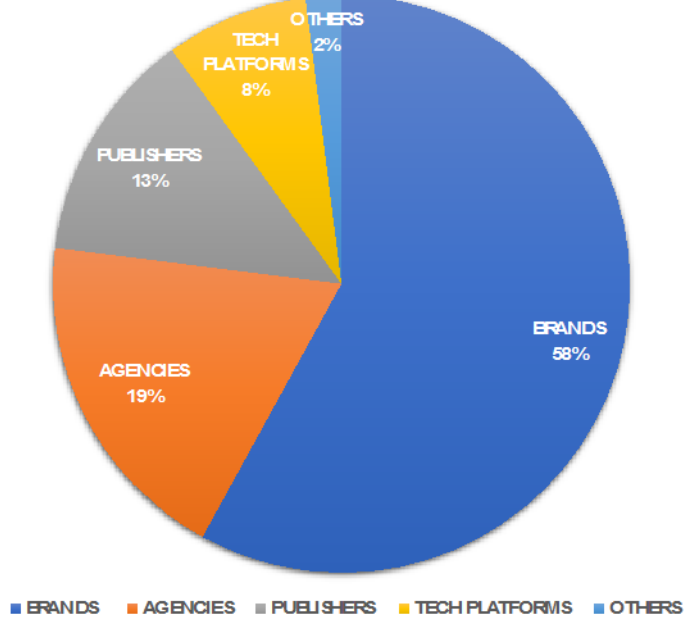
**CONTENT
MOGULS 50**

**APAC'S 1st &
LARGEST
RECOGNITION
PLATFORM
FOR CONTENT
MARKETING
PROFESSIONALS**

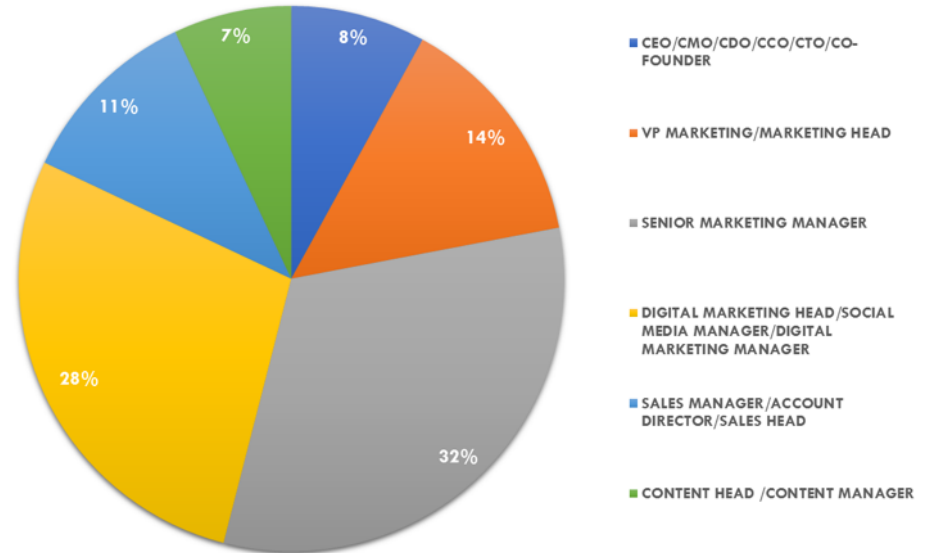
**INDUSTRY'S
MOST
RESPECTED
CONTENT
MARKETING
AWARDS**

**STATE OF
CONTENT
MARKETING
INDIA REPORT
2024**

CMS ASIA – ATTENDEE PROFILE



COMPANY TYPE



ATTENDEE DESIGNATION

CMS ASIA GROWTH



2014 – Delhi
250+ Delegates



2015 – Delhi
300+ Delegates



2016 – Mumbai
350+ Delegates



2017 – Delhi
500+ Delegates



2017 – Singapore
250+ Delegates



2018 – Delhi
600+ Delegates

ANZ Launch



2018 – Singapore
300+ Delegates



2019 – Sydney
250+ Delegates



2019 – Mumbai
400+ Delegates



2019 – Singapore
350+ Delegates



2020 – APAC & ANZ
400+ Delegates


























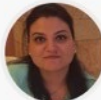




2021 – APAC & ANZ
500+ Delegates

Re-Launch of
In-Person Editions
after
COVID Disturbances



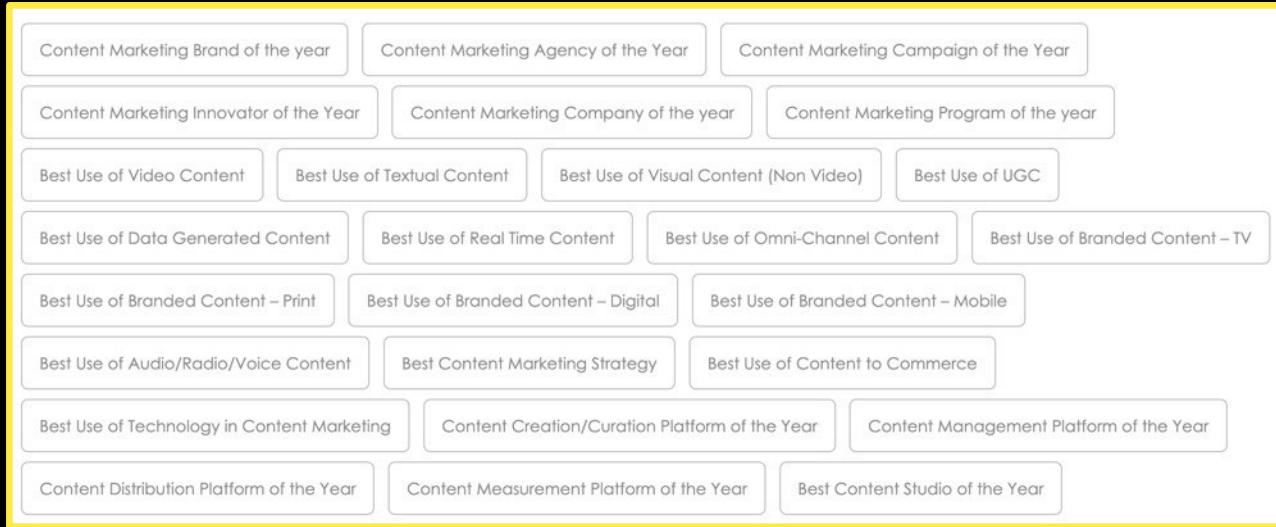
2022 – Delhi
250+ Delegates

PAST KEYNOTES

 <p>Tara Moody Lead - Content & Product Marketing</p> 	 <p>Venaig (Jegou) Solinhac Head - Marketing & Digital, Asia</p> 	 <p>Adam Singolda Founder & CEO</p> 	 <p>Deepali Naair CMO - India & South Asia</p> 	 <p>Pratik Thakar VP - APAC, Creative & Content Excellence</p> 
 <p>Dipashree Das Partner Marketing - South East Asia</p> 	 <p>Raghuvesh Sarup CMO</p> 	 <p>Ray Kloss Director - Marketing</p> 	 <p>Anindya Dasgupta CMO, Global Head - Consumer Business</p> 	 <p>Zarina Stanford Head of Marketing, Asia Pacific & Japan</p> 
 <p>Shiv Shivakumar Chairman & CEO</p> 	 <p>Dominique Touchaud Ass. Brand Director - Fabric Care, G. China & APAC</p> 	 <p>Arnika Dixit Head - Marketing & Digital, Data Analytics, India</p> 	 <p>Umang Bedi Managing Director - South Asia</p> 	 <p>Chantal Van Wijnbergen ASEAN Head - Marketing & PR</p> 

Check out all speakers, [click here](#)

CMS ASIA AWARD CATEGORIES



Jury Members are from across Asia Pacific region.

CMS ASIA – PAST PARTNERS

Linked in

Taboola



HubSpot

NewsCred

Jio saavn

A+E
NETWORKS™

ascend™
HARVARD BUSINESS REVIEW

UNRULY

outbrain

TIMES
NETWORK
NOW OR NOTHING



YAHOO!

SOCXO
Amplify brands, exponentially

peppercontent

ET NOW
INDIA'S NO.1 BUSINESS NEWS CHANNEL

PARTNERSHIP OPTIONS

SPONSOR ENTITLEMENTS	Presenting Sponsor (1 spot)	Powered By Sponsor (2 spots)	Associate Sponsor (4 spots)	Supported By Sponsor (5 spots)
Unrestricted Access Pass - With this pass you can attend the symposium and it covers lunch.	10	7	5	3
Logo Presence on Event Backdrop	Yes	Yes	Yes	Yes
Logo presence on Website/Event Landing Page	Yes	Yes	Yes	
SPONSORSHIP ITEMS	Choose only 4 from the marked items	Choose only 3 from the marked items	Choose only 3 from the marked items	Choose only 2 from the marked items
EXCLUSIVE Hall Sponsor - Logo presence on side arches of the stage, Logo presence on screen behind stage, 6 standees inside main hall	●			
Registration Sponsor - Onsite signage in registrations area, Linkable Logo presence on website registrations	●	●		
Conference Bag Sponsor - Logo branding on conference bag (Materials of other sponsors as well will be inserted in the bag)	●	●	●	
Badge Sponsor - Logo presence on official badge (this doesn't cover lanyard sponsorship)	●	●	●	
Official Lanyard Sponsor - Logo presence on lanyards (this doesn't cover badge sponsorship)	●	●	●	

Continued...

PARTNERSHIP OPTIONS

NON EXCLUSIVE

Session Sponsor - Logo presence on centre screen during sessions, Emcee acknowledgement, Distribution of promotional material during the session



High Tea Sponsor - Brochure racks displaying your promotional collaterals will be placed at the tea break venue Corporate logo to appear on all on-site signage, napkins & cups



Lunch Sponsor - Display of brochure on racks at the F&B area
- Logo to appear on all on-site signage and lunch coupons
- Acknowledgement as the Official Lunch Sponsor



Conference Bag Inserts - Pre-approved items/merchandise to be inserted in official conference bag



Awards Ceremony Sponsor- Logo presence on centre screen during Awards ceremony, Emcee acknowledgement, sponsor AV before, during and after ceremony, After Party Drinks Sponsorship



Entries for Awards

Nomination fee for each entry- ₹15,000 + GST

SNIPPETS FROM THE PAST



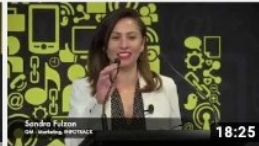
Vinodh Bhat from JioSaavn
at CMS Asia 2019

100 views · 5 months ago



PAYPAL's Vanessa Lennon at
Content Marketing Summit...

23 views · 6 months ago



INFOTRACK's Sandra Falzon
at Content Marketing Sum...

19 views · 6 months ago



OVO MOBILE's Nicole
McInnes at CMS Asia 2019

14 views · 6 months ago



FLIGHT CENTRE's Luke
Wheatley at CMS Asia 2019...

25 views · 6 months ago



AMAYSIM's Rebecca
Johnston at Content...

11 views · 6 months ago



IAG Director of Content, Zara
Curtis at CMS Asia 2019

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CISCO's Ray Kloss at Content
Marketing Summit Asia -...

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Content Marketing Summit
Asia 2019 - ASEAN Edition...

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Content Moguls 50 - APAC's
best Content Marketing...

18 views · 7 months ago

<https://www.youtube.com/user/TheCMSAsia>

CMS

8 May - Mumbai

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Asia 2019

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Let's Talk.
Thanks.

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