

5th Asia Pacific Research Committee Conference and 1st International Consumer Insight Forum in Thailand

Don't Miss This Unique Opportunities to Take the Lead

1

Connecting you with the right people

Access to 200+ clients and research professionals from 9 countries

2

Generating business opportunity

Stay in the forefront position in showcasing your expertise at the day of conference while your logo will feature on the APRC and TMRS website, marketing materials as well as conference delegate book exposed by both Thais and multinational professionals

3

Value-for Money sponsorship package

Varied and affordable package to match with your plan, please review the package on the following page.

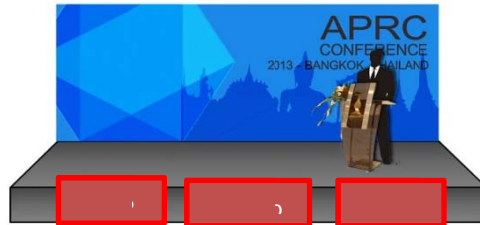


Sponsorship & Exhibition Packages for APRC Conference (Nov 1, 2013)

Titanium *(One only):*

18,520 USD
500,000 Baht

Short welcome message after keynote speaker
Main stage central-banner signage & card holder strap
2 exhibition booth (3*3m each)
Logo placement on all conference delegate book, and all press release
10 workshop and 50 conference tickets



Platinum *(Two only):*

7,500 USD
200,000 Baht

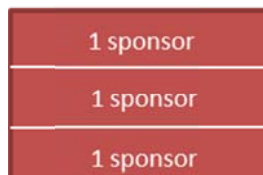
2 minutes speech or VDO before refreshment
Main stage upper side-banner signage
1 exhibition booth (3*3 m)
Logo placement on all conference delegate book, and all press release
10 workshop and 20 conference tickets



Gold *(Five only):*

3,700 USD
100,000 Baht

Main stage bottom side-banner signage
1 exhibition booth (3*3 m)
Logo placement on all conference delegate book, and all press release
5 workshop and 5 conference tickets



Silver *(unlimited):*

2,300 USD
60,000 Baht

Logo placement on all conference delegate book
5 conference tickets

Conference Program Overview

- 9.05-9.15 **Opening & Welcome Speech by APRC Chairperson**
- 9.20-9.40 **Keynote Opening Speech: Asia Pacific – the new Powerhouse of the World***
- 9.45-10.25 **Deep Dive into Asia Pacific’s Soft Power**
Ms.Dangjaithawin Anantachai, TMRS President*
- 10.50-11.20 **Leading the brain – what inside consumers’ insight**
Dr.Thun Thamrongnawasawat
- 11.25-12.00 **What Advertising Learns from Brain Science**
Dr.Neil Gains, Tapestry Works, Singapore
- 13.20-14.00 **Understanding Consumers’ Sensibilities in the Digital Age**
Norbert Wirth, Global Head of Innovation and Digital, GfK Consumer Experience, London, UK
- 14.05-15.00 **Digital trends in APRC participating countries**
Australia, China, Malaysia and Thailand (more countries are on invitation)
- 15.25-16.00 **Keynote Closing Speech: Sense and Sensibility – Synthesis Thinking for Success**
Professor Kriengsak Chareonwongsak, PhD.
Senior Fellow Harvard University’s Center for Business and Government
Fellow Skoll Center, Said Business School, University of Oxford

**Topics and speakers are subject to change without prior notice*