



The 14th Inside Asian Gaming Power 50 Gala Dinner
Friday 5 November 2021



THEME FOR 2021
We emerge stronger

iagpower50.com

THE EVENT



ABOUT



- Celebrate the announcement of the annual IAG Power 50 list
- Gather industry influencers to connect, exchange and network
- Glamorous black tie evening with fine food and quality entertainment
- Always held on the first Friday in November



WELCOME RECEPTION





GALA DINNER





WE EMERGE STRONGER



The COVID-19 pandemic has proved to be a massive and long-lasting challenge for our industry to overcome. But while the challenge is far from over, we've come a long way over the past 12 months to the point where we can now clearly see light at the end of the tunnel.

It is with this in mind that *Inside Asian Gaming* celebrates the 14th Asian Gaming Power 50 Gala Dinner under the theme, "We Emerge Stronger". This year represents the 14th straight year in which *IAG* has produced the Asian Gaming Power 50 and in that time it has established a reputation not only as the definitive guide to the most influential people in Asian gaming but a lasting record of achievement.

Given this unprecedented time we find ourselves in, *IAG* takes great pride in bringing the industry together in recognition of its resilience. The 2021 Asian Gaming Power 50 Gala Dinner will again be at the very top of this year's wish list for the who's who of Macau gaming with tickets expected to sell out fast. As always, a high-quality video of the Gala Dinner will be produced and made publicly available afterwards.



ENTERTAINMENT





2021 IAG POWER 50 RANKING ANNOUNCEMENT

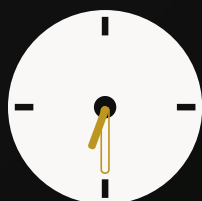


- List announced throughout the night by renowned VIPs and government officials

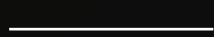




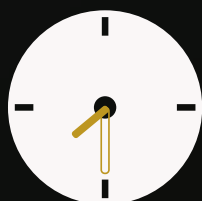
PROVISIONAL RUNDOWN



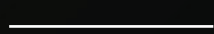
18:30



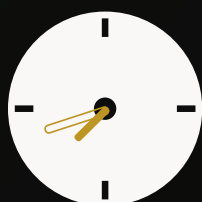
Guest reception and
red carpet welcome
cocktail



19:30



Dinner starts



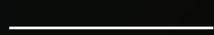
19:40



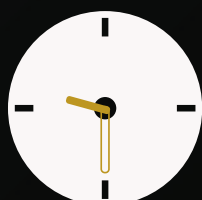
Welcome toast and
group photos



20:00



Entertainment
and performance



21:30



Group photos



22:00



After party starts

Ranking announcements spread throughout the night

SPONSORSHIP



VENUE AND VENUE SPONSORSHIP

2018	 新濠影滙	 新濠
2019	 澳門JW萬豪酒店	 銀娛 GEG
2020	 THE PARISIAN MACAO	 金沙中國 Sands China
2021	 WYNN PALACE COTAI 永利皇宮	 永利

- Venue sponsorship rotates annually between Macau's six concessionaires
- With each concessionaire planned to be venue sponsor just once in each six year cycle, it's an opportunity for each concessionaire to showcase their event capabilities to the industry
- Venue sponsorship notionally valued at HK\$888,000 but no cash paid, all benefits given in kind
- Suitable ballroom venue chosen by the venue sponsor



VENUE AND VENUE SPONSORSHIP

- Sponsorship “wish list” includes:
 - › Welcome cocktails area (with red carpet and installation if available)
 - › Ballroom venue tables, stages, podium, stage cupboard, table signage, table and other room decorations/flowers as practical, room signage stands, gala dinner set up, green room/site office, VIP room, etc
 - › F&B for cocktails and dinner (approx 350 pax, four course gala dinner including beef/fish/vegetarian choice, beer/wine/sparkling, service staff)
 - › Audio-visual, event lighting, projectors, screens and back curtain
 - › LED wall if available
 - › Backdrops construction as practical
 - › Entertainment contribution as practical
 - › Official After Party as practical
 - › Minor items such as crew meals, cloak room staff, 2-4 host room nights, directional/human/electronic/non-electronic signage, farewell gift bag inserts, VIP table seat tent cards, etc
- Sponsorship varies slightly from year to year based upon the capabilities of each concessionaire venue sponsor



SPONSOR LOGOS



- Stage backdrop
- Sign-in backdrop



GUEST RECEPTION AND RED CARPET WELCOME COCKTAIL



- Literature display
- Souvenir distribution
- Sponsor's greeters
- Live streaming



FAREWELL GIFT BAGS



**Contents to be jointly
agreed by IAG and
farewell gift bag sponsor*



ON-SITE PRINT

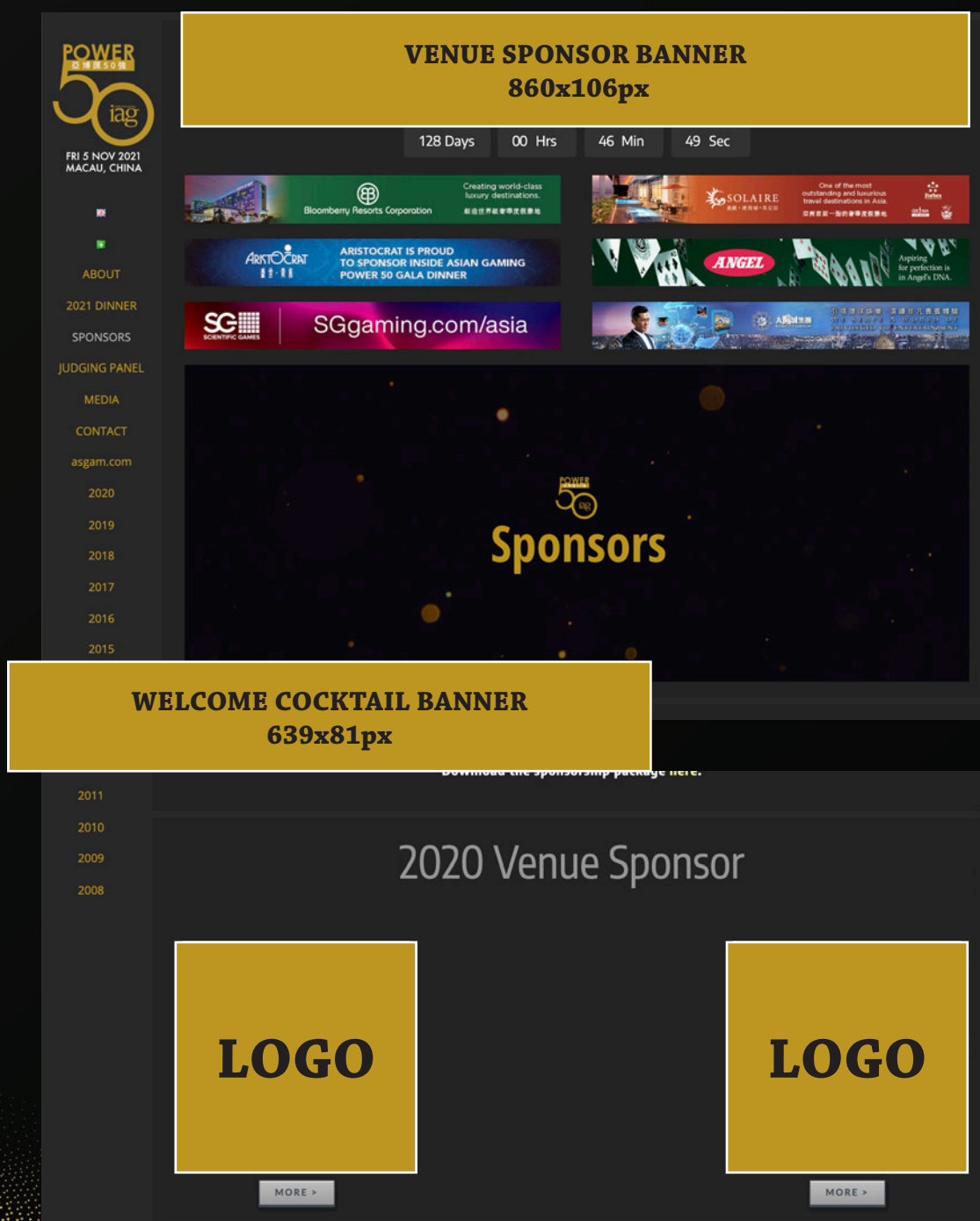


- Full page ad in event guide (on tables and in farewell gift bags)
- Sponsor logo
- Sponsor description
- Gala dinner menu
- Gala dinner program



THE WEBSITE

(www.iagpower50.com)





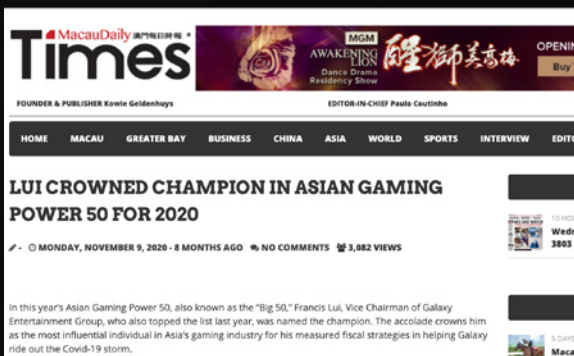
THE MAGAZINE



- Product article / executive profile or interview



MEDIA COVERAGE



- IAG website
- IAG Breakfast Briefing
- Official LinkedIn (20,000 followers)
- Official Facebook (over 2,500 active followers)
- Pre and post event press release
- Media partners



SPONSORSHIP PACKAGES AT A GLANCE

		Venue	Welcome Cocktail	After Party	Platinum	Entertainment	Farewell Gift	Gold
		Notionally HK\$888,000 but all paid in kind by venue, F&B and other support	HK \$280,000	HK \$280,000	HK \$148,000	HK \$138,000	HK \$128,000	HK \$99,000
Tables at gala dinner		Premium Position x 2	Premium Position x1	Premium Position x1	Good Position x 1	Good Position x 1	Table x1	Table x1
MC Mention		Detailed	Brief	Brief	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓	✓	✓			
	Souvenir Distribution	by entrance	at cocktail area	at cocktail area				
	Sponsor's greeters	by entrance	at cocktail area	at cocktail area				
	Stage backdrop Logo	✓	✓	✓	✓	✓	✓	✓
	Signage Logo	✓	✓	✓	✓	✓	✓	✓
	Dinner menu Logo	✓	✓	✓	✓	✓	✓	✓
Publications	Event Guide - Logo & Profile	✓	✓	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Double page spread	Double page spread	Full Page	Full Page	Full Page	Full Page
	IAG Magazine	Product article and Exec Interview	Product article and Exec Interview	Product article and Exec Interview				
	IAG Magazine event article	Mention	Mention	Mention	Mention	Mention	Mention	Mention
IAG Digital Platforms (Mention)	Event Articles	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Web-site	IAG BB IAG Web-site
	Event Press Release							
	Announcement of sponsors							
	Product promotion							
Gala Dinner website	Banner ad	✓	✓	✓	✓			
	Video on website	3 minutes	2 minutes	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓	✓	✓
	Org. Description	100 words	100 words	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓	✓	✓



WE EMERGE STRONGER

For more information and sponsorship
enquiries, please contact:

Mr Jadeson Ho
+853 2883 6497
jh@asgam.com