

APCWL

Lifestyle Expo

ASIA PACIFIC CIGAR WHISKY
& LUXURY LIFESTYLE EXPO

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

ONE OF ASIA'S LEADING LUXURY LIFESTYLE SHOWCASES

A HATHOR EVENT

HATHOR  Investment
Group Limited

ASIA PACIFIC CIGAR, WHISKY & LUXURY LIFESTYLE EXPO 2017

PHUKET, 27TH – 29TH OCTOBER

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo returns to the Royal Phuket Marina in October 2017, bringing the largest range of cigars and whisky to one location in Asia!

Held biannually, the show attracts millionaires and billionaires from all over Asia, offering exhibitors and sponsors the very best opportunity to showcase their products to High and Ultra High Net Worth Individuals, regional distributors, retailers, hotels, restaurants, duty free shops and other key decision making entities.

Organised by Hathor Investment Group, which operates a range of high-end lifestyle businesses, including private clubs, cigar clubs, whisky and cigar bars, the three-day event is billed as a major luxury goods networking opportunity attracting many of Asia's High and Ultra High Net Worth Individuals and will feature:

- Gala Opening Ceremony
- Cigar & Whisky Dinners
- Jazz & Blues Nights
- Golf Tournament
- Upwards of 15 Premium Cigar Brands
- Major Single Malt Whisky Distilleries

The trade programme offers a platform for exhibitors, sponsors and partners to gain exposure for their brands and explore new platforms through

- Workshops and Educational Events
- Conventions and Special Guest Speaker Events

To further benefit exhibitors, sponsors and partners, the Expo also organises a special "Business Matchmaking" programme, which is a platform for buyers and distributors in the luxury consumables industry to identify and attract suitable operating partners.

SPONSORSHIP ...

The Asia Pacific Cigar, Whisky & Lifestyle Expo 2017 has a comprehensive Commercial Sponsorship and Partnership Programme that enables corporate Asia to get involved with the luxury goods world.

Few events offer a more attractive image – companies who associate themselves with the Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 align with a show that epitomizes prestige and excellence. Packages include:

- Title, Presenting & Host Sponsors
- Co-sponsors, Official Suppliers & Media Partners
- Exhibition Only Packages

The comprehensive Commercial Partnership Programme on offer enables corporations to integrate with Asia Pacific Cigar Whisky & Luxury Lifestyle Expo and target High and Ultra High Net Worth Individuals.



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TIMETABLE

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 is held over three days and covers:

DAY 1: Media and VIP's Day (special guest speakers)

DAY 2: Trade Day (rolling/tasting/cocktail competition and awards/cigar pairing)

DAY 3: Public Day (special events/speakers/products demos)

SPECIAL EVENTS

BUSINESS MATCHMAKING

The show features a Business Matchmaking programme, which is a platform for buyers and distributors in the luxury consumables industry to identify and attract suitable operating partners.

WORKSHOPS

The show will feature a number of Workshops including:

- The Luxury Lifestyle Market in Asia-Pacific
- The Advantage of Hospitality Venues Stocking Cigars
- The Growth of Whisky in Asia-Pacific
- The Growth of Cigars in Asia-Pacific
- Laws and Legislation for Cigars and Whisky in Asia-Pacific
- The Value of Single Cask Whisky

HOSPITALITY OPPORTUNITIES

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 will feature a number of hospitality opportunities including receptions, cocktail parties and a series of 10 – 20 pax Cigar & Whisky Dinners at a number of premium venues in and around Phuket.



CONFERENCE

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 will play host to a Conference with a top motivational speaker as well as guest speakers and personalities. The subject matter covering:

- Global Legislation
- Sustainability
- Recycling
- Innovations
- Production Techniques
- Future Trends

OTHER EVENTS

As well as all this, the Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 will feature:

- Opening Ceremony
- Music – including Jazz/Blues Bands
- Golf Tournament

* All Subject To Change

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Asia is the single largest and fastest growing market for high-end luxury lifestyle products in the world today.

With Cigar sales growing in excess of 18% per annum and Single Malt Whisky increasing by more than 21% per annum, Asia is leading the world in expansion of middle and high-income earners needing something to spend their money on.

EXHIBITORS

The Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 will bring the largest range of Cigars and Whisky to one location at the Royal Phuket Marina in October 2017.

Potential Exhibitors include: Cigar Brands; Cigar Accessory Manufacturers; Whisky Distilleries; Other Spirits; Industry Magazines; Prestige Cars; Corporate Banks; Jewelry; Airlines; Hotels; and sports sectors such as golf holidays/boating/cruising. 2015 Exhibitors included:

Azan
Bamboo Labs
Bang & Olufsen
Class Act Media Group
CRAFT
Ensign Media
Gran Habano
Gurkha
Heart Media
My Father Cigars
Ocean Marina Pattaya Boat Show
PDR Cigars
Perdomo Cigars
Pernod Ricard
PIMEX
Royal Phuket Marina
The ChindAsia Club

The Village Coconut Island
Town & Country
Whisgars
William Grant & Sons

VISITORS

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 will attract the key buying people from all over Asia (China, India, South East Asia, Australia & The Middle East) offering the exhibitors and sponsors alike the very best opportunity to showcase their products to regional distributors, retailers, hotels, restaurants, duty free shops and other key decision-making entities.

2015 SPONSORS

Organiser – Hathor Investment Group Limited
Host Sponsor – Royal Phuket Marina
Host Sponsor – The Village Coconut Island
Marketing Support - Paul Poole (South East Asia) Co., Ltd.
-The Sponsorship Experts
Social Media Agency – Bamboo Labs
PR Agency – Vivaldi
Event Management – Events 4 Trade
Official Supplier - Central

2015 OFFICIAL MEDIA PARTNERS

@ManGu
Bangkok Post
Cigar Journal
Esquire
Helm Superyacht Lifestyle
IMAGE asia
Live 89.5
LuxurySocietyAsia.com
Palace
Phuket Magazine
Playboy Thailand
Property Report South East Asia
Real Life Phuket
Robb Report
SEA Yachting
Town & Country
Yacht Style

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WHO SHOULD SPONSOR?

The Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 is a great opportunity for brands in the following sectors: Legal; Insurance; Golf; Shipping; Catering; Hotels; Florists; Security; Luxury Travel; Cigars; Whisky; Luxury Watches; Other Spirits; Premium Beers; Wine; Fine Cuisine; Coffee; Guns; Boats; Up-market Collectables; Exotic Cars and Bike; Jewelry; Luggage; Cosmetics; Financial Services; Property; Airlines; and many others.

LOCATION

**ROYAL PHUKET MARINA INTERNATIONAL
EXHIBITION AND CONFERENCE CENTRE**

rpmiec

www.rpmiec.com

Royal Phuket Marina is the perfect location for exhibitions, trade shows and consumer events. Set against the stunning backdrop of Phuket's only 5 Gold Anchor award winning marina, RPMIEC is the island's largest exhibition hall, spanning 2,500sqm of internal space and over 1,000sqm of outdoor space.

Since opening its doors in 2005, RPMIEC has been selected by a host of international organisers as the venue for their global trade exhibitions, world congresses and a wide range of MICE events. The facility is located within Phuket's unique framework, a dynamic island with unrivalled hotel facilities, a rich cultural history, a gastronomic wonderland with outstanding leisure and entertainment facilities, all set in attractive and exotic surroundings.

Whilst renowned for large scale international trade fairs, RPMIEC also has an active interest in helping smaller, specialist shows develop by providing advice, support and essential services to organisers.



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ORGANISERS

The three-day event is organised by Hathor Investment Group, which operates a portfolio of high end ventures, including Bangkok's ChindAsia Club, an exclusive private whisky and cigar club; Whisgars, a chain of whisky and cigar bars with venues in Bangkok and Samui; and CRAFT, a beer bar concept, which focuses on craft beer from around the world.

Headquartered in Hong Kong with investments in Thailand and Malaysia, Hathor was founded by M. Hillman Lentz in 1991.

Hillman has over 25 years' experience as an international investor and manager accustomed to supporting serial entrepreneurs in their quests to build businesses that can survive the tests of time and economic down cycles.



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SPONSORSHIP PACKAGES

We have developed sponsorship packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSORS

One title and one presenting sponsor with naming rights to the event

TIER 2: HOST SPONSOR

One host sponsor

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six co-sponsors from non-competing categories

Up to 10 official suppliers providing goods and services that are essential to the event

Up to 10 media partners

TIER 3: EXHIBITION ONLY PACKAGES

Packages to exhibit at the Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo

RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media & PR Rights
- Experiential Rights
- Digital & Social Rights
- Hospitality & Networking Rights
- Merchandising Rights



	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017" in association with [Presenting Sponsor]"; for PR and advertising use		Yes		
Rights to title [Sponsor Name] Official Co-sponsor of "[Title Sponsor] Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Company name incorporated in event logo	Yes			
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
Logo on outside main exhibition hall	Yes			
Logo in entrance area of main exhibition hall	Yes Prominent	X1 logo	X1 logo	X1 logo
Logo inside main exhibition hall	Yes			
Logo on advertising hoardings at Expo	X6	X10	X10	
Logo on advertising boards (4m by 3m) around Phuket	4 boards	X8	X8	X8
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Banners in show bar & restaurant	Yes	Yes	Yes	Yes
Banners in exhibitor's lounge	Yes			Yes
Logo on literature pre and post events, website, stationery, poster, postcards	Yes			Yes
Logo on Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 officials clothing	All	Yes	Yes	
Programme advertisement	Full Page Premium Location	Full Page	Full Page	½ Page
Opportunity to purchase tickets at one or more of the Cigar & Whisky Dinners	Yes	Yes	Yes	Yes
Naming rights to Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 Preview held in Phuket	Yes			
MEDIA & PR RIGHTS				
Brand name mention and logo in Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 press information and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV/Radio advertisement produced	Yes			

	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Inclusion in any TV documentary produced	Yes	Yes	Yes	
Inclusion in any marketing/sales materials including post event DVD if applicable	Yes	Yes	Yes	
EXPERIENTIAL RIGHTS				
Promotional/trade booth on Expo site and promotional staff	Yes	Yes	Yes	
Promotional literature at Expo and Events	Yes	Yes	Yes	
Sampling	Yes	Yes	Yes	
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to show's database	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
VIP tickets for each of the parties	20 per party	10 per party	10 per party	10 per party
VIP sponsor passes	25	15	10	10
MERCHANDISING RIGHTS				
Opportunity to put Logo on Expo merchandise with Expo approval	Yes	Yes	Yes	

EXHIBITOR OPTIONS

Participating in Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 is the best opportunity to gain access to the fast growing High and Ultra High Net Worth Individuals market in South East Asia and beyond.

The show offers a perfect platform to access a unique group comprising High and Ultra High Net Worth Individuals from Thailand, Indonesia, Malaysia and Singapore, as well as China, Hong Kong and India.

Early booking is recommended to secure your preferred spot.

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BENEFITS

Association with Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 offers sponsors numerous benefits including:

- Entertaining target audiences; internal and external
- Integrating with other marketing activity - huge PR opportunity
- Networking with business leaders
- Raising brand awareness of products and services

Companies associating with Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017, are subsequently linked with important first tier values: Exclusivity; Luxury; Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism.

BRANDING

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017, is hot news... a huge opportunity to promote sponsor messages through news PR activity.

There will be coverage in Thai local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines.

Press releases and daily reports will also be issued through a variety of regional and international web sites.

Sponsors, Supporters and Suppliers will have rights to associate with Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017, for PR and advertising activity.

Thai and English media including: pre show build up; during show; and post show analysis.

PROMOTIONAL CAMPAIGN

The Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 is supported by a comprehensive promotional campaign, covering:

- PR Campaign – Press Launch; Press Releases; Press Trips
- Social Events
- Partner Programme

- Luxury Cruise
- Pre / Post Event Trips
- Luxury Goodie Bag

HOSPITALITY

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017, offers fantastic opportunities to entertain customers, clients and executives at one of the world's liveliest islands.

The show offers numerous opportunities to entertain in the Show Bars and Restaurants.

EXPERIENTIAL MARKETING

Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017 is expected to attract over 1,000 visitors including over 100 registered trade visitors.

DATA

Hathor Investment Group (along with its subsidiaries and acquisitions) has a consumer database in excess of 10,000 individuals including 100 of the wealthiest and most influential people in Thailand all confirmed to purchase cigars & premium spirits on a regular basis - the largest database of "high and ultra high net worth" Cigar Aficionados in the Asia-Pacific region.

NETWORKING

Organisers Hathor Investment Group has an extensive network around the region including other cigar bars, hotels, resorts, beach clubs, restaurants and various other avenues that offer huge potential for the distribution and sale of the companies products.

MERCHANDISING

We offer our Sponsors, Supporters, Suppliers the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example, Asia Pacific Cigar, Whisky & Luxury Lifestyle Expo 2017: travel bags; pens; sunglasses; key rings; and watches.

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