

**F+L** WEEK  
**LIVE!** APRIL 27-29, 2022  
BANGKOK, THAILAND



# SPONSORSHIP PROSPECTUS

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# OVERVIEW

For over 25 years, F&L Asia has attracted world-class experts to our annual forum to discuss the latest technologies and industry trends. We have successfully navigated the challenges of the global pandemic over the past 18 months, staging the inaugural F+L Week Virtual event in March 2021.

We are excited about the return of F+L Week Live! to Bangkok, Thailand from April 27-29, 2022. While uncertainty remains over the Covid-19 pandemic, we are hopeful that the recovery will start in the Spring, which will allow for in-person events once again. The in-person event will feature our trademark high-quality

content as we explore the disruptive forces our industry is facing, alongside curated networking, including a dedicated networking day on April 27. We are working with our event partners on the ground to ensure exemplary hygiene standards, contactless registration, and social distancing that works.

By partnering with F&L Asia and sponsoring F+L Week 2022, you are aligning your company with the region's premier industry conference and most trusted brand. Raise your brand's visibility in Bangkok by choosing one of our value-packed sponsorship packages!

## April 26

**Training Workshop**  
Lubrication Challenges of  
Electric Vehicles

## April 27

**Training Workshop**  
Developing and Managing  
Metalworking Fluids for  
Sustainable Success

**Pre-Conference Event**  
Dedicated Networking Day

## April 28

**F+L Week Live!**  
**Conference & Exhibition**  
F&L Asia Awards Dinner

## April 29

**F+L Week Live!**  
**Conference & Exhibition**

# SPONSORSHIP

## SPONSORSHIP BENEFITS

Complimentary conference registration	4	3	2	1	1	1
Sponsor F&L Asia Awards Dinner	●					
Sponsor Networking Lunch or F+L Connect (Dedicated Networking Day)		●				
Sponsor Networking Cocktail or F+L Engage (Big screen and in-app exposure during audience polling)			●			
Sponsor Networking Tea Break				●		
Individual pull-up banner during sponsored event	●	●	●			
5-minute presentation during sponsored event	●	●				
X-stand banner during sponsored event				●		
Logo on lanyard	●					
Logo on delegate bags					●	
Logo on front cover of souvenir program; full-page, 4-color ad on back cover						●
Acknowledgment as sponsor, write-up in souvenir program and conference website, logo in souvenir program and mobile app, logo and link on conference website home page	●	●	●	●	●	●
Advertisement in F&L Asia online media products*	●	●	●	●	●	●

\*Varies based on sponsorship

PLATINUM - \$ 15,000	GOLD- \$ 12,000	SILVER- \$ 10,000	BRONZE - \$ 6,000	DELEGATE BAG - \$ 6,000	SOUVENIR PROGRAM - \$ 6,000
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# MARKETING PLATFORMS

## Table Top Displays

US\$3,500

- 1 full conference registration
- Exhibition booth/table top display
- Delegate bag insert
- Banner stand (client supplied)
- Advertisement in F&L Asia online media products\*
- Logo and link on front page of the conference website

## Commercial Presentation

US\$3,500

- 1 commercial presentation slot
- 1 full conference registration
- Advertisement in F&L Asia online media products\*

## Delegate Bag Insert

US\$1,500

- A4 flyer insert in delegate bag (client supplied)

## Advertising Billboard

US\$2,500

- Full page advert in souvenir program
- Advertisement in F&L Asia online media products\*
- Logo and link on front page of the conference website