DIGITAL LiFE
CONGRESS & EXPO
NOVEMBER 14-16, 2013
WORLD TRADE CENTER
Solutions for a Better Life
"Bringing People, Opportunities, and Ideas Together to Improve the Quality of Life"
SPONSORSHIP & EXHIBITION PROSPECTUS
Organized by: LiFEDATA SYSTEMS, INC.
The Philippines, the world’s gateway to the Asia-Pacific region, is considered the newest emerging tiger economy. Strategically situated, foreign investments and progressive local business climate fuel its bright economic future. With an ongoing real estate boom, rapid development of shopping and entertainment complexes, and the bullish performance of the stock market, the Philippines is set to take its place among the top economies of Asia.

Behind the continuing progress in the Philippines is its greatest asset – its people. The Philippines has a wide range of home grown talents that are highly resourceful and adaptable. Filipinos have also been known as one of the friendliest and most cheerful people around. Foreign investors consider Filipinos as the most creative and most industrious employees to have. Aside from being multi-talented and multi-skilled, Filipinos are also known to be the second largest English-speaking workforce in the world.

The Philippine experience highlights the growth of the Metropolitan districts in its three main islands, Luzon, Visayas and Mindanao, as the cradle of the economic revolution. It serves as the country’s business centers having Makati City as the main financial and enterprise district of Metro Manila in the North, Metro Cebu as the business hub in the Visayan islands and Metro Davao as the emerging commercial melting pot in Mindanao. Its airports, seaports, bus terminals, commuter trains, and major roads supply the lifeblood of the cities. Metro Manila, Metro Cebu and Metro Davao are also the control centers of most of the media conglomerates of the country.

Throughout the centuries, the Philippines became a fertile ground of new ideas and better business opportunities. With the combined efforts of its government, people, and the private sector, it is set to rise above other economies in the region thru the innovations and technological milestones that define its growth. The Philippines is truly a country filled with very promising possibilities on the footsteps of becoming a first world economy.
Manila is the very heart from which the Philippine market develops, suited as an entry point for trade and tourism. It is the best location in the Philippines to display products and services groomed for healthcare and wellness, business and technology, education, design and lifestyle industries. At the epicenter of Manila is the World Trade Center.

Opened in October 1996, the World Trade Center Metro Manila (WTCMM) is a pioneer in the provision of a world-class exhibition venue in the country. It is the first venue in the Philippines listed by the *Union des Foires Internationales* or UFI, the global association of the exhibition industry.

For years, WTCMM is the preferred venue for international and professional events. It is also the venue of major exhibitions and trade shows that are participated in by foreign delegations and buyers from different parts of the world. It offers a fully equipped facility in a very strategic location that offers excellent visitor mileage and accessibility from major points in the Metro.

Today, WTCMM is a stronger, more vibrant and more accommodating expo venue. It sets the standards in event services. Its management and staff have unparalleled expertise and skills in delivering efficient services that guarantee memorable shows for any market. With its unmatched high ceilings, world-class design architecture, spacious welcoming lobby, clean and green ambiance, newly-renovated halls and modernized conference ballrooms, the World Trade Center presents the perfect venue for the grand debut of DIGITAL LIFE CONGRESS and EXPO 2013. It is a unique futuristic showcase of lights, sounds, innovative technologies, applications and solutions that usher a better life for all.

**WORLD TRADE CENTER METRO MANILA: “THE PIONEER AND THE STANDARD”**

### ABOUT THE ORGANIZER

LiFEDATA Systems, Inc. is a software development company specializing in solutions for various markets in healthcare, wellness, lifestyle and education. LiFEDATA is the pioneer in healthcare informatics especially in electronic medical record system for healthcare institutions and service providers. Its flagship product, the Electronic Medical Records (EMR) Software was awarded the “Groundbreaking Technology of the Year” for two consecutive years on 2008 and 2009 by the Department of Trade and Industry (DTI) and Center for International Trade Expositions and Missions (CITEM), and just recently given an Award of Merit at the Galing Likha – Kalusugan Awards 2012 by the Philippine Institute for Development Studies (PIDS) and the Center for Health Market Innovations (CHMI) in cooperation with the Rockefeller Foundation, USA. It is the only software endorsed and accredited by the Philippine Medical Association for the standardization of computerization of patient records in the Philippines.

In 2012, LiFEDATA Systems expanded its coverage by tapping on the Hospitality and Restaurant Industry by creating the Lifestyle Division. The Lifestyle Division was designed to develop a proprietary software solution that can help the Hospitality Industry by setting a new standard in delivering quality service that will enhance customer, owner and stakeholder experience.

LiFEDATA is about living a better life through technology. LiFEDATA continues to create and innovate to present new ways to upgrade the quality of human life with advance software platforms. The company stays focused on developing cost effective and reliable applications to meet clients’ ever changing needs. Whether developing specialized applications from the ground up or modifying existing programs or integrating systems, LiFEDATA Systems, Inc has the technical skills to design, develop, test and implement systems on a wide range of platforms.

This year, LiFEDATA launches its LIFECloud to four digital growth areas of our economy and enables its highly secured multi-industry platform to provide solutions for these growth areas. LiFEDATA organizes the DIGITAL LIFE CONGRESS and EXPO to bring people, opportunities and ideas together to make the most out of cutting-edge technology and digital resources.

Whether in healthcare, wellness, lifestyle or education, LiFEDATA works towards living a better life with technology.
In the last decade, the pace at which mobile phones spread globally is unmatched in the history of technology. In 2003, 61% of the world’s population has mobile cell signal and in 2010, 90% of the world is mobile phone ready. There are now over 6 billion mobile subscriptions worldwide, which means that about 75% of the world now has access to a mobile phone; and 77% of these subscriptions come from developing countries such as the Philippines. It is this technological revolution that powers the objectives of the Digital LiFE Congress and Expo.

Digital LiFE Congress and Expo debuts as an annual conference and exposition event that is unlike anything that has been experienced before. Its goal is to open and explore avenues of modernization for four digital growth areas: HEALTHCARE and WELLNESS, BUSINESS and TECHNOLOGY, EDGE (Education, Design, Games, Entertainment) and LIFESTYLE and TOURISM. Business leaders from these fields will converge to focus their competence and expertise, and to share their best practices in their industries in order to revolutionize the agility across ecosystems through groundbreaking technologies. It is both a forum and a trade show where ideas are communicated and exchanged to upgrade the quality of human life through innovation.

Digital LiFE Congress and Expo is an exciting reason for people to meet, discuss and experience cutting-edge technologies in order to present better means to attain a more fulfilling lifestyle. People from various sectors and markets will all gather under the Digital Tree of Life to witness a glimpse of the near future and to participate in the transformation of a vision into reality.
The mobile revolution has taken over virtually everything. With the rising popularity of smartphones, tablets and cloud technology, providers, enablers and consumers are excited to benefit from applications that will dramatically improve human life. However, technological breakthroughs in healthcare, wellness, education, business and lifestyle require major understanding of the issues, challenges and opportunities that go with it.

Digital LiFE Congress and Expo debuts as a new annual conference and exposition event that is a first in the country and is unlike anything you’ve ever experienced.
It is here where the long-anticipated mobile revolution in healthcare will be unveiled. Healthcare delivery and management, patient care, fitness, wellness and nutrition will dramatically improve with technology. Healthcare and wellness solutions such as: Electronic Medical Records (EMR) System, Medication Management System (MMS), e-Prescription, e-Claims, Health Informatics Platform (HIP) and HealthCloud will revolutionize the administration of patient care and will advance the way healthcare and medical science save lives.

Conference sessions will present, examine, and demonstrate cloud-based and mobile solutions that will transform the delivery of services of physicians, hospitals, clinics, diagnostic facilities, drugstores, pharmacies, pharmaceutical companies and allied health services, both in the public and private sectors. Questions like:
- Is the solution secured?
- What data can be shared?
- What is the cost of modernizing my system?
- Who regulates patient health information?
- What is HL-7?
- Is there interoperability in healthcare, wellness and lifestyle?

These questions and more will be answered. This track will encourage straightforward discussions about HIPAA-related topics on confidentiality, encryption, data security and redundancy. It also tackles issues about standards and certification as industry leaders will converge with experts in the field to share best practices and policies that will change the role of healthcare, wellness and lifestyle in the 21st Century through information and mobile technology. This track will also change the way end-users and consumers will understand and manage their health and well-being.

Mobile Wellness is a dynamic and proactive approach to making a choice to live a healthy lifestyle. Maintaining a healthy body through fitness, a healthy mind through spirituality and meditation, and a healthy positive outlook in life will be more sustaining and ubiquitous with the use of mobile technology. Mobile Wellness track opens the door for providers and businesses to explore the benefits of bringing their products and services beyond the borders of their clinics, shops and recreation offices with the use of mobile and web-based applications.
Business organizational goals that target the improvement of quality, productivity and service have always been directly related to innovation and information technology. Data relating to work (hiring, paying, training, supporting, retaining, production, operations) come from processes or systems that require understanding and analysis of past behaviors and outcomes. The Business and Technology Track is more than a showcase of groundbreaking solutions that enhance the efficiency of internal processes for small to large enterprises. It is about gaining a holistic view of business performance through the harvest and use of data, prescriptive and descriptive analytics and dynamic reports that enhance the insight of every owner or manager in his business.

This track will showcase new technologies in software, hardware and network usage, compliance and diversity in the work place. Providers, consumers, entrepreneurs, and businessmen will come together to build stronger strategic sourcing initiatives, determine newer inventory and central supply processes and obtain insights into procurement performance. This track will also tackle one of the hottest issues today – Security. How safe are you in terms of your information? How safe are your data? And how secure are your offices and homes?

WHO SHOULD ATTEND:
- Business Owner / Entrepreneur
- Managing Director / General Manager
- Country Manager
- CEOs and Senior Managers of:
  - BPO | Call Centers | Medical Transcription
  - Logistics | Application Vendor Management
  - Software Development
  - Mobile Applications Development
  - Hardware Distribution
  - Telecommunications
  - Venture Capitalists
- Job Seeker / Employer
- I.T Professionals
AN EXPO LIKE NO OTHER. UNDER THE DIGITAL

HIGHLIGHTS OF THE BUSINESS AND TECHNOLOGY PAVILION

- Jobs in the City is a job fair co-organized by women professionals and entrepreneurs who graduated from St. Theresa's College, Q.C. High School Batch '89, as a way of giving back to their Alma Mater and the Filipino community. It is participated by more than 50 dynamic global businesses such as telecommunication, finance, BPO’s, call centers, export companies, manufacturing and service enterprises - a sampling of how dynamic, healthy and forward-looking the Philippine business climate is and how ready it is to serve the world with its highly competent manpower pool.

- Techno Hub highlights at least 40 hardware and network specialists, all eager to show the latest in servers, computers, tablets, phablets, TV’s, monitors, phones, gadgets, accessories and gizmos. Guests would surely be enticed to buy as the section is wired to sell their goods at very good expo promo rates.

- Solutions Factory is a section participated in by more than 40 software development companies, solutions providers, tech-savvy agile teams and professional geeks who can create and design applications that can provide simple to complex platforms for any process or requirement. This is no Silicon Valley but get ready to meet the young and dynamic technopreneurs of the Philippines!

HIGHLIGHTS OF THE HEALTHCARE AND WELLNESS PAVILION

- I.T. Standards and Interoperability demonstrations highlight cutting-edge, state-of-the-art machines, devices and gadgets with web and mobile solutions for hospitals, laboratories, diagnostic clinics, primary care and ambulatory clinics.

- Thematic exhibition layout includes:
  - Hospital Zone joined by at least 30 hospitals
  - Diagnostics Zone showcasing 30 clinics and laboratories
  - Aesthetics and Wellness Center displaying at least 30 allied healthcare companies.

- Supported by premier international healthcare informatics institution, Health Informatics Management Systems Society (HIMSS) Asia-Pacific, with special participation of local healthcare industry associations such as Philippine Medical Association (PMA), Healthcare Information Management Outsourcing Association of the Philippines (HIMOAP), Private Hospital Association of the Philippines (PHAP), Philippine Hospital Association (PHA), Association of Health Maintenance Organizations of the Philippines, Inc. (AHMOPFI) and Drugstores Association of the Philippines (DSAP).
Digital Minds Devathon is a solution development marathon participated in by top mobile application developers from the best I.T. schools in the Philippines with the objective of creating mobile-grade innovative LiFEApps that would improve processes in the following industries:

- Healthcare and Patientcare
- Law
- Wellness, Fitness and Aesthetics
- Religion
- Retail Business
- Hospitality
- Enterprise Business
- Restaurant Operations
- Education
- Tourism

Global Filipino Student highlights at least 30 foreign participating schools and universities offering MBA courses, graduate studies, specialized programs in Information Technology, online courses, seminars abroad and student exchange programs. These schools are ready to accept and process applications on-the-spot. Review centers and TESDA - accredited schools will also be present to showcase their offerings for the skills upgrade and assessment of every Global Pinoy.

Thematic exhibition layout includes:

- Pinoy Chef is participated in by at least 30 culinary academies and schools offering the best programs that produce chefs and food entrepreneurs who are ready to serve the world.
- Real Design showcases at least 30 well-designed, master-planned and well-appointed real estate properties in the Philippines for the world to see. Each participating company exhibits the modern features of their property that utilizes information technology and innovation - all focused on giving solutions to improve the quality of life of their future residents.

Beyond Borders: Travel & Tours Asia endorses 50 tourist destinations, travel and tour companies and features the best medical tourism facilities in the country.

Cooking/Baking Demo and Bartending/Flaring Competition highlights the use of digital technology even in the kitchen and the bar.

Thematic exhibition layout includes:

- MOST Wanted by ROB is participated in by at least 30 restaurants and resto chains - all listed under the MOST WANTED tastes and flavors of Manila
- Rest & Recreation Filipinas showcases at least 50 spas, fitness centers, modern hotels and resorts in the Philippines.
Technology has always been in the forefront of education. Schools get to experience mobile technology in their classrooms with the growing popularity of laptops, tablets and phablets (phone tablets) by students. Get to meet the frontrunners of Information Technology in the Education Sector and learn as they share best practices. Watch the bright kids in action as they finish and defend their creation in the Digital Minds Devathon. From the fastest and latest LT Internet connectivity to the most intuitive school communications platform - schools, educators, administrators, officials, learners and students will converge to witness and experience the newest cutting-edge technology for the education sector.
The past years saw technology slowly inching its way into the current lifestyles of everyone. Digital Lifestyle is about a better way to dine, a more relaxed way to celebrate occasions, a more leisurely way to travel and spend recreation, and a more fun way to heal and rejuvenate with the use of leading-edge tools and gadgets. This track presents better ways to live life in the digital age. It is the first ever session for leaders in the lifestyle, tourism, hospitality, fashion, publishing and retail industries to be in the forefront of innovative mobile ideas and progressive web solutions that will allow them to deepen and expand their exposure in their market places. They will gain experience in the convergence of technology and functionality in their businesses so that they can add more value in the delivery of the finer things that matter most in life.

This track is also for medical practitioners, service providers, business owners and healthcare facility owners who would like to seize the opportunity to learn more about the growing industry of Medical Tourism. Find out how to set-up an efficient hotel, resort or spa facility for ambulatory or primary care services that will cater to patient recovery, rejuvenation and healthy relaxation, utilizing the best in information technology such as Hospital Dietary and Nutrition System, Electronic Health Record (EHR) System, Picture Archiving Communication System (PACS) and Patient Queuing System to name a few. Learn more as you watch demos of the latest interoperable machines that can widen and deepen the collaborative delivery of healthcare for all.

WHO SHOULD ATTEND:
CEOs and General Managers
Hotel Managers
Restaurant Owners
Spa and Resort Managers
Service Providers
Caterers
Medical Tourism Operators
Airline and Travel Agencies
Fitness Centers
Bus Owners / Operators
Property Developers
SPONSORSHIP OPPORTUNITIES

CO-PRESENTER
Php3,000,000

*exclusive of VAT

PRE-EVENT RECOGNITION AND VISIBILITY
- Company logo feature in Digital Life Congress and Expo (DLCE) Website as Co-Presenter with link to the sponsor's homepage
- Feature about the sponsor at the DLCE website for six (6) months prior to the event
- Company logo in DLCE teaser video
- Company logo in DLCE eVites emailed to more than 30,000 local and foreign invitees.

RECOGNITION AND VISIBILITY AT THE VENUE
- Company logo in the Event Hall Directory as a Co-Presenter
- Company logo on signages and banners as a Co-Presenter
- Special credits in all activities and programs as Co-Presenter
- Recognition as Co-Presenter on all walk-in slides in all sessions

ADVERTISING AND PROMOTION
- Company credits as Co-Presenter in TV Ads (Spoon and Convergence in Net 25 with three (3) replays)
- Company credits as Co-Presenter in TV Guestings (Homepage in Net 25 and Salamat Doc in ABS-CBN)
- Company credits as Co-Presenter in Social Media Ads
- Company credits as Co-Presenter in Newspaper Ads in the following national papers:
  - Business World with special feature in High Life
  - Philippine Daily Inquirer
  - Philippine Star
- Company credits as Co-Presenter in Radio Ads (7 times a day per station) in the following radio stations:
  - Magic 89.9
  - 99.3 W-Rock
  - WIN Radio 107.5 | WIN Radio Cebu | Win Radio Iloilo | Win Radio Davao
  - Big Radio 91.5
- Company logo in tickets | badges | conference kits | expo kits
- Company Advertisement in the Conference Directory (1 full color back cover) printed in at least 2,000 pieces
- Company listing in Conference Directory (1 full page, black & white with colored logo)
- Conference Bag brochure inserts (maximum of 10 inserts)

MULTI-MEDIA | DIGITAL ADVERTISING
- LED Prime Time advertisements (1,000 15-seconder spots/month beginning April 15 and ending on November 16, 2013) in the following locations:
  - Executive Center (EBC) - 7:00am to 9:00am; 12:00nn to 2:00pm; 6:00pm to 8:00pm
  - Eastwood Plaza Mall, Libis - 10:00am to 1:00am; 6:00pm to 8:00pm
  - Laroquy, West Service Road, Paranaque - 7:00am to 9:00am; 12:00nn to 2:00pm; 6:00pm to 8:00pm
  - PGH, Taft Avenue - 7:00am to 9:00am; 12:00nn to 2:00pm; 6:00pm to 8:00pm
  - Avenue Square, Naga City - 12:00nn to 2:00pm; 6:00pm to 8:00pm
- Digital Tree of Life Advertisement at the venue
  - Four (4) views per hour, eight (8) hours a day
  - At least 96 15-seconder spots for three (3) days

PARTICIPATION DURING THE EVENT - EXPO
- 1 - 6m x 6m Hospitality Suite (Prime location, raw space)
- 1 - 3m x 6m Hospitality Lounge (Prime location, raw space)
- 15 - Complimentary tickets for the Opening Ceremony (includes catered breakfast)
- 15 - Complimentary Digital Life Expo badge for three (3) days (including full meals)
- 15 - Complimentary pass for Exhibitor's Night
- 15 - Exhibitors' Kits
- Business Matching Opportunities with foreign and local guests

PARTICIPATION DURING THE EVENT - CONFERENCE
- 10 - Complimentary Conference registrations including meals for three (3) days
- 10 - Conference Kits

SPEAKING OPPORTUNITY - CONFERENCE
- 1 hour speaking opportunity in ALL conference tracks
- 1 - Keynote Speaker at the Plenary of the conference

POST EVENT
- Feature about the sponsor at the Digital Life Congress and Expo website for six (6) months after the event
- Real-time, online updates of the expo including analytics through the expo portal
- Database and directory of the visitors, guests and exhibitors in both the expo and the conference
- Summary report of the expo after seven (7) days.
MAXIMUM EXPOSURE

TRACK PRESENTER
Php2,000,000
*exclusive of VAT

- PRE-EVENT RECOGNITION AND VISIBILITY
  - Company logo feature in Digital Life Congress and Expo (DLCE) Website as Track Presenter with link to the sponsor’s homepage
  - Feature about the sponsor at the DLCE website for three (3) months prior to the event
  - Company logo in DLCE teaser video
  - Company logo in DLCE eVites emailed to more than 30,000 local and foreign invitees.

- RECOGNITION AND VISIBILITY AT THE VENUE
  - Company logo in the Event Hall Directory as a Track Presenter
  - Company logo on signages and banners as a Track Presenter
  - Special credits in all activities and programs as Track Presenter
  - Recognition as Co-Presenter on all walk-in slides in all sessions

- ADVERTISING AND PROMOTION
  - Company credits as Track Presenter in TV Ads (Spoon and Convergence in Net 25 with three (3) replays)
  - Company credits as Track Presenter in TV Guestings (Homepage in Net 25 and Salamat Doc in ABS-CBN)
  - Company credits as Track Presenter in Social Media Ads
  - Company credits as Track Presenter in Newspaper Ads in the following national papers:
    - Business World with special feature in High Life
    - Philippine Daily Inquirer
    - Philippine Star
  - Company credits as Track Presenter in Radio Ads (7 times a day per station) in the following radio stations:
    - Magic 89.9
    - 96.3 W-Rock
    - WIN Radio 107.5 | WIN Radio Cebu | WIN Radio Iloilo | WIN Radio Davao
    - Big Radio 91.5
  - Company logo in tickets | badges | conference kits | expo kits
  - Company Advertisement in the Conference Directory (1 full color inner page) printed in at least 2,000 pieces
  - Company listing in Conference Directory (half page, black & white with colored logo)
  - Conference Bag brochure inserts (maximum of 5 inserts)

- MULTI-MEDIA | DIGITAL ADVERTISING
  - LED Prime Time advertisements (1,000 15-seconder spots/month beginning April 15 and ending on November 16, 2013) in the following locations:
    - Executive Center (EBC) - 7:00am to 9:00am; 12:00nn to 2:00pm; 6:00pm to 8:00pm
    - Eastwood Plaza Mall, Libis - 10:00am to 1:00am; 6:00pm to 8:00pm
    - Lourdes, West Service Road, Paranaque - 7:00am to 9:00am; 12:00nn to 2:00pm; 5:00pm to 8:00pm
    - PGH, Taft Avenue - 7:00am to 9:00am; 12:00nn to 2:00pm; 6:00pm to 8:00pm
    - Avenue Square, Naga City - 12:00nn to 2:00pm; 6:00pm to 8:00pm
  - Digital Tree of Life Advertisement at the venue
    - Two (2) views per hour, eight (8) hours a day
    - At least 48 15-seconder spots for three (3) days

- PARTICIPATION DURING THE EVENT - EXPO
  - 1 - 8m x 8m Hospitality Suite (Prime location, raw space)
  - 8 - Complimentary tickets for the Opening Ceremony (includes catered breakfast)
  - 8 - Complimentary Digital Life Expo badge for three (3) days (including full meals)
  - 8 - Complimentary pass for Exhibitor’s Night
  - 8 - Exhibitors’ Kits
  - Business Matching Opportunities with foreign and local guests

- PARTICIPATION DURING THE EVENT - CONFERENCE
  - 4 - Complimentary Conference registrations including meals for three (3) days
  - 4 - Conference Kits

- SPEAKING OPPORTUNITY - CONFERENCE
  - 1 hour speaking opportunity in the track presented

- POST EVENT
  - Feature about the sponsor at the Digital Life Congress and Expo websites for two (2) months after the event
  - Real-time, online updates of the expo including analytics through the expo portal
  - Database and directory of the visitors, guests and exhibitors in both the expo and the conference
  - Summary report of the expo after seven (7) days.
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<tr>
<th>Pre-Event</th>
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<tr>
<td>- Company logo feature in Digital Life Congress and Expo (DLCE) Website as Diamond Sponsor with link to sponsor's homepage. Feature about the sponsor at the DLCE website for three (3) months prior to the event. Company logo in DLCE teaser video. Email invites with link to DLCE website to more than 30,000 foreign and local guest.</td>
<td>- Company logo feature in Digital Life Congress and Expo (DLCE) Website as Gold Sponsor with link to sponsor's homepage. Feature about the sponsor at the DLCE website for two (2) months prior to the event. Company logo in DLCE teaser video. Email invites with link to DLCE website to more than 30,000 foreign and local guest.</td>
<td>- Company logo feature in Digital Life Congress and Expo (DLCE) Website as Silver Sponsor. Feature about the sponsor at the DLCE website for one (1) month prior to the event.</td>
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<th>At The Venue</th>
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<tbody>
<tr>
<td>- Company Logo in the Event Hall Directory as Diamond Sponsor. Company logo on signages and banners at the venue as Diamond Sponsor. Special credits in all activities and programs as Diamond Sponsor. Recognition as Diamond Sponsor on all walk-in slides in all sessions.</td>
<td>- Company Logo in the Event Hall Directory as Gold Sponsor. Company logo on signages and banners at the venue as Gold Sponsor. Special credits in all activities and programs as Gold Sponsor. Recognition as Gold Sponsor on all walk-in slides in all sessions.</td>
<td>- Company Logo in the Event Hall Directory as Silver Sponsor. Company logo on signages and banners at the venue as Silver Sponsor. Special credits in all activities and programs as Silver Sponsor. Recognition as Silver Sponsor on all walk-in slides in all sessions.</td>
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<th>Advertising and Promotion</th>
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<th>Multi-Media Advertising at the Digital LED Event Centerpiece</th>
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<tr>
<td>- Digital Tree advertisement at the venue. 1 view per hour, 8 hours a day. At least 24 15-second spots for three (3) days.</td>
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<tr>
<td>- 1 - 6m x 6m Hospitality Suite (new space - Prime location).</td>
<td>- 2 - Complimentary tickets for the Opening Ceremony including breakfast.</td>
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<tr>
<td>- 3 - Complimentary Expo badge including meals for three (3) days.</td>
<td>- 2 - Complimentary Expo badge including meals for three (3) days.</td>
<td>- 2 - Complimentary pass for Exhibitor's night.</td>
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<td>- 3 - Complimentary Expo badge including meals for three (3) days.</td>
<td>- 2 - Exhibitors' Kits.</td>
<td>- Business Matching opportunities.</td>
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<td>- 3 - Exhibitor's Kits.</td>
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<td>- Complimentary Conference registration including meals for three (3) days.</td>
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<td>- Conference Kits.</td>
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<td>- 1 hour speaking opportunity in the track presented.</td>
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<tr>
<td>- Feature about the sponsor at the Life Congress website for one (1) month after the event. Database of visitors/attendees.</td>
<td>- Feature about the sponsor at the Life Congress website for one (1) month after the event.</td>
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EXHIBITION OPPORTUNITIES

Early Bird Rates period from April 01 to May 30, 2013
Less Php5,000 per booth

Php85,000
3m x 3m Booth Size
- Standard Shell scheme booth with
  - Company Name inclusive of 2 folding
    chairs, 1 infodesk, 2 40-watts fluorescent lamp sets, 1 unit 220volts
    outlet, needle-punch carpet
  - 3 - Complimentary Expo badge with
    meals for three (3) days
  - 1 - Complimentary Conference badge
    with meals for three (3) days
  - 1 - Conference Kit
  - 1 set - Exhibitor's Kit with Conference
    Directory
  - 4 - Exhibitor's Night pass
- Corner booths add Php 5,000.00

Php50,000
1m x 2m Booth Size
- Standard Shell scheme booth with
  - Company Name inclusive of 2
    barstools, 1 cocktail table, 2 40-watts fluorescent lamp sets, 1 unit
    220volts outlet, needle-punch carpet
  - 1 - Complimentary Expo badge with
    meals for three (3) days
  - 1 - Complimentary Conference badge
    with meals for three (3) days
  - 1 - Conference Kit
  - 1 set - Exhibitor's Kit with Conference
    Directory
  - 2 - Exhibitor's Night pass
- Corner booths add Php2,500.00

Php15,000
2m x 3m Booth Size
- Standard Shell scheme booth with
  - Company Name inclusive of 2 folding
    chairs, 1 infodesk, 2 40-watts fluorescent lamp sets, 1 unit 220volts
    outlet, needle-punch carpet
  - 1 set - Exhibitor's Kit with Conference
    Directory
- Corner booths add Php2,500.00

ALA CARTE SPONSORSHIPS

Attendee Resources
- Expo Badge for three (3) days with meals
  and Exhibitor's kit
- Conference Badge for three (3) days with
  meals and Conference kit
- Conference Badge for three (3) days with
  conference kit
- Exhibitor's Night pass with cocktails
- Business Matching opportunity with foreign guests (with cocktails)
- Conference Directory with CD

Advertising
- Conference bag inserts in at least 1,000 bags
  limited to 2 inserts / bag
- Php2,000
- Company logo on Expo and Conference Lanyard
  (digital print) - for every 500 pcs. together
  with Presenters
- Php50,000
- Company logo on Conference pens
  for every 1,000 pcs
- Php50,000
- Company logo on Conference bags
  for every 1,000 pcs
- Php100,000
- 1 - Display of 5ft x 2ft Corporate Banner
  in each of the four (4) meeting rooms
  maximum of 4 per track
- Php10,000
- 1 - Display of 5ft x 2ft Corporate Banner
  in each of the four (4) tracks located
  at the lounge
- Php10,000

Conference Directory
- 1 - inner full page and full color advertisement
- Php2,000
- 1/2 - inner page and full color advertisement
- Php6,000
- 1/4 - inner page and full color advertisement
- Php3,000

Multi-Media Packages
- Digital Tree Panel Advertisement
  - 9ft x 12 ft LED display panel
  - 15-seconder spot for three (3) days
  - 1 view every hour, eight (8) hours a day
- Back Panel Apps Advertisement
  - 3m (H) x 3m (W)
- Back Panel Photography Advertisement
  - 3m (H) x 3m (W)
- Php50,000

Dynamic Web Banner Ads in DLCE website for 5 months
- Big (295px x 250px) - 5 seconds
- Php20,000
- Medium (460px x 70px) - 5 seconds
- Php17,000
- Small (125px x 65px) - 5 seconds
- Php15,000
Experience life unfold before your eyes. The Circle of LiFE is a display of vivid photos of a human being's journey through life. At least 30 of the country's top photographers and camera clubs will showcase a diorama of the cycle of life from conception to death. Photographers get to choose from the themes below and submit their entries for the digital printing and mounting of their masterpieces. Participation fee is Php15,000. Winning entries will be rendered in digital painting. Three winners will win Php80,000, Php50,000 and Php20,000.

Sweet 16

Life Begins - Conception
Life Unfolds - Birth to 1 year old
Life's First Step - First Birthday up to 7 years
Life of a child - 7 years to pre-teens
Teen-age Life - 13 years old up to 16
Sweet Life - Sweet 16
Debut to Life - Eighteen years old (female)
Bachelor's Life - Marriage, Graduation
Commitment for Life - Marriage, Wedding
Life in the fast lane - Grown-up Life
Life of True Love - Silver Anniversary
Life of Success - Diamond 50
Marriage - Family, Home
Purposeful Life - Career
Life of the elderly - Senior Citizen - Life at 60
Life at Retirement - Grandparent
Life of the young - Retirement Party

LiFE DATA

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