

IS | SYDICTIVE ELEMENT

World Class DJ Festival with
Global **Marketing and Branding** Value

Introduction to
PRESENTING SPONSOR & PARTNER SPONSORSHIP





NEW YEARS EVE 2012 - December 30th & 31st

PLACE

SURIN BEACH, PATONG, PHUKET, THAILAND

DATE

30th - 31st December 2012

DURATION

30th December 2012 - 1st January 2013





NEW YEARS EVE 2012 - December 30th & 31st

NOT JUST A MUSIC FESTIVAL

SYDICTIVE, living out a dream to create a modern-day Woodstock Music Festival.

Starting from the spark ignited by the success of the Fabrique Nightclub in Chang Mai, the concept has gestated over the past 3 years finally to be come to fruition.

Now our goals are set to create the most original entertainment experience in Asia to date. Sydictive not only will be the premier music festival ever to occur in Asia, it will bring together all the elements of a truly unique sensorial experience.

Come join us, be a part of it as our handpicked work-class team brings you SYDICTIVE.

Surin Beach, Phuket Thailand - New Years Eve 2012

Dr. Vorachart Petnunthsawong
Chairman

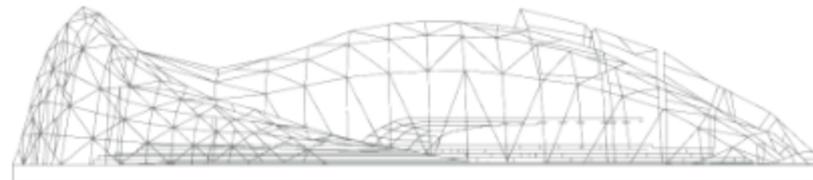


SOMETHING FOR EVERYONE

Anticipation mounts as the patrons queue. What draws them might be the world class headliners on our massive international artist line up, or may be its the chance to see the dazzling 3D mapping on the worlds largest ever ocean floating stage. Who knows what exactly made the thousands of party-goers make their mecca-like pilgrimage, all we know is they'll be coming in droves.

Be it a university student looking to dance and celebrate among friends or that jet-set bunch looking for a fully pampered bottle-service way to rock in the New Year, SYDICTIVE caters to them each directly.

A sensorial flood audial, visual, and physical stimulus of all kinds are only the beginning of it.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SETTING

SURIN BEACH What better backdrop in the world than one of the most beautiful beaches in the entire world?

Surin Beach - Phuket Thailand, has been renowned among the wealthy and privileged who have flocked here in droves annually for their holidays. A true paradise on earth.

While we give this prize beach to the masses to rock in the New Year, we will also be adding a cherry to the cake for the affluent by catering to their every whim in our floating VIP islands that offer prime views of all the action from a posh lounge-like atmosphere.

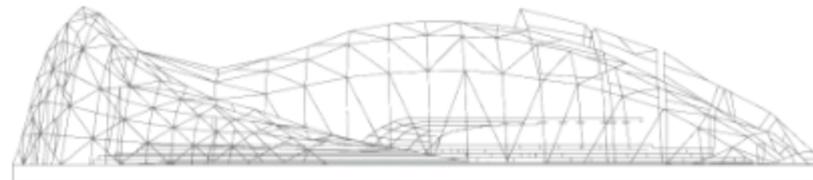
VIP packages offer plush sofa-seating for up to 10 guests, champagne, liquor and spirits of their choice and size be it a Jeroboam or sparkling white-gold or a premium cognac in a cradle. Not only will each table have a dedicated table hostess guests will even have the option to make a selection of whom is to serve them. Custom curated late-night culinary bites by celebrity chef Bobby Chen introduce an element yet to ever be delivered at such an event anywhere in the world.

Just off the beach not only will our guests find a second entertainment experience, they will also be immersed in a festive night-market offering a plethora of foods, activities, and goodies.



TRADITION FOR A NEW ERA

New Years Eve I dare you to find a date on the calendar that naturally bundles the anticipation. This auspicious date not only symbolizes a new beginning for us....this is the beginning. The perfect storm is brewing for a new life experience. We will own the world's party,



SURIN BEACH

Phuket Thailand

Date

December 30th & 31st

Duration

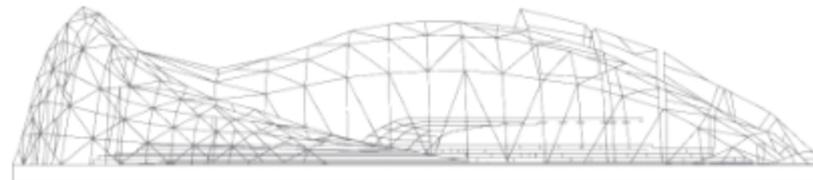
December 30th - Noon till
January 1st - Morning

Aim

Establish a NYE tradition for the Modern Era.

Target

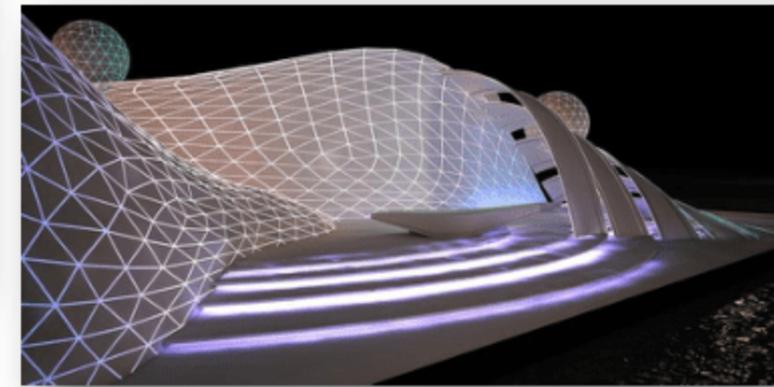
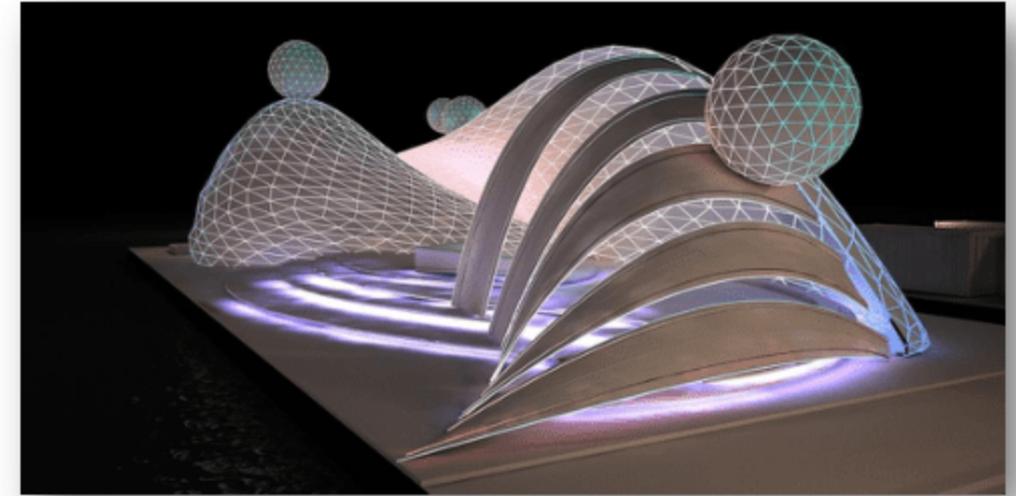
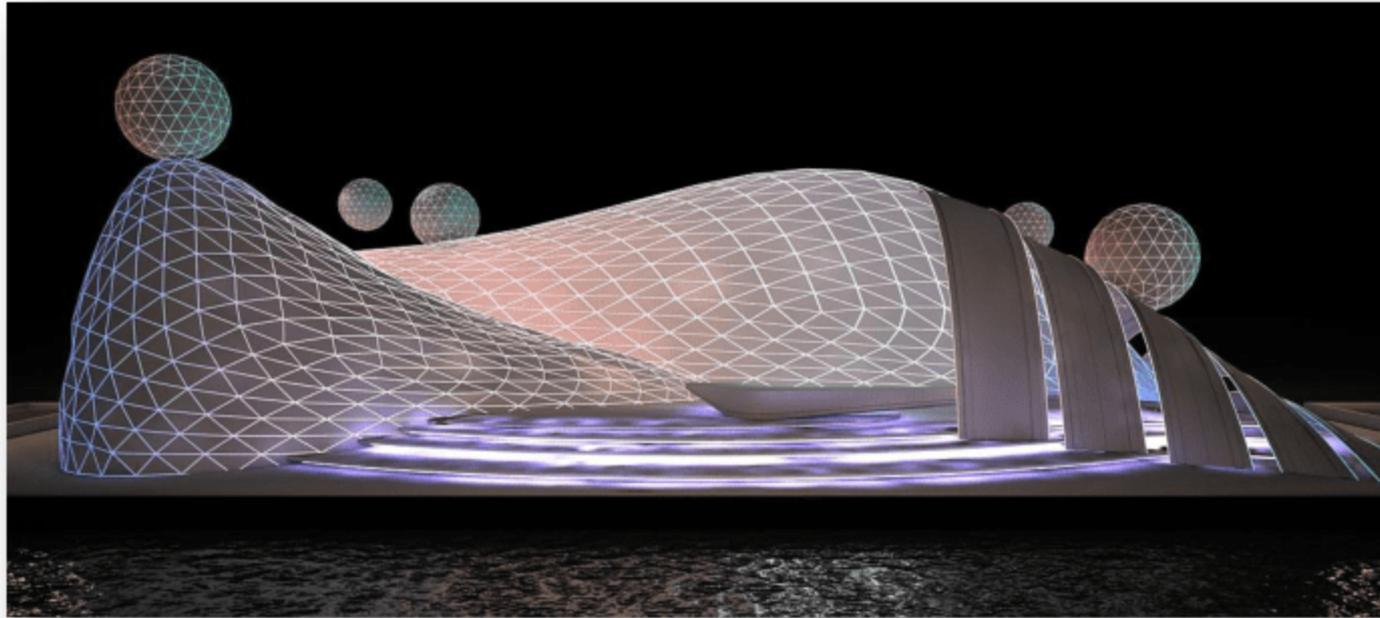
40,000+ General Market
10,000+ Premium Market
*over 2 days



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SPECTACLE MAIN STAGE



AN ACTIVE PART OF THE SHOW

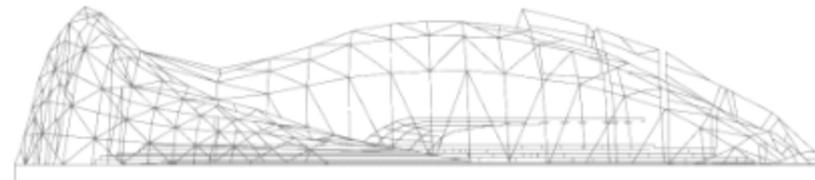
The stage itself will be a show and entertainment icon of its own.

It will be a stage that will not be forgotten easily with its size, and with the technology used to create an unrivaled experience.

The main stage will be engineered with 3D mapping, with a LED backdrop to display special effects customized for each DJ.

The sound system will be that of an international standard and imported to ensure that the quality of music being produced by our world-class DJs will be effectively broadcasted.

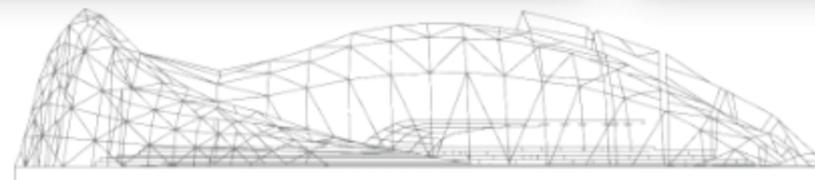
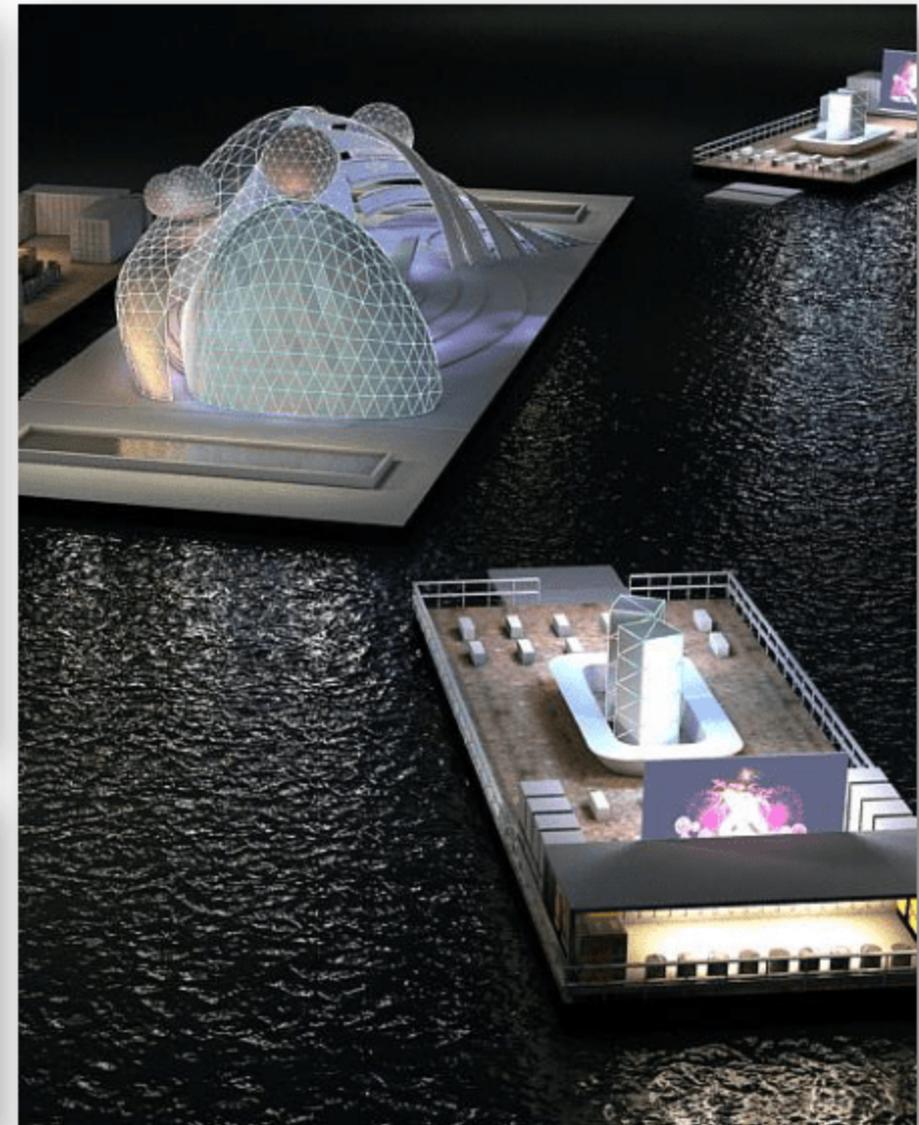
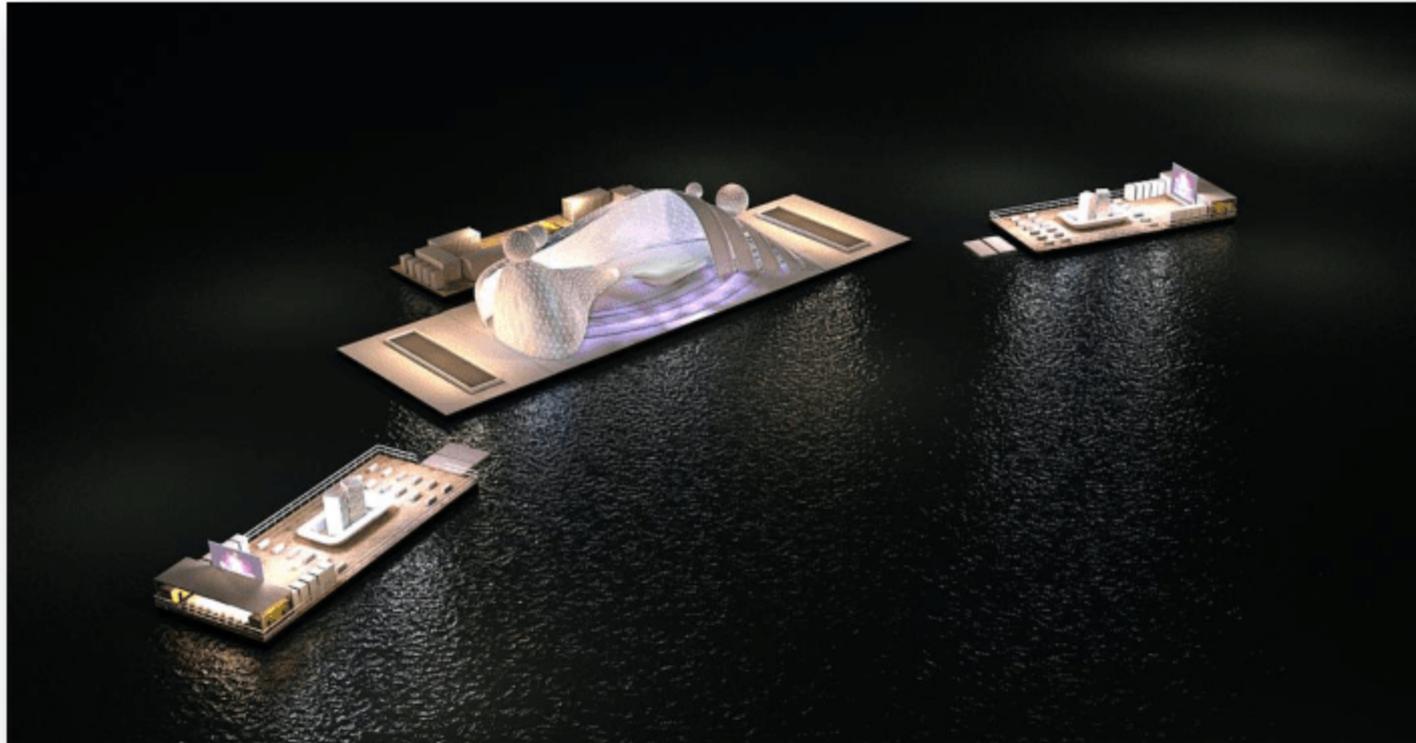
There will be both laser shows as well as an unprecedented hologram show, unlike any that Asia has ever seen. On top of that, our show will be centered in the ocean, kept afloat next to the Surin Beach in Phuket.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

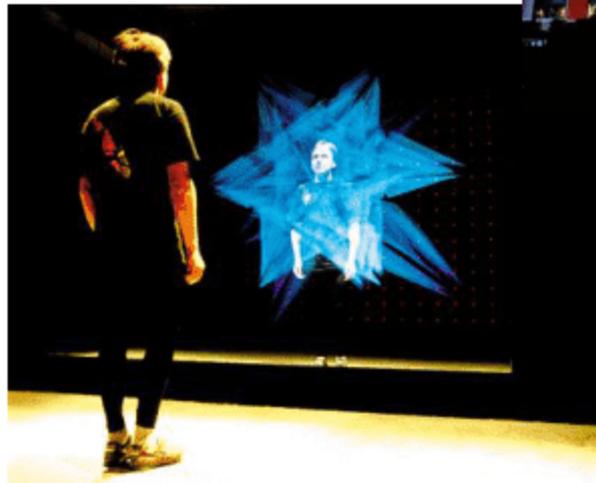
THE SPECTACLE MAIN STAGE



SYDICTIVE ELEMENT

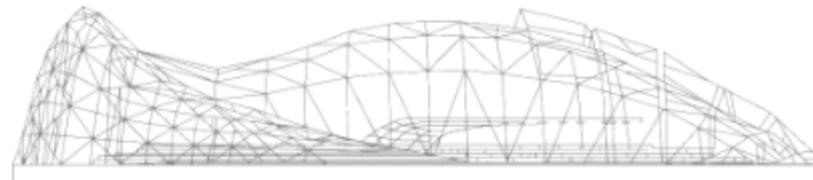
NEW YEARS EVE 2012 - December 30th & 31st

THE SPECTACLE ADVANCED IMAGERY



The stage will be utilizing the technology of 3D Mapping that will embed lighting within a cloth-like material creating a double layer lighting system that will be able to create an inception-like illusion for the party goers to enjoy. The 3D mapping will be covering both of the stages and will be creating the effects that will be in sync with the music the DJs will be playing. There will also be additional lighting in terms of Lasers, LED, Fireworks, and other pyrotechnics to supplement the 3D Mapping effects for both the stages.

As there are some of the DJs that have also made their mark in the music world but are unable to attend the actual event to play their art, the music festival will be using holographic projections to broadcast these DJs. Instead of streaming DJs on screens, there will be DJ holographic projections to further create the illusion of their presence on the center stage.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

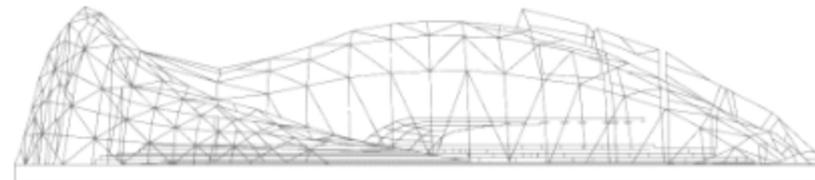
THE SPECTACLE EXPLOSIVE PEAKS



There will be fireworks show that will be choreographed and synchronized with both the songs the DJs will be playing and the countdown. This is also being played 'beat by beat' to lighting, the songs that the DJ are playing, pyrotechnics, and the 3D mapping background as well. The show will begin during the song before the countdown to midnight on December 31st, and will be further used to emphasize each of the 10 final seconds of the countdown. The final show will be when the countdown hits zero and in celebration of the new year 2013.

Integrated pyrotechnics will be used for both the staging area and to supplement the effects of the songs that the DJs will be playing as well as during the actual countdown. The stage will be supplied with silverjet, mime, firing machine, confetti cannon, CO2 jet and silverjerb pyrotechnic special effects.

Not only will there be lighting to light up the whole staging area, but there will also be lighting to ensure for the safety and security for the whole festival area. There will also be spot lights used, that will be suspended in the area to create a search, moving form of lighting. This lighting will be colored and will also be in sync to the music that the DJs will be playing. There will also be underwater LED lighting around the floating stage as well.

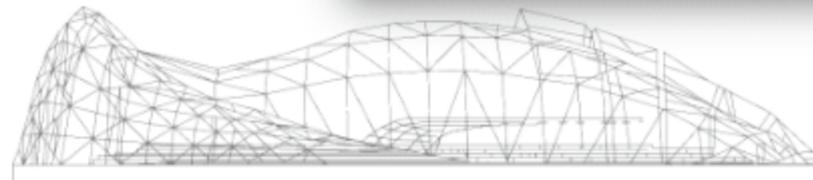


SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

Celebrity Ambassadors

Paris Hilton^{US*}



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND

Skyblu by the LMFAO^{US*}

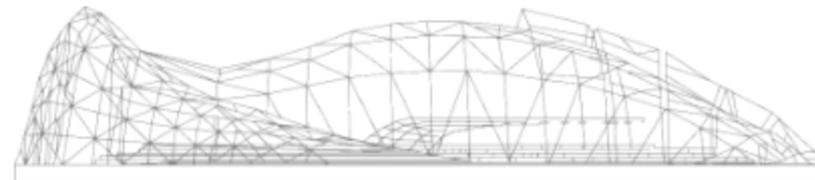


PARTY ROCKERS - Close to 1 billion hits on YouTube

“Sexy and I know it”

Skyblu by the LMFAO - American electropop consisting of SkyBlu (Skyler Austen Gordy, born August 23, 1986). Redfoo is SkyBlu's uncle, meaning that Redfoo's father, music mogul Berry Gordy, is also SkyBlu's grandfather. SkyBlu grew up in the affluent Los Angeles neighborhood Pacific Palisades, where he formed the group LMFAO in 2006.

The duo has said its original name was Sexe Dude (read as Sexy Dudes) and the two subsequently changed it at the advice of their grandmother. While "LMFAO" is a common Internet slang abbreviation for "Laughing My Fucking Ass Off", in this case it stands specifically for "Laughing My Freaking Ass Off."



SYDICTIVE ELEMENT

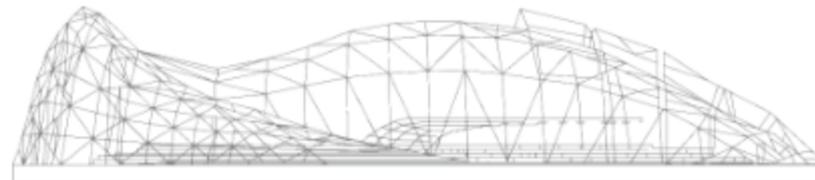
NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND

DASH BERLIN ^{GER}



IS THE FUTURE. Dash Berlin is a true DJ at heart with a profound passion for the comprehensive culture of dance music. He is often described as an invigorating and charismatic newcomer, with the unique ability to leave a long-lasting impression upon his audience well after the night is over. Dash is one of those rare individuals that seems to understand the unwritten laws of the nightclub by nature. He keeps his ever expanding, nocturnal following alert, ecstatic and craving for more, with remarkable precision and skill. One could easily mistake him for a superstar deejay. However, the truth remains that Dash Berlin views the world through the same eyes as his public. "It's virtually impossible to make progress without the continuing support of the people", he humbly said. Dash Berlin, was born as Jeff X. Sutorius, in November 1979, in The Hague, the Netherlands. A family with wide musical tastes surrounded him and because of his late father, who was a distinguished drummer in a jazz band; Dash became acquainted with the typical marks of rhythmic music at a very young age. While still at high school, he became a devoted fan of electronic music, regularly enjoying mix tapes that his older sister brought home from the clubs she worked at as a professional dancer.



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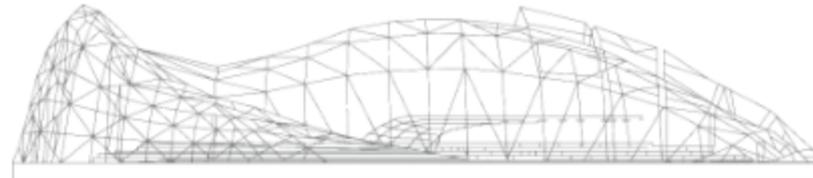
THE SOUND
MSTRKRFT^{CAN}



ELECTRONIC DANCE PUNKS

MSTRKRFT (pronounced Master-craft) is the pet project from Toronto, Ontario, Canada of musician Jesse F. Keeler (Death From Above 1979) and studio wizard Al-P (Girisareshort). "It all comes down to feel," states AL-P. "We're interested in making people feel like they want to dance, at least a little bit, so it's all about whatever it takes to get people there."

Formed in 2005, the pair has been collaborating, on and off, since 1998. Though they went separate routes – Jesse taking a brief break from music, and Al moving to New York where he worked at studios like Sound on Sound and Chung King recording artists as diverse as Jay-Z, Wyclef Jean, and David Clayton Thomas – the friends remained in contact, trading tapes of their individual, unreleased forays into dance music.



SYDICTIVE ELEMENT

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THE SOUND

BASEMENT JAXX^{UK*}



DOUBLE TROUBLE ON THE DANCE FLOOR

Basement Jaxx is an English house music duo comprised of Felix Buxton and Simon Ratcliffe that rose to popularity in the late 1990s. Basement Jaxx started in Brixton, South London, UK in 1994, where they held a regular club night called Rooty, which would later become the name of their second album.

The duo got their name from the location of the studio where they recorded their first EP - it was located in the basement of friends of Simon Ratcliffe. In addition to their own work, Basement Jaxx have become in-demand remixers. Tracks such as 4 My People (which became a massive chart and club hit), Like I Love You and She Wants to Move have all had the Basement Jaxx remix treatment. Their official website is www.basementjaxx.co.uk



SYDICTIVE ELEMENT

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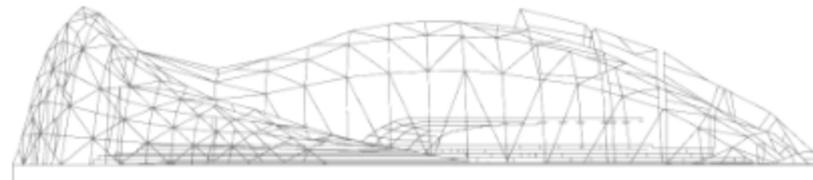
THE SOUND

ALEX GAUDINO ^{ITA}



PRODUCER EXTRAORDINAIRE

Alex Gaudino began his adventure in the music business in Italy in 1993 at the famous Flying Records and UMM. In 1998 Alex founded RISE Records, which soon became one of the most respected European labels, signing hit records like The Tamperer and Black Legend – Alex is the only Italian A&R who had two Number 1s in the UK sales chart. 2000 Nomination as best European A&R at the European Music Awards in London. In 2003 he produced singles with Crystal Waters and Ultra Natè. The single Destination Unknown got massive support and reached the top 2 of the UK Buzz charts. 2004 – 2010 Alex has been churning out remixes and hits which several are in the UK top 20 dance charts a notable hit would be in 2010 Alex is back with another hit, proving definitively that he's one of the most successful producers of crossover dance record hits of recent years. 'I'm In Love (I Wanna Do It)' went to #10 in the UK singles sales charts, #1 in the iTunes UK dance singles sales chart, #1 in the Billboard Dance Airplay chart in U.S.A. and many, many other chart results, getting huge radio airplay. His remixes over the last couple of years read like a roll call of dance music's biggest players, including Armin van Buuren's 'Never Say Never', 'Peace Song' by Bob Sinclar, 'Escape Me' by Tiesto and "Spaceship" by Benny Benassi, "I'm Glade You Came" by The Wanted.



SYDICTIVE ELEMENT

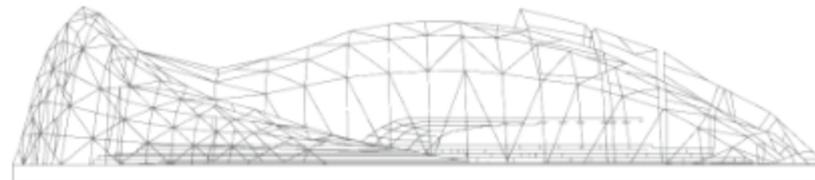
NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND
TIGA^{CAN}



SUPERSTAR REMIXER

Tiga is the stage name of Montreal, Quebec, Canada-born DJ/producer Tiga James Sontag (born 1974). He graduated from Selwyn House School, a prestigious school in Westmount. Before producing music, he was involved in the promotion of rave parties in his native city during the early 1990s, also Tiga was involved in the creation of world renowned afterhours club SONA. In 1994, he opened a record store named DNA Records, and in 1998 founded his own label, Turbo Recordings. Since his rise to success leading into the year 2000 and beyond, Tiga has been ranked the best electro DJ worldwide by DJ ranking polls. Tiga is widely known for his remixes: Tomas Andersson's "Washing Up", Scissor Sisters' "Comfortably Numb" and Soulwax's "E-Talking" but also for his covers of Nelly's "Hot In Herre", Public Enemy's "Louder Than a Bomb" & Felix da Housecat



SYDICTIVE ELEMENT

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THE SOUND

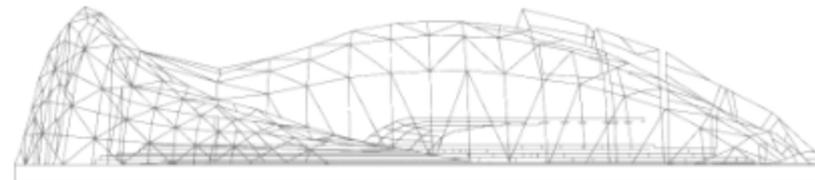
KEN ISHII JP



ASIA'S TECHNO AMBASSADOR

Ken Ishii debuted on a legendary Belgian techno label, R & S Records, in 1993. In that year he straight won No.1 on the UK's NME magazine's techno chart, which led him to worldwide recognition. In 1995, the highly praised album "Jelly Tones" (R & S / Sony Japan) was released. In the following year, the video for the single "Extra" from this album (directed by Koji Morimoto, the animator of the worldwide hit cartoon, "Akira") won MTV's "Dance Video of the Year".

Since then, Ken has been regarded internationally as one of the Japanese pioneers who can create world class electronic sounds. In 1998, he produced the official theme song for the winter Olympics in Nagano, Japan and it was played in more than 70 countries around the world. Then in 2000, Ken was interviewed and was on the cover of Newsweek magazine, featured as a symbol of the Japanese new culture. This was acclaimed as a great undertaking by a dance/electronic music artist.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND

MARCO V NED

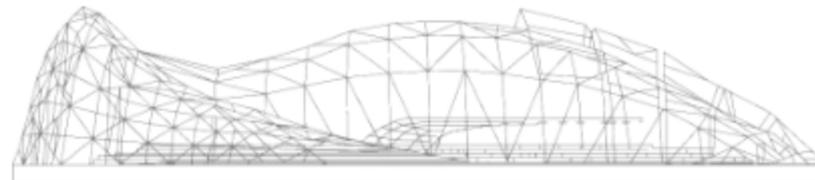


BIG ROOM SOUND

Marco V has been around for many years, as an inventive, style-blending deejay and a successful and devoted producer. Keywords in both careers have always been; energetic, crowd-pleasing and high-quality.

Even though he has played in very differing locations, and with house-music constantly changing shape, marco succeeded to create a genuine 'marco v' sound, easily recognizable by its constant drive and uplifting melodies. People love him for it and he never leaves the dancefloor empty. Being a deejay as well as a very productive producer seems like an exhausting job, but he does it smiling. "I can get pretty tired sometimes, but the sound of a cheering audience always gets me through." And that's exactly what they do, cheer. No matter if it's a huge event such as Sensation, DanceValley or Global Gathering, or a regular party at a club. "The audience is always my first concern. If the music is great, but the party isn't happening, something is definitely going wrong. I try to prove that it is possible to create a happy atmosphere with quality music. It is not the easiest way to play, but it has kept me around for all these years."

This combination of producing and deejaying gained him the number 15 spot in this year's international IDJ MAG djtop100.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND

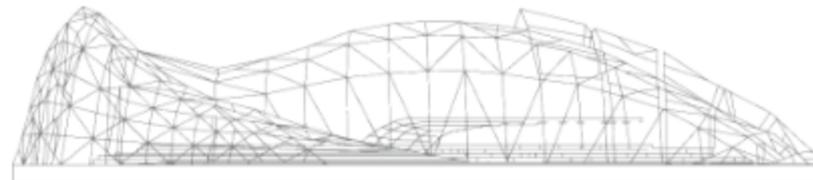
MYON & SHANE 54^{HUN}



NEW AGE IN TRANCE

Being Voted at number 62 into the 2010 Dj Mag Top 100, the Hungarian duo continuous to reach a growing success among the elite producers in Dance music today. Arm with their sharp productions, great remixes or cool mash ups, mostly being big favourites of the best djs in the world like Above & Beyond, Armin van Buuren, Ferry Corsten, Paul Oakenfold, Tiësto, Paul van Dyk and many more. In early 2008 they decided to join forces by forming a production / DJ duo for their outputs. Since then they remixed loads of artists, like Andy Moor, Lange, BWO, Esmaye and more, thus making original productions that ended up on labels like Anjunabeats, Armada or Black Hole.

Their DJ style is rather different: as both their history is full of successful mash ups like "Toca's Beautiful Things" or "As Playmo Comes", not a single track remains untouched on stage. With 2 laptops, controllers and synths, their eccentric tastes help them coming out with surprising stuff. Shane also sings their songs live, so it's more of a live act, than an "ordinary" DJ set. They had guest mixes on radio shows like Above & Beyond's "Trance Around the World", Tiesto's "Club Life", Big Al's KISS FM show with more to follow soon.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND

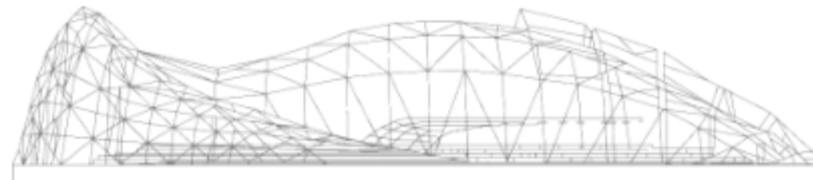
PENDULUM^{UK*}



POP DUBSTEP

The most recent was a drum'n'bass-influenced electronic rock group from Perth, Australia, who relocated to the UK in 2003. The group (2002) comprises Rob Swire (vocals/synth/producer), Gareth McGrillen (bass guitar/producer/DJ), Perry ap Gwynedd (guitar), Paul 'El Hornet' Harding (DJ), KJ Sawka (drums) and Ben 'The Verse' Mount (MC). In 2012 they broke up, however El Hornet and MC Verse still use the name Pendulum for DJ sets.

In 2005 they released their debut album, *Hold Your Colours*. Critically, the album was well-received in both the United Kingdom and Australia. In addition, it was one of the biggest selling Drum and Bass releases of all time. Pendulum have also collaborated with Freestylers, releasing the single "Fasten Your Seatbelt". MC Spyda and DJ Tenor Fly also feature as vocalists on "Tarantula".



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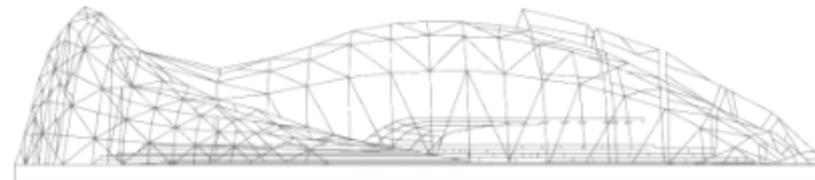
NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND
TYDI^{AUS}



AUSTRALIA's #1 DJ

Signed to the respected Armada label at the tender age of 17, Australia's Tyson Illingworth already has this and numerous triumphs under his belt and he's not even close to breaking a decade in the business yet. Better known, and already widely known, as DJ tyDi on the EDM circuit and commanding audiences around the globe it's evident there is so much more to come from this musically accomplished phenom. Of course if DJ tyDi settles on a 7:00pm Brisbane time / 5:00am DC time wake up call for an interview via Skype one does not turn it down because it may be a missed opportunity, and tyDi is not one to be missed. EDM for Life acquired a cherished opportunity to chat with the ebullient DJ about his rock roots, his pianist outbursts, and his affinity (and ours) for red wine, Tom Fall, and San Francisco. We also delve into his clothing line and his aptly named, recent release Shooting Stars...



SYDICTIVE ELEMENT

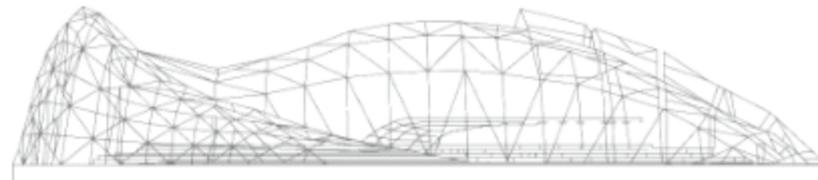
NEW YEARS EVE 2012 - December 30th & 31st

THE SOUND NEVER STOPS

.....AND MANY MORE WORLD-CLASS DJ's



MML 摩登美人





NEW YEARS EVE 2012 - December 30th & 31st

ARRIVE IN STYLE

SYDICTIVE ELEMENT by R Airlines



SYDICTIVE ELEMENT

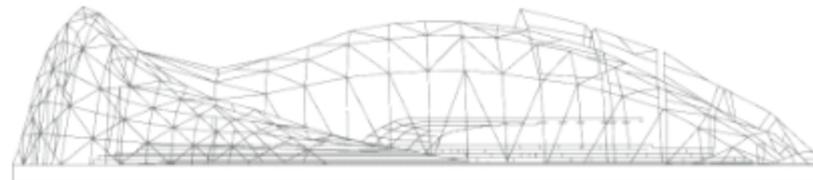
No matter which way you like to travel...we bring you there in style.

Private Airplanes

With onboard DJ entertainment - flying nonstop from Bangkok - Phuket - Bangkok.

Train & Busses

Special SYDICTIVE ELEMENT train & bus service from Bangkok - Phuket - Bangkok.



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

GENERAL ADMISSIONS

TICKET PRICING:

EARLY BIRD	2,000฿	Before Oct 31st
ADVANCE	2,500฿	Before Dec 29th
AT THE DOOR	3,000฿	
2 DAY ADVANCED	4,000฿	Before Dec 29th

BEVERAGES:

BOTTLED WATER	60฿
SODA	100฿
BEER	150฿
COCKTAILS	200฿

DELUXE ZONE

TICKET PRICING:

ADVANCE	4,000฿	Limited to 2500
AT THE DOOR	5,000฿	*If available

STANDING TABLES:

4 PERSON PACKAGE	15,000฿	Limited to 200 Tables
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Includes 1 bottle Spirits, 1 bottle Champagne, access to GA & Deluxe Zones

BEVERAGES:

BOTTLED WATER	60฿
SODA	100฿
BEER	150฿
COCKTAILS	200฿
BOTTLED SPIRITS	2500฿ ~
BOTTLED CHAMPAGNE	2500฿ ~

PREMIUM ISLANDS

PREMIUM PACKAGES:

6 PERSON PACKAGES	60,000฿ (p/day)	Limited to 150
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Tables

Includes Personal table hostess, 2 Bottles of Premium Spirits, 2 Bottle of Premium Champagne, access to GA, Deluxe Zones & Premium Islands *Customized plans available

10 PERSON PACKAGES	90,000฿ (p/day)	Limited to 150
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Tables

Includes Personal table hostess, 4 Bottles of Premium Spirits, 4 Bottle of Premium Champagne, access to GA, Deluxe Zones & Premium Islands *Customized plans available

BEVERAGES:

PREMIUM BOTTLED SPIRITS	5000฿ ~
PREMIUM BOTTLED CHAMPAGNE	5000฿ ~
LARGE FORMAT & ULTRA PREMIUM BY ORDER	

PRIVATE PARTY

PRIVATE FLOATING VILLA:

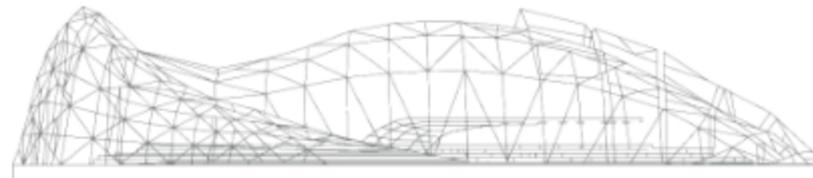
20 PERSON PACKAGES	2,000,000฿	Limited to 4
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Includes 2 Hostess, 2 service staff, 8 Bottles of Premium Spirits, 2 Bottle of Premium Champagne, access to GA, Deluxe Zones & Premium Islands *Customized plans available

PRIVATE BEACH CABANA:

20 PERSON PACKAGES	1,500,000฿	Limited to 10
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Includes 2 Hostess, 2 service staff, 8 Bottles of Premium Spirits, 8 Bottle of Premium Champagne, access to GA, Deluxe Zones & Premium Islands *Customized plans available



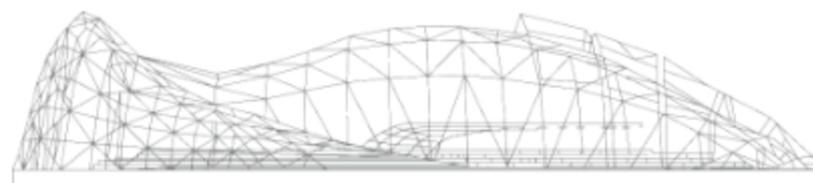
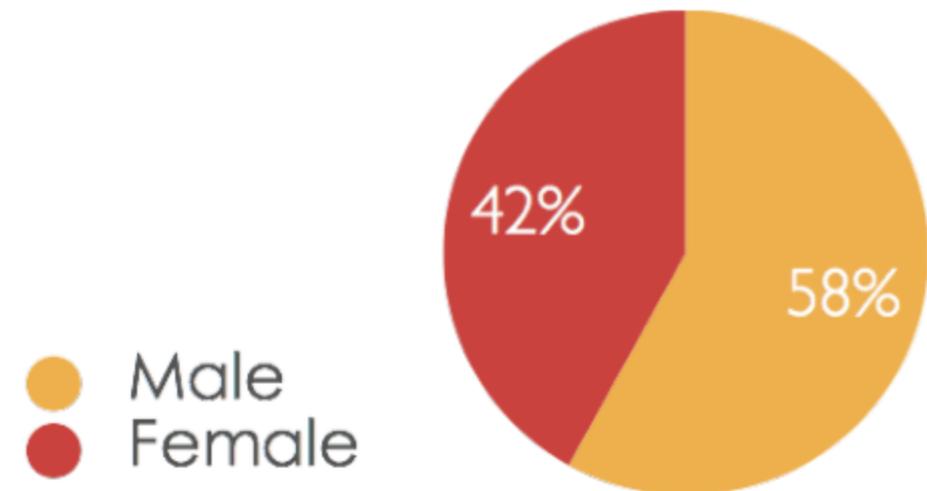
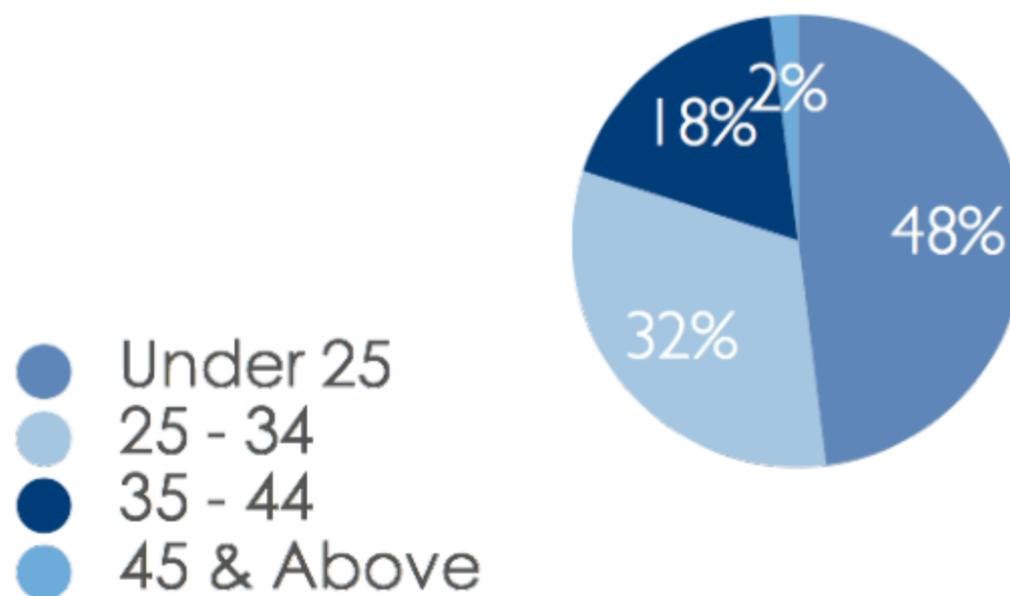
GENERAL ADMISSIONS PROFILE

AGE:	PERCENTAGES:
Under 24	48%
25 - 34	32%
35 - 44	18%
45 & Above	2%

SEX:	PERCENTAGES:
Male / Female	58% / 42%

RACE:	PERCENTAGES:
ASIAN	84%
NON-ASIAN	16%

WORK POSITION:	PERCENTAGES:
CEO / Chairman / President / Top-Level	8%
Vice-President / Director / General Manager	11%
CFO / Treasury / Controller	7%
Owner / Sole-Proprietor / Self-Employed	28%
Managerial / Supervisor	17%
Professional (Doctor, Lawyer)	4%
Financially Independent	4%
Retired	1%
Student / Recent Graduate	4%
Others	16%



MASS MARKETING METHODS **Domestic & International**

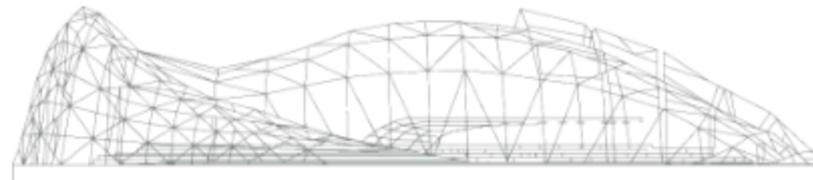
- TV Advertising
- Radio Advertising
- Print Advertising
- PR Campaign
- Social Media
- Online Media
- Partnership Campaigns
- Word of Mouth
- Hand to Hand Distribution (Flyers)
- Email Blasts (EDM)
- Ambient Advertising Outdoor Advertising
- Guerilla Marketing
- Direct Mailers of Invitations
- Bluetooth Marketing Editorial Coverage

PERSONALIZED

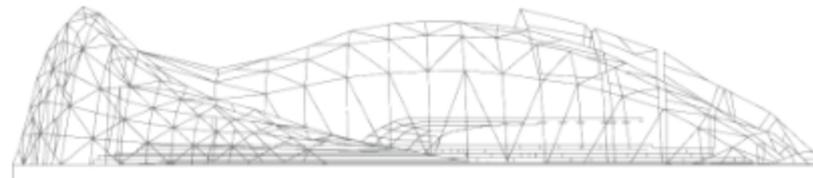
- Promoter Driven
- Incentive Driven
- Social Sharing
- Social Media (Blogospheres, Social Network Sites', etc)
- Tastemakers
- Personalized Emails

ESTABLISHING THE BRAND

- Promoter Driven
- Incentive Driven
- Social Sharing
- Social Media (Blogospheres, Social Network Sites', etc)
- Tastemakers
- Personalized Emails



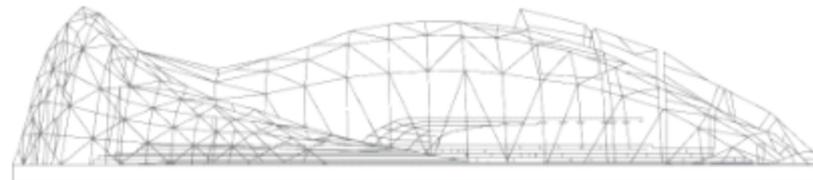
DRAWING THEM IN COVERING THE BASES



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

ON SITE IN SIGHT
KEEP THEM COMING





NEW YEARS EVE 2012 - December 30th & 31st

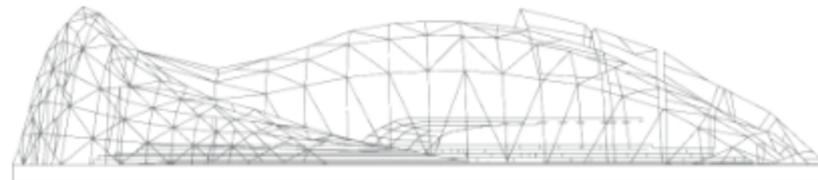
RESIDUAL VALUE

MORE THAN JUST A T-SHIRT



MORE THAN 50 **EXCLUSIVELY BRANDED SYDICTIVE ELEMENT** PRODUCTS

Watches ◦ Beach Chairs ◦ Towels ◦ Cocktail Buckets ◦ Condoms ◦ Beach Shorts ◦ Visors ◦ Caps
Wallets ◦ Cups ◦ Wrist Bands ◦ Beach Blankets ◦ Sun Cream ◦ Bags ◦and the T-Shirts



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 • DECEMBER 30 & 31
SURIN BEACH • PHUKET • THAILAND



EYES ON YOUR BRAND



NEW YEARS EVE 2012 - December 30th & 31st

MARKETING & BRANDING - **PARTNER SPONSOR** MAKE AN IMPRESSION

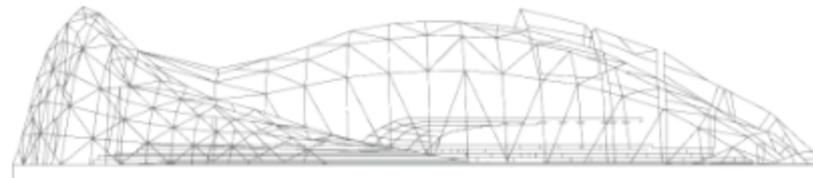
VISUAL MATERIALS

Placement prominently on all marketing materials "**PARTNER SPONSOR** Presenting SYDICTIVE ELEMENTS" OR "SYDICTIVE ELEMENT by **PARTNER SPONSOR**" *subject to laws, rules, and regulations.

- Scaled in ratio to the "SYDICTIVE" **VISUAL MATERIALS** logo no less than 10%
- No effects or obscuring of the logo.

Social Media

- Prominent mention of sponsorship on all social media platforms
- Facebook, YouTube, Twitter, Instagram.
 - Blog posting within regards to sponsorship association



SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st

HOSPITALITY - BRING THEM ON

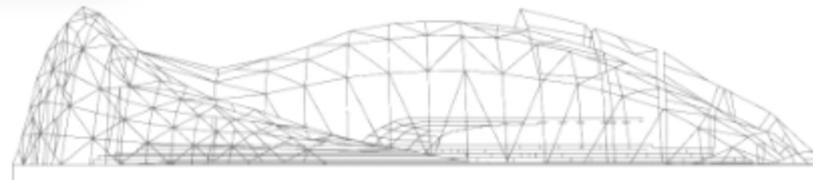
PARTNER SPONSOR

CONTENT FOR GIVEAWAYS

- 1000 General Admission Tickets per event day for co-branded giveaway via sponsors own platforms or campaign.
- 500 DELUXE ZONE Tickets
- 30 people for Artist Meet & Greet sessions on both days

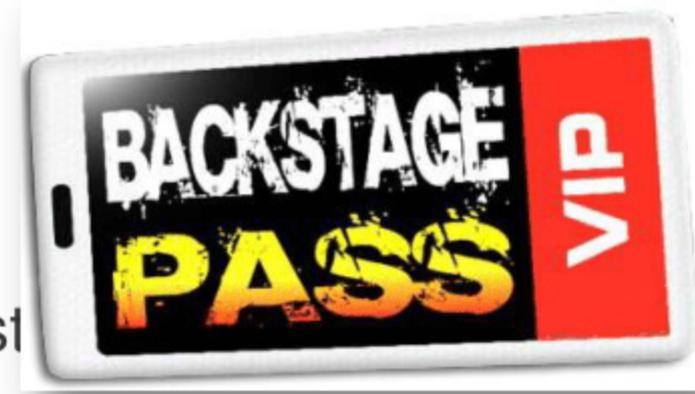


- AIS promotional booth at event (8X8 1 unit, 3x3 5 units, 5X5 5units)
- 30 free airplane tickets round trip from R Airlines, AIS branding on R Airlines plane
- New Year's fire works show to be owned by AIS
- Headliners /best acts of each day:
- 30th Sky Blu of LMFAO show to be owned by AIS
- 31ST AKON show to be owned by AIS
- AKON to be used by AIS for international roaming influencer
- AIS VIP Barge, VIP 20% discount food and drinks
- AIS discount across on all entrance tickets 10%
- AIS branding on all 27 high end drinks retail booths
- Diageo /Serenade Loyalty campaign in leading clubs located in bkk, phuket,krabi, samui, hatyai



IS | SYDICTIVE ELEMENT

NEW YEARS EVE 2012 - December 30th & 31st



TVC

30 second TV spot on LED screen at CPN's 17 properties: Centralworld, Central Plaza Latprao, Central Plaza Grand Rama 9, Central Plaza Pinklao, Central Plaza Bangna, Central Plaza ChiangMai, Central Festival Pattaya Beach, Central Plaza Khon Kaen, Central Plaza Chiang Rai, Central Plaza Rattanaibeth, Central Plaza Udon Thani, Central Plaza Rama 3, Central Plaza Chonburi, Central Plaza Hat Yai and Central Plaza Surathani. TO BE AIRED FROM NOVEMBER TILL THE END OF DECEMBER.

LED on Hello Bangkok (60 points)

47 LED screens at zen

LCD Plasma Make a Wish Campaign

BILLBOARD: Outdoor Media

1. Dindaeng.

2. Phuket Airport : 2 points

3. PHUKET Billboard : 2 points

FREE MAGAZINES (FRONT AND BACK COVER WRAP AROUND)

1. BK (Full page, Thb70,000)

2. GURU (Cover Wrap, Thb250,000)

3. HK (Full page, Thb 90,000)

4. IS (Full page, Thb150,000)

OTHERS

PP Board with 4 standees.

SMS for all ZENS customer base.

EDMs for all ZENS customer Base

Direct Mail 25,000 for email from middle-high end real estate owners.

10,000 A2 POSTER with logos

50,000 A 5 POSTER with logos

POSTERS at all our promotional offices/hotels/pubs/restaurants : 30 points.

MARKETING Communication PROMOTIONS with logos in (Brochure / spots): Laos and Myanmar (all yangon movie theatres/pubs/restaurants).



NEW YEARS EVE 2012 - December 30th & 31st

PRESENTING & PARTNER SPONSORSHIP

World Class DJ Festival with Global **Marketing and Branding** Value

Partner sponsor:

PR, Marketing and Branding Value

AIS logo placement on all event communications material

45 ,000,000 Baht.

AIS PARTNER SPONSOR Package:

20,00,000 Baht.

