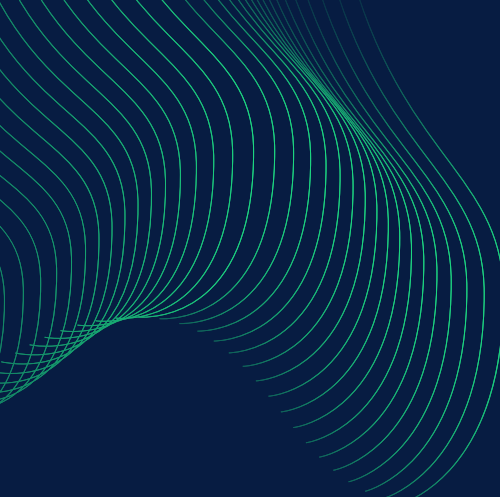




BEYOND

INTERNATIONAL TECHNOLOGY INNOVATION EXPO

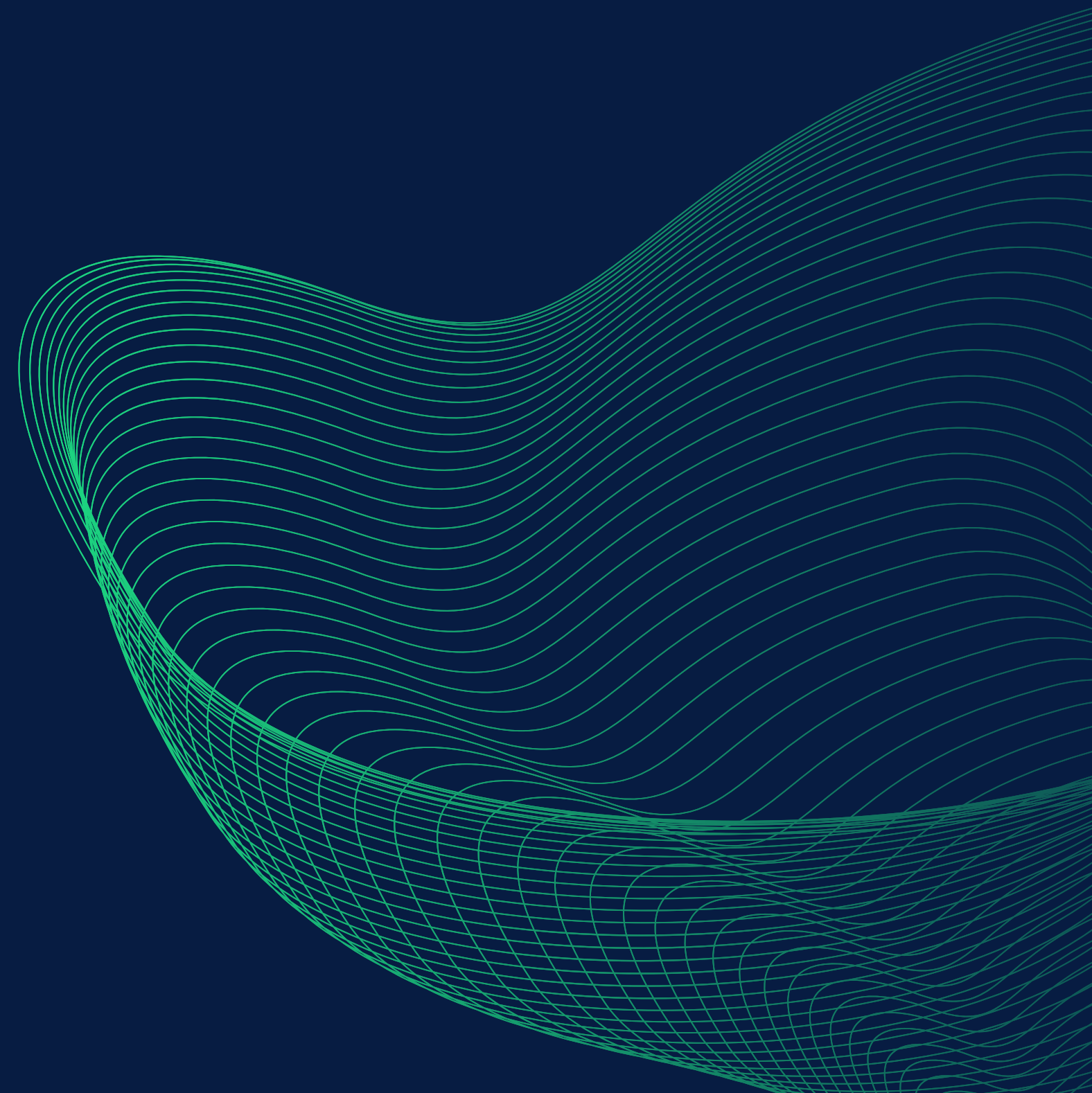
Venetian Convention and Exhibition Center

Macao

May 22-25, 2024

Business Collaboration Deck

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BEYOND EXPO

May 22-25, 2024

BEYOND is the premier launchpad for trailblazing innovations and **the leading minds shaping the future of technology**. The world's most influential entrepreneurs, experts, and investors gather for an unparalleled experience to **discover revolutionary ideas, showcase breakthroughs**, and gain insights into emerging trends. BEYOND is where the future is unveiled.



BEYOND

2023 BY THE NUMBERS

15,000	ATTENDEES
54%	DIRECTORS & ABOVE
68%	PROFESSIONAL BUYERS
619	EXHIBITORS
244	SPEAKERS
200+	MEDIA OUTLETS



Map and Strategic Regions



Map and Strategic Regions

Australia/New Zealand:

Australia:

GDP: \$1.3t, Population: 25m

Affluent consumer market eager to adopt new technologies and premium consumer products

New Zealand:

GDP: \$242b, Population: 5m

Emerging as a global hub for digital and creative technologies

China:

GDP: \$17.7t, Population: Over 1.4b

World's largest manufacturing economy and global exporter across many industries

Macao SAR:

GDP: \$54.6 billion Population: 0.68 million

A thriving economy with a strong GDP and abundant business opportunities

India:

GDP: \$3.2t, Population: Over 1.3b

Rapidly growing middle class and massive youth population

Middle East/Gulf:

Saudi Arabia:

GDP: \$782b, Population: 34m

Largest economy in the Arab world, transforming towards a more diversified economy

United Arab Emirates:

GDP: \$421b, Population: 9.9m

Regional economic and tech hub

Israel:

GDP: \$487b, Population: 8.7m

Highly developed and innovative economy

Northeast Asia:

Japan:

GDP: \$5t, Population: 126m

Mature high-income economy regional tech leader

South Korea:

GDP: \$1.8t, Population: 51m

High income and technologically advanced economy

Southeast Asia:

Singapore:

GDP: \$337b, Population: 5.7m

Developed economy and tech hub, a strategic regional hub

Malaysia:

GDP: \$365b, Population: 32m

Rapidly growing middle-income economy

Indonesia:

GDP: \$1.2t, Population: 273m

Major emerging regional power, significant market opportunity

Thailand:

GDP: \$543b, Population: 69m

Upper-middle-income transition economy with solid growth

A strong infrastructure and manufacturing base

Vietnam:

GDP: \$271b, Population: 97m

Rapidly advancing dynamic economy, adopting new technologies

Evolving into a future manufacturing hub

WHY MACAO

Asia's Las Vegas: Event oasis with world-class infrastructure for international gatherings.

Global Gateway: Free port status and visa-free access for global business opportunities.

Investment Hub: Prime center for business and entertainment synergy in a dynamic zone with lucrative opportunities.

Visitor Magnet: Drawing in >30M high-spending business visitors annually.

Strategic Geographical Position: Key business entry point to Mainland China, Asia & Portuguese-speaking countries & cities.

Economic Powerhouse: Strong GDP and abundant lucrative business prospects with a robust economy.

Regional Hub for Incentive Travel and Conventions: One of the most prompt (Ranked No.1) economic recoveries globally

Best Time to Visit in May: Perfect temperature to explore the city!

ENGAGEMENT & OPPORTUNITIES

● For Startups & Entrepreneurs:

Whom you will meet at BEYOND?

- Top-tier VCs, angel investors, family offices, and sovereign funds
- Corporate Startup Engagement Team and Corporate Venture Capital
- Prominent tech reporters and influencers
- Professional buyers/distributors
- Local authorities and regional partners

What are the potential opportunities?

- Fundraising Pitch: Present your business for potential funding opportunities at #Fundatfirstpitch
- Product/Service Showcase: Exhibit your offerings at #BEYONDExhibition #ProductLaunch
- Competition Participation: Compete and gain exposure in the #BEYONDAwards
- Networking Events: #BEYONDGalaDinner, #BEYONDParties and a wide range of insider gatherings
- Sponsor Benefits Exploration: Including promotional credit and free training courses

ENGAGEMENT & OPPORTUNITIES

● For Large Corporates:

Whom you will meet at BEYOND?

- Professional buyers/distributors
- Local authorities and regional partners
- Promising startups with cutting edge technologies (for potential partnerships or acquisition)
- Prominent tech reporters and influencers

What are the potential opportunities?

- Innovation Showcase: Unveil latest innovations at the biggest platform in Asia at #BEYONDExhibition and #ProductLaunch, with extensive coverage from both local and international media.
- Networking Events: #BEYONDGalaDinner, #BEYONDParties and #GolfTournament to connect with industry peers.
- Thought Leadership: Speak at panel discussions at various summits to establish corporate thought leadership.
- Startup Scouting: Your Corporate Venture Capital (CVC) division or corporate startup engagement team are invited to participate in #Fundatfirstpitch; they can also identify promising startups for collaboration at the #BEYONDAwards.

ENGAGEMENT & OPPORTUNITIES

● For Investors:

Whom you will meet at BEYOND?

- Promising startups seeking funding and support, alongside high-growth companies ready for Series B+ funding and companies with groundbreaking technologies seeking seed capital.
- LP from family offices, sovereign funds, and other VCs for potential partnership.
- Peers from leading corporates and their Corporate Venture Capital (CVC) division

What are the potential opportunities?

- Pitch Evaluation: Startup pitches at #Fundatfirstpitch.
- Judging Role: Participate as judges in the #BEYONDAwards.
- Thought leadership: Insightful conversations and sharing on emerging technologies at #GlobalInvestmentSummit.
- Engaging Networking: Conduct private 1:1 meetings within the #BEYONDInvestorLounge and have direct interactions with entrepreneurs and other CVCs at #BEYONDParties.
- Exclusive Activities: Attend exclusive activities such as #CharityPokerNight, #BEYONDGalaDinner, and #GolfTournament etc.

ENGAGEMENT & OPPORTUNITIES

● For Government Representatives:

Whom you will meet at BEYOND?

- Scale-up unicorns and international enterprises exploring ambitious geographic expansion
- Corporate C-levels from Fortune 500 firms
- Promising startups with cutting edge technologies
- Investment leaders from top-tier VCs, angel investors, family offices, and sovereign funds

What are the potential opportunities?

- Promote Visions: Advocate sustainable metropolitan infrastructure projects to global professional audience at #BEYONDSideStage, #BEYONDExhibition and #BEYONDReception.
- Scout Next-Gen Tech: Identify transformative solutions ready for implementation at #BEYONDExhibition, #ProductLaunch and #Fundatfirstpitch.
- Forge Strategic Partnerships: Collaborate with founders and funders involved in your region's smart city initiatives at #BEYONDGalaDinner#BEYONDLuncheon and #BEYONDParties.
- Recruit Top Talent: Attract expertise in critical areas, meet them at #BEYONDGalaDinner and #BEYONDParties.

BEYOND AGENDA

OPENING - May 22

BEYOND 2024 Opening Ceremony (Ticket needed)
BEYOND Welcome Night (Ticket needed)

DAY 1 - MAY 23

BEYOND Expo Opening
Global Investment Summit (Stage C)
Healthcare Summit (Stage H)
SheTech Summit (Stage L)
Fund at First Pitch (FAFP)
BEYOND Gala Dinner (Invitation-only)
The Pool Party
Poker Charity Night (By-invitation,
Investors only)
The Future is Here | New Product Launch
BEYOND Food Market

DAY 2 - MAY 24

BEYOND Expo Opening
BEYOND Golf Tournament/Day (Ticket needed)
ClimateTech Summit (Stage S)
ConsumerTech Summit (Stage C)
Healthcare Summit (Stage H)
Asia-Latam Forum
Fund at First Pitch (FAFP)
BEYOND Wealth Summit (By-invitation/LPs)
BEYOND Stardom Spectacle
BEYOND Food Market

DAY 3 - MAY 25

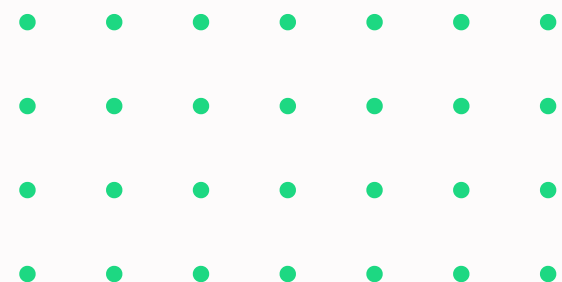
BEYOND Expo Opening
(Open to public)
ClimateTech Summit (Stage S)
ConsumerTech Summit (Stage C)
BEYOND Awards & Closing Ceremony
BEYOND Futureproof Party
BEYOND Food Market

MAY 27-29

Greater Bay Area Innovation Tour

CONTENT

- 01 Partnership Levels
- 02 Exhibition Details
- 03 Content Collaboration
- 04 Strategic Partnership
- 05 Featured Events
- 06 Advertise with us
- 07 BEYOND Week Events



PARTNERSHIP LEVELS

Partner with BEYOND Expo to gain extensive exposure through:

	Event Marketing	Exclusive Branding	Passes & Networking
Strategic Level <i>USD\$400,000 Commitment</i>	✓	✓	✓
Platinum Level <i>USD\$200,000 Commitment</i>	✓	✗	✓
Gold Level <i>USD\$100,000 Commitment</i>	✓	✗	✓

SELECTED PARTNER ACTIVITIES



Exhibition



Content
Collaboration



Strategic
Partnership

BEYOND
INTERNATIONAL TECHNOLOGY INNOVATION EXPO



Featured Events



Advertisement



BEYOND Week
Events

A large exhibition hall with a high ceiling and exposed wooden beams. In the background, a large, illuminated NBA logo is visible. The foreground is filled with people, mostly men in business attire, engaged in conversations. A woman in a black blazer is walking towards the right. The overall atmosphere is professional and busy.

EXHIBITION

Expo Spotlight

An effective way to get involved at BEYOND Expo. It's an effective and valuable investment for your team, offering maximum exposure to attendees and other partners.



Exhibition Rates

1# RAW SPACE



- Premium raw exhibition space starting from **USD\$400/sqm** at BEYOND Expo.
- Minimum 36 sqm required.
- A fully customizable blank canvas for your brand, allowing you to manage creative design and setup independently. A cost-effective solution for crafting your ideal exhibition presence..

2# EXPO UPSCALE



The Expo Upscale Plan:

- **USD\$24,000** total for 36 sqm turnkey booth
- Premium setup and amenities included
- Prime expo hall location
- Customizable graphics and branding
- Dedicated booth consultant

Exhibition Rates

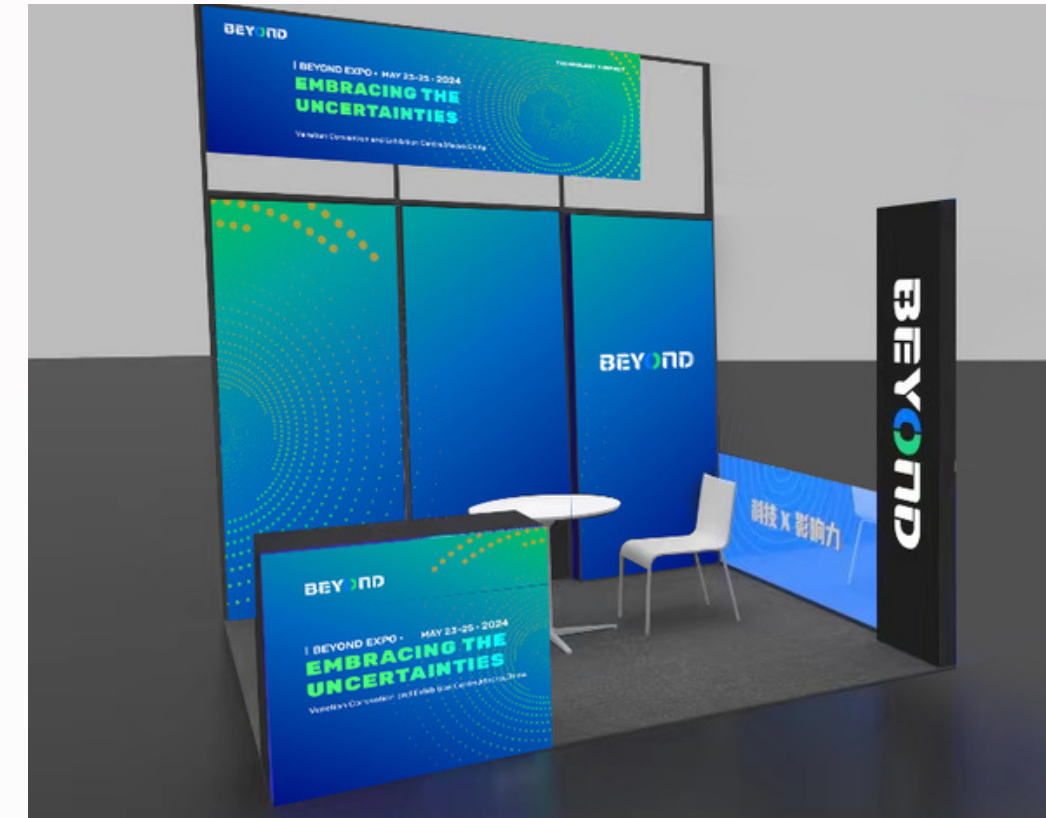
3# PREMIUM EXPO



The Premium Expo Plan:

- **USD\$15,000** total for 18 sqm turnkey booth
- Premium setup and amenities included
- Customizable graphics and branding
- Dedicated booth consultant

4# STANDARD BOOTH

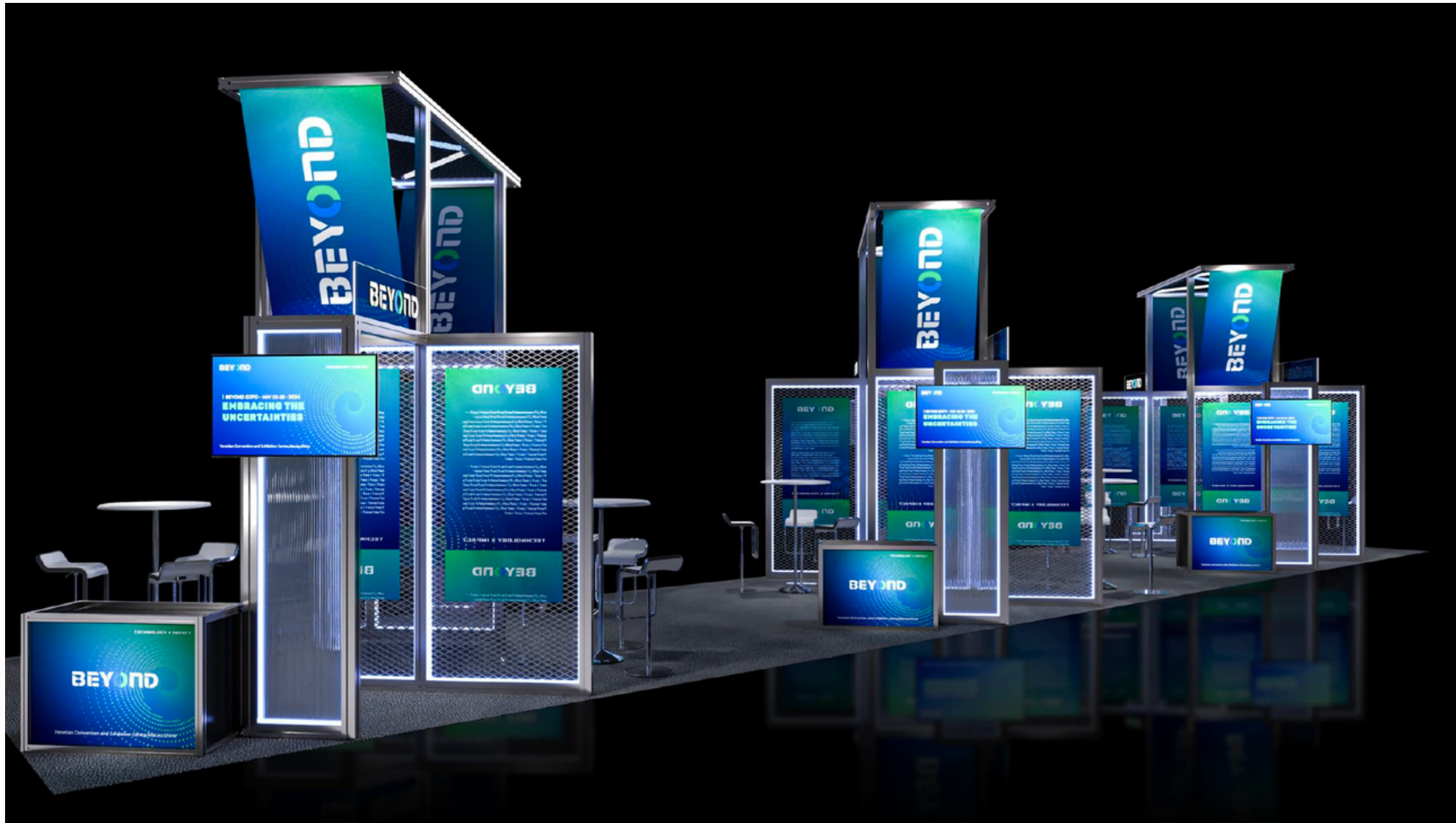


The Standard Booth Plan:

- **USD\$3,600** total for 9 sqm turnkey booth
- Complete setup and amenities included
- Simple custom branding available

Exhibition Rates

5# STARTUP PAVILION



Pricing starts at USD\$21,000 for organizing and coordinating a delegation of up to 6 early-stage startups.

For your organization:

- A set of reserved table and chairs in the Expo Hall for all 3 days
- A co-branded sign placed above the pavilion
- Inclusion of 3 TVs

For your startups:

- A designated set of table and chairs per startup
- Inclusion of a backdrop
- 3 exhibitor passes for each startup
- Participation in the **Fund at First Pitch** session
- Access to BEYOND's press list
- Inclusion in BEYOND mobile app

**SPONSOR MAY BRING ADDITIONAL STARTUPS AT A RATE OF USD\$3,000 PER STARTUP

Additional Services for Exhibitor



CONNECTING BRANDS AND USERS

1. Perks/offer Ads
2. Talent Recruiting Ads
3. Pinned Chat for all Users
4. Contacts Pro

Additional Services – Content Marketing

“Global Feature Spotlight”

- Elevate your brand's global presence with featured co-branded articles in leading media outlets
- Our Global Feature Spotlight package ensures your message resonates across borders and on prominent media platforms

TBD based on custom campaign details

“BEYOND Content Showcase”

- Develop engaging co-branded content and showcase it through BEYOND's official channels
- This package focuses on leveraging BEYOND's influential platforms for maximum exposure

TBD based on custom campaign details

“WildEdge Media Amplifier”

- Amplify bespoke content extensively through media outlets in Mainland China and globally via newswire
- This package enables reaching a wide and diverse audience, ensuring unparalleled brand visibility.

Starts at USD\$1,499

CONTENT COLLABORATION

Bring your insight to the BEYOND stage!

Forum Partnership

- Sponsorship privilege to propose discussion topics and endorse speakers
- Logo exposure on forum screens
- Inclusion in promotional materials such as:
 - Forum agenda
 - BEYOND postings
 - Email highlights

Price:USD\$100,000



STRATEGIC PARTNERSHIP



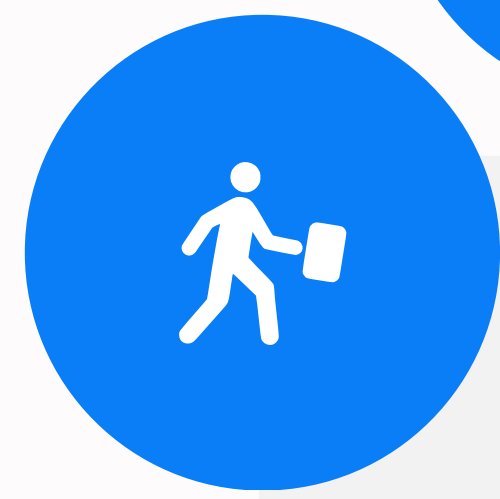
1# BEYOND Brand Partner

Become our sole strategic partner for each sub-brand





Perks for Strategic Partner



All-in-one Access

Includes tickets to the opening ceremony, VIP seating at the gala dinner, access to the VIP lounge, and exclusive event invitations



Substantial Visibility

Prominent brand exposure in the exhibition area for attendees and online followers



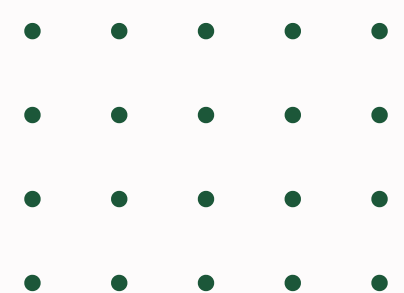
Stage Naming Rights

Privilege of having your name or brand associated with a specific stage



Content Development

Partners present their own expert keynote at themed forums





Price:USD\$400,000

Extra Perks for Strategic Partner

- Align your brand with BEYOND Innovation Awards
- Opportunities to be an honored guest speaker and awards presenter at the BEYOND Innovation Awards
- 40% discount on exhibition fees



2#BEYOND Venture Partner

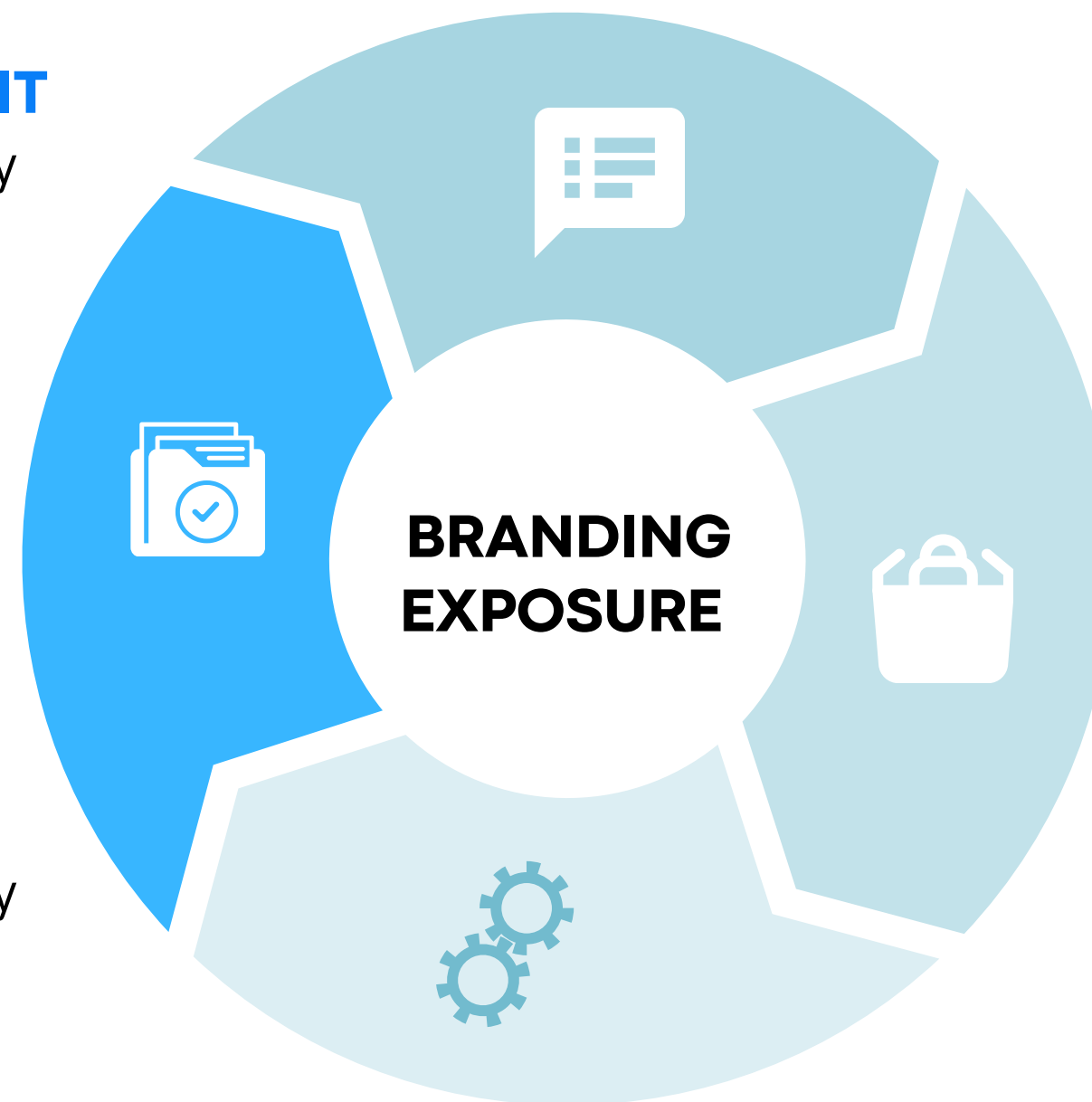
to connect with top tier venture capitalists and promising startups

GLOBAL INVESTMENT SUMMIT

- Exclusive Partnership Opportunity
- Branded as co-host of Global Investment Summit
- Partner content implantation and Speaker opportunities
- Exclusive promotion through BEYOND omni-channels

INVESTOR LOUNGE

- Exclusive Partnership Opportunity
- Branding awareness
- Reserved area
- Ads at BEYOND APP



PITCH AT CLOSING

- Exclusive Partnership Opportunity
- Branding Awareness
- Logo exposure at both on-site and online (APP and webpage)
- Authorized data access

FUND AT FIRST PITCH

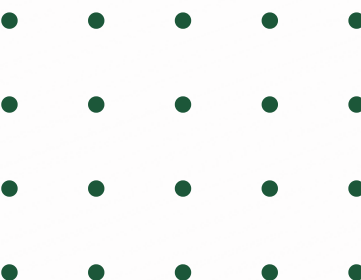
- Exclusive Partnership Opportunity
- Logo exposure at both on-site and online (APP and webpage)
- Authorized data access

2#BEYOND Venture Partner

to connect with top tier venture capitalists and promising startups



Price:USD\$300,000



SPECIAL ADD-ON PURCHASE OPTIONS FOR STRATEGIC PARTNERS

BEYOND LOUNGE PARTNER

BEYOND

Portugal Tech Enterprises from

#BEYOND Lounge Partner

Amplify your brand reputation and forge valuable connections by becoming lounge sponsor



- **BEYOND VIP Lounge Partner**
Partner Price: USD\$100,000
- **BEYOND SheTech Lounge Partner**
Partner Price: USD\$50,000
- **BEYOND Media Lounge Partner**
Partner Price: USD\$50,000
- **BEYOND Stage Lounge Partner**
Partner Price: USD\$30,000

#BEYOND Lounge Partner

Amplify your brand reputation and forge valuable connections by becoming lounge sponsor



Exclusive Branding:

- Inclusion of sponsor logo on Lounge signage and map (physical & app)
- Placement of sponsor brochures/collaterals in the Lounge
- Branding on napkins, cups, and posters featuring BEYOND Lounge partnership logos
- Sponsors can include a participants' survey on the dedicated page in the BEYOND App to collect data and maximize branding

Access Rights:

- Priority Lounge access to sponsor's staff and VIP clients
- Dedicated sponsor's space at the lounge for private meetings and hospitality

Additional VIP Catering:

- Premium lunch, dining, and beverage services provided in a luxurious setting for selected packages.



FEATURED EVENTS

BEYOND



#27 **TOP 100 DJs**
IN AID OF

BASS JACKERS
BEYOND
FUTUREPROOF PARTY
11 MAY

Sponsored by:

Level 2, City of Dreams, Estr. do Istmo, Macao
www.beyondexpo.com/futureproof-party

BUY NOW!

Early Bird: 350 MOP At Door: 500 MOP
Tickets and Tables are on sale exclusively to BEYOND Pass Holders



BEYOND POOL PARTY

BEYOND FUTUREPROOF

Title Sponsorship

- Exclusive title sponsor branding
- 1 VVIP Lounge (15 seats)
- 1 VIP Box (20 guests)
- Full-page ad in event program
- Logo featured on all tickets
- Logo displayed at registration desk
- 40 VIP tickets with drinks included
- 30 bottles of champagne (2 per lounge seat)
- Full luxury drink package for VIP box

USD\$300,000

Platinum Sponsorship

- Platinum level branding
- 1 VIP Box (20 guests)
- Half-page ad in event program
- Limited to 3 sponsors
- 20 VIP tickets with drinks included
- Full luxury drink package for VIP box

USD\$180,000

Gold Sponsorship

- Gold level branding
- 2 VIP Lounges (15 seats each)
- Quarter-page ad in event program
- Limited to 5 sponsors
- 10 VIP tickets with drinks included
- 30 bottles of champagne (2 per lounge seat)

USD\$70,000

BEYOND POOL PARTY

Co-Host Sponsorship - USD\$300,000

- Backdrop with logo at registration entrance
- Welcome speech opportunity
- Premier reserved space with 5 tables and champagne
- 20 VIP guest tickets with unlimited drinks
- Logo on invitations sent to all attendees
- Prominent logo placement and branding throughout event
- Recognition in event program and promotions

Supporting Sponsorship - USD\$50,000

- Logo inclusion in event program
- On-site brand exposure
- Preferred space with 3 tables and champagne
- 5 guest tickets
- Recognition in selected event promotions

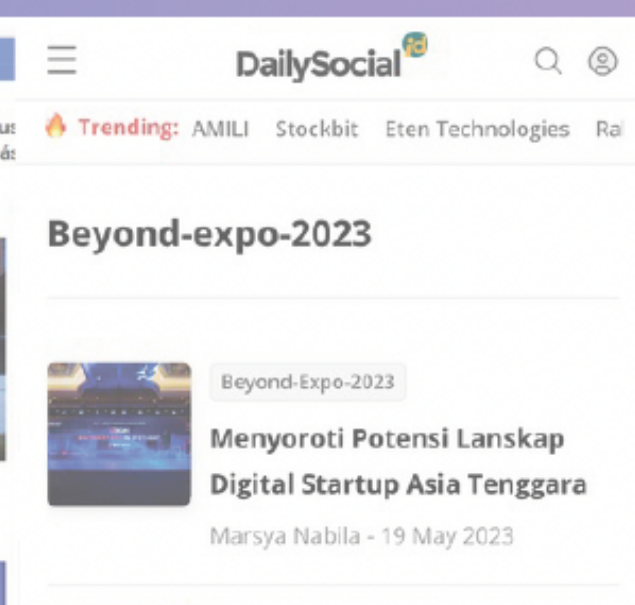
BEYOND CHARITY POKER NIGHT

Join us for a fun night of poker while supporting a great cause! Take a chance for a good purpose - all proceeds benefit the charity.

Team up with BEYOND to create a positive impact. Go all-in for charity! Plus, savor drinks, food, and the chance to win fantastic prizes.

Sponsorship starts **from USD\$100,000**
Reach out for more details





ADVERTISE WITH US

Advertising Rates

ALL PRICES QUOTED ARE USD\$

Ads in the BEYOND Mobile APP

INTERSTITIAL ADS	starts at \$10,000
POP-UP ADS	starts at \$15,000
PUSH NOTIFICATIONS	starts at \$10,000
PERKS /OFFER ADS	\$5,000
TALENT RECRUITING ADS	\$15,000
PINNED CHAT FOR ALL USERS	\$10,000
CONTACTS PRO	starts at \$500

Marketing Outreach

DEDICATED EMAIL TO ATTENDEES	\$10,000
DEDICATED EMAIL TO EXHIBITORS	\$7,500
BRANDING IN ATTENDEE EMAILS	\$5,000
BRANDING IN SELECT PROSPECTING EMAILS	\$5,000
BRANDING IN SELECT EXHIBITOR EMAILS	\$5,000

Specialty Branding

BRANDED ADMISSION LANYARDS	\$100,000
BRANDED ADMISSION BADGES	\$85,000
BRANDED BEYOND TOTE BAGS	\$70,000
GREENROOM BRANDING	\$45,000
BRANDED BACKDROP AT THE REGISTRATION HALLWAY	\$20,000
HANGING BANNER AT THE EXPO HALL	\$15,000

金沙中國智慧度假村科創大賽

Sands Innovation Challenge

BEYOND WEEK EVENTS

金沙中國
Sands China Ltd.

澳門青年創業孵化中心
Centre for Incubation of Startups for the Young of Macao
Macau Young Entrepreneur Incubation Centre

金沙綜合度假村孵化中心成立
暨合作備忘錄簽署儀式

Establishment of "Sands Resorts Incubation Centre"
& "MOU Signing" Ceremony

BEYOND Week

BEYOND Week serves as the prelude to the renowned BEYOND Expo, offering a dedicated week filled with innovation-focused programming.

Partners have the opportunity to host their own events, seminars, conferences, corporate functions, and more during BEYOND Week. **We provide support in the following areas:**

- Identifying the perfect venue in prime locations
- Collaborative promotion of your event through BEYOND channels.
- Facilitating catering partnerships and group discounts

Advantages of hosting an event during BEYOND Week:

- Alignment of your programming with BEYOND Expo.
- Exposure to our highly engaged community of attendees.
- Access to discounted venues, catering, and production services.
- Leverage BEYOND's extensive marketing reach.
- Showcasing your brand before the main Expo.

Let's start planning a high-impact event to achieve your goals.

Contact us at bd@beyondexpo.com



More experiences to be Discovered



Join us to network with global industry leaders, fostering valuable connections and collaborations, while experiencing a blend of innovation, entertainment, and business opportunities in the vibrant setting of Macao.

**Exclusive
Networking**

**Unique
Experiences**



Any questions - contact your **sales rep**
or bd@beyondexpo.com