



ARTA  
VERSE

MAY ————— JUNE 2022

HONG KONG LARGEST NFT &  
LOCAL ART OUTDOOR EXHIBITION



# EVENT OVERVIEW

## THE LARGEST OUTDOOR ART HUB TO CONNECT THE ART WORLD

ARTAVERSE will play host to a 10 days NFT x local art exhibition in May to June, where over 100 artists will exhibit their work in a sprawling outdoor space of over 100,000 square feet. The exhibition boasts a collection of digital art featuring blockchain technology, augmented reality, virtual reality and local art under one roof, allowing local contemporary and digital artists, industry experts, along with a new generation of collectors and art lovers, to indulge in the ever-expanding art community in Hong Kong.

# OUR MISSION



## CREATE A COMMUNITY

Connecting NFT artist, Local artist, physical art, digital art, art lovers and collectors.



## PROMOTE ART X TECH

Introduce ART x Technology with blockchain, AR and VR experience, to inspire new generation of art collectors.

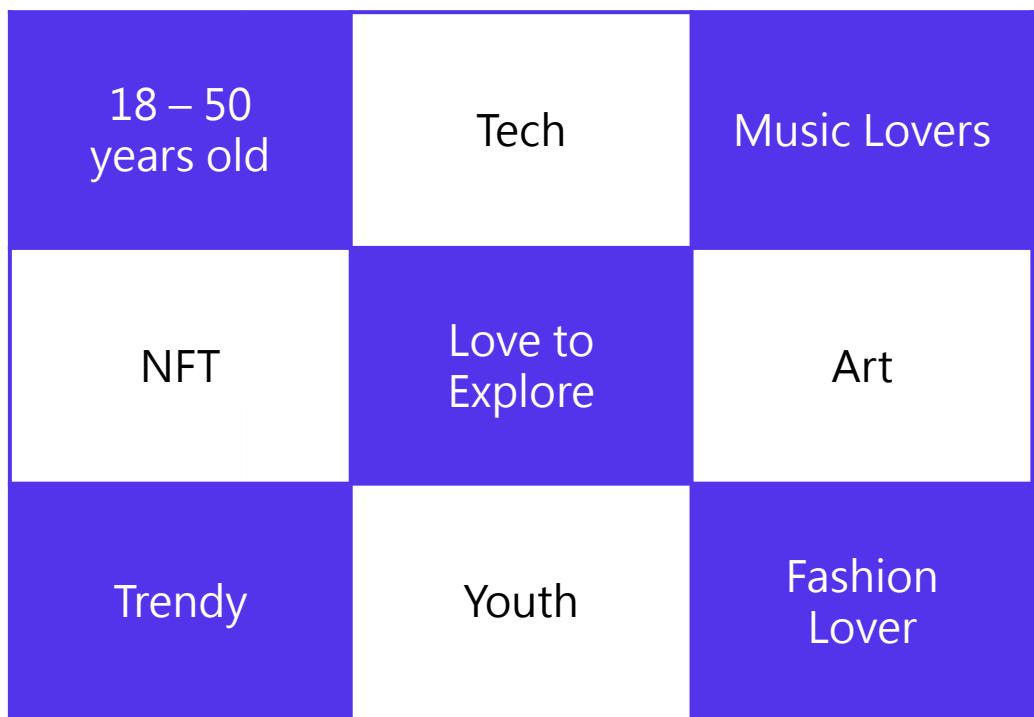


## PROMOTE LOCAL ART

With the help of our community and new tech, creates an opportunity for the new generation of art lovers to understand, appreciate, collect and create art.

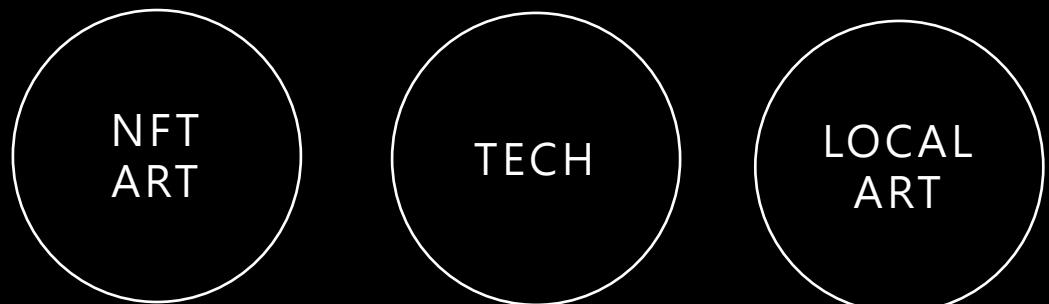


# PERSONA



- Who are familiar with NFT
- Who wants to know more about NFT
- Who are interested in NFT but don't know what NFT exactly is
- Who understand Cryptocurrency
- Who want to make their own NFT
- Youth who would like to develop tech, design, Web 3.0 related career path
- Fans of Trendy Brands
- Collectors
- Who love music (live music)
- Who love fashion
- Artist and celebrities
- Trendy people, Influencers, KOLs

# CONCEPT



- MUSIC
  - METAVERSE
  - GAMING
  - NFT CREATOR
  - DIGITAL ART
  - NFT COLLECTORS
- BLOCKCHAIN
  - AR
  - VR
  - OTC
  - WALLET
- MUSIC
  - MOVIE
  - FASHION
  - PHYSICAL ART
  - TRADITIONAL COLLECTORS



BRAND AWARENESS

ART TRADE

NEW COLLECTORS

NEW PROJECTS/  
OPPORTUNITIES



# EVENT HIGHLIGHT

## AN ART COMMUNITY FOR ART LOVERS

### ART HUB



60+ **booths** for NFT, Digital and Local Artist, showcasing wide variety of art genres including illustration, photography, NFT art... etc.

### ART BOX



20+ premium container for line-up of prestigious artist and industry experts

### IMMERSIVE ART VIBE



10,000 sq ft exhibition area for immersive art and urban art to create an extraordinary art experience

### ART x TECH



Collaborate with NFT art industry experts. Introduce VR Metaverse, AR gallery, seminars and music show



# DESIGN CONCEPT

## ART HUB

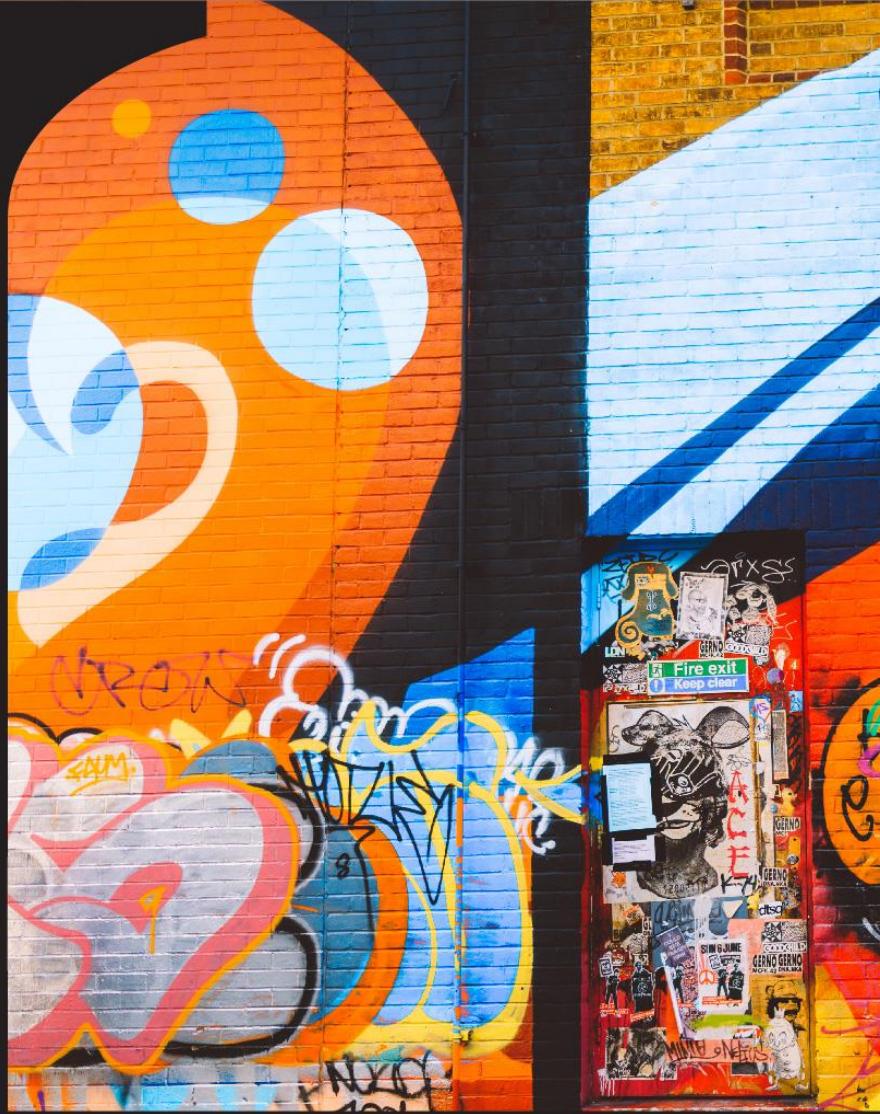




# DESIGN CONCEPT

## ART BOX





# DESIGN CONCEPT

## ART VIBE





# DESIGN CONCEPT

## BUSINESS LOUNGE





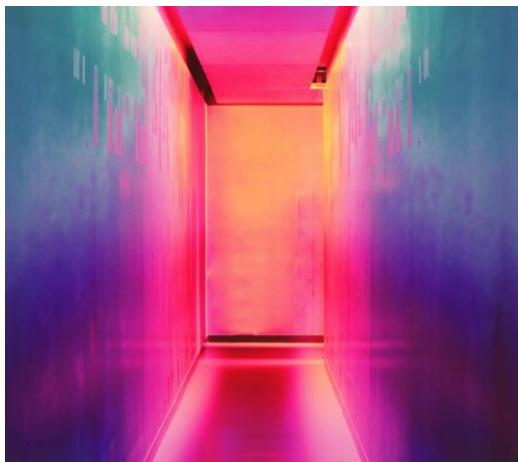
# FLOOR PLAN

| TENTATIVE |



- Ticket container (20ft) x 1
- Car park (only 5 allowed)
- VIP Container (20 ft) x 20
- Additional Container (20 ft) x 15
- Business Lounge (umbrella & chair)
- Backstage storage Container (20 ft) x 3

# EXHIBITION JOURNEY



## INTRODUCTION TO NFT WORLD

- OTC
- WALLET
- MARKETPLACE

## PRESTIGE ART BOX

- NFT Collectible
- Metaverse
- Gaming
- Fashion
- VR/AR Experience
- Immersive Zone

## ART HUB

### NFT

- Celebrity x 5
- NFT Project x 5
- Digital Artist x 15

## LOCAL ART

- Celebrity x 5
- Industry Expert x 5
- Local Artist x 15

# EXHIBITION JOURNEY VIP LOUNGE



VIP  
ART PREVIEW



PRIVATE  
EVENT



PRIVATE  
DINNER

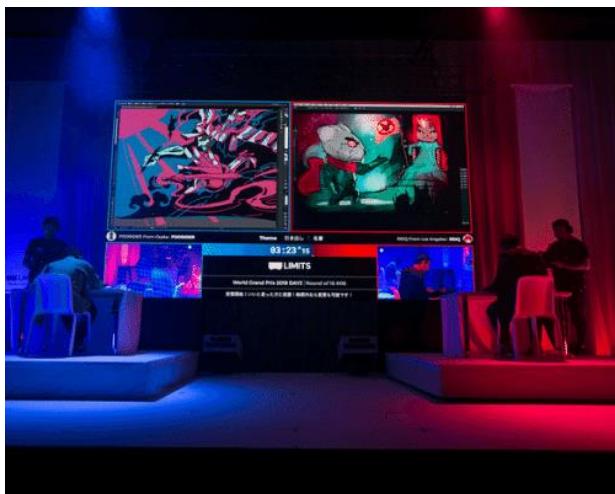


# EXHIBITION JOURNEY ART STAGE



4

LIVE PERFORMANCE  
(4 Genre)



6

SHOW HIGHLIGHT



50

SEMINAR/ PANEL

# EXHIBITION AGENDA

## OPENING CEREMONY @ K-11 MUSEA

DAY 0	WED	Media Day
DAY 1	THU	VIP Preview
DAY 2	FRI	Art Battle (Celebrity)
DAY 3	SAT	Night Music Show (Pop)
DAY 4	SUN	Music Show (Indie)
DAY 5	MON	Brand Launch Show
DAY 6	TUE	Brand Launch Show
DAY 7	WED	Creator Studio
DAY 8	THU	Creator Studio
DAY 9	FRI	Art Battle (Artist)
DAY 10	SAT	Night Music Show (Hip-hop)
DAY 11	SUN	Music Show (DJ) & After Party (off-site)

# ART TALK TOPICS

METAVERSE	ART
	DIGITAL ART
	MOVIE
	MUSIC
TECHNOLOGY	GAME
	FASHION
	SPORT
	ANIMATION
BLOCKCHAIN/NFT	COMIC
	BUSINESS
	TOY
	TREND
INNOVATIVE	



# EVENT SUPPORT



High Speed Internet



Discount Crew Meal Package



Business Area



Coffee



VIP Tour Guide



Payment System



Ticketing & Booking System



Event Helper



On-site Production Team



Information Counter



First-Aid



Security



Basic Insurance & Licensing



# BRAND EXPOSURE

## | ON-SITE VISIBILITY |



### GIANT LED SCREEN

Logo Exposure,  
Promotion Video



### WELCOME ARCH/ BACKDROP

Logo Exposure



### VENUE BANNER

Logo/Artwork



### CONTAINER WRAPING

Logo/Artwork



# BRAND EXPOSURE

## | EVENT SUPPORT |

### EXHIBITION PAMPHLET

- | Logo Exposure
- | Brand Introduction
- | Artwork Highlight



### SOCIAL MEDIA

- | Individual Social Media Feed
- | Promotion Video



### POSTER & LEAFLET

- | Logo Exposure
- | Brand Introduction
- | Artwork Highlight



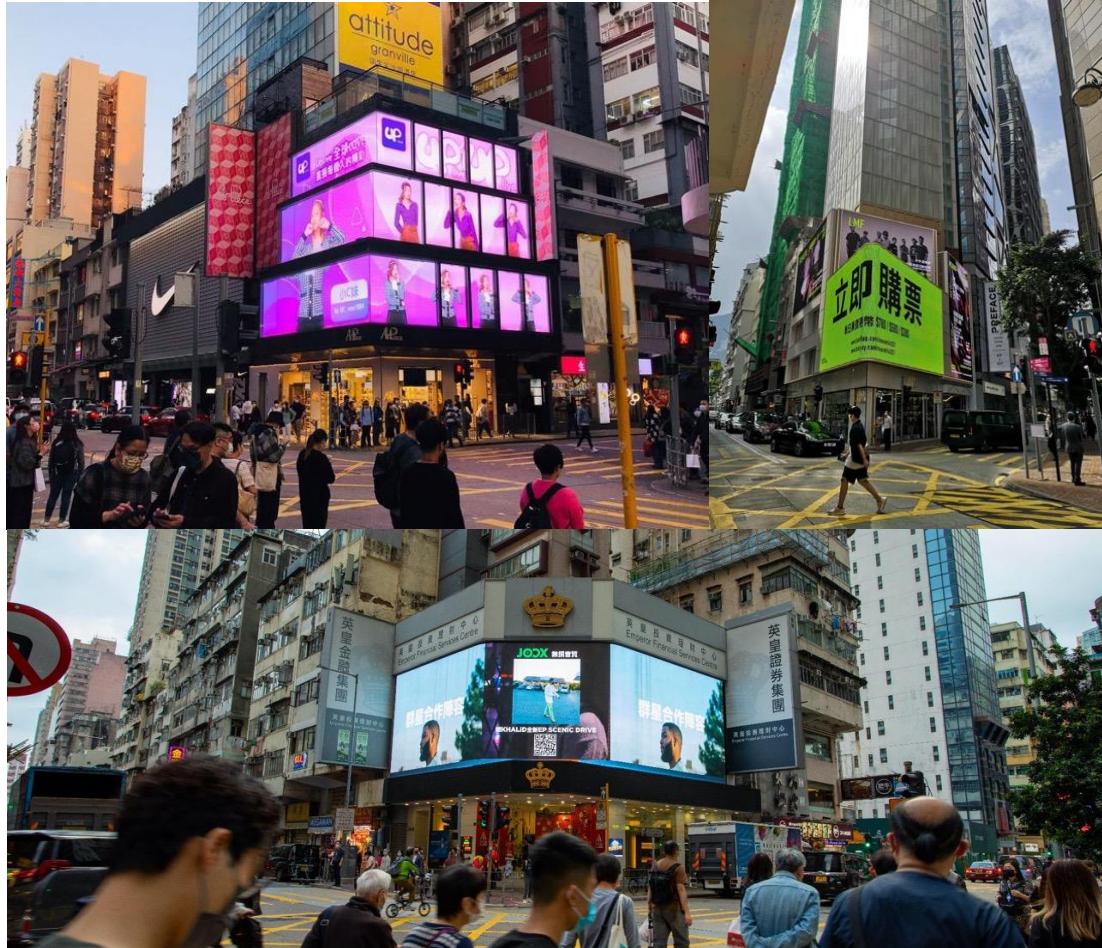
# MARKETING SUPPORT

 <b>YouTube</b>	  
<ul style="list-style-type: none"><li>• Event Video</li><li>• Cross Promotion Video</li></ul>	<ul style="list-style-type: none"><li>• Cross Promotional Campaign</li><li>• Official Channel</li><li>• Partners' Channel</li><li>• KOL Campaign</li></ul>
<b>500k+</b> view	<b>5M+</b> impression
 	 <b>Google Ads</b>
<ul style="list-style-type: none"><li>• Seminar Q&amp;A</li><li>• Exhibitor News</li><li>• Promotional Announcement</li><li>• Partner's Listing</li></ul>	<ul style="list-style-type: none"><li>• Google Ad Banners</li><li>• YouTube Video Ad</li></ul>
-	<b>5M+</b> impression

**TOTAL SOCIAL MEDIA IMPRESSION**

**10M+**

# MARKETING SUPPORT



65+

Digital Panels & OOH  
in Prime Locations



# MARKETING SUPPORT

## PR & MEDIA

**60+** TARGET OVER 60  
DIGITAL MEDIA COVERAGE

**Forbes**  
Asia

The New York Times

THE WALL STREET JOURNAL

Bloomberg  
Asia

cna

FT  
FINANCIAL  
TIMES

NIKKEI  
Asia

Tatler

South China  
Morning Post

VOGUE

**FORTUNE**

The  
Economist

PRESTIGE



LIFESTYLE ASIA

TimeOut

HYPEBEAST

**Esquire**

INSIDER

GAFENCU



ASIAN ART

five life

GQ

**mixmag**  
ASIA

**Wallpaper\***

MARKETING -  
INTERACTIVE

# PARTNERSHIP MODEL

## | SPONSORS & PARTNERS |

		Titanium	Silver	Bronze
Event Support	Booth	20' Container@ Entrance	20' Container	20' Container
	Welcome Arch	✓	✓	✓
	Container Wrap	✓	—	—
	Business Lounge	✓	✓	✓
	VIP Lounge	✓	✓	✓
Marketing Support	Event Poster	50% + 1 Solo Version KV	30%	20%
	Exhibition Pamphlet	50%	30%	20%
	Social Media Feed	Tailor Made	✓	✓
	Press Release	✓	✓	✓
	Giant LED	✓	✓	✓
	Promotion Video	✓	✓	✓
Other Offer : Open to Discussion				

# PARTNERSHIP MODEL

## | PACKAGE |

	NFT	LOCAL ART
Event Support	Booth	3m*3m
	60" LED TV	4
	Booth Logo	✓
	Business Lounge	✓
Marketing Support	Event Line-up Poster	✓
	Exhibition Pamphlet	✓
	Social Media Feed	✓
	Press Release	✓
	Giant LED	✓

# POTENTIAL PARTNERS



OpenSea



METAMASK

ALPACADABRAZ



EVENTX



SOHO HOUSE  
HONG KONG



SAMSUNG LAKH



世界為一

5G

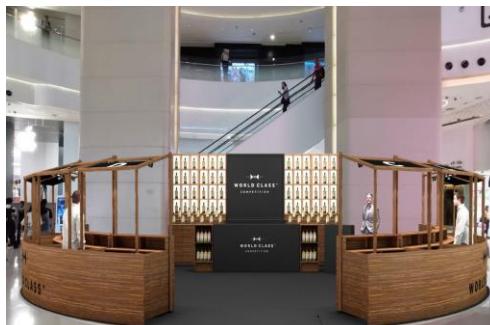
# POTENTIAL PARTNERS



# ORGANIZER CREDENTIALS



Expertise in large scale concerts, entertainment occasions, and lifestyle events.



# CONTACT US

## EMAIL

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## WEBSITE

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## ADDRESS

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