



The 15th Youth Congress on
Information Technology

Sponsorship Packages

Increase your brand's mileage,
be part of the largest IT event of 2017!

September 5-7, 2017
SMX Convention Center Manila
Mall of Asia Complex, Pasay City



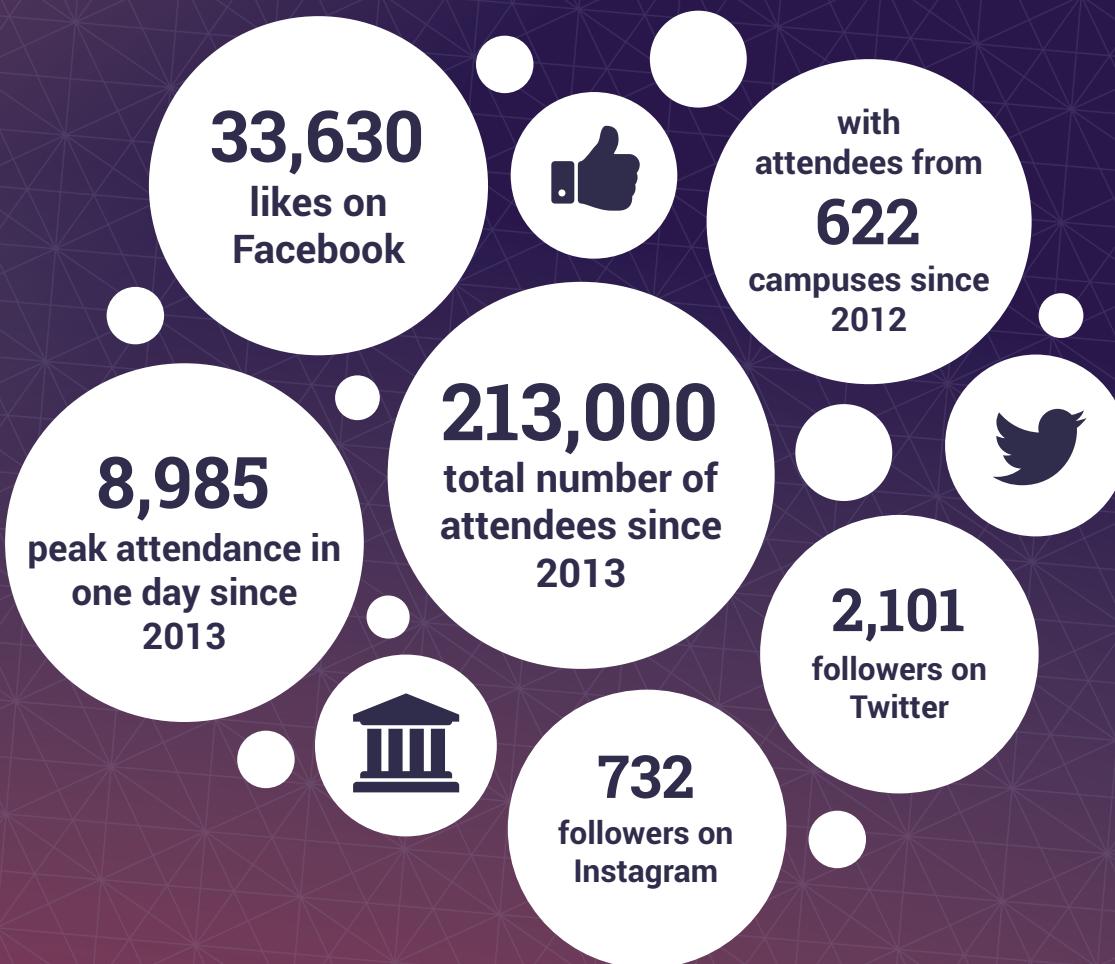
UP System Information Technology Foundation
3/F Vidal A. Tan Hall, Quirino Ave. cor. Velasquez St.
University of the Philippines Diliman, Quezon City
788 5898 | 0917 563 5682
marketing@y4it.org

What is Y4iT?

Established in 2003, the Youth Congress on Information Technology (formerly known as the Philippine Youth Congress on Information Technology, and commonly known as Y4iT) is an annual information technology event in the Philippines, organized by the UP System Information Technology Foundation.

Aimed primarily at college students, professionals, educators, IT experts and enthusiasts, Y4iT is an enabling event for today's youth and aspires to recognize young Filipinos as key drivers in the dynamic IT industry. Since its launching, Y4iT has gone on to be at the forefront of information technology gathering events in the Philippines. Various relevant and exciting IT topics are presented and discussed. The event is co-organized by the Y4iT Volunteer Corps (YVC).

Y4iT in Numbers



Our Proposal

We cordially invite your company to be one of our event partners. We would like to offer you significant marketing opportunities such as media mix mileage and other brand awareness activities.

Sponsorship Packages

Professional Event		Y4iT						
b	B	KB	MB	GB	TB	PB	EB	
Bit	Byte	Kilobyte	Megabyte	Gigabyte	Terabyte	Petabyte	Exabyte	
₱20,000	₱50,000	₱60,000	₱150,00	₱200,000	₱250,000	₱350,000	₱500,000 ¹	

PRINT MILEAGE

Poster	✓	✓	✓	✓	✓	✓	✓	✓
Newspaper	✓	✓	✓	✓	✓	✓	✓	✓
Magazine	✓	✓	✓	✓	✓	✓	✓	✓
Press Releases		✓	✓	✓	✓	✓	✓	✓

SOCIAL MEDIA PROMOTIONS

Facebook, Twitter, Instagram	✓	✓	✓	✓	✓	✓	✓
Electronic Direct Mail (EDM)		✓	✓	✓	✓	✓	✓

ON-SITE PRESENCE

Standees and Flyering	✓	✓	✓	✓	✓	✓	✓
Plant Box Banner		✓	✓	✓	✓	✓	✓
Railing Banner			✓	✓	✓	✓	✓
Welcome Arch Support Beams						✓	

BOOTH

Exhibit Hall	2m x 2m	2m x 2m	2m x 4m	3m x 3m	3m x 3m	2m x 6m	2m x 6m	2m x 6m
Y4iT Registration Booth Dress-Up								✓
Y4iT Merchandise Booth Dress-Up								✓

DATABASE

PE only Y4iT Y4iT Y4iT Y4iT Y4iT

SPEAKING ENGAGEMENT

30 mins. 60 mins.² 60 mins.² 90 mins.² 90 mins.

SPONSORS LOUNGE

✓ ✓ ✓ ✓ ✓

HIGH STATUS

BRANDING PACKAGES

Souvenir Program Co-branding	✓	✓	✓
Congress Badge Co-branding		✓	✓
Congress Kit Co-branding			✓

POST-EVENT EXPOSURE:

Y4IT RESEARCH SUMMIT

(YRS) - MARCH 2018

Panel of Judges	✓	✓
Billing as Sponsor	✓	✓
10-minute Speaking Opportunity		✓

POST-EVENT EXPOSURE:

SYNC UP STUDENT LEADERS

CONFERENCE - JULY 2018

Billing as Sponsor	✓
30-minute Speaking Engagement	✓

¹ Exabyte Package can only be availed with full cash sponsorship

² Speaking Engagement for GB, TB and PB must be at least 75% cash to qualify for the Speaking Engagement

Bit Package is for the Professional Event only.

Byte Package can be availed for either the Professional Event or Y4iT.

Only the Byte Package for the Professional Event qualifies for availment of the Professional Event database.

Dimensions Summary

	Dimensions	Packages Applicable
PRINT MILEAGE		
Poster	TBA, approx. 24in x 36in (WxH)	ALL
Newspaper	TBA, approx. 6.5in x 9.5in (WxH)	ALL
Magazine	TBA, approx. 9in x 11.75in (WxH)	B, KB, MB, GB, TB, PB, EB
ON-SITE PRESENCE		
Plant Box Banner	6m x 1.5m (WxH)	MB, GB, TB, PB, EB
Railing Banner	5m x 3.4m (WxH)	GB, TB, PB, EB
Welcome Arch Support Beams	TBA	EB
BOOTH		
Exhibit Hall	2m x 2m (LxW) 2m x 4m (LxW) 3m x 3m (LxW) 2m x 6m (LxW)	b, B KB MB, GB TB, PB, EB
Y4iT Registration Booth Dress-Up	TBA, approx. 10m x 2.5m (WxH)	EB
Y4iT Merchandise Booth Dress-Up	TBA, approx. 10m x 2.5m (WxH)	EB

Mileages



Co-branding and Company Exposure

You will have the opportunity to partner with Y4iT, the biggest and most anticipated IT event in the Philippines. Be at the forefront in shaping the future of young Filipino IT talents.



Marketing Exposure and Visibility

You will have the opportunity to introduce your brand or new product/s on-site through tarpaulins, standees, AVPs, and an option to raffle off your top of the line products.



Topics of Interest

The event showcases current topics in ICT such as Digital Content Strategies, Internet of Things, Web Technologies, and Cloud Computing, among others.



Sales and Exhibit Hall (3 Days)

This area could be used for conducting surveys, disseminating information, conducting campaigns, on-site hiring, product launch, product selling, and display.



Business Network and Linkages

The event boasts of its established connections with the academe, government and private sectors as well as a pool of graduates, professionals and enthusiasts.



Recruitment Opportunities

Over 25,000 graduating students, fresh graduates and young professionals, all from the field of Information Technology, will be attending the 3-day event.



Quality of Audience

Y4iT is well-attended by students, educators, professionals and enthusiasts, and organizations and societies from different regions of the Philippines in the field of IT/CS.



Exclusive Media Exposure

By becoming a Y4iT partner, your company's name and logo will be included in all printed and online collaterals.



Speaking Opportunity

A speaking slot is awarded to your company that allows you to share your innovations to a huge congregation of IT enthusiasts. Promote your campaigns and products, and market your company for hiring opportunities.



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Work with Y4iT to create the most effective sponsorship package customized to meet your objectives and target reach. These packages allow you to engage with attendees through innovative and experiential packages designed to fit your brand. Should you have ideas for a disruptive sponsorship opportunity or have run successful BTL efforts you wish to achieve in Y4iT, please do contact our Marketing Team to discuss the implementation of your strats.

Our Previous Sponsors



Globe



UNITEDHEALTH GROUP

What Our Partners Say

"Y4iT is relevant to Microsoft because it helps converge students in the country in one place, putting Microsoft at ease to help IT students boost and realize their potentials throughout the Y4iT event."

John Paul Sibug

Audience Marketing Manager at Microsoft

"I definitely want to continue being part of this event because I think what we're doing here is we're empowering them to become the entrepreneurs, the CEOs, and the business owners of tomorrow and any small part that Payoneer can help these people by growing their international business."

Miguel Warren

Country Manager at Payoneer

"[Y4iT has a] huge number of participants with a good ROI on sponsorship compared to overpriced events with minimum exposure."

Monica Palomares
Marketing Specialist at Jobstreet

"Great turnout!"

Wesley Chiongbian
Marketing Geek at Teradoor



Imagine. Innovate. Inspire.



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