



**VIETNAM
WEB
SUMMIT**

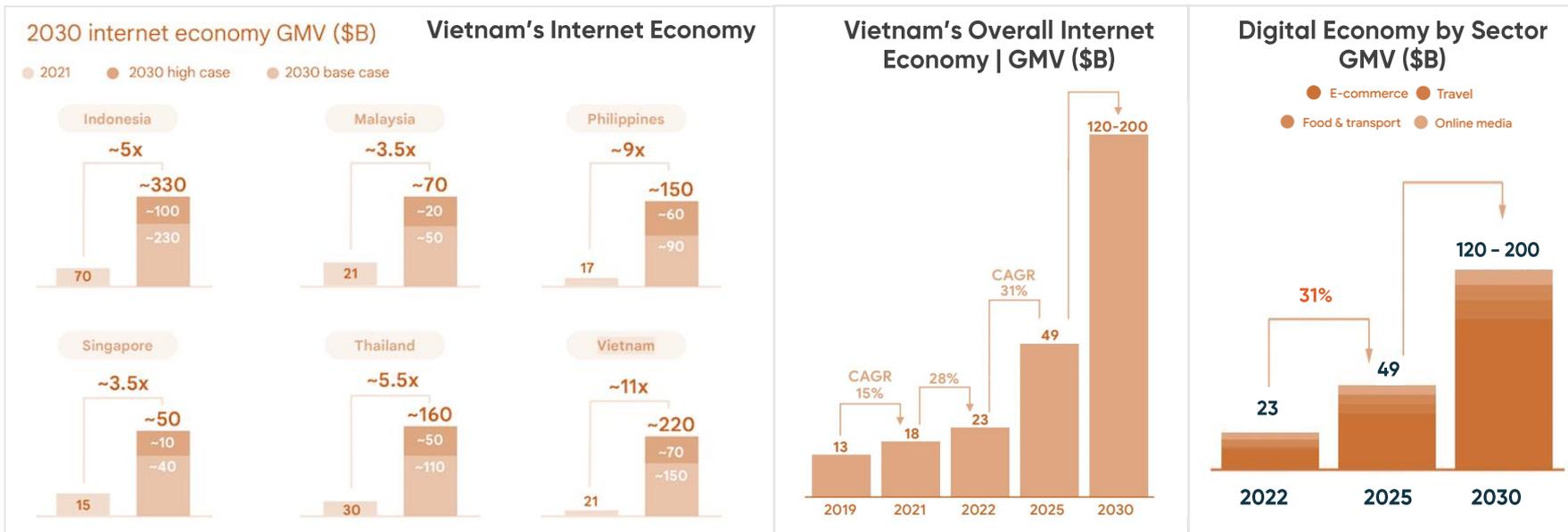
2023 EVENT SPONSORSHIP PROPOSAL

The Largest Tech Event In Vietnam
HO CHI MINH - 01.12 | HA NOI - 08.12

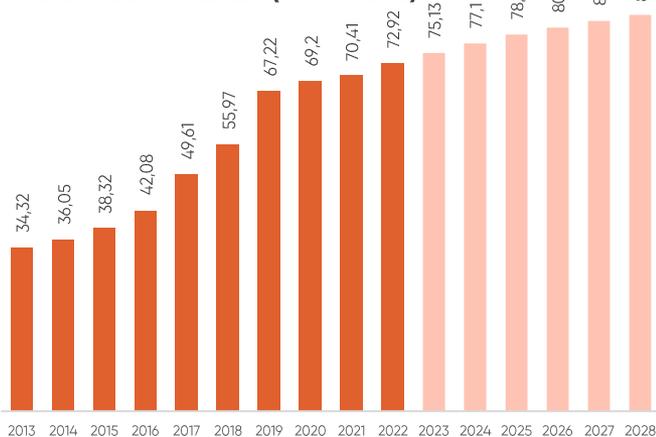
Organized by
TOPDev

VIETNAM INTERNET ECONOMY 2022 - 2030

Source: The SEA Digital Decade released by Google, Temasek and Bain & Company



The number of Internet Users in Vietnam 2013 – 2028 (in millions)



According to the Ministry of Information and Communications (MIC), in 2022:

- Vietnam's information technology (IT) revenue is estimated at nearly US\$165 billion, up 12.7% year-on-year
- ICT industry revenue in 2022 is estimated at \$148 billion, up 8.7% from 2021.
- Telecom service revenue reached US\$5.84 billion, up 1.6% year-on-year.
- The total number of employees in the communication services market in 2022 is 1.5 million, an increase of 5% compared to 2021.
- The number of digital technology enterprises in Vietnam is estimated at 70,000, an increase of 9.5% compared to 2021.



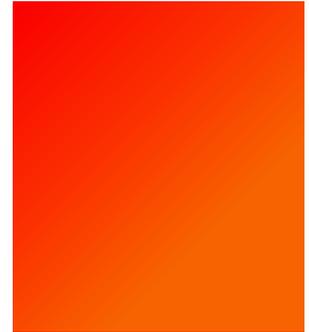
Vietnam Web Summit Introduction

Vietnam Web Summit 2023 Plan

2023 Proposal & Sponsorship Package

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VIETNAM WEB SUMMIT

Introduction

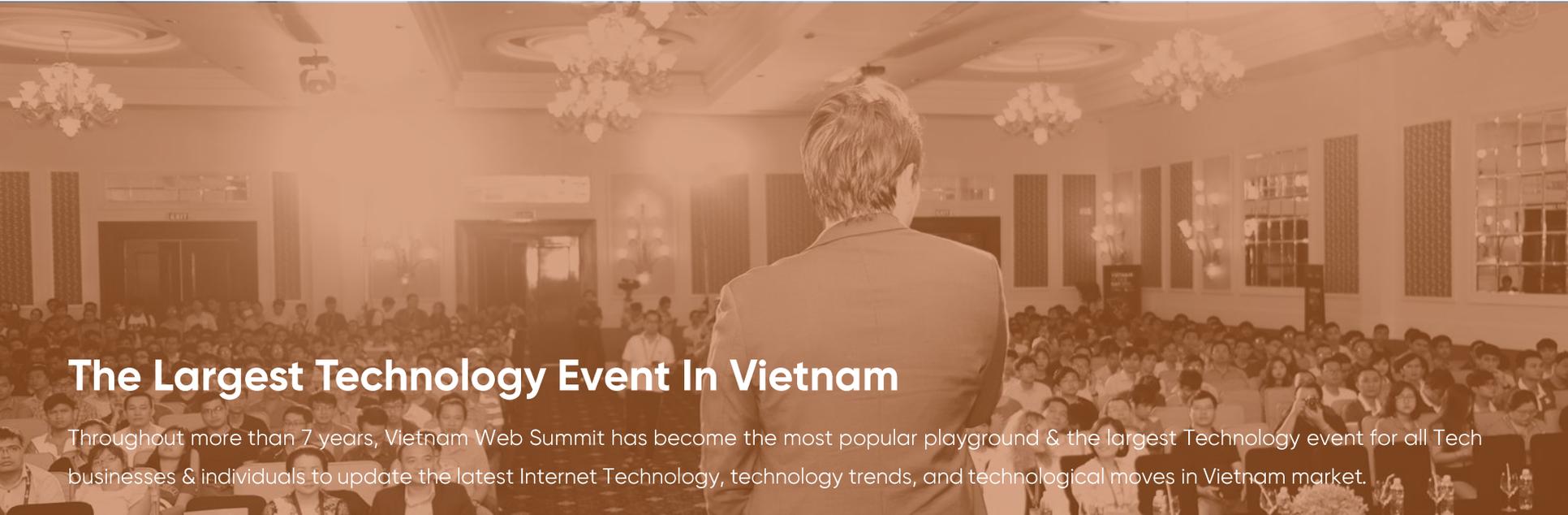
Vietnam Web Summit (VWS) is one of the largest tech events in Vietnam held in Ho Chi Minh & Hanoi, focusing on Internet Technology.

With an attendance of more than **10,000 visits** representing all levels and sectors of the technology industry. Speakers have included C-level management levels, top experts to outstanding faces. VWS is a place to connect businesses with potential Tech & Digital attendees.

With Vietnam Web Summit, your company explore more business opportunities via:

- Increasing your company's brand awareness
- Recruiting Tech & Digital Talents
- Connecting with potential partners





The Largest Technology Event In Vietnam

Throughout more than 7 years, Vietnam Web Summit has become the most popular playground & the largest Technology event for all Tech businesses & individuals to update the latest Internet Technology, technology trends, and technological moves in Vietnam market.

Vietnam Web Summit has been organized by **TopDev** – Top IT Online Recruitment Platform in Vietnam specializing in connecting Developers with IT jobs (<https://topdev.vn>) belong to Applancer Joint Stock Company, an affiliate of Saramin HR Co Ltd (KOSDAQ 143240) – the No.1 Recruitment Platform in South Korea.

Besides core business as IT Job Platform, TopDev has been one of the most popular Tech event organizer in Vietnam Developer Community with hundreds of successful Tech events since 2015 with 2 biggest Tech events in Vietnam: Vietnam Mobile Day & Vietnam Web Summit.



Our Value

From 2016, Vietnam Web Summit has welcomed annually **nearly 10,000 audience**, experts, seniors, and businesses owners across Vietnam to come together and exchange knowledge.

From What We Do

Sharing Participation from 70+ Top-notch speakers & experts (global & local) every year

Product/ Service Demo & Showcase from 80+ IT-related businesses (global & local)

Networking & Attendance of thousand individuals in IT-related industry

Insightful & Practical Knowledge Spread from speakers' keynotes & impact of partners' community

To What We Aim To

Strengthen Vietnam Internet Technology market in triangle elements: Technology, Digital & Commerce

Sharpen the Internet Technology competitive edge of Vietnam market

Shorten the Internet Technology megatrends gap in Vietnam

Together build up Vietnam's Digital Economy to reach **GMV \$49B in 2025**



Year	Total Attendees	C-levels	IT-related Attendees	Speakers	Talks	Companies Joined
2019	9,755	629	6,395	89	91	850
2022	7,475	648	4,780	75	79	565

Vietnam Web Summit in 2020 were held online with 100,000 online visitors during Covid-19 outbreak. In 2021, we decided to skip 2021 event for the sake of social recovery after serious outbreak.

Our Audience Demographic

Source: 2022 Attendees

MARKETING | 13.39%

Marketing/ Sales | 8.2%
Marketing/ Sales Manager | 5.19%

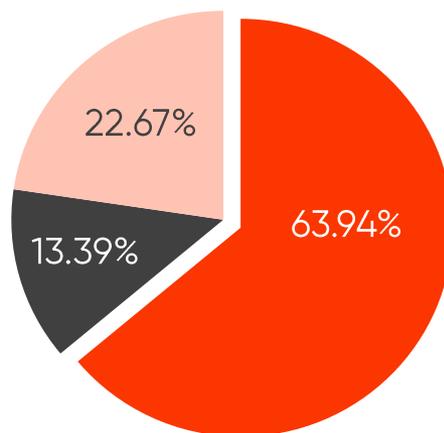
BUSINESS | 22.67%

Business/Operation Executive | 13.57%
Entrepreneur & C-Levels | 8.83%
Investor | 0.27%

IT-RELATED | 63.94%

Developer / Engineer | 36.63%
Tech Lead/PM/IT Manager | 7.77%
IT Professionals | 2.89%
Database/DevOps/System/Architect | 3.18%
Product | 6.85%
Other IT Executives (unidentified) | 6.62%

Business Functions



Location

Ho Chi Minh	65.3%
Ha Noi	34.7%

Years of Experience & Levels

Student	9.65%
Fresher/ Junior (0 - 2 YoE)	15.81%
Middle/ Senior (2 - 4 YoE)	45.43%
Senior/ Leader/ Manager (5+ YoE)	29.11%



VIETNAM WEB SUMMIT

Speakers've spoken



NAREE NGUYEN
Head of Key Account
Partnership
TikTok Vietnam



BÙI QUANG TINH TÚ
Founder
UAN



VÕ DUY TUẤN
CEO & Founder
CropCom



LÊ TRƯỜNG VĨNH PHÚ
Vice President,
Operation
Knorex



HƯNG NGUYỄN
Head of Technical
Operations Architect
ZaloPay



LÊ DUY TÙNG PHƯƠNG
Senior Solutions
Architects
NashTech



PATRICK MCCABE
CEO
NAB Innovation



HÀ THIÊN MINH
Cloud Solution
Architect
Microsoft Vietnam



VITO SABELLA
Vice President of Software
Engineering
AXON Vietnam



NGHI NGUYỄN
Head of Tech
& Data
Amanotes

#DIGITAL TRANSFORMATION

Gamification, user-first, voice recognition, data platform, D2C, O2O, Omnichannel, digital-first organization

#DIGITAL MARKETING

Social Commerce/ Growth Hacking/ TikTok Ads/ Shoppertainment/ Data Analytics/ CDP/ Personalization/ Automation CX, Cross-platform, OOH

#TECHNOLOGY

Serverless/ Cloud/ DevSecOps, AI-powered, Data analytics/ Micro-frontend, Big Data, Architecture, APOS, gRPC, Monolithic, SAAS, Kubernetes, DevOps, Decentralization, Cybersecurity, Agile, PWA, Low-code, API, ZMP, Engineering Fundamentals, RPA, Automation, Web3, Infrastructure as a code, Headless CMS, Microservices,



VIETNAM WEB SUMMIT

Partners

From giant global Tech companies



Google | Microsoft | AWS | Facebook

Zoho | Lazada | Grab

Appier | Axon | NAB | NIPA

To local popular Tech companies & startups/ unicorns



Ascend | AZDIGI | ACB | TinoHost | Techcombank | Insider | NashTech | GoQuo | Shopback
Skillking | Line Technology Vietnam | FPT Telecom | Mantu | Viettel Cyber Security | VNITO |

Elca | FE CREDIT | Syno Int | Citibank

AsWhite | Novaon AutoAds | Mastercard | Appota | Verisign | VietGuys | Pangara | -

Piktochart | KData | Adsota | Adcombo | AdNow | ValuePotion | Luxoft

Dreamplex | Giaohanghanh | AdAsia | 8Bit Rockstars | Innovatube | VietGuys | VHT |

MegaNet | GoBear | Shopback | Insider | Panasonic | Topica | VCCorp

eKino | Haravan | MGID | Renova Cloud | HubSpot | DFO Global | GetFly | Sapo | Sun

Asterisk | NganLuong | Umbala | Infinity Blockchain Labs...



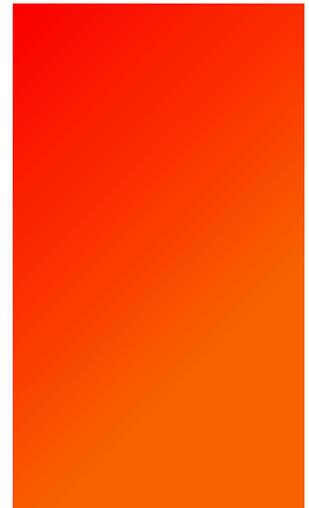
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VIETNAM WEB SUMMIT 2023

Venue & Timeline (Expected)



Ho Chi Minh City

December 01st, 2023 | Friday 08:00 – 17:00

GRAND PALACE

142/18 Cong Hoa, Ward 4, Tan Binh District, HCMC



Ha Noi City

December 08th 2023 | Friday 08:00 – 17:00

VAN HOA THIEN SON PLAZA

89 Le Duc Tho, My Dinh Ward, Tu Liem District, HN

Each day event timeline

Check-in From 08:00	▶ Exhibition Area From 08:00 – 17:00	▶ Opening Session From 09:00 – 10:00	▶ Keynotes & Talks From 10:00 – 17:00 at different stages	▶ VIP lunch & break From 12:00 – 13:00	▶ Closing From 17:00
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- Setup day for exhibitors & rehearsal will be hold one day before event day (HCM: November 30 & HN: December 07) – Thursday
- The venue options are under consideration.

VIETNAM WEB SUMMIT 2023

Format & Layout (Expected)

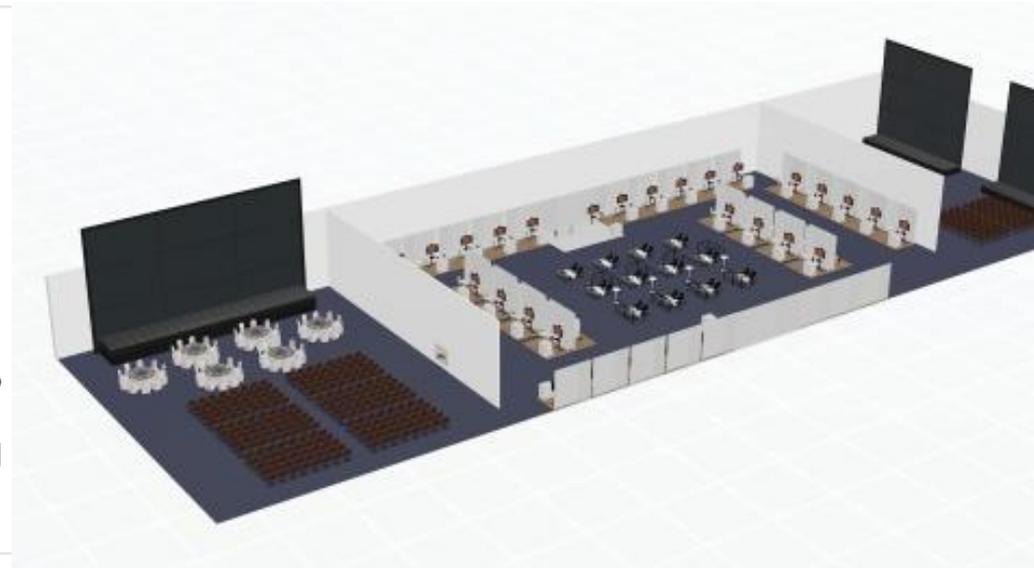
COMBINATION OF CONFERENCE & EXHIBITION

CONFERENCE STAGES

- **2-3 public stages** of the conference with easy access for attendees
- ~200 seats to 450 seats capacity per stage
- Well-equipped with LED screen for keynotes & talks

EXHIBITION AREA

- Exhibition area interlaced conference stages to drive huge & stable traffic for all exhibitors
- Booth is setup by TopDev for synchronizing visual & brand image of the event.



REGISTRATION & ATTENDANCE

Online registration: Access/ Standard/ VIP Pass
(from September 2023)

Receive ticket with QRcode after successful registration
(use for check-in at event)

Using ticket with QRcode to check-in at event day
(1 ticket for 1 access in only 1 location)

Bracelet for whole-day access event hall
(freely move between stages & area, out-in, no need to re-checkin)

1

2

3

4



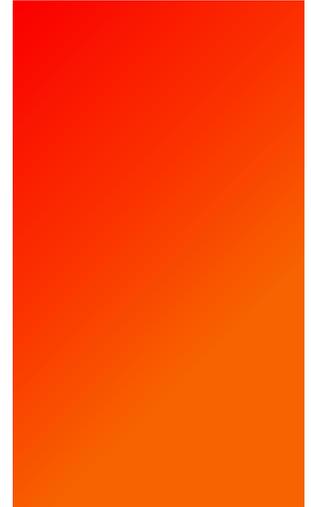
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SPECIAL OFFER

Until October 31st, 2023

20% OFF PRICE

Only applied for partners signing contract
Before November 15, 2023 & deposit in November 2023
With limited slots

PLATINUM

\$14,400
\$18,000

01 slot 20% off

GOLD

\$9,600
\$12,000

01 slot 20% off

SILVER

\$5,600
\$7,000

03 slots 20% off

BRONZE

\$3,200
\$4,000

03 slots 20% off

Note:

Price included 8% VAT, applied for full benefits in 2 cities & standard booth setup.
Open to discuss & design customized sponsorship packages.



PLATINUM SPONSORSHIP

\$18,000

Price until November 15, 2023

\$14,400

TOPDev

Full benefits below in 2 locations

- ❖ Certified & mentioned as **Platinum Sponsor**
- ❖ Company logo well placed **largest size** on Online & Offline advertisements
- ❖ Company logo & exclusive appearance on event trailer video publication
- ❖ Company TVC throughout event
- ❖ **Conference info-kit Inserts** at check-in area
- ❖ **06** VIP Tickets
- ❖ Product/Services Feature on social media
- ❖ Feature article in **02 eDMs** to event database

EXCLUSIVE BENEFITS ONLY FOR PLATINUM

- ✓ 01 island booth in each location (**LxWxH 6x4x3m - 24sqm**)
- ✓ **02 keynotes** in each location (opening session priority)
- ✓ Exclusive Conference & Networking
- ✓ **Access Event Database After Event with consent to share information** (**According to Vietnam's cybersecurity law, the use of personal information must be consented to by the user)



(*) VAT-Included
Standard booth setup fee included



GOLD SPONSORSHIP

\$12,000

Price until November 15, 2023

\$9,600

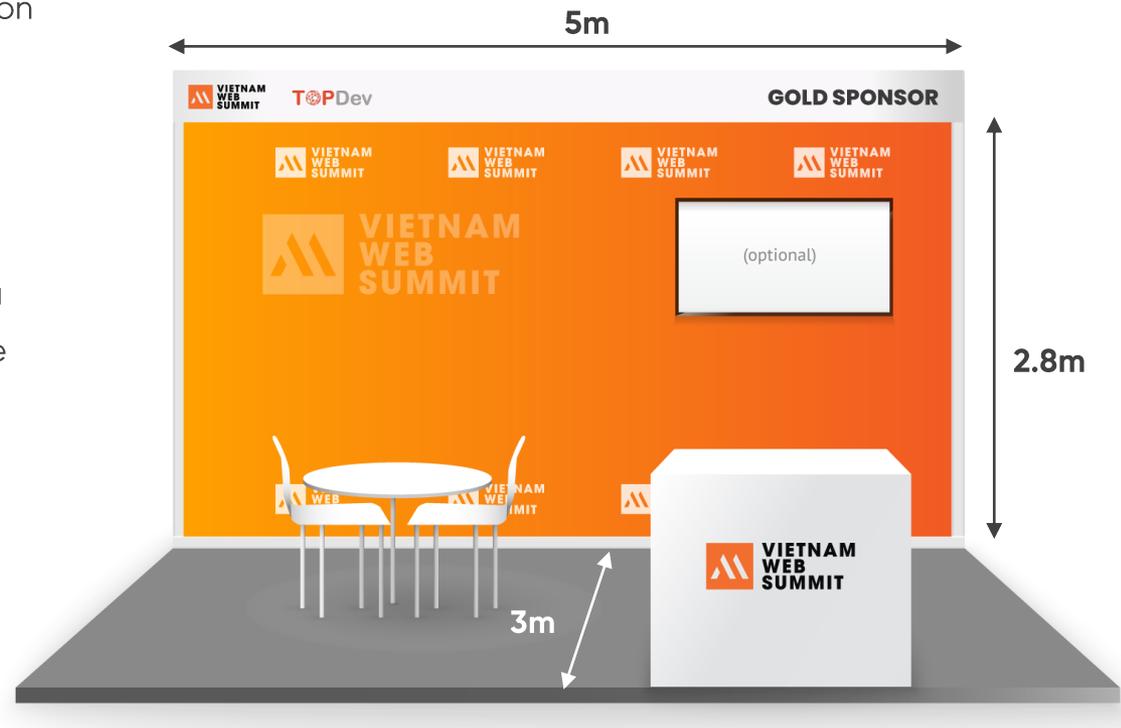
TOPDev

Full benefits below in 2 locations

- ❖ Certified & mentioned as **Gold Sponsor**
- ❖ Company logo well placed **2nd largest size** on Online & Offline advertisements
- ❖ Company logo & exclusive appearance on event trailer video publication
- ❖ Company TVC throughout event
- ❖ **Conference info-kit Inserts**
- ❖ **04** VIP Tickets
- ❖ Product/ Services Feature on social media
- ❖ Feature article in **1 eDM** to event database

SPECIAL

- ✓ 01 medium booth in each location (**LxWxH 5x3x2.8m - 15sqm**)
- ✓ **01 keynote** in each location (opening session priority)



(*) VAT-Included
Standard booth setup fee included



Vietnam Web Summit 2023 - Organizer: TopDev



SILVER SPONSORSHIP

\$7,000

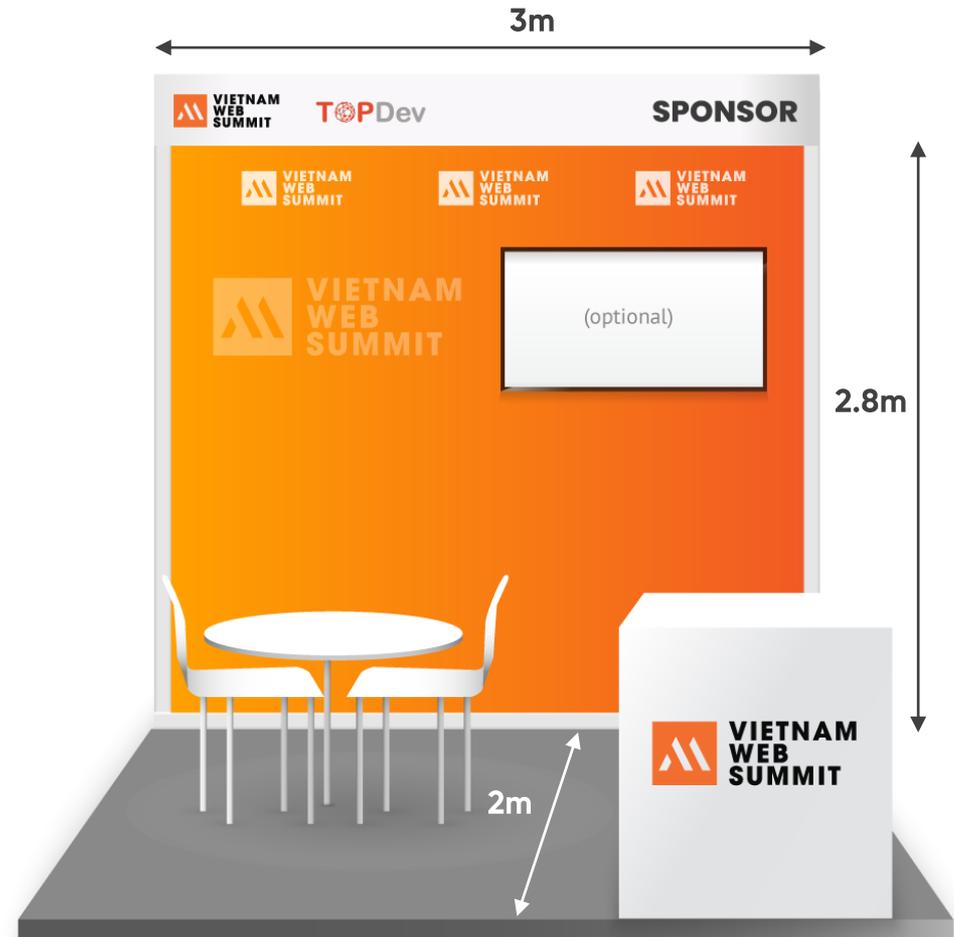
Price until November 15, 2023

\$5,600

TOPDev

Full benefits below in 2 locations

- ❖ Certified & mentioned as **Silver Sponsor**
- ❖ Company logo well placed **3rd largest** size on Online & Offline advertisements
- ❖ Company logo & appearance on event trailer video publication
- ❖ 01 standard booth in each location (**LxWxH 3x2x2.8m – 6sqm**)
- ❖ Company TVC throughout event
- ❖ **Conference info-kit Inserts**
- ❖ **02** VIP Tickets
- ❖ Product / Services Feature on social media



(*) VAT-Included
Standard booth setup fee included



Vietnam Web Summit 2023 - Organizer: TopDev



BRONZE SPONSORSHIP

\$4,000

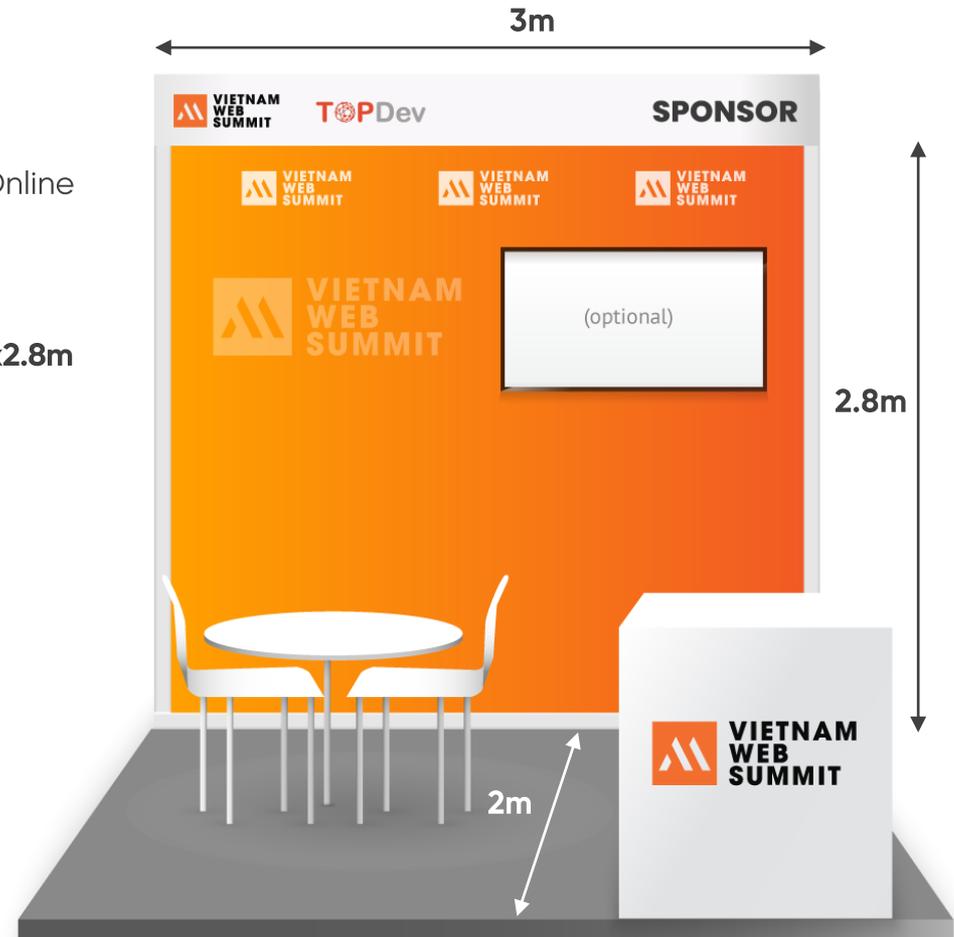
Price until November 15, 2023

\$3,200

TOPDev

Full benefits below in 2 locations

- ❖ Certified & mentioned as **Bronze Sponsor**
- ❖ Company logo well placed **4th largest** size on Online & Offline advertisements
- ❖ Company logo on event trailer video publication
- ❖ 01 standard booth in each location (**LxWxH 3x2x2.8m** – **6sqm**)
- ❖ Company TVC throughout event
- ❖ **02** VIP Tickets
- ❖ Product / Services Feature on social media



(* VAT-Included
Standard booth setup fee included



Vietnam Web Summit 2023 - Organizer: TopDev



EXHIBITION BOOTH

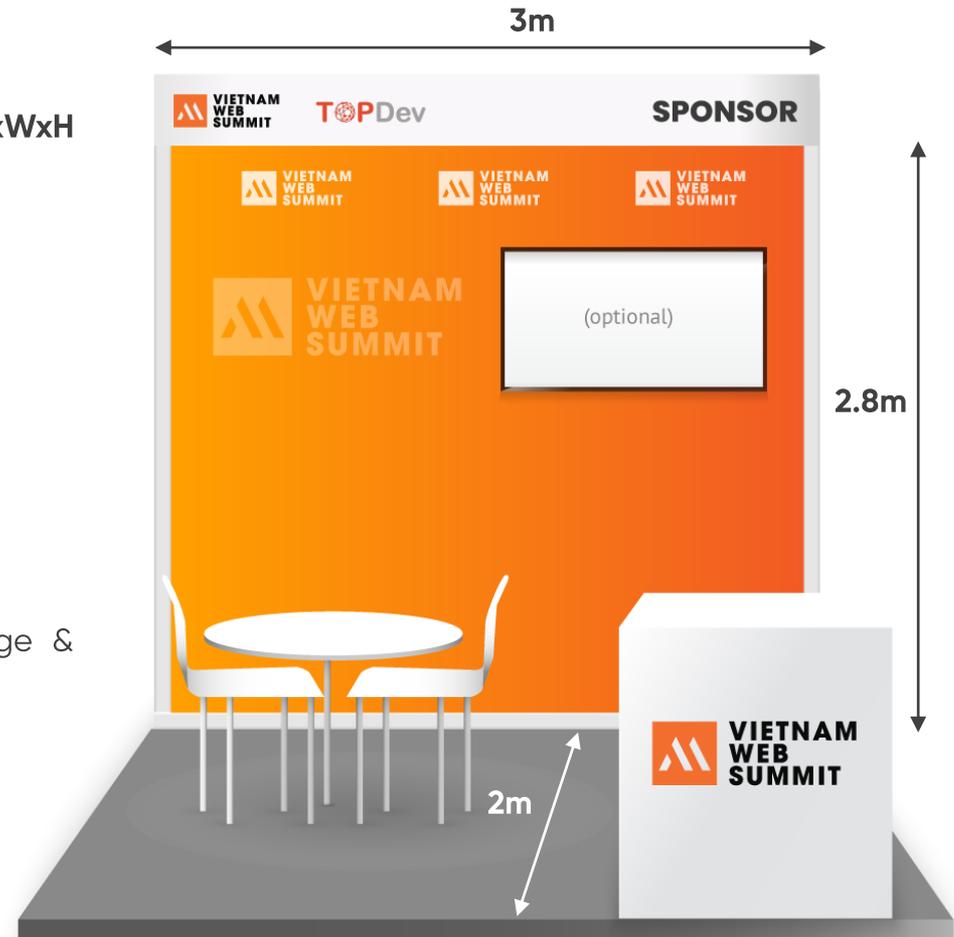
Price until November 15, 2023

\$1,500 ~~\$2,000~~

TOPDev

Full benefits below in only 1 location

- ❖ 01 standard booth area in **ONLY 1** location (LxWxH **3x2x2.8m – 6sqm**)
- ❖ Booth Facilities:
 - 01 Table + 02 Chairs
 - Power Outlet + Wifi
 - 01 Backdrop **W x H 3x2.8m**
- ❖ 05 Access Passes For Booth Staff
- ❖ **01 VIP Ticket**
- ❖ Company TVC throughout the event
- ❖ 01 Branding Facebook post on event fanpage & TopDev fanpage



(*) VAT-Included
Standard booth setup fee included



Vietnam Web Summit 2023 - Organizer: TopDev



EXHIBITION STAND

\$550

Price until November 15, 2023

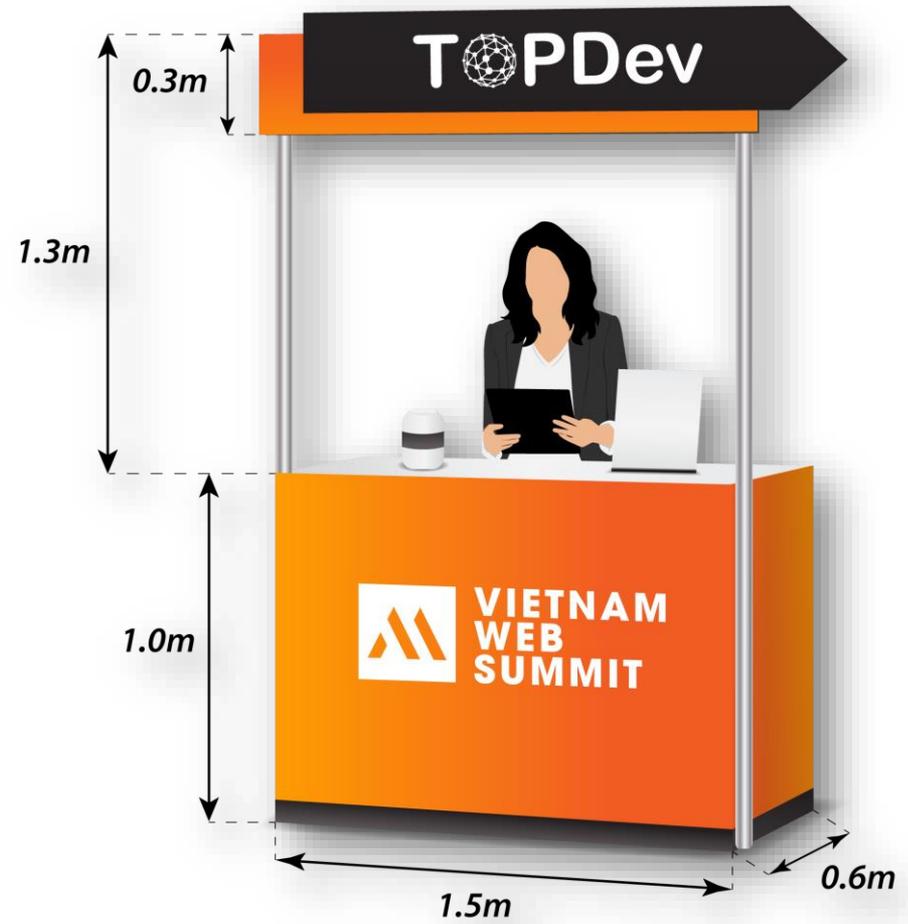
\$450

TOPDev

Full benefits below in only 1 location

(Ho Chi Minh City or Hanoi)

- ❖ 01 standard exhibition stand in **ONLY 1** location (**LxWxH 1.5x0.6x2.3m**)
- ❖ Booth area is **LxW 2.0x1.5m**
- ❖ Booth Facilities:
 - 01 Table + 02 Chairs
 - Power Outlet + Wifi
 - 01 exhibition stand
- ❖ 03 Access Passes For Booth Staff



(*) VAT-Included
Standard booth setup fee included



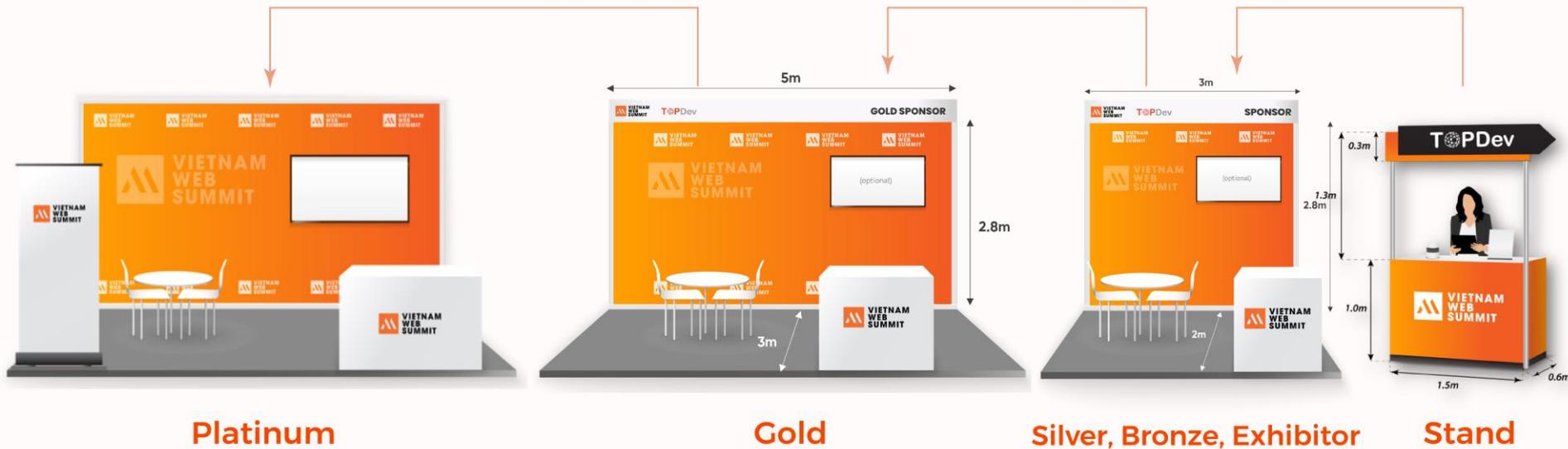
EXHIBITION STAND

VIETNAM WEB SUMMIT 2023 | HUMAN & TECH Co-create The Future

📍 Ho Chi Minh
01.12.2023

📍 Ha Noi
08.12.2023

EXHIBITION COUNTER #VWS2023



DIGITAL PACKAGE

10% discount until November 15, 2023
FROM \$1,500



Category	Media Inventory	Standard \$1,500	Premium \$3,500
Online Branding Exposure	Facebook Posts on TopDev fanpage (158,314 followers)	01 post	03 posts
	Facebook Posts on other 2 IT fanpages in TopDev Ecosystem (150,000 followers)	01 post	03 posts
	Article on TopDev.vn/blog	01 article, no backlink	01 article, with backlink
	Email marketing	-	30,000 IT profiles
	Banner Exposure on TopDev.vn	-	15 days, rolling, 02 positions
	Priority of speaker & keynote registration	-	For first 02 partners
Event Exposure	Logo well place on Event website	6th largest size	5th largest size
	Company TVC featuring in offline exhibition area	-	15-second
Commitment	Online reach commitment (IT-related audience)	50,000 reach	200,000 reach
	Online engagement commitment (IT-related audience)	500 engagement	2,000 engagement



OTHER SPONSORSHIP PACKAGES



VIP lunch
F&B, Catering



Door gift



Media Production



Media,
Communications
Community



Internet/ Wifi



Others
(Printing, Logistics...)

****Note:** Feel free to contact us if you want to customize sponsorship package



VIETNAM WEB SUMMIT EVENT GALLERY



[2019 Report >](#)

[2022 Recap Video >](#)

[2022 Report >](#)



Founded in 2015 by Applancer JSC, **TopDev** has become Top IT Recruitment platform in Vietnam with IT-focused hundred thousand monthly traffic website <https://topdev.vn> & IT Jobs Search Mobile Applications, 350,000+ Developer profiles & managed the largest Developers Community in Vietnam with 550,000+ IT Followers on Social Media.

TopDev is the organizer of 02 largest annual Tech events: **Vietnam Mobile Day** & **Vietnam Web Summit** with the scale of thousand of attendees in HCMC & Hanoi. With the expertise & insights in attracting and engaging with Tech community & Developers through both offline & online activities, social media/ blog/ website..., TopDev has become Top IT agency in Vietnam that helps build **Employer Brand** for hundreds of IT and Tech companies in Vietnam. Moreover, to support & orient the IT Recruitment market in Vietnam, since 2016 annually TopDev has published **Vietnam IT Market Reports & HR Reports** with the trust & verification of many businesses, organizations & governments.

With the mission of **Make IT Vietnam Better**, we contribute the value through:

- **Connect Developers** with the best vacancies from verified IT companies in all industries
- **Supply** IT companies with best & largest sources of developer & build long-term employer branding
- **Accelerate** Vietnamese IT human resources in both quality & quantity via communities, events/ activities & education



Vietnam Web Summit 2023

Vietnam Web Summit Organizer: TopDev – <https://topdev.vn>

For Sponsorship & Partnership:

For inquiries or customized quotes & packages for your needs, please contact:

- Ms. Tuyen – Account: tuyen.tong@topdev.vn – 0787.544.846
- Ms. Uyen – Account: uyen.truong@topdev.vn – 0935.769.118
- Ms. Nhu – COO: nhu@topdev.vn

For Ticket & General Information: event@topdev.vn

For Media Partnership: media@topdev.vn

