

Dear Sir / Madam

“Cloud Computing in Singapore” Booklet

With the increased interest in Cloud Computing, the National Grid Office at the Infocomm Development Authority plans to produce a booklet to promote Cloud awareness and adoption. Besides information on the cloud ecosystem in Singapore and the many cloud initiatives, we will also have cloud adoption case studies and a directory of cloud players (cloud service providers, SaaS offerings and cloud technology companies).

The said booklet will be an excellent opportunity for you to reach out to potential users of Cloud Computing and related applications. The proposed format of the booklet is as follows;

- (a) Table of Content
- (b) Foreword by CE IDA
- (c) Acknowledgement
- (d) Cloud Ecosystem in Singapore
- (e) Cloud Initiatives
- (f) Case Studies
- (g) Cloud Service Providers
- (h) SaaS ISVs
- (i) Cloud Technology Companies

The planned A5-sized booklet will be issued at this year's CloudAsia 2011(likely in May – June period). The first run of 5,000 copies will be made available to both public and private sectors without charge.

If you are interested to include your organisation in the booklet, there are two avenues to participate:

- a) Directory listing – Please enter the relevant information via the online form at URL: <http://irmsurvey.wufoo.com/forms/onepage-introduction-for-cspssaas-isvsctcs/>. This information will appear on one page (A5 size). There is no charge for listing in the directory.
- b) Advertisement – To provide greater visibility to your cloud offering and organisation, consider the advertisement options provided below.

We look forward to your prompt response **by 15 April 2011**. For more information, please do not hesitate to contact Mr. Lok Chee Yen at (65) 6211-1697 / lok_chee_yen@ida.gov.sg. We look forward to your participation!

Yours sincerely,

National Grid Office
Infocomm Development Authority

Advertisement Form

Please tick one option (please note rate excludes GST):

(a) One-page advertisement (available on first-come-first-serve basis)

- Back page (\$8,000)

- Inside front page (\$6,000)

- Inside back page (\$4,000)

(b) One-page advertisement within booklet

- Content area (\$1,000)

No, thank you.

Company: _____

Address: _____

Name of Contact Person: _____ Designation: _____

Telephone: _____ Fax: _____ Email: _____

Please send the duly completed form to:

Mr. Lok Chee Yen
8 Temasek Boulevard
#14-00 Suntec Tower 3
Singapore 038988