



# 21<sup>ST</sup> CENTURY EXPRESSWAY CHARTING THE WAY FORWARD

5 – 7 APRIL 2010  
KL HILTON, KUALA LUMPUR  
MALAYSIA

THE FIRST TOLL EXPRESSWAY MANAGEMENT CONFERENCE IN THE ASIA PACIFIC REGION

## Sponsorship & Exhibition Proposal

Presented by:



A member of UEM

Organising Partner:

urbanforum.

# Invitation

**The PLUS International Expressway Conference & Exhibition (PIECE 2010) will be held from Monday 5th April to Wednesday 7th April 2010 at the Kuala Lumpur Hilton Hotel, Malaysia.**

Hosted by PLUS Expressway Berhad (PEB), the largest toll expressway operator in terms of market capitalisation, in partnership with The Road Engineering Association of Asia and Australasia (REAAA) and Urban Forum (Malaysia) Sdn Bhd we have chosen “21st Century Expressways: Charting the Way Forward” as the conference theme.

Toll expressways are a hot topic in today’s globalised world and to the best of our knowledge PIECE 2010 will be the first conference that focuses solely on toll expressway management and is expected to attract approximately 500+ delegates from across Europe, Asia, and the Pacific Region.

This inaugural event aims to bring together experts from a growing toll expressway community throughout the world. PIECE 2010 will provide a business platform for the community to meet and discuss issues impacting our industry, identify opportunities, address common challenges, share their experiences, build networks and in the process enrich themselves.

PIECE 2010 provides an excellent opportunity to market your organisation and its services to a targeted audience, and on behalf of the conference committee I extend an invitation to you and your company to participate in this important conference.

**Noorizah Hj Abdul Hamid**

*Chairman*

PIECE 2010 Organising Committee



# Sponsorship benefits

## Sponsorship of PIECE 2010 offers the following benefits to your organisation:

- Reinforce your organisation's role as a leader by showcasing its expertise, products and services and/or innovative outcomes to an interested, relevant and influential audience,
- Create a powerful and imposing presence among the top names of the toll expressway community and related industries
- Leverage the media opportunities created through this platform to promote your organisation's achievements and unique contributions to the industry
- Take advantage of an excellent opportunity to maintain a high profile in valuable target markets
- Network both formally and informally with targeted key decision makers from the public and private sectors
- Establish new contacts, exchange ideas and views and use this event to tap into the expertise we bring you

# Attending delegates

The conference programme has been designed to attract all those who are in the industry, be it toll expressway concessionaires, expressway regulators, related government authorities, project managers, engineers, contractors, consultants, financiers, bankers, lawyers, and a wide range of public and private organisations from the European, Asian and Pacific region.

## PROGRAMME FORMAT

### The format of the proposed three-day event comprises of:

1. One and a half days of seminar presentations organised into three streams namely; Asset Management, Intelligent Transportation Systems and Finance & Investment.
2. VIP dinner on day 1 of conference
3. VIP Luncheon on day 2 of conference
4. Three half-day workshops on the day 2 of the event in line with the above theme.
5. Site visits on day 3 to several key facilities located along the North-South Expressway and surrounding areas which will combine both technical and tourism aspects.



# Sponsorship options

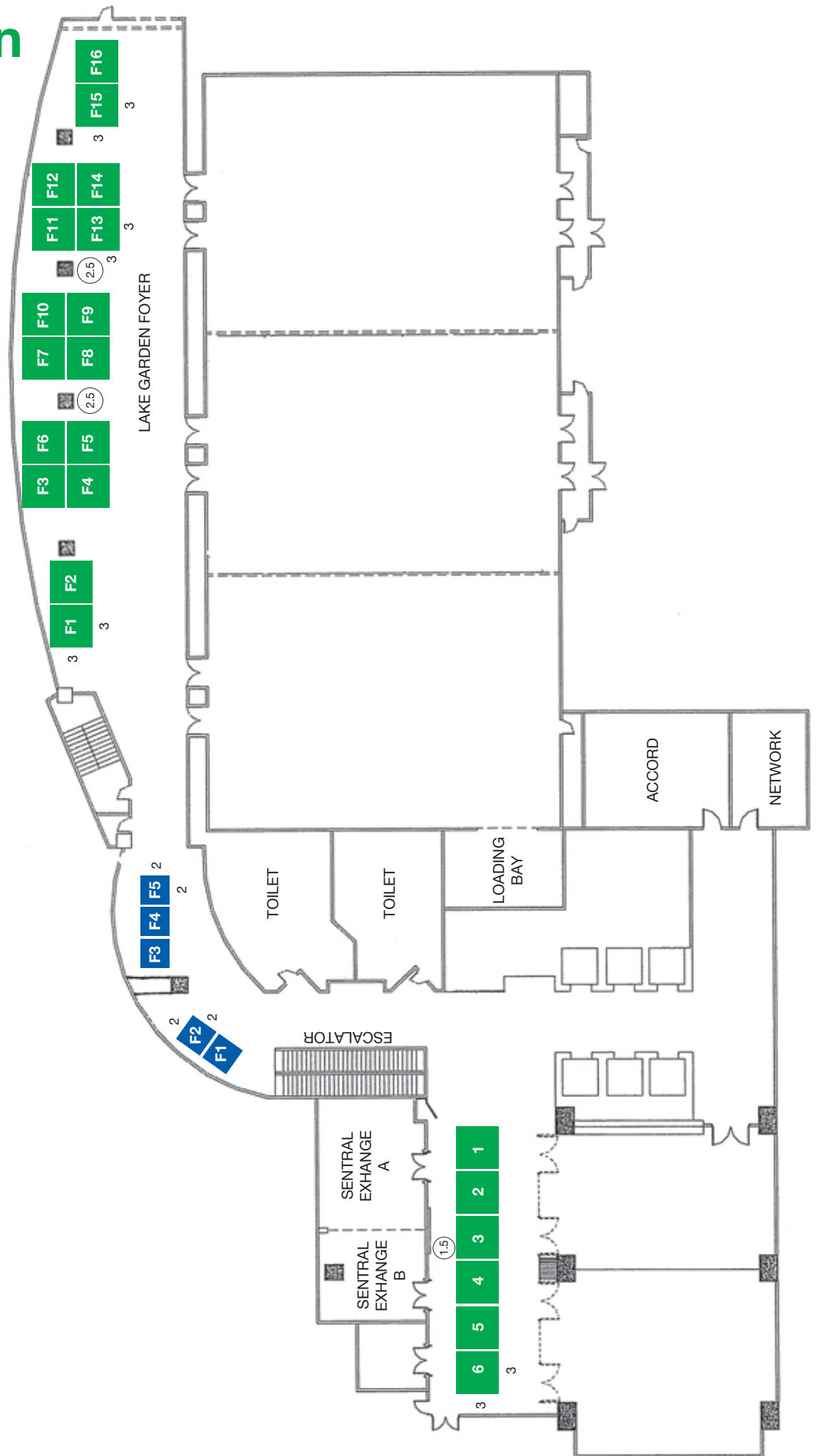
	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Official Airline Sponsor	Dinner Sponsor	VIP Luncheon Sponsor	Billboard Sponsor	Print Sponsor	Local Travel Sponsor
Brief on website (100 words)	√								
Brief on brochure (100 words)	√								
Logo on all marketing collateral throughout Malaysia and the region inclusive of adverts, EDMs, website and direct mail pieces	√	√	√	√	√	√	√		
Logo on name tags	√								
Logo on conference documentation	√	√	√	√					
Allowed to have inserts with delegate materials	5	2	2	2			2	1	1
Logo on satchels	√	√	√	√					
Logo on conference backdrop	√	√	√	√	√	√	√	√	√
Logo on Dinner backdrop	√	√			√				
Logo on VIP Luncheon backdrop	√	√				√			
Personalised welcome in the PIECE 2010 Daily News (1 day only)	√								
Logo in PIECE 2010 Daily News programme	√	√	√	√					
Complimentary advert in conference programme	1	1/2	1/2	1/2			1/2	1/2	1/2
Complimentary advert in luncheon programme	1/2	1/2				1			
Complimentary advert in dinner programme	1/2	1/2			1				
Speaking session / panel session	√	√	√						
Exhibition booth 3 x 3mtrs	√	√	√	√		√		√	
Delegate list	√	√	√	√	√	√	√		
Complimentary tickets to conference+ Dinner + VIP Luncheon	13	9	4	4	4	4	4	2	2
Complimentary VIP tickets to conference+ Dinner +VIP luncheon	2	1	1	1	1	1	1		
25% discount on additional seats	√	√	√	√	√	√	√	√	√
Announced as the official dinner/luncheon sponsor					√	√			
Invitation from sponsor and organisers sent to participants					√	√			
Opportunity to address to audience					√	√			
Option to give gifts to participants at sponsor's cost					√	√			

# Exhibition options

The PIECE 2010 exhibition has been designed to ensure good visibility and access to all booths allowing companies with interests in the Toll Expressway, Financing, Transportation, Public Works and Engineering field to participate. Throughout the conference delegates will be encouraged to visit the exhibition. The exhibition area is located on the same level of the conference and all its activities. The catering will be centered around the exhibition to ensure maximum exposure of the exhibition throughout the conference. Please see the attached proposed floor plan. Information regarding exhibitor move-in and move-out details, equipment hire, delivery information and accommodation will be forwarded at a later date when a booking is confirmed.

	SINGLE BOOTHS			DOUBLE BOOTHS		
	Gold	Silver	Bronze	Gold	Silver	Bronze
Logo on the brochure acknowledging sponsor with 2 lines of text	√			√		
Logo on official website	√	√	√	√	√	√
Allowed to have inserts with delegate materials	5	2		5	2	
Logo on conference backdrop	√			√		
Exhibition booth 3 x 2mtrs	√	√	√	√	√	√
complimentary tickets to conference	3	2	1	3	2	1
complimentary tickets to VIP luncheon	3	2	1	3	2	1
25% discount on additional seats	√	√	√	√	√	√
Delegate list	√	√	√	√	√	√

# Floorplan



# Advertising opportunities

Companies wishing to raise their profile in the industry are encouraged to take advantage of the advertising packages offered to promote their expertise, services and products.

By advertising at the event in the publications listed below advertisers can be sure their adverts will reach decision makers in the toll expressway community and related industries

	1 colour full page*	1 colour half page*	1 colour full page inside front and back pages*
Conference Programme ( <b>Day 1 &amp; 2</b> )	RM2000	RM1000	RM5000
Gala Dinner Programme ( <b>Day 1</b> )	RM2000	RM1000	RM5000
VIP Luncheon Programme ( <b>Day 2</b> )	RM2000	RM1000	RM5000
PIECE 2010 Daily News (tabloid size) ( <b>3 days</b> )	RM2000	RM1000	RM5000
Web Advertising	Web Banner 167px (w) X 60px (h)		Web Banner 167px (w) X 120px (h)

\* Film for print advertisements to be provided by advertiser

\* Artwork for web advertisements to be provided by advertiser

For more details please contact Urban Forum (Malaysia) Sdn Bhd



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## REGISTRATION OF INTEREST FORM

Name

Title

Organisation

Address

City  State  Postcode

Country

Telephone  Facsimile

Email

### 1. Level of sponsorship (Deposit Required)

Please tick box to indicate which sponsorship packages are of interest

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Platinum Sponsor | <input type="checkbox"/> Official Airline Sponsor | <input type="checkbox"/> Billboard Sponsor | <input type="checkbox"/> Local Travel Sponsor |
| <input type="checkbox"/> Gold Sponsor     | <input type="checkbox"/> VIP Dinner Sponsor       | <input type="checkbox"/> Print Sponsor     | <input type="checkbox"/> Exhibition Packages  |
| <input type="checkbox"/> Silver Sponsor   | <input type="checkbox"/> VIP Luncheon Sponsor     | <input type="checkbox"/> Advertising       |   |

### 2. Preferred sites (Please note 1st, 2nd and 3rd preferences)

1st  2nd  3rd

### 3. Any special requirement? (e.g. telephone, power other than single phase etc.)



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### Terms & Conditions

#### DEPOSIT AMOUNT

50% of total payment due upon signing of agreement  
Remaining 50% due on 5 February 2010

#### PAYMENT DETAILS

Cheque payable to  
'Urban Forum (Malaysia) Sdn Bhd'

Or

Electronic Funds Transfer to:  
**Maybank Ampang Park**  
Lot 1.01 Ampang Park  
Shopping Complex  
Jalan Ampang,  
50450 Kuala Lumpur  
MALAYSIA  
Account No: 514570204756  
SWIFT Code: MBBE MY KL XXXX

For more details please contact the Conference Managers.

**Urban Forum (Malaysia) Sdn Bhd**  
45-2, Block C2  
Dataran Prima, Jalan PJU 1/39  
Petaling Jaya 47301, Malaysia  
Telephone: +603 78806839  
Facsimile: +603 7880 3067  
Email: piece2010@urban-forum.com

#### CONDITIONS

The organisers reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the Sponsor/Exhibitor is informed at least one month before the changes.

The Conference Organising Committee will give priority to lead sponsors and early confirmation. It also reserves the right to accept or reject any application for sponsorship, and will allocate booths regardless of preference indicated and alter the floorplan depending on final allocation of site regardless of preference indicated in its absolute and unfettered discretion.

In the case of cancellation, notification in writing should be sent to the Conference Secretariat. Unless that particular area of sponsorship is resold the Committee reserves the right to retain deposit monies received.

The Exhibitor/Sponsor is responsible for all personal injury or damage to property arising in connection with the Exhibitor/Sponsor display area, howsoever caused.

The Exhibitor/Sponsor will indemnify the Organisers in respect of any claim and demands in respect thereof. The Exhibitor should take out adequate insurance in respect of all such claims.

Exhibitor/Sponsor agree to keep the exhibition booth fully manned and operational and will not commence to remove or change any of the areas, until after the conference closes at 5.00pm on Tuesday 6 April 2010.

Sponsorship packages are allocated as outlined and the decision of the Committee will be final.