



11TH SOUTH EAST ASIAN SURVEY CONGRESS
 &
 13TH INTERNATIONAL SURVEYORS' CONGRESS

22 - 24 June 2011
 Kuala Lumpur, Malaysia

Sponsors and Exhibitors Prospectus

Jointly Organised by:



Supported by:





Welcome

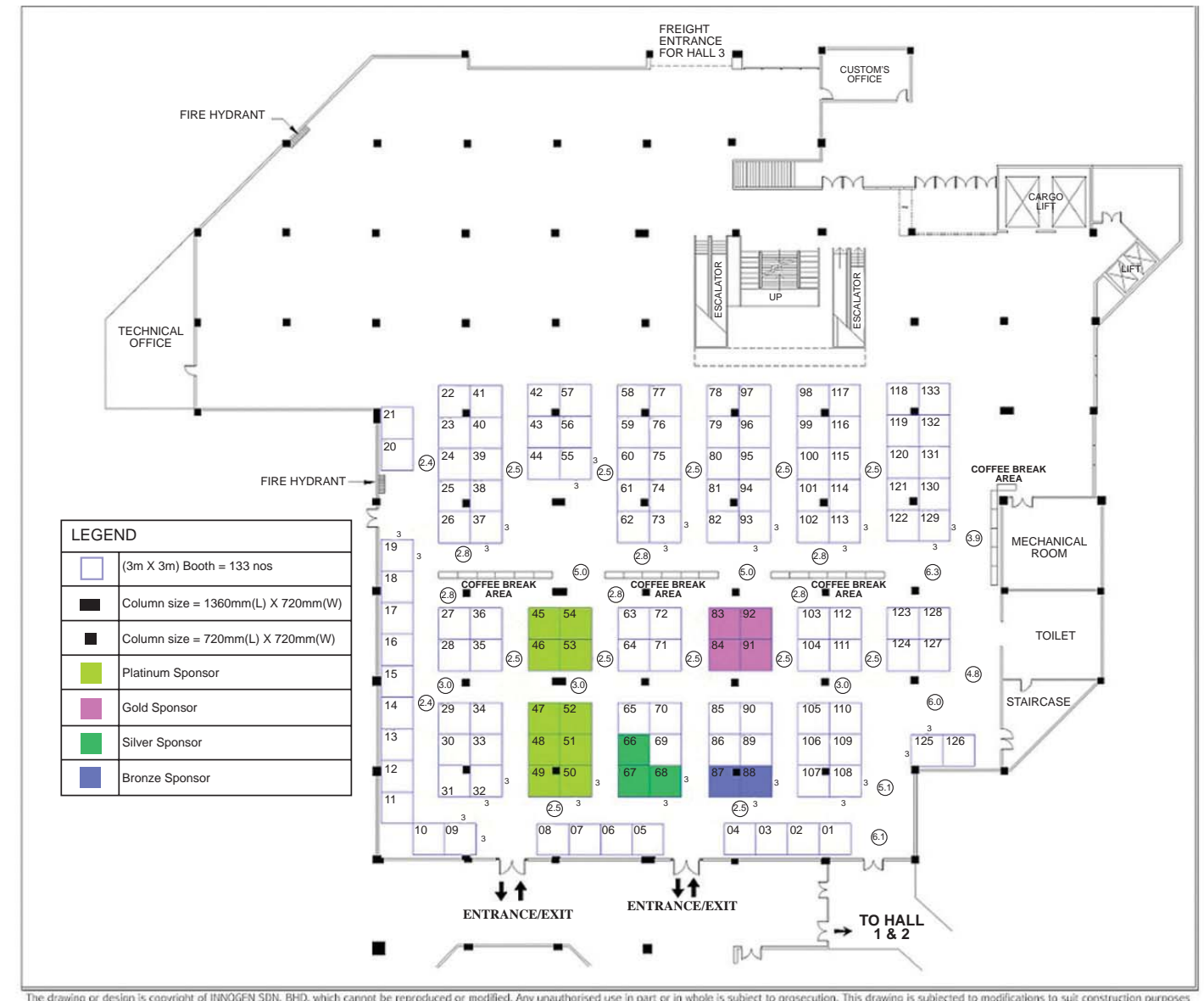
The 11th South East Asian Survey Congress (11th SEASC 2011) and the 13th International Surveyors' Congress (13th ISC 2011), will be held from 22 to 24 June 2011 in Kuala Lumpur, Malaysia with the theme **"INNOVATION TOWARDS SUSTAINABILITY"**. This combined event would be organised in conjunction with and as part of the Institution of Surveyors Malaysia's (ISM) 50th year celebrations. In this regards, ISM, in collaboration with AFLAG (ASEAN Federation of Land Surveying and Geomatics) and the Association of Authorised Land Surveyors Malaysia (PEJUTA) are most honoured and privileged to play host to both prestigious events.

The Congress intends to highlight initiatives aimed at encouraging the convergence, sharing and use of innovative technologies and knowledge as well as other initiatives to forge new collaborations and identify potential avenues for research, development and innovation across all related disciplines for the benefit of the profession and the community towards sustainable development.

As a forum for exchange of information and experience, both events will also provide participants a window of opportunity to meet fellow professionals from other parts of the world, to hear issues first hand and to reflect on solutions proposed or implemented by others. We are confident that everyone will benefit tremendously from this gathering.

We welcome and look forward to meeting you in Kuala Lumpur. For more information on how to participate as a sponsor/exhibitor, please contact Sr Zakaria bin Saat (e-mail: zakaria@jusi.gov.my or secretariat@ism.org.my) or visit our website at www.seasc2011.org

LAYOUT PLAN FOR EXHIBITORS 22 - 24 JUNE 2011 PUTRA WORLD TRADE CENTRE (PWTC), KUALA LUMPUR HALL 3



REGISTRATION FORM

Company:

Address:

Contact person:

Telephone: Fax: Email:

Enclosed herewith a cheque no. issued to The Institution of Surveyors, Malaysia for RM being payment for booth rental for no. of booth(s)

Preference no: 1. 2. 3. 4.

7. Advertising Opportunities

- Full page colour advertisement in the official conference program book is available at US\$3,000.
- Insertion of one corporate flyer or pamphlet (company to supply), no bigger than A4 size, in the conference bag for all participants and speakers at US\$1,000.
- Display of corporate banners at selected locations at the conference venue. The banner design (company to supply) and location is subject to approval and availability.

(Educational institutions, research organizations, Government agencies etc can be considered for institute exhibition package. Interested parties are invited to contact the officers to discuss in further details.)



Overall Program

11 th South East Asian Survey Congress & 13 th International Surveyor Congress, Kuala Lumpur, Malaysia				
Programme / Time	22 nd June 2011 (Wednesday)	23 rd June 2011 (Thursday)	24 th June 2011 (Friday)	25 th June 2011 (Saturday)
0900	Welcoming Address	Plenary Session 1	Plenary Session 2:	The Institution Of
0910	Opening Address I	Invited Speaker I	Invited Speaker I	Surveyors Malaysia
0920	Opening Address II	Invited Speaker II	Invited Speaker II	50 th Annual General
0930	Official Opening Address of Congress and exhibition			Meeting / ASEAN
1000	Booth visiting & press conference			Federation of Land
1030	Refreshment & Networking	Refreshment & Networking	Refreshment & Networking	Surveyors and
1100	Keynote Address; Invited Speaker I	Keynote Session 1; Invited Speaker I	Keynote Session 2; Invited Speaker I	Geomatics (AFLAG)
1145	Invited Speaker II	Invited Speaker II	Invited Speaker II	Council Meeting
1215	Invited Speaker III	Invited Speaker III	Invited Speaker III	
1230	Lunch	Lunch	Lunch	Refreshment & Networking
1430	Parallel Technical Session – 1A, 1B, 1C	Parallel Technical Session – 2A, 2B, 2C	Parallel Technical Session – 3A, 3B, 3C	The Institution Of
1530	Refreshment	Refreshment	Refreshment	Surveyors Malaysia
1600	Parallel Technical Session – 1D, 1E*, 1F	Parallel Technical Session – 2D, 2E*, 2F	Parallel Technical Session – 3D, 3E*, 3F	50 th Annual General
1700	Free At Own Leisure	Free At Own Leisure	Free At Own Leisure	Federation of Land
2000	Congress Dinner		ISM's Divisional Annual General Meeting	Surveyors and
				Geomatics (AFLAG)
				Council Meeting
				Lunch
				Free At Own Leisure
				ISM 50 th Anniversary Gala Dinner

Note *: Parallel Technical Session 1E, 2E and 3E are open for Technology Updates from Sponsors / Exhibitors



Set in the heart of Southeast Asia, Malaysia is easily accessible from most parts of the world by air, surface and sea links. Over 45 international airlines fly into the country while national carrier Malaysia Airlines has a global network that spans six continents and a national network that covers more than 36 local destinations.

Malaysia is as diverse as its culture. Having had an interesting past and being a part of the international spice route many hundreds of years ago, Malaysia has turned into a mosaic of cultures. Everything from its people to its architecture reflects a colourful heritage and an amalgamated culture. Cool hideaways are found in the highlands that roll down to warm, sandy beaches and rich, humid mangroves. Multiculturalism has not only made Malaysia a tropical paradise, it has also made Malaysia home to hundreds of colourful festivals.

Benefits of Sponsoring and Exhibiting

The 11th South East Asian Survey Congress (11th SEASC 2011) and the 13th International Surveyors' Congress (13th ISC 2011) provides an annual international forum for the experts in the surveying industry to congregate and exchange information. By participating in the event as a sponsor/exhibitor, you will get a chance to interact with officers from survey, mapping and spatial data information agencies particularly from all over the world. Besides the prominent exposure before, during and after the conference, you will enjoy many invaluable benefits and opportunities which include the following:

- Network and build relationships
- Gain exposure to international knowledge and professional development
- Keep abreast of the latest developments and technology in this industry
- Promote your organisation as a significant provider and expert
- Promote brand awareness of your products/services and you have the opportunity to give live demonstration of the innovative solutions.
- Explore new and potential markets for your products / services

5. Sponsor (US\$7,000)

(A) Promotion / Marketing

- Logo of your organization under the name of sponsor displayed on the following:
 - Conference / exhibition related publications
 - Conference banners / backdrops
 - Conference publicity email flyer
 - Email confirmation of conference registration to participants
 - Floor plan at exhibition area
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference program book under the name of sponsor.
- Special mention of your organization as the sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 1 full delegate registration to conference.
- 1 invitation to conference dinner.
- 2 booths of 3m x 3m or equivalent of 18 sqm of exhibition space. Additional furniture / materials will be billed separately.

6. Exhibitor (US\$2,500)

(A) Promotion / Marketing

- Logo of your organization displayed on conference / exhibition related publications.
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference program book.

(B) Conference Participation

- 1 full delegate registration to conference for purchase of at least 20 sqm of exhibition space.
- 1 booth of 3m x 3m or equivalent of 9 sqm of exhibition space. Additional furniture / materials will be billed separately.

(B) Conference Participation

- 3 full delegate registrations to conference.
- 3 invitations to conference dinner.
- 2 invitations to networking lunch.
- 4 booths of 3m x 3m or equivalent of 36 sqm of exhibition space. Sponsors are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.

(C) Content Moments

- A 15-minute presentation during parallel session.

4. Silver Sponsor (US\$10,000)

(A) Promotion / Marketing

- Logo of your organization under the name of silver sponsor displayed on the following:
 - Conference / exhibition related publications
 - Conference banners / backdrops
 - Conference publicity email flyer
 - Email confirmation of conference registration to participants
 - Floor plan at exhibition area
- Half page colour advertisement (company to provide) in conference program book.
- 100 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of silver sponsor.
- 100 words corporate profile (company to provide), logo, website and contact details in the conference program book under the name of silver sponsor.
- Special mention of your organization as the silver sponsor during the opening and closing sessions of the conference.

(B) Conference Participation

- 2 full delegate registrations to conference.
- 2 invitations to conference dinner.
- 1 invitation to networking lunch.
- 3 booths of 3m x 3m or equivalent of 27 sqm of exhibition space. Sponsors are entitled to choose from identified locations on a first come first serve basis. Additional furniture / materials will be billed separately.

Sponsor and Exhibitor Package

A variety of sponsorship packages that should meet your brand, networking objective and marketing strategies is offered. An overview of the sponsorship packages are as shown below.

	Titanium POA	Platinum US\$25,000	Gold US\$17,000	Silver US\$10,000	Sponsor US\$7,000	Exhibitor US\$2,500
A) Promotion / Marketing						
Opportunity to display company's logo on:						
-conference/exhibition related publications		✓	✓	✓	✓	✓
- conference banners / backdrops		✓	✓	✓	✓	
- conference publicity email flyer		✓	✓	✓	✓	
- email confirmation of registration to participants		✓	✓	✓	✓	
- gift to speakers		✓				
- floor plan at exhibition area		✓	✓	✓	✓	
- display boards at main lobby		✓	✓			
Pre-conference publicity:						
Email blast on Company's participation to participants		1				
Colour advertisement in conference program book		full page	full page	half page		
Corporate profile, logo and hyperlink in conference official website		200 words	150 words	100 words	100 words	
Corporate profile, logo, website and contact details in conference program book		200 words	150 words	100 words	100 words	
Exposure During Conference:						
Display of corporate banner at plenary sessions / break sessions		2	1			
Corporate item(s) in conference bag		2	1(flyer only)			
Special mention in opening and closing sessions		✓	✓	✓		
Post-Conference Benefits:						
Use of SEASC & ISC 2011 logo for 6 months after event		✓	✓			
Email contact list of participants		✓	✓			
B) Conference Participation						
Full delegate registration for conference		5	3	2	1	
Invitation to conference dinner		5	3	2	1	
Invitation to networking lunch		3	2	1		
Exhibition space booth - standard booth of 3m x 3m or equivalent of 9 sq. m		10	4	3	2	1
C) Content Moments						
Organisation of corporate session		✓	✓			

Sponsor and Exhibitor Packages

1. Titanium Sponsor (POA)

Package terms and entitlements to be discussed.

2. Platinum Sponsor (US\$25,000)

(A) Promotion / Marketing

- Logo of your organization under the name of platinum sponsor displayed on the following:
 - Conference / exhibition related publications
 - Conference banners / backdrops
 - Conference publicity email flyer
 - Email confirmation of conference registration to participants
 - Gift to conference speakers
 - Floor plan at exhibition area
 - Display boards at main lobby
- Recognition of organization as the platinum sponsor and your participation in the email blast to conference participants prior to event.
- Full page colour advertisement (company to provide) in selected pages of conference program book on a first come first serve basis.
- 200 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of platinum sponsor.
- 200 words corporate profile (company to provide), logo, website and contact details in the conference program book under the name of platinum sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at 2 plenary / break sessions of your choice.
- 2 corporate items of your choice (company to supply) in the conference bag for all participants and speakers.
- Special mention of your organization as the platinum sponsor during the opening and closing sessions of the conference.
- Use of the SEASC & ISC 2011 logo till 24 December 2011.
- Digital list of the email contacts of conference participants will be sent to you after the conference.

(B) Conference Participation

- 5 full delegate registrations to conference.
- 5 invitations to conference dinner.
- 3 invitations to networking lunch.
- 10 booths of 3m x 3m or equivalent of 90 sqm of exhibition space at identified premium locations on a first come first serve basis. Additional furniture / materials will be billed separately.

(C) Content Moments

- A 15-minute presentation during parallel session.

3. Gold Sponsor (US\$17,000)

(A) Promotion / Marketing

- Logo of your organization under the name of gold sponsor displayed on the following:
 - Conference / exhibition related publications
 - Conference banners / backdrops
 - Conference publicity email flyer
 - Email confirmation of conference registration to participants
 - Floor plan at exhibition area
 - Display boards at main lobby
- Full page colour advertisement (company to provide) in conference program book.
- 150 words corporate profile (company to provide), logo and hyperlink on official conference website under the name of gold sponsor.
- 150 words corporate profile (company to provide), logo, website and contact details in the conference program book under the name of gold sponsor.
- Your organization's banner (company to supply), 2m x 1m, displayed at a plenary / break session of your choice.
- One of your organization's flyer (company to supply), no bigger than A4 size, in the conference bag for all participants and speakers.
- Special mention of your organization as the gold sponsor during the opening and closing sessions of the conference.
- Use of the SEASC & ISC 2011 logo till 24 December 2011.
- Digital list of the email contacts of conference participants will be sent to you after the conference.