2023

SOUTHEAST ASIA
CONFERENCE & EXHIBITION

Smart ICT: Innovation & Sustainability

EXHIBITOR
PROSPECTUS

15 – 17 MARCH 2023
LE MÉRIDIEN PUTRAJAYA, MALAYSIA

Bicsi®
ENDORSED EVENT

WHY EXHIBIT WITH US

For the first time in Malaysia, experience the tradition of gathering future-thinking, motivated leaders in the information and communications technology (ICT) industry while making a direct impact advancing your business and the local ICT community, as you share your products and services.

WHAT ATTRACTS ATTENDEES TO THIS SOUTHEAST ASIA CONFERENCE & EXHIBITION?

- The values gained from a diversity of ICT content that covers many segments of the industry.
- Quality and content-rich presentations by top ICT educators and exhibitors.
- Engaging conference and interactive exhibition programmes encourage product discovery and networking.

WHY SHOULD YOU EXHIBIT?

- Showcase emerging products and services to key decision-makers.
- Build brand awareness and connect with ICT professionals from different countries in Southeast Asia and beyond.
- Strengthen existing client relationships and opportunities to establish new ones.

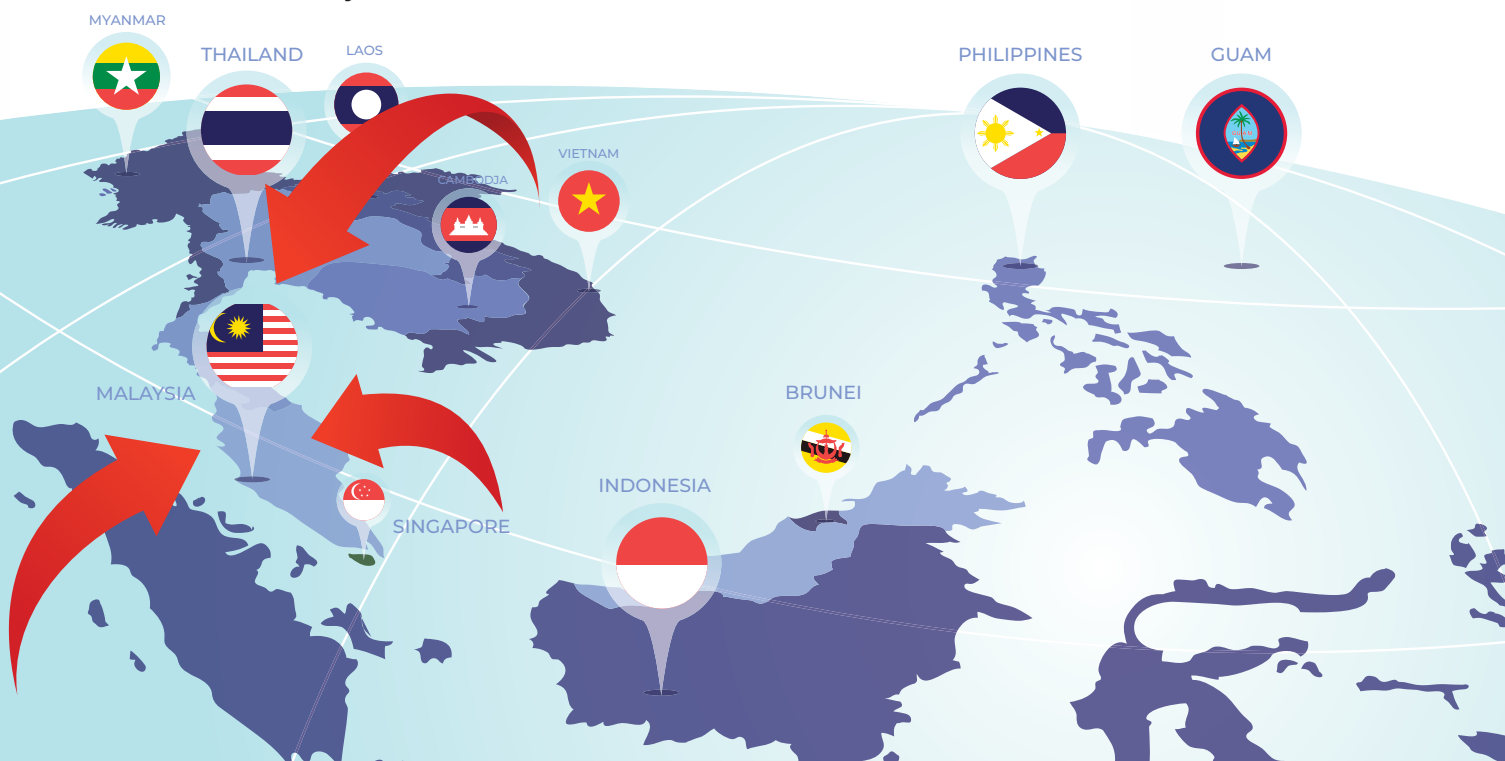## WHAT IS INFORMATION & COMMUNICATIONS TECHNOLOGY?

ICT is the integration of diverse technologies necessary for people and organizations to communicate and interact in a digital world. Here are some elements of ICT that BICSI events focus on include:

- Commercial Transportation of Information & Data
- Data Center Design
- Design, Integration & Installation of Telecommunications Distribution Systems
- Electronic Safety & Security
- Fiber- & Copper-Based Distribution Systems & Infrastructure
- Outside Plant Cabling
- Project Management (Telecommunications)
- Voice/Data/Audio/Video
- Wireless Networks

ATTENDEE DEMOGRAPHICS

We reach individuals from every corner of the globe and every sector of the ICT industry, from high-level executives and owners to installers and technicians in the field.

- Architects and Consultants
- Audiovisual (AV) Professionals
- Authorities Having Jurisdiction (AHJs)
- BICSI Credential Holders
- Broadband Service Providers
- Cabling Installers and Technicians
- Civil Engineers
- Communications Managers (Corporate and Government)
- Communications Resellers and VARS
- Construction Managers (CMs)
- Data Center Designers and Engineers
- Electronic Safety and Security (ESS) Professionals
- End Users
- Facility Owners and Managers
- General Contractors
- ICT Contractors
- ICT Design Consultants
- Management Professionals
- Marketers
- Military Personnel
- Network Designers and Administrators
- Outside Plant (OSP) Engineers
- Professional Engineers
- Project Managers (Government, Military, Civilian, and Corporate)
- Quality Controllers
- Sales Engineers and Professionals
- Wireless/Digital Professionals
- Universities/Polytechnics

MYANMAR
THAILAND
LAOS
PHILIPPINES
GUAM
VIETNAM
CAMBODIA
MALAYSIA
BRUNEI
SINGAPORE
INDONESIA

PRIMARY COMPANY OPERATION

- Construction / Installation
- Design / Engineering Services
- Consulting
- Government Agencies
- Education / Training Provider
- Manufacturer
- ICT Consumer

PRIMARY JOB FUNCTION

- Designer
- Project Manager
- Professional Engineer
- Consultant
- Network / System Integrator
- Salesperson

DESIGN/ INSTALLATION/ MANAGEMENT PRODUCTS

- Voice & Data
- Wireless
- Outside Plant
- Audio / Video
- Electronic Safety & Security
- Paging
- Internet Access
- Building Automation
- Alarm
- Controls
- Lighting

Smart ICT: Innovation & Sustainability

2023 SOUTHEAST ASIA CONFERENCE & EXHIBITION

Date: 15 - 17 MARCH 2023
Venue: LE MÉRIDIEN PUTRAJAYA, MALAYSIA

This is the FIRST time Malaysia is hosting the Southeast Asia Conference and Exhibition - a BICSI Endorsed Event, with the mission to create awareness of ICT Standards & Best Practices to the community in this region. Themed Smart ICT: Innovation & Sustainability, this event sets a platform for motivated leaders in the ICT industry to build knowledge, explore new ideas, and inspire one another to grow professionally in the industry.
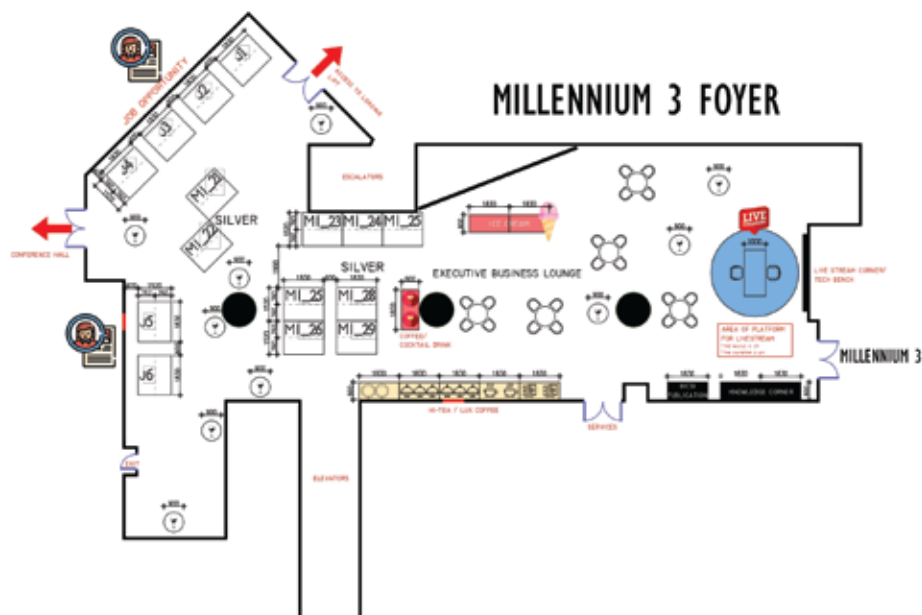
Smart ICT presents the capacity to greatly improve design, speed of work, accuracy of data, quality and cost control, benefitting tremendously in terms of productivity, efficiency, cost effectiveness and sustainability of new and existing infrastructure in the engineering and construction industries.

Today, the Environmental, Social and Governance (ESG) plays an integral part in future sustainability. Smart ICT innovation and a human centric approach impact how we engage with our built environment. Thus, there is a dire need for trained ICT professionals to design and build systems with ESG performance in mind, focusing on sustainability, resilience, security including cyber security, safety, and the health of end users.

> « **Be part of our event to make a change in how we live our lives today and tomorrow. Be a sponsor of the 2023 Southeast Asia Conference & Exhibition - a BICSI Endorsed Event and receive unparalleled brand exposure.**
>
> »

CONFERENCE & EXHIBITION FLOOR PLAN

EXHIBITS & SPONSORSHIP LEVELS

Sponsorships are based on availability, exclusively to exhibitors. All prices are listed in U.S. dollar. Sponsorship details and pricing are subject to change.

CHOOSE YOUR SPONSORSHIP PACKAGE

Diamond Sponsor: USD 9,999.00 (exclusive)	Platinum Sponsor: USD 7,999.00 (2 slots)
Recognition as exclusive Diamond Sponsor	Recognition as Platinum Sponsor
Prime booth location in Millennium Grand Ballroom with 3 tables	Prime booth location in Millennium Grand Ballroom with 3 tables
45-minute presentation spot at conference	30-minute presentation spot at conference
3-minute brand video playback on LED screen*	3-minute brand video playback on LED screen*
Logo featured on Photo Wall	Logo featured on Photo Wall
1x roll-up banner	1x roll-up banner
1x full page advertisement on program book*	1x half page advertisement on program book*
1x 15 min exclusive interview slot at Live Stream Corner	1x 15 min exclusive interview slot at Live Stream Corner
Attendee Tote Bag insert*	Attendee Tote Bag insert*
10 Exhibitor/Sponsor passes for the conference	8 Exhibitor/Sponsor passes for the conference
15 invited guests for the conference	10 invited guests for the conference
10 passes to the VIP Networking Reception	5 passes to the VIP Networking Reception

Provided by sponsor.

EXHIBITS & SPONSORSHIP LEVELS

CHOOSE YOUR SPONSORSHIP PACKAGE

Gold Sponsor: USD 5,999 (6 slots)	Silver Sponsor: USD 3,999.00 (10 slots)
Recognition as Gold Sponsor	Recognition as Silver Sponsor
Attractive booth location with 2 tables	Complimentary booth space with 1 table
30-minute presentation spot at conference*	15-minute product presentation at Tech Bench @ Exhibition Hall
3-minute brand video playback on LED screen	1 static ad slot on LED screen
Logo featured on Photo Wall	Logo featured on Photo Wall
1x roll-up banner	1x roll-up banner
1x quarter page advertisement on program book	5-minute greeting slot at Live Stream Corner
1x 15 min exclusive interview slot at Live Stream Corner	Attendee Tote Bag insert*
Attendee Tote Bag insert*	4 Exhibitor/Sponsor passes for the conference
6 Exhibitor/Sponsor passes for the conference	4 invited guests for the conference
6 invited guests for the conference	4 passes to the VIP Networking Reception
6 passes to the VIP Networking Reception	

*Provided by sponsor.

SPONSORSHIP PACKAGE SUMMARY

SPONSORSHIP LEVELS	DIAMOND USD 9,999.00	PLATINUM USD 7,999.00	GOLD USD 5,999	SILVER USD 3,999
Complimentary Booth Space	Grand Millennium Hall (3 tables)	Grand Millennium Hall (3 tables)	Grand Millennium Hall/ Ballroom Foyer (2 tables)	Ballroom Foyer (1 table)
Presentation @ Conference Hall	45min	30min	30min	
Presentation @ Tech Bench Exhibition Hall				15min
Brand Video on LED Screen	✓	✓	✓	
Static Ad on LED Screen				✓
Company Logo on Photo Wall	✓	✓	✓	✓
Programme Book Ad	Full Page	Half Page	Quarter Page	
Exclusive Interview @Live Stream Corner	✓	✓	✓	
Greeting @Live Stream Corner				✓
Priority Booth Selection**	✓	✓	✓	✓
Attendee Bag Insert^	✓	✓	✓	✓
Company Logo on Conference Website	✓	✓	✓	✓
Company Logo on Programme Book	✓	✓	✓	✓
Exhibitor/Sponsor Pass	10	8	6	4
VIP passes for conference	15	10	6	4
VIP passes for Networking Reception	10	8	6	4

**Sponsors must be paid in full for Priority Booth Selection. Booth allocation is based on a first-come-first-serve basis.
^Limited to a maximum of 10 pages for catalogue, brochure, leaflet, etc.

EXCLUSIVE SPONSORSHIPS

We offer other sponsorship options to fit your budget and strategy. Please note that sponsorship content is subject to approval.

VIP Networking Reception: USD 2,999 (exclusive)

Connect with other industry professionals and exhibitors at this exclusive VIP Networking Reception the day before the conference.

- Recognition as VIP Networking Reception Sponsor
- 10-minute greeting during reception
- Brand visibility at the reception venue
- 2 x roll-up banner to be displayed at the reception
- 10 passes to VIP Networking Reception

Lunch Break: USD 799 (4 slots)

Stand out as you mingle.

- Recognition as Lunch Break Sponsor
- Announcement during conference
- Logo on lunch menu
- Brand visibility at lunch venue

Coffee / Tea Break: USD 499 (4 slots)

Be where conversations happen.

- Recognition as Coffee / Tea Break Sponsor
- Announcement during conference
- Logo on tent-card at refreshment area

Executive Business Lounge: USD 999 / day (2 slots)

Got a new food product and needed the audience. Be part of our event*.

- Kiosk space for food serving
- 1 x roll-up banner

*Food product subject to approval.

Attendee Tote Bag: USD 1,999 (exclusive)

Help attendees and visitors stay organized with your branded tote bags.

- Recognition as Attendee Tote Bag Sponsor
- Logo printed on Attendee Tote Bag

Conference Lanyard: USD 1,499 (exclusive)

- Recognition as Lanyard Sponsor
- Logo printed on Lanyard

EXCLUSIVE SPONSORSHIPS

We offer other sponsorship options to fit your budget and strategy. Please note that sponsorship content is subject to approval.

Workshop Sponsor: USD 1,499 (4 slots. Open to all)

- Recognition as Workshop Sponsor
- Sponsor to provide designated activities for visitors

Note: This is a CSR initiative to stimulate the workforce in the local ICT industry.

Tech Bench Sponsor: USD 499 (Open to all)

- Recognition as Tech Bench Sponsor
- 15-min usage of Tech Bench space for new product announcement, launch, etc.

Live Stream Sponsor: USD 1,499 (exclusive)

- Recognition as exclusive Live Stream Sponsor
- Half page advertisement on program book
- For social media platform: Event organiser's LinkedIn & Facebook

Job Seeker Sponsor: USD 899 (6 slots)

A CSR-driven initiative for ICT service providers to showcase their products and services, leverage on the event to create a positive impact for their brands and the ICT community.

- Applicable for Malaysian companies only
- Recognition as Job Seeker Sponsor
- Complimentary 1 table
- 1 x roll-up banner

Note:
The company must volunteer to commit to CSR. To provide opportunities for fresh graduates from university and/or polytechnic to work as ICT Technician, ICT Supervisor, ICT Project Manager, Field Installer, ICT Field Engineer, and ICT Designer. The initiative serves as a platform for the graduates to gain experience through internships in a real working environment in the ICT industry. To elevate the professionalism of the ICT industry.

Sponsorship Criteria:
- Field **MUST** be ICT related industry.
- Must willingly commit to hiring interns, provide training, and hands-on experience.
- The goal is to create a platform for the young generation to learn and to guide them on the right career path after graduation.
- Additionally, there is a need to upgrade the quality level of service and support in ICT domain locally, in order to encourage and propel organizations and service providers to hire local workforce who are trained ICT personnel.

IMPORTANT NOTE: The event is also aimed at students from university, polytechnic, secondary school and/or adults who wish to change their current work environment. It is crucial to communicate to the next generation how technology is leading us into a new era, and how the smart devices, gadgets are supported by the physical infrastructure. Through this event, we help attendees explore, learn and plan for the future.

*Term & Condition apply.

PAST YEAR SOUTHEAST ASIA CONFERENCE & EXHIBITION

EXHIBITS & SPONSORSHIP APPLICATION

EXHIBIT & SPONSORSHIP LEVEL:

CONTACT INFORMATION *(please type or print clearly)*

(Exhibitor/ Full company name *(as you would like it to appear)*

Order date

Address | City | State/Province

Zip/Postal code | Country | Website

Company phone number | Company toll-free number

PRIMARY SPONSORSHIP CONTACT
(to receive all sponsorship mailings) | Title

Work number | Cell number | Email | Fax

Sponsors: *Please provide contact information for 2 company representatives who will attend this event.*

Company Representative

First Name | Middle Name | Last Name

Member Number | Phone Number | Mobile Number

Email

Company Name

Address | City/State/Province | Zip/Postal Code | Country

Company Representative

First Name | Middle Name | Last Name

Member Number | Phone Number | Mobile Number

Email

Company Name

Address | City/State/Province | Zip/Postal Code | Country

Payment Information: All 2023 Southeast Asia Conference & Exhibition's exhibitor and/or sponsor applications must be accompanied by full payment.

Beneficiary Name:	TECNOVIQ LEARNING ACADEMY SDN BHD
Beneficiary Account Number:	232-901-553-1 (USD) - Overseas 232-303-535-2 (MYR) - Malaysia
Beneficiary Address:	29-1, Jalan PJU 1/3F, Sunwaymas Commercial Centre, 47301 Petaling Jaya, Selangor
Beneficiary Contact Number:	03-7887 7803
Bank Name:	UNITED OVERSEAS BANK (MALAYSIA) BHD
Bank Address:	2-6, Jalan Tengah, 46200 Petaling Jaya, Selangor, Malaysia.
SWIFT Code:	UOVBMYKLXXX

For more information, please email to event@tecnoviq.academy or contact:
Ms. Connie Goh
Mobile No.: +60 17 353 6909

Cancellation Policy: If you must cancel, please notify Tecnoviq Learning Academy Sdn Bhd (TECLA) in writing immediately. Cancellations received 30 days or more prior to the event will be reimbursed minus 50% of the sponsorship amount indicated on this contract. If payment was not received, you will be charged 50% of the sponsorship amount indicated on this contract. Cancellations received within 30 days of the event will not be reimbursed. If payment was not received, you will be charged the full 100% of the sponsorship amount indicated in this contract.

Right to Refuse Sponsor: TECLA shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with BICSI or those who desire to assume control of an event through sponsorship.

Disclaimer: The 2023 Southeast Asia Conference & Exhibition is a BICSI Endorsed Event. TECLA has been selected as the professional conference organizer (PCO). All sponsorship agreements for this conference are between TECLA and the sponsoring organizations/corporations, nor does it suggest that TECLA endorses the programs, products or services of the organizations/corporations. By signing below, the sponsor agrees to the cancellation policy stated above.

Signature: Date:

Welcome to the inaugural 2023 Southeast Asia Conference & Exhibition, the first of its kind to be held in the beautiful country of Malaysia.

Hosted at Le Méridien Putrajaya, a world class hotel that offers a lush escape with superb service, modern rooms and inspired amenities, the 2-full day conference and exhibition is poised to welcome exhibitors, delegates and professional audiences from Southeast Asia and beyond, converging to share new ideas, knowledges, and smart technology you don't want to miss.

After nurturing your mind with the programmes during the conference, you can relax by taking a dip in the lovely outdoor pool or sweat it out at the hotel's 24-hour gym. If you are traveling with your family, you will also appreciate the family-friendly facilities such as children's pool and Kids Club.

A 30-minute drive from the Kuala Lumpur International Airport, the hotel sits in a prime location near the largest mall in Malaysia – IOI City Mall, a shopping haven connected directly to the hotel, and is steps away from an award-winning 18-hole Palm Garden Golf Course.

GUESTROOM INFORMATION

Room Type	Dimension (sqm)
Signature King	42
Signature Twin	42
Signature King (Accessible)	42
Le Méridien Club	42
Atelier Suite	76
Gallery Suite	95
Le Méridien Suite	126
Presidential Suite	220

- Le Méridien Signature Bed – hypoallergenic bedding
- Separate bathtub and showers
- Connecting rooms available
- Non-smoking rooms
- Complimentary welcome signature illy coffee
- Complimentary high-speed internet access
- Complimentary parking for in-house guests.

*Please contact us at event@tecnoviq.academy if you would like to make a hotel reservation. Le Méridien Putrajaya offers special room rates for BICSI Southeast Asia Malaysia Conference & Exhibition members and partners.

EXPLORATION OUTSIDE THE HOTEL

IOI City Mall
- Over 500 shopping and dining outlets
- Indoor Adventure Park – District 21
- Olympic Sized Ice-Skating Rink
- Golden Screen Cinemas
- Wangsa Bowl with 38 lanes
- The Symphony Walk

Nature & Parks in Putrajaya
- Putrajaya Lake
- Putrajaya Botanical Garden
- Putrajaya Wetlands Park
- Anjung Floria
- Marina Putrajaya
- Agriculture Heritage Park
- China-Malaysia Friendship Garden

THE ORGANIZER

TECNOVIQ LEARNING ACADEMY SDN BHD (TECLA)

TECLA is an ICT-focused, e-learning platform, providing virtual, physical and self-paced online classes. Its mission is to promote high ICT standards and continuous learning to aspiring ICT professionals in Malaysia and Southeast Asia. The Academy is a BICSI Authorised Design Training Provider (ADTP) since February 2021.

CONTACT US FOR COLLABORATION:

TECNOVIQ LEARNING ACADEMY SDN BHD

No. 29-1, Jln PJU 1/3F, Sunwaymas Commercial Centre, 47301 Petaling Jaya, Selangor, Malaysia.

+60 19-838 0628

event@tecnoviq.academy

BICSI
ENDORSED EVENT