SPONSORSHIP AND EXHIBITION PROSPECTUS

26 & 27 July 2008
Sunway Pyramid Convention Centre
Petaling Jaya, Selangor

http://www.acef.my
MIA is also an active partner in nation-building by participating in the government’s activities and programmes, as well as contributing views and ideas for the well-being of the nation and the accountancy profession. In addition, the Institute monitors international and local accounting trends and developments, and consults regularly with the government and statutory bodies. In the international and regional arena, the Institute plays a significant role in developing and advancing the global accounting profession. The MIA is a member body of the following global and regional accounting bodies:

- ASEAN Federation of Accountants (AFA)
- Confederation of Asian and Pacific Accountants (CAPA)
- International Federation of Accountants (IFAC)

MIA as a regulatory body is always concerned with the quality control aspect within the profession. Apart from ensuring that its members meet with all the requirements to be recognised as professional accountants, MIA is also committed towards ensuring that accounting education in Malaysia is progressive and continues to be relevant to present market needs.

One of MIA’s main efforts last year was its contribution towards the establishment of the ‘Hala Tuju 2’ Report which focuses on improving the quality of accounting degree programmes offered by local institutions of higher learning. Undertaken by the Ministry of Higher Education (MOHE), this initiative is viewed as timely and relevant because its objective is to ensure accounting programmes offered by universities are in line with global developments within the profession.

MIA had also successfully organised a series of talks nationwide for career guidance counsellores in schools under the “Forum on Accountancy Profession with School Counsellors” initiative. This was done to increase awareness on the profession and promote as well as position accountancy
as a preferred career choice for students and school leavers. These talks also provided an avenue or professional accountancy bodies and recognised local universities, who were brought together under this project, to meet and create awareness among school counsellors, who in turn were able to disseminate and provide information to their students. Forums were held in Kuala Lumpur, Negeri Sembilan, Melaka, Johor, Pulau Pinang, Sabah and Sarawak. This event was supported by Ministry of Education (MOE).

MIA had also contributed and supported the accountancy education either in monetary or in-kind to the following schools and universities activities:

- Program Bulan Kreatif & Inovatif 2006 organised by Sekolah Menengah Kebangsaan Saujana Impian;
- Pameran Pendidikan dan Kerjaya organised by SMK Methodist Parit Buntar, Perak;
- BACC Accounting’s Group Binding organised by Kuliyyah of Economics and Management Sciences, International Islamic University Malaysia
- STAROBA Old Boys Weekend 2006 organised by STAR OBW 2006;
- Pameran Minggu Perakaunan Fakulti Ekonomi & Perniagaan organised by Universiti Kebangsaan Malaysia;
- Accounting Day - The World of Accountancy organised by Taylor’s College, Subang Jaya;
- MAX 2 Management and Accounting Week organised by USM Management and Accounting Society;
- Ceramah Kerjaya Perakaunan organised by SMK Damansara Jaya;
- UNITEN Internal Audit Symposium (IAS 2007) organised by UNITEN Accounting Club;
- The Inter-Varsity Accounting Quiz 2007 (IVAQ2007) organised by MMU Accounting Club;
- Advertiser – Accounting Magazine, UM Accounting Club;
- Advertiser – ACE Newsletter, Universiti Tunku Abdul Rahman
- UKM Faculty Carnival;
- MMU-Inter Varsity Accounting Quiz (IVAQ);
- UM Accounting Club Career Week;
- UM Gamma Project;
- USM Accounting and Management Week;
- UUM Sehari Bersama MIA;
- UTAR Biz Whiz II Quiz.

The success of MIA’s participations in other Education Fair such as STAR Education Fair, NAPEI Education Fair, MYCEF, Postgradasia and FACON Education Fair had initiated the organisation of ACEF 2008.
ABOUT ACEF 2008

ACEF 2008 will become the platform to provide the latest information on education opportunities available from the various local institutions of higher learning, private colleges, education service centres and overseas institutions. ACEF 2008 would also act as a hub of information and resources across academic communities in business, management and accountancy by communicating and disseminating ideas and promoting best practices and innovation.

The Objectives
- To provide the latest information on education opportunities in accountancy and business studies and openings available locally and overseas;
- To provide opportunity for students to get counseling services and advice from the representatives present during the exhibition;
- To provide information on the latest job openings relating to accountancy and business;
- To promote the importance of accountancy and business studies as well as the profession through career talks and fun activities;
- To provide an avenue for graduates from engineering and law backgrounds the opportunities to enter the accountancy profession.

Promotion & Publicity Activities
1. Information distribution through all Institutes of Higher Learning, Accountancy & Business Professional Bodies, Education Fund Bodies, and other relevant organisations;
2. Circular distributions from MOE to all schools in Klang Valley, Malacca, and Negeri Sembilan (subject to approval);
3. Advertisements through electronic and printed media;
4. Fax and media broadcasts to MIA members and other potential organisations;
5. Promotion through flyers, banners, bunting and email blasts;
6. Promotions through MIA’s website and other Accountancy Professional Bodies’ websites.
Benefits of Attending
ACEF 2008 aims at becoming the biggest event in Accountancy: Career & Education in Malaysia. Students and working adults from all levels will have the opportunity to meet distinguished speakers and universities & colleges courses consultants to explore the available option and chart their future undertakings.

Other benefits and opportunities:-
1. Share ideas and obtain adequate information on relevant courses offered from different universities and colleges;
2. Gain general knowledge on the accountancy profession in Malaysia and its relevance to other professions;
3. Attend on-the-spot interviews.
## FACT SHEET

**Exhibition:**

ACEF 2008

**Date:**

26 & 27 July 2008

**Venue:**

Sunway Pyramid Convention Centre
Petaling Jaya, Selangor

**Organizer:**

Malaysian Institute of Accountants

**Target no. of booths:**

20

**Target no. of visitors:**

5,000

**Visitors' Profile:**

Secondary school students
Students from local and private universities
School teachers and counselors
Universities/colleges' lecturers
Parents
General Public

**Exhibitors' Profile:**

Public universities
Private universities and colleges
Recruitment agencies
Professional Accountancy Bodies
Education Agencies
Education Fund Bodies
Financial Institutions
Member Firms

**Exhibition Hours:**

10.00am – 6.00pm on 26 July 2008
10.30am – 6.00pm on 27 July 2008

**Admission:**

Free

**Activities:**

1. Career Talks
2. Forums
3. Exhibition Hall activities - games, quizzes, lucky draws etc
4. Mock-up interview sessions *(subject to participations from recruitment agencies)*
Sponsorship & Exhibition Prospectus

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsoring and exhibiting companies have the privilege of promoting their services / education opportunities / courses offered directly to a highly targeted audience and enjoy unbeatable exposures before the event culminating in maximum exposure during **ACEF 2008**.

For optimal visibility at **ACEF 2008**, take advantage of a variety of available sponsorship and exhibition packages. Whatever your desired level of investment, **ACEF 2008** offers several options that will fit your organization’s needs.

SPONSORSHIP & EXHIBITION PACKAGE SUMMARY

EVENT SPONSORSHIPS
Event sponsors will be recognized in the following hierarchy, in alphabetical order:

- Gold Level Sponsorship
- Silver Level Sponsorship
- Bronze Level Sponsorship

Official Sponsorships *(exclusive basis)*
- Official Broadcaster
- Official Newspaper
- Official Printed Media

In-kind Sponsorships
*(NOTE: All companies will be recognized in alphabetical order. For further information on in-kind sponsorship opportunities, please contact the Marketing & Promotions team)*

- Door Gifts Sponsorship
- Beverages sponsorship

Advertising Opportunities
*(NOTE: All companies will be recognized in alphabetical order)*

- ‘Accountants Today’ – **ACEF 2008** Special Segment
- **ACEF 2008** Programme Book

EXHIBITION PACKAGES
Type A – Bare Space

Type B – Shell Scheme Booth
1. Standard package
2. Extra package
3. Ultra package

Type C – Table top display
Sponsorship & Exhibition Prospectus

For more information about sponsorship & exhibition opportunities at **ACEF 2008**, please contact Marketing & Promotions team today.

<table>
<thead>
<tr>
<th>Team</th>
<th>Telephone Number</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mazni Ahmad Norilah</td>
<td>+603 2279 9262</td>
<td><a href="mailto:mazni@mia.org.my">mazni@mia.org.my</a></td>
</tr>
<tr>
<td>Hani Romiza Harun</td>
<td>+603 2279 9324</td>
<td><a href="mailto:hani@mia.org.my">hani@mia.org.my</a></td>
</tr>
<tr>
<td>Adila Mohd Ali</td>
<td>+603 2279 9334</td>
<td><a href="mailto:adila@mia.org.my">adila@mia.org.my</a></td>
</tr>
</tbody>
</table>

**Marketing & Promotions Department**

Malaysian Institute of Accountants  
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3  
Brickfields  
50470 Kuala Lumpur  
Tel: 603-2279 9200 Fax: 603-2279 9386  
Email: promotion@mia.org.my
Sponsorship & Exhibition Prospectus

**EVENT SPONSORSHIPS**

Event sponsorship will be supported through an integrated marketing, advertising, and public relations programme. Your participation will be promoted through a variety of direct-mail brochures, news releases, media kits and the MIA's journal. In addition, your participation will be promoted on-site in numerous ways: Official ACEF 2008 Exhibitors’ Directory, on event signage, and in remarks presented during the Keynote Addresses.

Choose from various levels of participation:

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship Amount (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>15,000</td>
</tr>
<tr>
<td>Silver</td>
<td>7,500</td>
</tr>
<tr>
<td>Bronze</td>
<td>3,000</td>
</tr>
</tbody>
</table>
## Sponsorship & Exhibition Prospectus

**GOLD SPONSORSHIP**

<table>
<thead>
<tr>
<th><strong>Branding / Publicity / Direct Exposure</strong></th>
<th><strong>RM15,000 (cash)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Stage acknowledgement and thank you announcements where appropriate throughout the ACEF 2008 sessions</td>
<td></td>
</tr>
<tr>
<td>✔ Your organization’s name / logo to appear on ACEF 2008 brochures, pre-mailers (approximately 5,000 copies circulated to secondary schools and Higher Learning Institutions in Malaysia)</td>
<td></td>
</tr>
<tr>
<td>✔ Your organization’s logo to appear on banners and backdrops to be displayed at ACEF 2008 venue</td>
<td></td>
</tr>
<tr>
<td>✔ ACEF 2008 web page with hyperlink to sponsor web page (maximum 3 months)</td>
<td></td>
</tr>
<tr>
<td>✗ Complimentary full page full colour advertisement in the Institute’s monthly journal, Accountants Today – Special Segment on ACEF 2008 in June issue (approximately 24,000 copies circulated to MIA members and financial leaders in the corporate industry)</td>
<td>R.O.P. ½ page organization’s write-up</td>
</tr>
<tr>
<td>✗ Complimentary full page full colour advertisement in the ABEF 2008 Programme Book</td>
<td>Premium page</td>
</tr>
<tr>
<td>✔ Printed acknowledgement in the ACEF 2008 Programme Book as one of the sponsors</td>
<td></td>
</tr>
<tr>
<td>✔ Advertisement in the Accountants Today (post event benefit)</td>
<td>1 page (R.O.P.)</td>
</tr>
<tr>
<td><strong>Exhibition participation</strong></td>
<td></td>
</tr>
<tr>
<td>✗ Complimentary exhibition space - standard shell scheme booth for promotional purposes</td>
<td>2 X 9m² (Premium location)</td>
</tr>
<tr>
<td><strong>Signage Rights</strong></td>
<td>2 buntings each</td>
</tr>
<tr>
<td>✔ Inside the Conference Hall</td>
<td></td>
</tr>
<tr>
<td>✔ VIP Holding Room</td>
<td></td>
</tr>
<tr>
<td>✔ Outside each Conference Hall</td>
<td></td>
</tr>
<tr>
<td>✔ Outside Exhibition Hall</td>
<td></td>
</tr>
</tbody>
</table>

**Thirteen (13) opportunities**
## Sponsorship & Exhibition Prospectus

### SILVER SPONSORSHIP

<table>
<thead>
<tr>
<th><strong>Branding / Publicity / Direct Exposure</strong></th>
<th><strong>RM7,500 (cash)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Stage acknowledgement and thank you announcements where appropriate throughout the <strong>ACEF 2008</strong> sessions</td>
<td>✔</td>
</tr>
<tr>
<td>- Your organization’s name / logo to appear on <strong>ACEF 2008</strong> brochures, pre-mailers (approximately 5,000 copies circulated to secondary schools and Higher Learning Institutions in Malaysia)</td>
<td>✔</td>
</tr>
<tr>
<td>- Your organization’s logo to appear on banners and backdrops to be displayed at <strong>ACEF 2008</strong> venue</td>
<td>✔</td>
</tr>
<tr>
<td>- <strong>ACEF 2008</strong> web page with hyperlink to sponsor web page (maximum 3 months)</td>
<td>✔</td>
</tr>
<tr>
<td>- Complimentary full page full colour advertisement in the Institute’s monthly journal, <strong>Accountants Today</strong> – Special Segment on <strong>ACEF 2008</strong> in June issue (approximately 24,000 copies circulated to MIA members and financial leaders in the corporate industry)</td>
<td>R.O.P 100 words organization’s write-up</td>
</tr>
<tr>
<td>- Complimentary full page full colour advertisement in the <strong>ACEF 2008</strong> Programme Book</td>
<td>Premium page</td>
</tr>
<tr>
<td>- Printed acknowledgement in the <strong>ACEF 2008</strong> Programme Book as one of the sponsors</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Exhibition participation

<table>
<thead>
<tr>
<th><strong>Exhibition participation</strong></th>
<th><strong>1 X 9m²</strong> (Premium location)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Complimentary exhibition space - standard shell scheme booth for promotional purposes</td>
<td>1 bunting each</td>
</tr>
</tbody>
</table>

### Signage Rights

<table>
<thead>
<tr>
<th><strong>Signage Rights</strong></th>
<th><strong>1 bunting each</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Outside each Conference Hall</td>
<td>✔</td>
</tr>
<tr>
<td>- Outside Exhibition Hall</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Ten (10) opportunities**
Sponsorship & Exhibition Prospectus

BRONZE SPONSORSHIP  RM3,000 (cash)

<table>
<thead>
<tr>
<th>Branding / Publicity / Direct Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your organization’s name / logo to appear on <strong>ACEF 2008</strong> brochures, pre-mailers (approximately 5,000 copies circulated to secondary schools and Higher Learning Institutions in Malaysia)</td>
</tr>
<tr>
<td>Your organization’s logo to appear on banners and backdrops to be displayed at <strong>ACEF 2008</strong> venue</td>
</tr>
<tr>
<td>Complimentary full page full colour advertisement in the Institute’s monthly journal, <strong>Accountants Today</strong> – Special Segment on <strong>ACEF 2008</strong> in June issue (approximately 24,000 copies circulated to MIA members and financial leaders in the corporate industry)</td>
</tr>
<tr>
<td>Complimentary full page full colour advertisement in the <strong>ACEF 2008</strong> Programme Book</td>
</tr>
<tr>
<td>Printed acknowledgement in the <strong>ACEF 2008</strong> Programme Book as one of the sponsors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibition participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary exhibition space – table top display</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signage Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 bunting</td>
</tr>
<tr>
<td>Outside Exhibition Hall</td>
</tr>
</tbody>
</table>

Seven (7) opportunities
## EVENT SPONSORSHIPS PACKAGE SUMMARY

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS / LEVEL</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL INVESTMENT (CASH)</strong></td>
<td>RM15,000</td>
<td>RM7,500</td>
<td>RM3,000</td>
</tr>
<tr>
<td><strong>Branding / Publicity / Direct Exposure</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stage acknowledgement and thank you announcements where appropriate throughout the ACEF 2008 sessions</td>
<td>✓</td>
<td>✓</td>
<td>●</td>
</tr>
<tr>
<td>Your organization’s name / logo to appear on ACEF 2008 brochures, pre-mailers (approximately 5,000 copies circulated to secondary schools and Higher Learning Institutions in Malaysia)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your organization’s logo to appear on banners and backdrops to be displayed at ACEF 2008 venue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ACEF 2008 web page with hyperlink to sponsor web page (maximum 3 months)</td>
<td>✓</td>
<td>✓</td>
<td>●</td>
</tr>
<tr>
<td>Complimentary full page full colour advertisement in the Institute’s monthly journal, Accountants Today – Special Segment on ACEF 2008 in June issue (approximately 24,000 copies circulated to MIA members and financial leaders in the corporate industry)</td>
<td>R.O.P ½ page organization’s write-up</td>
<td>R.O.P 100 words organization’s write-up</td>
<td>R.O.P</td>
</tr>
<tr>
<td>Complimentary full page full colour advertisement in the ACEF 2008 Programme Book</td>
<td>Premium page</td>
<td>Premium page</td>
<td>R.O.P</td>
</tr>
<tr>
<td>Printed acknowledgement in the ACEF 2008 Programme Book as one of the sponsors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in the Accountants Today (post event benefit)</td>
<td>1 page (R.O.P.)</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td><strong>Exhibition participation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary exhibition space for promotional purposes</td>
<td>2 X 9m² Standard shell scheme booth (Premium location)</td>
<td>1 X 9m² Standard shell scheme booth (Premium location)</td>
<td>1 table top display</td>
</tr>
<tr>
<td>SPONSORSHIP BENEFITS / LEVEL</td>
<td>GOLD</td>
<td>SILVER</td>
<td>BRONZE</td>
</tr>
<tr>
<td>-----------------------------</td>
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<td>RM7,500</td>
<td>RM3,000</td>
</tr>
<tr>
<td>Signage Rights</td>
<td>2 buntings each</td>
<td>✔️</td>
<td>●</td>
</tr>
<tr>
<td>VIP Holding Room</td>
<td>✔️</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Outside each Conference Hall</td>
<td>✔️</td>
<td>✔️</td>
<td>●</td>
</tr>
<tr>
<td>Outside Exhibition Hall</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>TOTAL OPPORTUNITIES</strong></td>
<td><strong>13</strong></td>
<td><strong>10</strong></td>
<td><strong>7</strong></td>
</tr>
</tbody>
</table>

Note: ● Not applicable
OFFICIAL SPONSORSHIPS

OFFICIAL BROADCASTER (Exclusive) (In kind)

- Sponsor to advertise at any specific TV channel to promote ACEF 2008;
- Sponsor to provide an interview session telecast with MIA representative in any education programme to discuss on current issues;
- Broadcast during ACEF 2008.

Benefits
- Sponsor will receive media and stage recognition as the ‘Official Broadcaster’ of the event with optimum exposure in promotional and programme materials;
- Sponsor’s logo on ACEF 2008 brochures, pre-mailers, letterhead & related marketing materials;
- One complimentary advertisement insertion in MIA’s monthly journal, ‘Accountants Today’ - Special segment on ACEF 2008 in June 2008 issue - approximately 25,000 copies circulated to MIA members, Financial & Corporate leaders;
- Complimentary full page full colour advertisement in the ACEF 2008 Programme Book;
- Acknowledgement in the ACEF 2008 Programme Book;
- Opportunity to interview Guest of Honors during the press conference.

OFFICIAL NEWSPAPER (Exclusive) (In kind)

- Sponsor will involve in the pre-ACEF 2008 marketing activities, to provide advertisement opportunities in their newspaper, to inform public about ACEF 2008;
- Preferably companies who produced newspaper to be awarded as the ‘Official Newspaper’.

Benefits
- Sponsor will receive media and stage recognition as the ‘Official Newspaper’ of the event with optimum exposure in promotional and programme materials;
- Sponsor’s logo on ACEF 2008 brochures, pre-mailers, letterhead & related marketing materials;
- One complimentary advertisement insertion in MIA’s monthly journal, ‘Accountants Today’ - Special segment on ACEF 2008 in June 2008 issue - approximately 25,000 copies circulated to MIA members, Financial & Corporate leaders;
- Complimentary full page full colour advertisement in the ACEF 2008 Programme Book;
- Acknowledgement in the ACEF 2008 Programme Book;
- Two (2) complimentary advertisement insertions in MIA’s monthly journal, ‘Accountants Today’ – pre or post event.
Sponsorship & Exhibition Prospectus

**OFFICIAL PRINTED MEDIA**

- Sponsor will involve in the pre-ACEF 2008 marketing activities, to provide advertisement opportunities in their related journals or magazines, to inform public about ACEF 2008;
- Preferably companies who produced business / education magazines to be awarded as the ‘Official Media’.

**Benefits**

- Sponsor will receive media and stage recognition as the ‘Official Media’ of the event with optimum exposure in promotional and programme materials;
- Sponsor’s logo on ACEF 2008 brochures, pre-mailers, letterhead & related marketing materials;
- One complimentary advertisement insertion in MIA’s monthly journal, ‘Accountants Today’ - Special segment on ACEF 2008 in June 2008 issue - approximately 25,000 copies circulated to MIA members, Financial & Corporate leaders;
- Complimentary full page full colour advertisement in the ACEF 2008 Programme Book;
- Acknowledgement in the ACEF 2008 Programme Book;
- Two (2) complimentary advertisement insertions in MIA’s monthly journal, ‘Accountants Today’ – pre or post event.
ADVERTISING OPPORTUNITIES

‘Accountants Today’ – ACEF 2008 Special Segment (cash)

A special highlights of the ACEF 2008 in the MIA’s monthly magazine (on the event programme, speaker’s profile, sponsor’s profile and sponsor’s advertisements).

Full Page, R.O.P. (Full Colour) : RM3,500
Full Page, R.O.P. (Black & White) : RM2,500
Half Page, R.O.P. (Full Colour) : RM2,000
Half Page, R.O.P. (Black & White) : RM1,500

ACEF 2008 Programme Book (cash)

The Official Programme Book is an on-site resource that provides information on the event programme and highlights, exhibitors’ directory and activities on the event day.

Official Programme Book advertising is limited and reserved on a first-come, first-served basis.

Premium Positions* : RM4,000
Full Page, R.O.P. (Full Colour) : RM3,000
Full Page, R.O.P. (Black & White) : RM2,000
Half Page, R.O.P. (Full Colour) : RM1,900
Half Page, R.O.P. (Black & White) : RM1,000

(* Subject to the availability of advertisement pages)
There are three (3) types of exhibition packages available at ACEF 2008. All spaces offer the chance to demonstrate your products to the market and network effectively during ACEF 2008 itself, as well as providing ongoing marketing focused benefits.

**EXHIBITION PACKAGES**

**TYPE A – BARE SPACE**

*RM4,500 (Min. 18sqm)*

Space only and does not include any form of construction, furnishing and electrical fittings. The exhibitor is responsible for design, construction, furnishing and electrical fittings.

Each bare space contains:
- Needle punch carpet
- 1 no. of 13Amp single phase power socket

**TYPE B – SHELL SCHEME BOOTH (STANDARD & EXTRA)**

**RM2,500 & RM4,500 – Part 1 Schedule Universities ONLY**

**RM3,500 & RM6,500 – Normal rate**

**STANDARD**

*RM2,500 & RM3,500*

9 sqm (3m x 3m)

Each standard shell scheme contains:
- Needle punch carpet
- 1 no. of 13Amp single phase power socket
- 1 information desk & 2 folding chairs
- Dividing white partitions and aluminium profile
- Fascia Board with company name and booth number
- 2 nos. of 40w fluorescent light

**EXTRA**

*RM3,500 & RM6,500*

18 sqm (6m x 3m)

Each extra shell scheme contains:
- Needle punch carpet
- 2 no. of 13Amp single phase power socket
- 2 information desks & 4 folding chairs
- Dividing white partitions and aluminium profile
- Fascia Board with company name and booth number
- 4 nos. of 40w fluorescent light
Sponsorship & Exhibition Prospectus

TYPE B – SHELL SCHEME BOOTH (ULTRA) - Option 1  RM6,000

9 sqm (3m x 3m)
Each custom shell contains:
• Carpet – colour optional
• 1 no. of 13Amp single phase power socket
• Furniture as per picture
• 3 digitally printed graphic panels
• lights

TYPE B – SHELL SCHEME BOOTH (ULTRA) - Option 2  RM9,000

18 sqm (6m x 3m)
Each custom shell contains:
• Carpet – colour optional
• 2 no. of 13Amp single phase power socket
• Furniture as per picture
• 6 digitally printed graphic panels
• lights

TYPE C - TABLE TOP DISPLAY
RM1,000 – Part 1 Schedule Universities ONLY
RM2,000 – Normal rate

Table size: 3 X 6 ft
(about 0.9 X 1.8 m)

Space only and does not include any form of construction, furnishing and electrical fittings.

Availability: Limited
(one company/table)
EXHIBITION LAYOUT PLAN

PYRAMID 1, LEVEL 10, SUNWAY PYRAMID CONVENTION CENTRE
SPONSORSHIP BOOKING FORM

Please complete and send to:
Marketing & Promotions Department
Malaysian Institute of Accountants
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3
Brickfields
50470 Kuala Lumpur
Tel : 603-2279 9200 Fax : 603-2279 9386 Email : promotion@mia.org.my

Company: ________________________________________________________________

Address: ________________________________________________________________

Post Code :________________ City:___________________________________________

Contact Person : __________________________________________________________

Designation : ____________________________________________________________

Tel : __________________ Fax No: __________________ E-mail:____________________

I / We would like to book the following Sponsorship package:

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>SPONSORSHIP LEVEL / TYPE</th>
<th>TOTAL AMOUNT (RM) (CASH / IN-KIND)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Sponsorships*</td>
<td>Gold □ Bronze □ Silver □</td>
<td></td>
</tr>
<tr>
<td>Official Sponsorships</td>
<td>Please specify:</td>
<td></td>
</tr>
<tr>
<td>In-kind Sponsorships</td>
<td>Please specify:</td>
<td></td>
</tr>
<tr>
<td>Advertising*</td>
<td>Type of advertisement page :</td>
<td></td>
</tr>
<tr>
<td>Special Segment □</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. ABEF 2008 Programme Book</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Amount (RM)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please tick (✓) your choice

Payment details
Enclosed is Cheque No. ___________________________ for RM________________________ payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS

I authorize payment of RM________________________□ Visa □ Master (tick whichever applicable)
Card No : ___________ - ___________ - ___________ - ___________ - ___________
Name of cardholder : ___________________________ Card expiry date : _______________

Signature of cardholder ___________________________ Date: __________________________

IMPORTANT NOTE : FULL PAYMENT MUST BE RECEIVED BEFORE ACEF 2008

NAME / DESIGNATION ____________________________ SIGNATURE / COMPANY STAMP ____________________________ DATE ____________________________
EXHIBITION BOOKING FORM

Please complete and send to:
Marketing & Promotions Department
Malaysian Institute of Accountants
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3
Brickfields
50470 Kuala Lumpur
Tel : 603-2279 9200    Fax : 603-2279 9386    Email : promotion@mia.org.my

Company: ____________________________________________________________

Address : ___________________________________________________________

Post Code : ___________________ City: ________________________________

Contact Person : _____________________________________________________

Designation : ________________________________________________________

Tel : __________________________ Fax No: __________________________ E-mail: ________________________

I / We would like to book the following Exhibition package:

<table>
<thead>
<tr>
<th>PACKAGES</th>
<th>BOOTH/TABLE NO</th>
<th>TOTAL AMOUNT (RM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type A – Bare Space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type B* - Shell Scheme Booth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Standard package ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Extra package ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Ultra package</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 1 ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 2 ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type C – Table top display</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please tick (✔) your choice

We hereby accept all terms of participation without reservation or restriction and that we relinquish any claim against the organizer.

( The Conference Organiser reserves the right to cancel or postpone the exhibition due to unforeseen circumstances)

The undersigned hereby represents and warrants that he / she is duly authorised to execute this binding contract on behalf of the Exhibitor above.

NAME / DESIGNATION: ____________________________    SIGNATURE / COMPANY STAMP: ____________________________    DATE: ____________________________

Payment details
Enclosed is Cheque No. ____________________ for RM ____________________ payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS

I authorize payment of RM ____________________ ☐ Visa ☐ Master (tick whichever applicable)
Card No : ____________________________ Card expiry date : __________________
Name of cardholder : ____________________________

Signature of cardholder: ____________________________    Date: ____________________________

The exhibition space chosen above will be on first come first served basis. Please send this form and payment to secure your space booking.

IMPORTANT NOTE : FULL PAYMENT MUST BE RECEIVED BEFORE ACEF 2008