



Business Events Forum 2019

Sponsorship Kit



Memorable Business Events

The annual Business Events Forum returns on 23 October this year at an all new venue, the Malaysia International Trade and Exhibition Centre (MITEC), the third largest MICE venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia.

BE Memorable!

With an all-encompassing theme: BE Memorable, the forum will include various BE sessions tackling the topic of making events memorable. BE Inspired will introduce the topic on festivalisation in Malaysia while BE Innovative, gives you the opportunity to hear from different speakers on innovative solutions for events, and BE Youth, a unique session dedicated to the youth to pitch and share their views for the future of the business events industry.

Already in its 4th edition, speakers at the forum will be key players in the industry ranging from professional conference organisers, destination marketing companies, audio visual suppliers and many more. BEF 2019 is targeted towards students, associations, event suppliers, government agencies, meeting planners, venue owners, destination management companies, nongovernmental associations, exhibition organisers, convention organisers, convention bureaus and more.

BENEFITS OF GENERAL SPONSORSHIP

Benefits	Platinum (MYR) 15,000.00	Gold (MYR) 10,000.00	Silver (MYR) 5,000.00
Video announcement on BEF 2019 website	2	1	1
Exhibition Site	✓	✓	✓
Invitation(s) to opening ceremony and forum dinner	2	2	1
Logo & website link to be featured on MACEOS and BEF 2019 official website	✓	✓	✓
Logo placement on printed advertising and event materials	✓	✓	✓
Special mentions on social media	✓	✓	✓
Opportunity for distribution of company's promotional items	✓		
Recognition as premium sponsor on stage	✓		

OTHER SPONSORSHIP OPTIONS

Tea Break Sponsorship – RM8,000.00 each:

- 2 Sponsorships available
- Sponsors to provide sponsorship for conference tea break.
- Name and logo to be featured in email flyer.
- Logo & website link to be featured on BEF2019 official website.
- Special mentions on social media.
- Distribution of marketing material during tea break.

Lunch Sponsorship – RM12, 000.00 each:

- 1 Sponsorships available
- Sponsors to provide sponsorship for conference lunch.
- Name and logo to be featured in email flyer.
- Logo & website link to be featured on BEF2019 official website.
- Special mentions on social media.
- Distribution of marketing material during lunch.
- Visual/Audio presentation opportunity on screen at lunch area.

Insertion- RM1, 000.00 each>

- Any marketing material will be insert in the conference bag

Top up for Pop up Talks– RM1, 000.00 each>

**only applicable to existing sponsor*

- An open space provide to give a brief information or sharing well-articulated ideas in short 15 minute presentations

In-Kind Sponsorship

- Sponsors can choose to supply any relevant in-kind sponsorship and the value will be matched to the appropriate financial tier.
- Relevant items include:
 1. Lanyard
 2. Conference Bag
 3. Conference Badge
 4. Others (please specify) - _____

Personalized Package

- Personalized sponsorship package is open for discussion.

Sponsorship Agreement - Terms and Conditions

1. INTRODUCTION

- 1.1 These terms and conditions and the Sponsorship Form to which they are attached together set out the terms on which you (the Sponsor) agree to sponsor the Forum. Please read the Agreement carefully and make sure you understand it before signing. You understand that by signing the Sponsorship Form, you agree to be bound by the terms of the Agreement.
- 1.2 References to “us”, “we”, and “our” shall refer to the Organizer and references to “you” and “your” shall refer to the Sponsor.

2. GRANT OF RIGHTS

- 2.1 We grant to you:
 - 2.1.1 The Sponsorship Rights (as defined on the Sponsorship Kit); and
 - 2.1.2 a non-transferable, non-exclusive, royalty-free licence to use the Forum logos and trade marks (the "Forum Marks") provided to you in accordance with clause 3.4 solely to promote your sponsorship of the Form, during the Term (as defined at clause 6.1) and in accordance with the terms and conditions of this Agreement.
- 2.2 You grant to us a worldwide, non-exclusive, royalty-free, sub-licensable licence to use your logos and trade marks (the "Sponsor Marks") provided to us in accordance with clause 3.3:
 - 2.2.1 during the Term to promote and exploit the Forum; and
 - 2.2.2 for a period of six months following the Forum in any report produced about the Forum and in any promotional materials for similar events.
- 2.3 In the event that you change the Sponsor Marks at any time during the Term, you agree that we shall not be obliged to make any consequential changes to materials that include the Sponsor Marks produced by us or on our behalf for or in connection with the Forum (including, but not limited to, reprinting promotional literature or publicity materials) unless you agree in writing in advance to meet the costs and expenses incurred by us arising from such change.
- 2.4 If for any reason, we are unable to deliver any of the Sponsorship Rights, we will inform you as soon as reasonably practicable. We may substitute alternative benefits in respect of the same Forum to an equivalent value of the relevant Sponsorship Rights without any liability to you.

- 2.5 You acknowledge and agree that you shall be solely responsible for all costs that you incur relating to your attendance at the Forum (including, without limitation, any travel costs, the costs of any temporary staff and any costs relating to the stand that you erect at the Forum).
- 2.6 You shall promptly comply with all reasonable instructions and directions issued by or on behalf of us in connection with the Forum and its promotion (including, without limitation, any instructions or directions given in relation to the use of the venue at which the Forum is being held). We shall not be responsible for any failure or delay in providing any of the Sponsorship Rights where such failure occurs directly or indirectly as a result of your failure or delay in complying with any of our reasonable instructions or directions

3. YOUR OBLIGATIONS

- 3.1 You undertake to support the Forum through appropriate marketing and promotional channels and to collaborate with us on any appropriate joint marketing or promotional projects relating to the Forum.
- 3.2 You undertake to exercise the Sponsorship Rights in accordance with the terms of this Agreement.
- 3.3 You shall, within seven days of signature of this Agreement by both parties, supply us with examples of the Sponsor Marks in a suitable format.
- 3.4 You shall, prior to distributing any promotional materials referencing the Forum and/or using the Forum Marks (the "Sponsor Materials") provide copies of the Sponsor Materials to us for our approval (not to be unreasonably withheld). You undertake that you shall not distribute any Sponsor Materials until you have received written confirmation from us that we approve the Sponsor Materials. You are solely responsible for meeting all costs relating to the Sponsor Materials, (including reprinting costs if our approval is not obtained prior to printing).
- 3.5 You undertake that any Sponsor Materials will:
- 3.5.1 Comply, without limitation, with all relevant laws and regulations in force that relate to the promotion of the Forum;
 - 3.5.2 Comply with any instructions or directions issued by or on behalf of us;
 - 3.5.3 Not contravene any applicable law, infringe the rights of any third party or contain any inaccuracies of fact; and
 - 3.5.4 Include any legal or good practice notices as required by us from time to time.

4. OUR OBLIGATIONS

- 4.1 In addition to the licence granted at clause 2.1, we shall provide the Sponsorship Rights and organize the Forum using reasonable skill and care and will consult with the Sponsor Representative (as set out on the Sponsorship Form) on aspects of the Forum where we deem it appropriate to do so.
- 4.2 The Sponsorship Rights are personal to you and we are not obliged to provide the Sponsorship Rights (or any part of them) to any other entity or person.

4.2 SPONSORSHIP FEE

- 5.1 In consideration of us providing the Sponsorship Rights, you shall pay to us the Sponsorship Fee (as set out on the Sponsorship Form) in accordance with the Payment Period (as set out on the Sponsorship Form).
- 4.3 If the Sponsorship Fee is not received by us when due, we reserve the right not to supply, or cease to supply, any or all of the Sponsorship Rights.

6. TERM AND TERMINATION

- 6.1 This Agreement shall take effect on the date that the last party signs the Sponsorship Form and shall continue until the completion of the Forum (the "Term"), unless terminated early in accordance with its terms.
- 6.2 Either party has the right at any time to terminate this Agreement immediately by giving written notice to the other in the event that the other:
- 6.2.1 has committed a material breach of any of its obligations under this Agreement (including failure to pay any amounts due under this Agreement) and has not remedied any such breach (if capable of remedy) within fourteen (14) days of being required to do so by written notice.
- 6.3 Termination of this Agreement by either party for any reason shall be without prejudice to any rights or obligations that may have accrued as at the date of such termination.
- 6.4 Upon termination of this Agreement by us in accordance with this clause 6, all outstanding sums owing to us at the date of termination shall become due and payable without deduction or set-off. Where termination occurs before you have received all the Sponsorship Rights, we shall charge you

such proportion of the Sponsorship Fee (calculated in good faith) as is reasonable to reflect the value of the Sponsorship Rights received by you prior to the date of termination.

6.5 Upon expiry or termination of this Agreement, the parties agree that:

6.5.1 Our obligations to provide any further Sponsorship Rights shall cease;

6.5.2 Any licences granted pursuant to this Agreement shall immediately cease.

7. CONFIDENTIALITY

7.1 Each party shall treat in confidence all information obtained from the other pursuant to this Agreement that is confidential in nature (which shall include details of the Sponsorship Fee) and shall use such confidential information solely for the purpose of exercising its rights or performing its obligations under this Agreement.

7.2 Each party shall only disclose such confidential information: (i) to those of its employees who may reasonably need to know the same to the extent required for the proper performance of this Agreement; and (ii) to the extent that such confidential information is required to be disclosed by law.

8. GENERAL

8.1 This Agreement contains the entire agreement and understanding between the parties and supersedes all prior agreements, understandings or arrangements (both oral and written) relating to the subject matter of this Agreement.

8.2 You acknowledge that you have not relied on, and shall have no remedy in respect of, any statement, representation, warranty, understanding, promise or assurance (whether negligently or innocently made) of any person other than as expressly set out in this Agreement.

8.3 This Agreement shall not create, nor shall it be construed as creating, any partnership or agency relationship between the parties.

Kindly contact Eleodiana at 082-555189 or email eleodiana@placeborneo.com for more details on the sponsorship package.



BE FORUM 2019 Sponsorship Form

Business Name : _____
Business Address : _____

Contact Person's Name : _____
Email : _____
Phone Number : _____

Please indicate sponsorship level :

Platinum	<input type="checkbox"/>
Gold	<input type="checkbox"/>
Silver	<input type="checkbox"/>
Tea Break Sponsorship	<input type="checkbox"/>
Lunch Sponsorship	<input type="checkbox"/>
Insertion Sponsorship	<input type="checkbox"/>
Pop Up Talks Sponsorship	<input type="checkbox"/>
In-Kind Sponsorship	<input type="checkbox"/>
Personalized Package	<input type="checkbox"/>

Total Sponsorship Amount : _____



Kindly fill in the information below for in-kind sponsorship:

Item(s)	:	_____
Price per unit	:	_____
Total unit sponsored	:	_____
Total amount	:	_____

For monetary sponsorship, kindly bank in to the bank details stated below:

Payee	:	Place Borneo Sdn. Bhd.
Bank	:	RHB Islamic Bank Berhad
Account Number	:	2112 546 000 8744

All sponsorship materials to be submitted within **30 days** after signing this Form. For monetary sponsorship and advertisement packages, kindly remit the payment to the bank details above within the Term. Please submit supporting documents along with this Sponsorship Form. Should you need more information, please do not hesitate to contact Eleodiana at 082-555189 or email eleodiana@placeborneo.com.

ACKNOWLEDGEMENT:

I acknowledge that I have read and agree to the terms and conditions as stated in the Agreement.

.....
 Name:
 Designation:
 Date:

.....
Company Stamp