



# THE XXV FIG INTERNATIONAL CONGRESS IN MALAYSIA

Kuala Lumpur, Malaysia, 16-21 June 2014

at Kuala Lumpur Convention Centre

## SPONSORSHIP AND EXHIBITION OPPORTUNITIES



# INVITATION

Dear Friends and Colleagues,  
Salam Sejahtera, as we say it here in Malaysia.

We would like to extend to you an exclusive opportunity to have your company associated with the XXV FIG International Congress 2014. The XXV FIG International Congress will be held in Kuala Lumpur, Malaysia from 16<sup>th</sup> through to 21<sup>st</sup> June 2014.

It is proudly hosted by the International Federation of Surveyors (FIG) and the Association of Authorised Land Surveyors Malaysia (PEJUTA), and will be supported by many of the FIG Partners including the United Nations and its structures and agencies such as UN-GGIM, UNRCC-AP, UNHABITAT, UN-FAO, UN-OOSA, the World Bank and allied international organisations within the Joint Board of Geospatial Information Agencies (JB-GIS) such as the International Hydrographic Organisation.

We expect to host more than 2,000 participants from over 100 countries to this quadrennial Congress in 2014, the very first in Asia.

FIG International Congress 2014 depends to a significant extent on sponsorship from friends of the surveying profession such as yourself. In return, active and prominent sponsorship attracts support to your organisation from Congress delegates. Benefits of your sponsorship also extend beyond the Congress as delegates continue to display your logo on such items as programmes, satchels, pens and writing paper, as well as featuring your organisation on the Congress website.

We invite you to read this sponsorship proposal and realise the full potential of a Congress sponsorship to your organisation.

We look forward to your association with the XXV FIG International Congress 2014.

Sincerely

Hasan Jamil  
Co-Congress Director

Louise Friis-Hansen  
Co-Congress Director



# XXV FIG CONGRESS

**Kuala Lumpur Convention Centre, Malaysia 16-21 June 2014**

FIG organises international congresses every four years. The XXV FIG International Congress 2014 in Kuala Lumpur is hosted by FIG and the Association of Authorised Land Surveyors Malaysia (PEJUTA).

Previous FIG International Congresses have been held in:

- Sydney, Australia 2010
- Munich, Germany in 2006
- Washington, DC United States of America in 2002
- Brighton, United Kingdom in 1998
- Melbourne, Australia in 1994

FIG currently has 104 member associations from 88 countries. These associations represent more than 350,000 individual members. The XXV FIG International Congress 2014 expects to attract between 2500-3000 local and international delegates. This Congress will appeal not only to the Surveying profession, but also to the broader Spatial Science industry including cartographers, remote sensing and photogrammetric professionals, people involved with GIS systems and GNSS systems and anybody involved in location based services. Instrument manufacturers and software application specialists will also benefit by being involved in this major international event.

The theme is ***“Engaging the Challenges, Enhancing the Relevance”***. Within FIG, we recognised that humanity currently faces many challenges. The Profession is committed to extend the usefulness of the Profession’s sciences and technologies, knowledge and practices to address these challenges towards the betterment of society, environment and economy. This will enhance the Profession’s role and relevance in an era where the Profession itself also faces many challenges, both internal and external.

During the 2014 Congress a full technical programme with trade exhibition, technical and social tours and social activities will be offered. The programme will offer interesting topics for political actors, policy makers, professionals and any persons involved in the administration, management and governance of the natural and built environment, in national development, economic progress towards the quality of life. The sub-themes will cover areas from professional standards and ethics; education and training; management of spatial information; hydrography and administration of marine spaces; global positioning, navigation and surveying technologies and techniques; engineering surveys; cadastre and land management; spatial planning and development; real estate management and valuation; building controls and property management; and construction economics and project management.

Preparation for the XXV FIG International Congress 2014 is progressing rapidly and enthusiastically. Information on activities to date may be found on our Congress website at

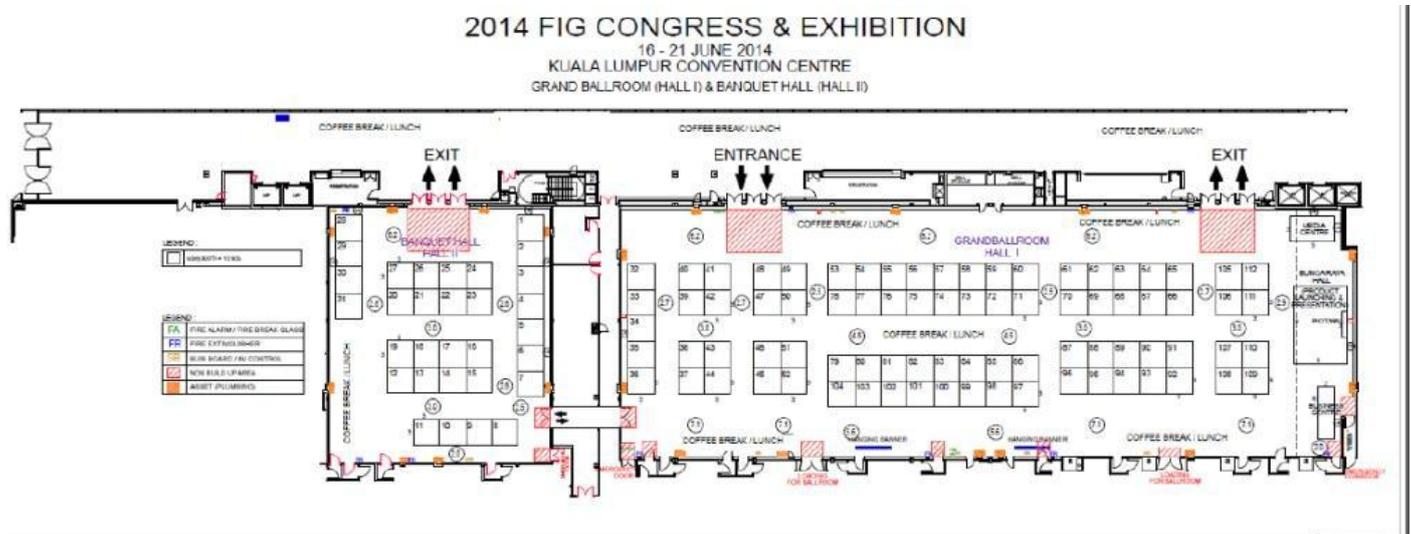
[www.fig.net/fig2014](http://www.fig.net/fig2014)



# FIG INTERNATIONAL TRADE EXHIBITION

The **international trade exhibition** within FIG 2014 will be from the 17<sup>th</sup> to 19<sup>th</sup> June 2014. Organisations from within FIG Corporate Membership as well as others representing spatial technologies and services industries and businesses; professional services industries and businesses; construction technologies, management and services industries and businesses; building information, automation and services industries; building technology and materials industries; mobile communication services; property development and services industry; financial services industry and businesses; together with organization and businesses that are allied, complementing or peripheral to the profession are invited to sponsor, participate and display their products and services at FIG 2014.

The exhibition will be located at the Grand Ballroom (Hall I) and Banquet Hall (Hall II), Level 3 of Kuala Lumpur Convention Centre.



## BENEFITS OF SPONSORING AND EXHIBITING

- Build new and strengthen existing relationships
- Meet the decision makers and do business face to face
- Raise your company profile and position your company as a leader within the field
- Showcase your products and services to approximately 3000 delegates in your target market
- Organisations will receive a high level of visibility through the official website and Congress marketing materials. Many other opportunities will be available leading up to the event
- All morning/afternoon refreshment and Lunch breaks will be served in and around the exhibition area in order to maximise “booth traffic” including exhibit hours structured around the program

## SPONSORSHIP AT A GLANCE

Package	No Available	Price
Platinum Sponsor	4	50,000 EUR + VAT
Gold Sponsor	8	25,000 EUR + VAT
Silver Sponsor	12	12,500 EUR + VAT
Gala Dinner Sponsor	1	12,500 EUR + VAT
FIG Foundation Dinner (Cultural Evening) Sponsor	1	SOLD OUT
Welcome Reception Sponsor	1	10,000 EUR + VAT
Congress Bag Sponsor	1	5,000 EUR + VAT
Writing Pads and Pens Sponsor	1	2,500 EUR + VAT
Constructed Exhibition Booths	112	3,000 / 3,300 EUR + VAT

### Advertising Opportunities

Overhead Hanging Banner (Double Sided)	37	400-1,000 EUR + VAT
Technical/Product Presentation and Briefing/Launching	18	500-900 EUR + VAT
Ad Sponsor (Programme Book)		2,000 / 3,000 EUR + VAT
Satchel insert Sponsor		1,500 EUR + VAT

### PLATINUM SPONSOR 50,000 EUR + VAT

We view our Platinum Sponsors as our partners in the successful execution of the Congress and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Congress.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards. As a Platinum Sponsor of the Congress, your company will benefit from the highest level of exposure and representation with the following Entitlements:

- 4 of 9m<sup>2</sup> constructed exhibition booth
- 2.0 hours access to Bunga Raya Platform for Technical/Product Briefing or Launching
- 2 Overhead Hanging Banners
- 1 page colour advertisement in the Programme Guide (artwork and insert prepared by sponsor)
- 4 Full Delegate registrations to the 2014 Congress
- 4-pages flyer in the participants` Congress bags (flyer provided by the sponsor)
- List of participants with emails, after the FIG 2014 Congress (or prior to the event, to be agreed)
- 3 e-mail blasts prior to the 2014 Congress to all registered participants (ads/content prepared by sponsor)
- Company logo (in colour) on the Congress bags

- Recognition as FIG 2014 Platinum Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Program Guide
  - on the 2014 Congress Main Signage at the Plenary Session Hall
  - on the 2014 Congress Main Signage at the Opening Ceremony and Technical Sessions
  - on the 2014 Congress Batches
- Acknowledgment by the MC during the Opening Ceremony

### **GOLD SPONSOR 25,000 EUR + VAT**

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As one of the Gold Sponsors, your organisation will enjoy an excellent level of exposure. We view the Gold Sponsors as our partners in the successful execution of the Congress and will constantly work alongside you to provide opportunities to promote your company.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- 2 of 9m2 constructed exhibition booth
- 1.0 hour access to Bunga Raya Platform for Technical/Product Briefing or Launching
- 1 Overhead Hanging Banner
- 1/2 page colour advertisement in the Programme Guide (artwork and insert prepared by sponsor)
- 2 Full Delegate registration to the 2014 Congress
- 2-pages flyer in the participants` Congress bags (flyer provided by the sponsor)
- List of participants with emails, after the FIG 2014 Congress (or prior to the event, to be agreed)
- 1 e-mail blast prior to the 2014 Congress to all registered participants (ads/content prepared by sponsor)
- Recognition as FIG 2014 Gold Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide
  - on the 2014 Congress Main Signage at the Plenary Session Hall
- Acknowledgment by the MC during the Opening Ceremony

### **SILVER SPONSOR 12,500 EUR + VAT**

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As a Silver Sponsor, your organisation will enjoy a strong alignment with the Congress through the many opportunities for branding and exposure, prior to, during and after the Congress. Entitlements:

- 2 of 9m2 constructed exhibition booth
- Recognition as FIG 2014 Silver Sponsor, including company logo
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide
- 1 Full Delegate registration to the 2014 Congress
- 1-page flyer in the participants` Congress bags (flyer provided by the sponsor)

## **GALA DINNER SPONSOR 12,500 EUR + VAT**

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Impress all delegates, VIPs, speakers, exhibitors, accompanying persons and media with your hospitality at the social function of the Congress. The Gala Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Gala Dinner is an essential networking opportunity for all attendees.

- Recognition as Gala Dinner Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide
  - on the 2014 Congress Gala Dinner Signage
- 5 tickets to the Gala Dinner
- Welcome Greeting at the Gala Dinner
- 2 roll-up signs at the Gala Dinner venue (signs provided by sponsor)
- 1 page flyer in the participants' Congress bags (flyer prepared by sponsor)
- Acknowledgment by the MC during the Gala Dinner

Please note: Evening performance is sponsored by Tourism Malaysia and will be appropriately acknowledged.

## **FIG FOUNDATION DINNER (CULTURAL EVENING) SPONSOR - SOLD OUT**

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Impress all delegates, VIPs, speakers, exhibitors, accompanying persons and media with your hospitality at the social function of the Congress. The Foundation Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Foundation Dinner is an essential networking opportunity for all attendees.

- Recognition as Foundation Dinner Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide
  - on the 2014 Congress Foundation Dinner Signage
- 5 tickets to the Foundation Dinner
- Welcome Greeting at the Foundation Dinner
- 2 roll-up signs at the Foundation Dinner venue (signs provided by sponsor)
- Acknowledgment by the MC during the Foundation Dinner

## **WELCOME RECEPTION SPONSOR 10,000 EUR + VAT**

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The Welcome Reception is a fantastic opportunity for delegates, speakers, sponsors and exhibition participants to network in a relaxed social environment on the opening night of the Congress.

Additional Entitlements:

- Recognition as Welcome Reception Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide
  - on the 2014 Congress Welcome Reception Signage
- 3 tickets to the Gala Dinner
- 1 roll-up sign at the Welcome Reception venue (signs provided by sponsor)
- 1 page flyer in the participants' Congress bags (flyer prepared by sponsor)
- Acknowledgment by the MC during the Welcome Reception

## **CONGRESS BAGS SPONSOR 5,000 EUR + VAT**

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Your company logo will feature alongside the Congress logo on the congress bag, which contains the official Congress material distributed to all the delegates, speakers and VIP guests, providing direct and constant exposure throughout and after the Congress.

- Company logo (one colour) on the Congress bag
- Recognition as FIG 2014 Congress Bag Sponsor, including company logo:
  - on the 2014 Congress website with a hyperlink to the company's website
  - in the 2014 Congress Programme Guide

## **WRITING PADS AND PENS SPONSOR 3,000 EUR + VAT**

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All delegates attending the Congress will receive official writing materials. The Congress Writing Pads and Pens Sponsor will be acknowledged in the following ways: Entitlements:

- Company logo on the writing pads and on the pens (Please note, pads and pens are provided by sponsor)
- Recognition as the Writing pads & Pens Sponsor, including company logo:
  - on the Working Week website with a hyperlink to the company's website
  - in the Working Week Program Guide
- Acknowledgment by the MC during the Opening Ceremony

## **CONSTRUCTED EXHIBITION BOOTHS**

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The trade exhibition offers organisations exposure to Congress delegates and the opportunity to showcase their products and services. The exhibition area has been designed to provide the best possible promotional opportunities to participating organisations. You may wish to note that the parallel technical (conference) programme within FIG 2014 will be held almost entirely on the same level at the Kuala Lumpur Convention Centre. The Exhibition will provide delegates and exhibitors with excellent opportunities to network in a favorable environment that provides a central and energized meeting place for all participants. With morning/afternoon refreshment and lunch breaks being served in this area it will create an unparalleled opportunity to promote your products and services to the diverse delegate base.

### **Booth costs:**

The exhibition will be located at the Grand Ballroom (Hall I) and Banquet Hall (Hall II), Level 3 of Kuala Lumpur Convention Centre.

- 1 of 9 sqm constructed booth 3,300 EUR + VAT (Hall I) per booth
- 1 of 9 sqm constructed booth 3,000 EUR + VAT (Hall II) per booth

### Booth details:

Standard Shell Scheme Booth of 9 square metres (3m x 3m)



- PARTITION - Rear and dividing walls with 2500mm high using white aluminium systems and white melamine panels
- FLOORING - Use hall's existing carpet
- ELECTRICAL 2 units 40 watt Fluorescent Tube
- 1 unit 13 amp single phase power point (Max. 500w)
- GRAPHICS 1 set Company's name and booth's number (English) in one colour self-adhesive PVC lettering against white background on fascia board
- FURNITURE 1 unit Information Desk
  - 2 units White Folding Chair
  - 1 unit Waste Paper Basket

### All participating companies will receive:

- Recognition as a Trade exhibition participant (with company name) in the Program Book
- Company fascia signage
- Company name, including a hyperlink to the company's website will feature on the List of Trade Exhibition participants which will appear on the Exhibition section of the Congress website
- Two Complimentary Exhibition Passes, including:
  - Access to the exhibition area
  - Morning and afternoon refreshment breaks
  - Lunch

**Additional Exhibition passes** are available for purchase at 210 EUR per person and will provide the following:

- Access to Exhibition area
- Morning and afternoon refreshment breaks
- Lunch

Exhibitors will be provided with a link to an online registration form in order to apply for their complimentary and additional exhibitor staff passes.

### Booth Constructor:

#### Innogen Sdn Bhd

No. 1, Jalan Perusahaan 1  
Taman Industry Selesa Jaya  
43300 Balakong  
Selangor Darui Ehsan  
MALAYSIA  
Tel: +603 8961 1108  
Fax. +603 8961 0687  
Email: [info@innogen.com.my](mailto:info@innogen.com.my)  
Website: [www.innogen.com.my](http://www.innogen.com.my)

## ADVERTISING OPPORTUNITIES

These advertising opportunities are a cost-effective way of communicating your corporate message, products/services to the Congress delegates.

### OVERHEAD HANGING BANNER (Double Sided) 400-1,000 EUR + VAT

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Advertise your company logo or products on Overhead Hanging Banner (Double Sided). The banners will be located at the Exhibition Halls, please see the banner plan at page 13.

Rates:

- 4m(L) x 2m(W) 1,000 EUR + VAT
- 3m(L) x 2m(W) 750 EUR + VAT
- 3m(L) x 2m(W) 400 EUR + VAT

### TECHNICAL/PRODUCT PRESENTATION AND BRIEFING OR LAUNCHING 600-900 EUR + VAT

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An area, Bunga Raya Platform, will be allocated within the exhibition for Technical/Product Presentation and Briefing or Launching. Here you have the opportunity to promote your products/services and share information at a global level thus increase brand awareness and develop new markets as well as gaining exposure to international knowledge and professional development.

Rates:

- Time: 10.00 am – 10.45 am : 750 EUR + VAT
- Time: 1.00 pm – 1.45 pm : 900 EUR + VAT
- Time: 3.00 pm – 4.45 pm : 600 EUR + VAT
- All other 45 min presentation slot outside the above slots between 11:00 am – 3.00pm: 500 EUR + VAT

### AD SPONSOR 2,000-3,000 EUR + VAT

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Have an ad included in the programme Book. The Programme Book will be an essential reference tool for all delegates and will provide delegates with an efficient and convenient method of retrieving important Congress information. Rates:

- 1/2 page ad: 2,000 EUR + VAT
- 1 page ad: 3,000 EUR + VAT

### SATCHEL INSERT 1,500 EUR + VAT

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Your organisation may provide promotional material which will be included in all delegate satchels.

- Company brochure (maximum A4 size flyer or 4 page brochure) to be inserted in all delegate satchels (sponsor to supply material).

## SPONSORSHIP SUMMARY

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Congress, please do not hesitate to contact the FIG/PEJUTA.

The Congress is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide your company with exceptional business rewards.

Application forms including terms & conditions will be sent upon request, should you require any further information, please do not hesitate to contact:

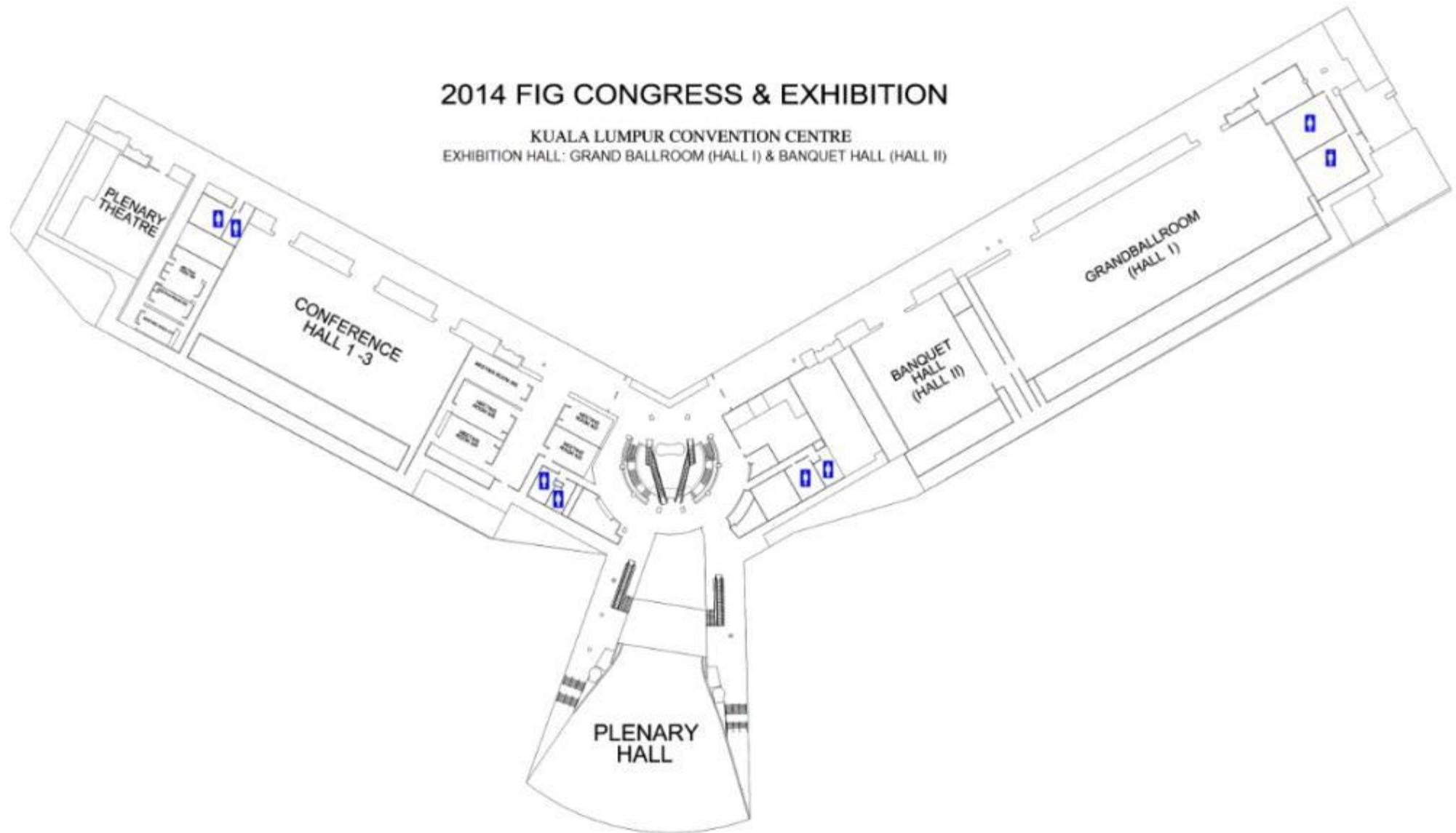
### **FIG Office**

Kalvebod Brygge  
31-33, DK-1780 Copenhagen V,  
DENMARK,  
Tel.: + 45 3886 1081,  
Fax + 45 3886 0252,  
E-mail: [FIG@fig.net](mailto:FIG@fig.net)  
Web site: [www.fig.net](http://www.fig.net) or [www.fig.net/fig2014](http://www.fig.net/fig2014)  
or Ms **Claudia Stormoen Pedersen** directly by email:  
[claudia.stormoen@fig.net](mailto:claudia.stormoen@fig.net)

### **Association of Authorised Land Surveyors Malaysia, PEJUTA**

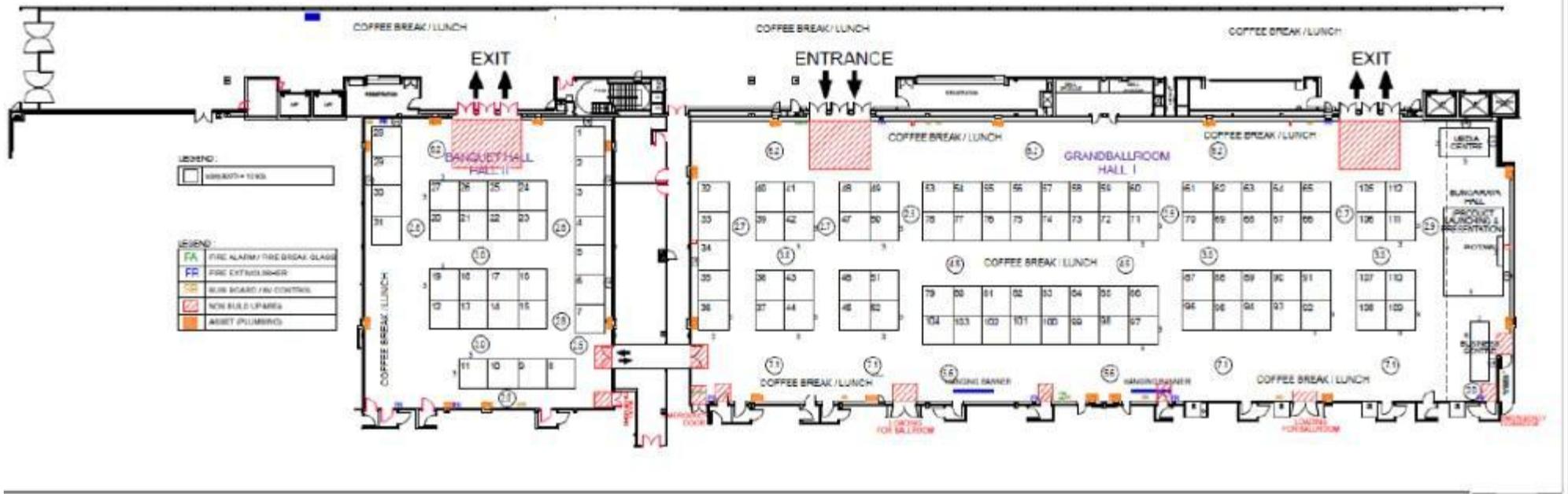
FIG 2014 Secretariat  
2735A, Jalan Permata 4, Taman Pernata  
53300 Kuala Lumpur  
MALAYSIA  
Tel. +603 4108 8540  
Fax. +603 4105 1005  
Email: [fig2014@pejuta.com.my](mailto:fig2014@pejuta.com.my) Website:  
[www.pejuta.com.my](http://www.pejuta.com.my)  
Or Sr **Yip Kit Meng** directly by email:  
[kmyip.surveyor@gmail.com](mailto:kmyip.surveyor@gmail.com)

# FLOOR PLAN, 3 LEVEL, KUALA LUMPUR EXHIBITION CENTRE



# FLOOR PLAN, EXHIBITION AREA

## 2014 FIG CONGRESS & EXHIBITION 16 - 21 JUNE 2014 KUALA LUMPUR CONVENTION CENTRE GRAND BALLROOM (HALL I) & BANQUET HALL (HALL II)



# BANNER PLAN

## 2014 FIG CONGRESS & EXHIBITION

16 - 21 JUNE 2014

### KUALA LUMPUR CONVENTION CENTRE HANGING BANNER LOCATION PLAN

