

**BEYOND  
LIFESTYLE**  
INTERNATIONAL EXPO

**BEYOND LIFESTYLE INTERNATIONAL EXPO 2018**

**17<sup>th</sup> – 19<sup>th</sup> August 2018**

**MATRADE Exhibition & Convention Centre**

**DIAMOND  
SPONSORSHIP**

*Organized by AD Excelevent International Sdn Bhd*

**BEYOND LIFESTYLE INTERNATIONAL EXPO 2018 (BLIE 2018)** is a lifestyle exhibition organized for those companies in specific industry to showcase and demonstrate their latest product & services, meet with industry partners and customers, observe latest market trends and opportunities.

We wish to bring the lifestyle exhibition begins with initiatives to promote economic development, increasing tourism and business in the country. We provide opportunities to facilitate an environment where people of all ages, cultures, and backgrounds to connect, gain knowledge and become empowered. Through the international expo to attract large numbers of people and generate demand to purchase of goods and services, benefiting the region through tourism and retails revenues.

**BLIE 2018** is aims to bring *the style of life* to another level in the country which will be held on *17<sup>th</sup> – 19<sup>th</sup> August 2018* (Friday-Sunday) at *MATRADE Exhibition and Convention Centre (MECC)*. Hereby, we would like to pay our sincere gratitude to MATRADE which given us the support and official endorsement to make this event successful.

Ad Excelevent Sdn Bhd would like to invite esteem company from various industry to invest in this event which will be a great opportunity to promote economic development. Originating at the city level and monumental and magnificent undertaking that injects significant positive impact locally, regionally and globally. It is encouraging to join us in highlighting the leadership that thrives within our economy as we unite both traders, exhibitors and customers during this prestigious expo.

As being the **DIAMOND Sponsor** will be enjoying tons of benefits and publicity together with **BLIE 2018** through investment of Two Hundred and Fifty Thousand (RM 250,000) into this event. Therefore, here will be the entitlements under the DIAMOND Sponsorship of **BLIE 2018**.

If you would like to know more exclusive information about **BLIE 2018**, please visit our website [www.blie.biz/](http://www.blie.biz/). If you wish to expand your profile and be part of the niche industry in **BLIE 2018**, please talk to us for more further opportunities.

We shall look forward to empowering the development of business platform together through **BLIE 2018**.

# **DIAMOND SPONSOR**

## **CONTENTS**

### **PUBLIC RELATION & PUBLICITY**

#### Pre-Event

- 1 PUBLIC RELATIONS & PUBLICITY ACTIVITIES
- 2 PRESS RELEASE

### **SPONSORSHIP BENEFITS**

#### Pre-Event

- 1 Online Promotion

#### During Event

- 1 BLIE 2018 Exhibition
- 2 Event Venue Coverage
- 3 Opening Ceremony
- 4 Launching Ceremony
- 5 BLIE 2018 Visitor Guide Directory
- 6 Public Relation
- 7 BLIE 2018 Congress/Seminar and related activities
- 8 Beyond International Business Awards (BIBA)

#### Post Event

- 1 BLIE 2018 Post Report
- 2 BLIE Newsletter

## **PUBLIC RELATIONS & PUBLICITY**

### **Pre - Event**

---

#### **1 PUBLIC RELATIONS & PUBLICITY ACTIVITIES**

Logo placements on advertising / marketing materials as follow:

- 1.1 BLIE 2018 advertisement artwork in magazines
- 1.2 BLIE 2018 letter heads send out for all correspondences
- 1.3 BLIE 2018 related programmers' invitations/cards
- 1.4 BLIE 2018 flyers send to endorsed government department
- 1.5 BLIE 2018 brochures distributed to potential visitors
- 1.6 BLIE 2018 press kit folder – distributed to members of the press pre and during BLIE 2018

#### **2 PRESS RELEASE**

- 2.1 Sponsor's will be highlighted in all generic BLIE 2018 press kit and press releases on mass media

\*\* Quantity of deliverables above may vary subject to availability upon earliest confirmation.

## **SPONSORSHIP BENEFITS**

### **Pre - Event**

---

#### **1 Online Promotion**

Logo placement on printed event collaterals as follows:

- 1.1 Sponsor's logo display on BLIE 2018 official website
- 1.2 \*ONE (1) dedicated page for company description on BLIE 2018 official website/page.
- 1.3 ONE (1) lot email blast to BLIE 2018 database highlighting sponsor's company
- 1.4 Exposure and shout out under sponsor section via BLIE 2018 social media platform

## During Event

---

### 1 BLIE 2018 Exhibition

- 1.1 SIX (6) Booths to showcase sponsor's products & services near entrance area \*
- 1.2 SIX (6) Banners place at strategic locations in the hall
- 1.3 Traffic announcements to sponsor's booth THREE times a day
- 1.4 ONE (1) hour of BLIE 2018 workshop or seminar on stage
- 1.5 Invitation to be Guest Judges for BLIE 2018 awards

\*\* Locations designated and subject to availability upon earliest confirmation.

\*\* Quantity of deliverables above may vary subject to availability upon earliest confirmation.

\* Standard BLIE booth size is 9sqm (3m x 3m) per booth.

### 2 Event Venue Coverage

Logo placement on printed event collaterals as follows:

- 2.1 Sponsorship board
- 2.2 Information board
- 2.3 Program board
- 2.4 Entrance arch
- 2.5 Directional signage

### 3 Opening Ceremony

- 3.1 Logo display on the backdrop of press conference
- 3.2 ONE (1) VIP invitation to attend the opening ceremony
- 3.3 ONE (1) VIP invitation to sit at the front row and invited on stage
- 3.4 VIP seats arrangement for sponsor's representative
- 3.5 Promo video of sponsor's business insight (max 30 seconds)
- 3.6 Sponsor's support of BLIE 2018 will be incorporated in emcee's script
- 3.7 Sponsor's profile will be highlighted in all generic BLIE 2018 press kit

### 4 Launching Ceremony

- 4.1 Logo display on the backdrop of press conference

- 4.2 ONE (1) VIP invitation to attend the launching ceremony
- 4.3 VIP seats arrangement for sponsor's representative
- 4.4 Sponsor's support of BLIE 2018 will be incorporated in emcee's script
- 4.5 Sponsor's profile will be highlighted in all generic BLIE 2018 press kit

## **5 BLIE 2018 Visitor Guide Directory**

- 5.1 Logo in directory distributed to visitors, partners & exhibitors
- 5.2 \*ONE (1) HALF page advertorial Run off Page (ROP)

## **6 Public Relation**

- 6.1 Beauty queen/ blogger appearance at selected exhibition booth for crowd attraction

## **7 BLIE 2018 Congress/Seminar and related activities**

Logo placement on printed event collaterals as follows:

- 7.1 Event backdrop
- 7.2 ONE (1) media interview slot
- 7.3 Event program/info kits

## **8 Beyond International Business Awards (BIBA)**

- 8.1 Nominated for the award of Beyond Business Icon of the Year

## **Post Event**

---

### **1 BLIE 2018 Post Report**

- 1.1 BLIE 2018 photo for marketing album for marketing purposes

### **2 BLIE Newsletter**

- 2.1 Digital BLIE 2018 campaign for new products/ services launches

Note:

All information, materials and other items appearing in this package are subject to change

without notice at the discretion of BLIE secretariat. We make no warranty, statement or representation with the use of packages or with respect to the accuracy, completeness, or usefulness of the information, materials and other items contained herein.