

**BEYOND
LIFESTYLE**
INTERNATIONAL EXPO

BEYOND LIFESTYLE INTERNATIONAL EXPO 2018

17th – 19th August 2018

MATRADE Exhibition & Convention Centre

PRESENTER

TITLE

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 *17th – 19th 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 **PRESENTER Title** will be enjoying tons of benefits and publicity together with **BLIE 2018** through investment of Five Hundred Thousand (RM 500,000) into this event. Therefore, here will be the entitlements under the PRESENTER Title of **BLIE 2018**.

If you would like to know more exclusive information about **BLIE 2018**, please visit our website 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**.

PRESENTER TITLE

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PUBLIC RELATIONS & PUBLICITY

Pre - Event

1 PUBLIC RELATIONS & PUBLICITY ACTIVITIES

Logo placements on advertising/ marketing materials as follow:

- 2.1 BLIE 2018 advertisement artwork in newspapers and magazines
- 2.1 BLIE 2018 letter heads sent out for all correspondences
- 2.1 BLIE 2018 related programmers' invitations/cards
- 2.1 BLIE 2018 flyers sent to government department
- 2.1 BLIE 2018 dedicated billboard located in Kuala Lumpur/Klang Valley
- 2.1 BLIE 2018 brochures distributed to potential visitors & exhibitors
- 2.1 BLIE 2018 press kit folder – distributed to members of the press pre and during BLIE 2018
- 2.1 *Presenter's chairman/CEO will be invited to MOU signing ceremonies leading up to BLIE 2018

Feature on marketing materials as follows:

- 2.1 Advertisement feature in BLIE 2018 on brochures distributed to potential exhibitors

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 Presenter's logo display on BLIE 2018 official website
- 1.2 *TWO (2) dedicated page for company description on BLIE 2018 official website/page
- 1.3 *ONE (1) web banner featured on BLIE 2018 official website/page
- 1.4 ONE email blast to BLIE 2018 database highlighting presenter's company
- 1.5 Exposure and shout out on partner via BLIE 2018 social media platform

During Event

1 BLIE 2018 Exhibition

- 1.1 Premium Booth to showcase presenter's products & services at exclusive designated area in Hall B (**B001** - 8.5 sqm x 6 sqm)
- 1.2 EIGHT (8) Banners place at strategic locations in the hall
- 1.3 Traffic announcements to presenter's booth FOUR times a day
- 1.4 *TWO (2) hours of BLIE 2018 workshop or seminar on stage
- 1.5 *Credit Mention for every announcement made during event
- 1.6 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 Entrance arch
- 2.2 Partnership board
- 2.3 Information board
- 2.4 *Hall foyer banner
- 2.5 Program board

- 2.6 *Indoor buntings
- 2.7 Directional signage

3 Opening Ceremony

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

4 Launching Ceremony

- 4.1 Logo display on the backdrop of the press conference
- 4.2 ONE (1) VIP invitation to attend the launching ceremony
- 4.3 *ONE (1) VIP invitation to sit at the head table during the Press Conference for a possible interview by the media.
- 4.4 VIP seats arrangement for sponsor's representative
- 4.5 Sponsor's support of BLIE 2018 will be incorporated in emcee's script
- 4.6 Sponsor's profile be highlighted in all generic BLIE 2018 press kit
- 4.7 *ONE (1) promotional counter setup during BLIE 2018 launch

5 BLIE 2018 Visitor Guide Directory

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

6 Public Relation

- 6.1 *ONE (1) media interview slot
- 6.2 Beauty queen/ blogger appearance at exhibition booth for crowd attraction

7 BLIE 2018 Congress/Seminar and related activities

- 7.1 Event backdrop
- 7.2 ONE (1) media interview slot
- 7.3 Event program/info kits
- 7.4 *Opportunity to have a knowledge-sharing session during seminar

8 Beyond International Business Awards (BIBA)

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

Post Event

1 BLIE 2018 Post Report

- 1.1 BLIE 2018 photo for marketing album for marketing purposes
- 1.2 *Database of BLIE 2018 visitors
- 1.3 *Database of BLIE 2018 exhibitors

2 BLIE Newsletter

- 2.1 *Advertisement and editorial feature in BLIE 2018 e-newsletter
- 2.2 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.