

LELONG 2011 - COMPREHENSIVE MEDIA COVERAGE

(Actual Event Advertising & Promotional Coverage)

	Media	Type / Location	No. of Publications
	NEWSPAPERS	The Star (Metro)	6
		Sin Chew Daily + Guang Ming Daily	6
		The China Press	3
		Harian Metro	3
2	MAGAZINES	The Edge Weekly	3
3	RADIO (x 200 Spots approx.)	Fly FM / Mix FM / MyFM / BFM / 98.8 FM	TBC
4	BILLBOARDS (x 5 Nos.)	Federal Highway (At Mid Valley Entrance), Taman Connaught Cheras, MRR2 Highway, Jalan Kuching, Jalan Mahameru	
5	LAMP POST BUNTINGS (Approx. 450 pcs.)	Federal Highway, Jalan Klang Lama, Jalan Kia Peng, Jalan Pinang, Jalan Hang Tuah, Jalan Imbi, MRR2 Highway, Lebuhraya Taman Connaught, Jalan Ipoh, Jalan Kepong, Jalan Damansara (TTDI), Jalan Tun Mohd Fuad (TTDI), Jalan Burhanuddin Helmi (TTDI), Jalan Kuching, Sri Hartamas, Jalan Semantan, Lebuhraya Bandar Utama, Jalan Universiti, Jalan Semangat (Section 14, PJ, Jalan Utara, Jalan Templer, Jalan Kemajuan Subang (Subang Jaya), Jalan Jengka (Subang Jaya), Surrounding Lingkaran Syed Putra (MVEC)	
6	MVEC	Atrium Banners, Entrance Stand Posters, Escalator Stand Posters	
7	WEBSITE	Online Marketing & Exposure	
8	SOCIAL MEDIA	Integration of Facebook, Twitter, Youtube, Blogs, etc.	
9	RADIO CRUISERS	On-the-road promotions in major shopping complexes/universities.	
10	EVENT BOOKLETS	Over 20,000 copies will be given away during the event.	
11	GOODIE BAGS	1,000 pcs will be given away DAILY during the event.	
12	LARGE SCREEN PROJECTION	Advertisement / Video to be played on 30ft X 10ft widescreen multi-display back projection on Main Stage, Main Foyer, MVEC (<i>looping continuously when stage is not in use</i>)	
13	PRESS RELEASES / PRESS KITS	Sent to All Major Newspapers / Magazines / Radio / T.V. Stations	
14	MEDIA INVITATION (OPENING)	All Major Newspapers / Magazines / Radio / T.V. Stations will be invited	

SPONSORSHIP PACKAGE:

Category (Cash Sponsors)	PLATINUM	GOLD	PREMIUM	BASIC
Benefits / Price	RM50,000.00	RM30,000.00	RM10,000.00	RM6,000.00
Presenter Status	Anchor	Co-Sponsor	Sponsor	Sponsor
Front Page Banner Advertising in Websites	Yes	Yes	Yes	Yes
Logo & Website Link	Yes	Yes	Yes	Yes
Product sample / Flyer Insertion in Goodie Bags (1,000 pcs given out daily)	Yes	Yes	Yes	Yes
Periodic On-Air Announcements	Yes	Yes	Yes	Yes
Back Drop (logo display)	Yes	Yes	Yes	Yes
Participation in Entrepreneur Start-Up Program	Yes	Yes	Yes	Yes
Logo Display in Promotional Materials: (Banners/Buntings/Posters/Notice Boards)	Yes	Yes	Yes	Yes
Logo Display in Advertising Media: (Newspapers/Magazines/Billboards)	Yes	Yes	Yes	Yes
Professional Videography & Photography Coverage	Yes	Yes	Yes	Yes
Strategic Promotional Space / Booth (Each 3m x 3m Booth c/w 1 Table & 2 Chairs)	6m X 6m 4 Corner Booths (Island Setup)	6m X 3m 2 Corner Booths	3m X 3m Corner Booth	3m X 3m Adjoined Booth Setup
Souvenir Program / Event Booklet	F/C Inside Front	F/C Inside Back	F/C Full Pg (ROP)	B/W Full Pg (ROP)
Participation in Business Talk Sessions (30 mins)	Yes	Yes	Yes	X
Media Exposure: Newspaper / Magazine / Editorials / Online Social Networking	Yes	Yes	X	X
Acknowledgement of sponsors in Press Releases	Yes	Yes	X	X
Message in Booklets / Souvenir Program	Yes	X	X	X
Opening Ceremony – Cutting of Ribbon	Yes	X	X	X
Closing Ceremony - Presentation of Cheque	Yes	X	X	X
Customised Contest / Activity	Yes	X	X	X

FORM A: SPONSOR'S APPLICATION FORM

Declaration from Sponsor:

1. I, _____ with I.C. No.: _____ have been duly authorized by (name of business / company / establishment / organization) _____ to transact business including the signing of the application form for **LELONG.MY E-COMMERCE FAIR 2011** - Malaysia's No. 1 Online Shopping community organized by Interbase Resources Sdn Bhd..
2. I have read, understood and hereby agree to abide by the Terms and Conditions of Participation as stipulated in the Sponsor's Information Kit (Appendix A).

We wish to confirm to take the following Sponsorship Package as indicated below:

Package	Investment	Please Tick (√)
Platinum	RM50,000	
Gold	RM30,000	
Premium	RM10,000	
Basic	RM6,000	

Enclosed herewith is our Cheque / Bank Draft No: _____, sum of RM _____ being payment for the above sponsorship in favor of **Interbase Resources Sdn Bhd** for our booking. We agree that failure to settle the payment in full to the Organizer by **30th June 2011**, shall result in the forfeiture of the down payment and our booth(s) will be allotted to other applicants. We also understand that payment made does not constitute automatic confirmation of participation.

Full name (NRIC): _____

I.C. No.: _____

Company Name: _____

Designation: _____

Company Website: _____

Email Address: _____

Contact Number: (O) _____

(F) _____

(HP) _____

Company's Stamp & Authorized Signature:

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Date: _____

Note: This form, together with all payments must be submitted to the Organizer. An acknowledgement notice / receipt will then be issued upon request.

FORM B: ADDITIONAL SERVICES

Note: only submit this form if you require any of the additional services below

The services below are only made available to our exhibitors upon special request. Kindly check the appropriate box(es) and fax the form back to **A&O Brandbuilding Consultants** (Fax: 03-5631 1489).

More information and rates can be downloaded directly from:
www.lelong.my/ecfar/forms/addservice.pdf

Additional Services	Check (v) if Required
Credit Card Terminals	
Internet Connection	
Unofficial / External Contractors	

Company's Stamp &
Authorized Signature:

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Appendix A: Sponsor's Information Kit

1. DATES / EXHIBITION HOUR

Venue: Hall 1 & 2, Mid Valley Exhibition Centre, Kuala Lumpur.

Date: 12th to 14th August 2011

Time: 11am to 9pm (Friday & Saturday), 11am to 7pm (Sunday)

2. ADMISSION

Admission is FREE.

3. TARGET AUDIENCES

Estimated traffic: Min. 50,000 – 100,000 attendees

Online Entrepreneurs

- To show their real personality behind the business, promoting and portraying the convenience and reliability of online shopping
- Seeking to gain offline market exposure
- Desires to encourage upcoming entrepreneurs and small startups

Aspiring Entrepreneurs

- Seeking inspiration, networks, contacts and new ideas to further their entrepreneurial knowledge and skills
- Seeking to start and exploring possibilities of a new venture in the online sphere
- Wanting to explore, learn more and to further their knowledge and experience in the online realm

Consumers (*Malaysian youths / students, working adults, etc*)

- The online savvy enthusiasts who are constantly on the lookout for the latest products or business trends in Malaysia
- Want to experience, meet and get to know more about Online Auction and E-Commerce.

Business Owners

- Wants to strategically position their brand among Malaysian youths and SME's
- Opportunity to attract potential resellers for business expansion online

4. RENTAL OF BOOTHS AND FLOOR SPACE AREA

Any additional power point/furniture/electrical requirement must be referred to the Official Contractor. Provision of additional requirements is subject to availability.

Drilling, nailing and any other modifications on the shell scheme panel are strictly prohibited. Any damages done on to the panels will be charged to the exhibitors.

5. PAYMENT

Full payment must accompany Sponsor's Application Form A on or before **30th June 2011**. Cheque(s) must be made in favor of **Interbase Resources Sdn Bhd** In the event of default in payment the Organizer reserves the right to refuse participation and claim all outstanding dues from the defaulting Sponsor.

Such defaulting Sponsors shall not be entitled to any claim for compensation and any payment made shall be forfeited. Refunds are only possible if the exhibition is cancelled due to reasons beyond the control of the Organizer.

6. BOOTH ALLOCATION

All booth(s) will be allocated according to the signed Agreement between the Sponsor and the Organizer. All booths sold cannot be transferred and / or resold unless with the written permission of the Organizer. The Organizer reserves the right to re-allocate booths deemed necessary according to the requirements of the Official Contractor / MVEC / Safety Regulations.

7. APPLICATION FOR PARTICIPATION

Applications for participation shall be made on the prescribed forms enclosed (Form A – Sponsor's Application Form) in duplicate must be accompanied with FULL PAYMENT by the stipulated deadline. Upon acceptance by the Organizer, the application will be deemed as the Official Contract of Participation. The Organizer reserves the right to refuse acceptance of any application, or limit the number of facilities/booths applied for, payments received notwithstanding.

8. FOOD AND BEVERAGE

Sponsors are advised that food and beverages are not allowed into the exhibition halls. Smoking and consumption of drugs and alcohol are strictly prohibited.

9. ORGANIZER'S OFFICE

The Organizer's office will be set up on the exhibition grounds. It will also serve as an information and reception counter for the duration of the exhibition.

10. FILM / AUDIO-VISUAL DEMONSTRATION / CENSORSHIP / COPYRIGHT

Exhibitors must ensure that all video tapes / CDs / VCDs/ Discs have been approved by the Censorship Board and the relevant authorities before they are displayed / sold at the exhibition site.

11. SOUND LEVEL

Sound levels must be set at a level which causes no interference with or annoyance to other exhibitors. The Organizer reserves the right to reduce the sound level, restrict or switch off any audio-visual, display which gives rise to complaints.

12. BOOTH BOUNDARY

Sponsors must display, distribute, organize activities, and promote their organizations within the confined parameters of their respective booth(s) in compliance with the stipulated rules and regulations of Jabatan Bomba dan Penyelamat Malaysia.

13. BOOTH(S) OPERATION

All exhibition stands must be fully staffed and operational throughout the opening hours of the exhibition. Exhibitors must not participate in any activity that causes, or is likely to cause annoyance to visitors or other sponsors / exhibitors.

14. TEMPORARY PASSES AND EXHIBITOR TAGS

For security purposes, exhibitors must wear the passes provided by the Organizer at all times of the exhibition. Each exhibitor will be provided with 4 passes to use throughout the exhibition.

15. BOOTH BOOKING AND ENQUIRIES:

EVENT MARKETING & MANAGEMENT COMPANY:

A&O Brandbuilding Consultants

No. 76-B, Jalan SS15/4, Subang Jaya,
47500 Selangor, Malaysia.

Tel: +603-5631 1488

Fax: +603-5631 1489

Email: ecfair@lelong.my

Website: www.lelong.my/ecfair

Contact Person:

Ms. Liz Siow

Secretariat: **+603-5631 1488**