
REGIONAL CONFERENCE

PROUDLY ORGANISED BY



MALAYSIAN INSTITUTE
OF ACCOUNTANTS
ACCOUNTANTS: MANAGERS OF VALUE

SPONSORSHIP AND EXHIBITION PROSPECTUS

10 & 11 August 2009

Four Points by Sheraton

Kuching, Sarawak

East Malaysia

www.mia.org.my/rc

CONTENTS

MIA RC 2009 – Invitation	2
Fact Sheet	3
About Malaysian Institute of Accountants	4
Sponsorship & Exhibition Opportunities	5
Sponsorship & Exhibition Package Summary	5 - 6
Event Sponsorships	7
1. Gold Sponsor	8 – 9
2. Silver Sponsor	10
3. Bronze Sponsor	11
4. Firm Sponsor	11
Event Sponsorships Package Summary	12 - 13
Official Sponsorship Packages	14
Merchandise Sponsorship Packages	15 - 16
Advertising Opportunity	17
Exhibition Opportunity	18 – 21
Exhibition Layout Plan	22
Sponsorship Booking Form	23
Exhibition Booking Form	24

INVITATION TO JOIN MIA REGIONAL CONFERENCE (RC) 2009 AS A VALUED PARTNER!

MIA RC a business-focused event organised by the Malaysian Institute of Accountants (MIA) has always been the highlight in every accountant's calendar in various regions of the country. Since its inception in year 2000, **MIA RC** has been successfully organised in various states such as Sabah, Sarawak, Penang and Johor. This year, **MIA RC** will be held on August 10 -11, 2009 at Four Points by Sheraton, in Kuching, Sarawak, East Malaysia. The inaugural event is expected to be one of the largest gatherings of professional accountants and financial leaders in East Malaysia.

The main objective of **MIA RC2009** is to showcase the latest business trends and opportunities, regional economic developments, management best practices and standards, professional development aspects and other value added information, while providing an excellent platform for networking and socialising. The event is expected to attract about 300 attendees this year including participants from the Confederation of Asian and Pacific Accountants (CAPA) and ASEAN Federation of Accountants (AFA). The theme for **MIA RC2009** is "Exploring Opportunities, Inspiring Growth Towards Sustainability".

Sponsoring companies have the privileges of promoting their services directly to participants and all 25,000 members of MIA. Our members are found in all businesses in Malaysia holding positions of significant influence in financial decisions. **MIA RC2009** will give accountants a chance to catch up on the latest business trends and economic developments, refresh their knowledge of standards, while networking and socialising. **MIA RC2009** is a great opportunity for sponsors and exhibitors to make contact and expose themselves to these financial decision makers.

It is our pleasure to invite your organisation to participate as a sponsor/exhibitor in **MIA RC2009**. The sponsorship packages combine marketing and branding association before the event culminating maximum exposure during **MIA RC2009**. Sponsor's involvement and benefits include media recognition, branding of company name and logo, maximum direct exposure, press conference, hosting session, and signage exposure. Other activities could also be tailor-made to your organisation's needs.

We look forward to your support and hope that you do not miss this golden opportunity to reach a selected audience of professional standing and influence.



FACT SHEET

Conference & Exhibition:	MIA RC2009
Date:	10 & 11 August 2009
Venue:	Four Points by Sheraton Kuching, Sarawak East Malaysia
	<i>For more information, log on to:</i> http://www.starwoodhotels.com/fourpoints
Organiser:	Malaysian Institute of Accountants
Target no. of exhibitors:	20
Target no. of visitors:	300 Delegates
Visitor Profile:	Chief Executive Officers Managing Directors/Directors Chief Information/Financial Officers Senior Managers General Managers Vice-Presidents Chairmen Branch Managers Partners Administrative Managers Owners/Sole Proprietors Financial Controllers Investment Consultants Auditors Accountants Treasurers Financial Accountants
Exhibition Hours:	8.00am – 7.00pm on 10 August 2009 8.00am – 5.00pm on 11 August 2009
Admission:	Free for all conference participants and trade visitors
Activities:	Networking Sessions Official Opening Ceremony Exhibitors' Products Lucky Draws

THE ORGANISER : MALAYSIAN INSTITUTE OF ACCOUNTANTS

The **Malaysian Institute of Accountants** is a statutory body set up under Accountants Act, 1967 to regulate and develop the accountancy profession in Malaysia. The functions of the Institute are, *inter alias*:

1. To regulate the practice of the accountancy profession in Malaysia;
2. To promote in any manner it thinks fit, the interests of the accountancy profession in Malaysia;
3. To provide for the training and education by the Institute or any other body, of persons practising or intending to practise the profession;
4. To determine the qualifications of persons for admission as members; and
5. To approve, regulate and supervise the conduct of the Qualifying examination.

At the helm of stewardship is the Council represented by the Accountant General, elected and appointed Council Members in public practice, commerce and industry, government and academia, as well as the Registrar. The President, elected amongst the Council Members, heads the Council. The Council seeks to carry out the functions entrusted to the Institute under the Act, and to serve members not only within Klang Valley but also in the other states throughout Malaysia. While most of the functions are undertaken from the Institute's office (HQ) in Kuala Lumpur, some of the functions are enhanced through the contributions of members outside the Klang Valley.

In Malaysia, the word "accountant" is protected as provided for under the provisions of the said Act which states that "no one can hold himself out or practise as an accountant unless he is registered as a member of MIA". Members of MIA are registered in one of the following categories: Chartered Accountant, Licensed Accountant or Associate Member. As the national accountancy body, the MIA sets high professional and ethical standards that all accountants in Malaysia must adhere to. All accountants are bound by the MIA's strict code known as the Institute's By-Laws (On Professional Conduct and Ethics) and any breach of the ethics by members will render them liable to disciplinary proceedings by the Institute.

Members of MIA receive technical services support and are updated on information regarding the latest developments in the accountancy profession through, *inter alias*, the Continuing Professional Education (CPE) programmes, members' dialogues/forums, MIA's journal (*Accountants Today*) and website.

The Institute is an active partner in nation-building by participating in the government's activities and programmes, as well as contributing views and ideas for the well-being of the nation and the accountancy profession. In addition, the Institute monitors international and local accounting trends and developments, and consults regularly with the government and statutory bodies. In the international and regional arena, the Institute plays a significant role in developing and advancing the global accounting profession. The MIA is a member body of the following professional bodies viz.:

ASEAN Federation of Accountants (AFA)
Confederation of Asian and Pacific Accountants (CAPA)
International Federation of Accountants (IFAC)

MIA has also won the bid to host the prestigious 18th World Congress of Accountants (WCOA) in Kuala Lumpur in 2010.

Visit MIA's website at www.mia.org.my.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsorship is one of the most pivotal factors contributing to the success of a conference. Sponsoring companies have the privilege of promoting their services directly to participants in personal contact.

For optimal visibility at **MIA RC2009** Exhibition, take advantage of a variety of available sponsorship packages. Whatever your desired level of investment, **MIA RC2009** offers several options that will fit your company's needs.

MIA RC2009 Exhibition will be the one place that Conference participants and trade visitors come to view products and solutions/services offered. It is also the best event for **MIA RC2009** sponsors to meet more industry decision makers, introduce your products and enhance your industry position, participate in a dynamic conference and built partnership with new customers as well as maximize your sales.

SPONSORSHIP & EXHIBITION PACKAGE SUMMARY

Event Sponsorships

Event sponsors will be recognized in the following hierarchy, in alphabetical order:

- Gold Level Sponsorship
- Silver Level Sponsorship
- Bronze Level Sponsorship
- Firm Level Sponsorship

Official Sponsorships (*exclusive basis*)

- Official Printed Media
- Official Newspaper

Merchandise Sponsorships

(NOTE: All companies will be recognized in alphabetical order)

- Delegates' Folder Sponsorship
- Abstract 'thumb drive' Sponsorship
- Name Badge Lanyards
- Corporate Pen Sponsorship
- Door Gifts Sponsorship

Advertising Opportunities

- Conference Programme & Exhibition Guide Kit

Exhibition Packages

- Type A : Standard shell scheme booth
- Type B : Table Top Display



For more information about sponsorship & exhibition opportunities at **MIA RC2009**, please contact Marketing & Promotions team today.

Team	Telephone Number	E-mail
Mazni Ahmad Norilah	+603 2279 9262	mazni@mia.org.my
Hani Romiza Harun	+603 2279 9324	hani@mia.org.my
Nurulhudda Arshad	+603 2279 9334	nurulhudda@mia.org.my

Marketing & Promotions Department
Malaysian Institute of Accountants
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3
Brickfields
50470 Kuala Lumpur
Tel : 603-2279 9200 Fax : 603-2279 9386
Email : promotion@mia.org.my

**Malaysian Institute of Accountants
Sarawak Branch**
1st Floor, Ultimate Professional Centre
16 Jalan Bukit Mata Kuching
93100 Kuching
Tel : 6082-418427 Fax : 6082-417427
Email : miakch2@streamyx.com

EVENT SPONSORSHIPS

Event sponsorships at **MIA RC2009** increase your organisation's exposure to a highly targeted audience and position your company as an industry leader. The sponsorship packages outlined below have been redesigned based on the needs of our sponsors.

The event sponsorship programme comprised of a comprehensive sponsorship package and marketing programme designed to position your company as a market leader through a highly visible and fully integrated branding and marketing campaign.

Your event sponsorship will be supported through an integrated marketing, advertising, and public relations programme. Your participation will be promoted through a variety of direct-mail brochures, news releases, media kits and the MIA's journal. In addition, your participation will be promoted on-site in numerous ways: Official Conference Programme & Exhibition Guide, on event signage, and in remarks presented during the Keynote Addresses.

Choose from various levels of participation:

Sponsorship Level	Sponsorship Amount (RM)
Gold	20,000
Silver	10,000
Bronze	5,000
Firm <i>(applicable to Firms registered with the Malaysian Institute of Accountants only)</i>	1,000

GOLD SPONSOR

RM20,000 (cash)

The Gold sponsor will receive maximum pre and post exposures as well as direct benefits at the conference. Specific exposure benefits include the following:

Media Recognition

- ❖ Media and stage recognition as the '**Gold Sponsor**' of the event with optimum exposure in promotional and programme materials.

Hosting Plenary/Concurrent Session

- ❖ Opportunity to sponsor a representative to present at one plenary/concurrent session in **MIA RC 2009**.

Note:

- The sponsorship of a session is on a first-come first-served basis.
- The sponsor is required to be guided by MIA's outline for the proposed topic (refer enclosed Technical Programme for session choice)
- Speaker must be of at least regional class standing.
- MIA reserves the right to endorse the speaker.

Additional benefits to the speaker:

- Complimentary 3 days 2 nights hotel accommodation at **MIA RC 2009** hotel.
- Return Airport-Hotel transfers.
- Invitation to the Pre-Conference Dinner on 9 August 2009.

(Note: The above is not inclusive of speaker's fee and flight tickets as the sponsor has to bear the costs incurred)

Branding

Your **corporate logo** to appear on:

- ❖ Conference brochures (approximately 25,000 hard copies circulated to members of MIA and thousands of email copies to Malaysian members of ACCA, CIMA, CPA Australia, CPA Malaysia and ICAEW. Email copies will also be forwarded to members of CAPA and AFA).*
- ❖ Conference pre-mailers, letterhead & related marketing materials*
- ❖ Print Media advertising*
 - Local business magazines and newspapers
- ❖ **MIA RC 2009** Web page with hyperlink to sponsor's web page* (**MIA RC 2009** web regional reach include CAPA and AFA member countries)
- ❖ Backdrop during Opening Ceremony
- ❖ Cover of the Conference Programme & Exhibition Guide*
- ❖ Conference on-site Signages and Banners

Display **standing banner** (standard size bunting, a maximum of **4 buntings** at each location-provided by sponsor)

- ❖ Main entrance of the Conference venue
- ❖ Inside the conference hall (during hosting session)
- ❖ VIP Holding Room
- ❖ Registration Area

*(Subject to early confirmation of sponsorship and within productions schedule)

Company Profiling

- ❖ 100 words of company profile to appear on the **MIA RC2009** web page
- ❖ One (1) Full A5 page, full colour advertisement (*premium position*) in the Conference Programme & Exhibition Guide*
- ❖ Web advertisement at **MIA RC2009** website for one (1) month – size 100X100
- ❖ Printed acknowledgement in the Conference Programme & Exhibition Guide
- ❖ Promotional insert of your company literature in delegates' conference bag

**(Subject to early confirmation of sponsorship and within productions schedule)*

Enhanced Networking Opportunities

- ❖ **Three (3)** complimentary registrations to attend **MIA RC2009**.
- ❖ **Electronic delegate list** – two (2) weeks after the conference

Exhibition Participation

- ❖ Complimentary exhibition space in a prime location – standard shell scheme, **2 X 9m²** booth and **FOUR (4)** staff manning stand with tea break & lunch entitlement

SILVER SPONSOR

RM10,000 (cash)

The Silver sponsor will receive maximum pre and post exposures as well as direct benefits at the conference. Specific exposure benefits include the following:

Media Recognition

- ❖ Media recognition as the '**Silver Sponsor**' of the event with optimum exposure in promotional and programme materials.

Branding

Your **corporate logo** to appear on:

- ❖ Conference brochures (*approximately 25,000 hard copies circulated to members of MIA and thousands of email copies to Malaysian members of ACCA, CIMA, CPA Australia, CPA Malaysia and ICAEW. Email copies will also be forwarded to members of CAPA and AFA*).*
- ❖ Conference pre-mailers, letterhead & related marketing materials*
- ❖ Print Media advertising*
- Local business magazines and newspapers
- ❖ **MIA RC 2009** Web page with hyperlink to sponsor's web page* (*MIA RC 2009 web regional reach include CAPA and AFA member countries*)

Display **standing banner** (standard size bunting, a maximum of **2 buntings** at each location-provided by sponsor)

- ❖ Main entrance of the Conference venue
- ❖ Registration Area

**(Subject to early confirmation of sponsorship and within productions schedule)*

Company Profiling

- ❖ 100 words of company profile to appear on the **MIA RC2009** web page
- ❖ One (1) Full A5 page, full colour advertisement in the Conference Programme & Exhibition Guide*
- ❖ Printed acknowledgement in the Conference Programme & Exhibition Guide
- ❖ Promotional insert of your company literature in delegates' conference bag

**(Subject to early confirmation of sponsorship and within productions schedule)*

Enhanced Networking Opportunities

- ❖ **TWO (2)** complimentary registrations to attend **MIA RC2009**.
- ❖ **Electronic delegate list** – two (2) weeks after the conference

Exhibition Participation

- ❖ Complimentary exhibition space in a prime location – standard shell scheme, **1 X 9m²** booth and **TWO (2)** staff manning stand with tea break & lunch entitlement

BRONZE SPONSOR

RM5,000 (cash)

The Bronze sponsor will receive maximum pre and post exposures as well as direct benefits at the conference. Specific exposure benefits include the following:

Media Recognition

- ❖ Media recognition as the '**Bronze Sponsor**' of the event with optimum exposure in promotional and programme materials.

Branding

Your **corporate logo** to appear on:

- ❖ Conference brochures (*approximately 25,000 hard copies circulated to members of MIA and thousands of email copies to Malaysian members of ACCA, CIMA, CPA Australia, CPA Malaysia and ICAEW. Email copies will also be forwarded to members of CAPA and AFA.*)*
- ❖ Conference pre-mailers, letterhead & related marketing materials*
- ❖ Print Media advertising*
 - Local business magazines and newspapers
- ❖ **MIA RC2009** Web page

**(Subject to early confirmation of sponsorship and within productions schedule)*

Company Profiling

- ❖ One (1) Full A5 page, full colour advertisement in the Conference Programme & Exhibition Guide*
- ❖ Printed acknowledgement in the Conference Programme & Exhibition Guide

**(Subject to early confirmation of sponsorship and within productions schedule)*

Enhanced Networking Opportunities

- ❖ **Electronic delegate list** – two (2) weeks after the conference

Exhibition Participation

- ❖ Complimentary exhibition space – standard shell scheme, **1 X 9m²** booth and **TWO (2)** staff manning stand with tea break & lunch entitlement

FIRM SPONSORSHIP

RM1,000 (cash)

- ❖ One (1) complimentary registration to attend **MIA RC2009**
- ❖ Complimentary advertisement insertion in the Conference Programme & Exhibition Guide (1/2 page, full colour)
- ❖ Printed acknowledgement in the Conference Programme & Exhibition Guide as one of the 'Firm Sponsors' for the conference*

Note : The above Firm sponsorship packages are applicable to Firms registered with the Malaysian Institute of Accountants only.

*** (Subject to early confirmation of sponsorship)**

EVENT SPONSORSHIPS PACKAGE SUMMARY

SPONSORSHIP BENEFITS	GOLD	SILVER	BRONZE	FIRM
TOTAL INVESTMENT (CASH)	RM20,000	RM10,000	RM5,000	RM1,000
Stage Recognition	✓	•	•	•
Media Recognition	✓	✓	✓	•
Hosting Session				
❖ Opportunity to sponsor a representative to present at one session in MIA RC2009 .	✓	•	•	•
Branding - Your corporate logo to appear on:				
❖ Conference brochures (approximately 25,000 hard copies circulated to members of MIA and thousands of email copies to Malaysian members of ACCA, CIMA, CPA Australia, CPA Malaysia and ICAEW. Email copies will also be forwarded to members of CAPA and AFA).*	✓	✓	✓	•
❖ Conference pre-mailers, letterhead & related marketing materials*	✓	✓	✓	•
❖ Print Media advertising* - Local business magazines & newspapers	✓	✓	✓	•
❖ MIA RC2009 Web page	✓ + hyperlink	✓ + hyperlink	✓	•
❖ Backdrop during Opening Ceremony	✓	•	•	•
❖ Cover of the Conference Programme & Exhibition Guide*	✓	•	•	•
❖ Conference on-site Signages and Banners	✓	•	•	•
Display standing banner (standard size bunting - provided by sponsor)	4 buntings each	2 buntings each	NA	NA
❖ Main entrance of the Conference venue	✓	✓	•	•
❖ Registration Area	✓	✓	•	•
❖ Inside the conference hall (during hosting session)	✓	•	•	•
❖ VIP Holding Room	✓	•	•	•
Company Profiling				
❖ 100 words of company profile to appear on the MIA RC2009 web page	✓	✓	•	•
❖ Advertisement insertion in the Conference Programme & Exhibition Guide*	1 Full A5 page, full colour (premium position)	1 Full A5 page, full colour	•	½ A4 page, full colour
❖ Web advertisement at MIA's website for one (1) month – size 100X100	✓	•	•	•
❖ Printed acknowledgement in the Conference Programme & Exhibition Guide	✓	✓	✓	✓
❖ Promotional insert of your company literature in delegates' conference bag	✓	✓	•	•

SPONSORSHIP BENEFITS	GOLD	SILVER	BRONZE	FIRM
Enhanced Networking Opportunities				
❖ Complimentary registrations to attend <i>MIA RC2009</i> .	3	2	•	1
❖ Electronic delegate list – two (2) weeks after the conference	✓	✓	✓	•
Exhibition Participation				
❖ Complimentary exhibition space – standard shell scheme booth	2 X 9m ²	1 X 9m ²	1 X 9m ²	•
❖ Staff manning stand with tea break & lunch entitlement	4	2	2	•
TOTAL OPPORTUNITIES	27	18	9	3

Note:

- Not applicable
- * Subject to early confirmation of sponsorship and within productions schedule

OFFICIAL SPONSORSHIPS

OFFICIAL PRINTED MEDIA (Exclusive)

(In kind)

- Sponsor will involve in the pre-conference marketing activities, to provide advertisement opportunities in their related journals or magazines, to inform MIA members & public about the Conference;
- Preferably companies who produced business / education magazines to be awarded as the '**Official Media**'.

Benefits

- Sponsor will receive media and stage recognition as the '**Official Media**' of the event with optimum exposure in promotional and programme materials.
- Sponsor's logo on Conference brochures, Conference pre-mailers, letterhead & related marketing materials.
- One complimentary advertisement insertion in the 'Conference Programme & Exhibition Guide'.
- Acknowledgement in the 'Conference Programme & Exhibition Guide'.
- 2 complimentary delegate seats for the Conference.

OFFICIAL NEWSPAPER (Exclusive)

(In kind)

- Sponsor will involve in the pre-conference marketing activities, to provide advertisement opportunities in their newspaper, to inform MIA members & public about the Conference;
- Preferably companies who produced newspaper to be awarded as the '**Official Newspaper**'.

Benefits

- Sponsor will receive media and stage recognition as the '**Official Newspaper**' of the event with optimum exposure in promotional and programme materials.
- Sponsor's logo on Conference brochures, Conference pre-mailers, letterhead & related marketing materials.
- One complimentary advertisement insertion in the 'Conference Programme & Exhibition Guide'.
- Acknowledgement in the 'Conference Programme & Exhibition Guide'.
- 2 complimentary delegate seats for the Conference.

MERCHANDISE SPONSORSHIP PACKAGES

The following Merchandise Sponsorship opportunities have been developed to allow you to maximize your exposure at the conference. The opportunities are limited and offered on a first-come, first-served basis. The participation value includes production charges.

As a merchandise sponsor, you will receive the following substantial benefits and recognition:

- Printed acknowledgement in the 'Conference Programme & Exhibition Guide';
- Prominent recognition – including company name & corporate logo – on the selected merchandise carried by Conference delegates.

DELEGATES' FOLDER

RM7,000++

(cash or in kind)



Gain maximum visibility through sponsorship of the Official Conference Folder. All registered conference delegates will receive a professional folder containing the Conference Programme & Exhibition Guide, door gift, sponsor's company literature and other sponsored materials. Sponsorship of the Official Conference Folder also provides you with an opportunity to distribute your company's product literature to every delegate. Simply provide us with your corporate/product literature, and we will insert it into your sponsored folders for distributions.

ABSTRACT THUMB DRIVE

RM8,000++

(cash or in kind)



The **RC 2009** 'thumb drive' will contain an electronic copy of the proceedings, including details of the programme and all abstract. The 'thumb drive' will be placed in every delegate's folder. It will be used for reference long after the event and will give sponsored company lasting exposure to delegates and their colleagues.

NAME BADGE LANYARDS (Exclusive)

RM2,000++

(cash or in kind)



The sponsor's logo is prominently printed on the lanyards with the Conference logo. The lanyard becomes a "virtual walking billboard" because all delegates will wear the lanyards during the two-day conference.

CORPORATE PEN (Exclusive)

RM2,000++

(cash or in kind)



Place your company's name and logo directly into the hands of all delegates. Pens with sponsor logo will be placed in every delegate's folder for use throughout and after the Conference. This exclusive opportunity is available to only one organization, so don't miss your chance to make your mark!

DOOR GIFTS
(cash or in kind)

RM2,000++

Door gifts (any promotional items) with sponsor's logo will be placed in every delegate's folder for use throughout and after the Conference. Suggestions for promotional items can include:-

- Note pads
- Mouse pads
- T-shirts
- Business Card Holders
- Caps

FLEXIBLE PROMOTIONAL OPPORTUNITIES

The above packages have been tailored to a wide variety of marketing objectives. However, if there are other ways in which your organisation would like to be involved, we would welcome the opportunity to discuss these with you, and encourage your creative ideas.

ADVERTISING OPPORTUNITIES

Conference Programme & Exhibition Guide Kit* (cash)

The Official Programme & Exhibition Guide Kit is an on-site resource that gives your customers and prospects a comprehensive overview of the highlights and activities of the conference. Delegates will refer to the Official Programme & Exhibition Guide Kit often for pertinent information on the companies they are considering for future business.

Official Programme & Exhibition Guide Kit advertising is limited and reserved on a *first-come, first-served* basis.

Premium Positions*	: RM3,000
Full Page, R.O.P. (Full Colour)	: RM2,000
Full Page, R.O.P. (Black & White)	: RM1,200
Half Page, R.O.P. (Full Colour)	: RM1,500
Half Page, R.O.P. (Black & White)	: RM600

(*Back Cover, Inside Front Cover, Inside Back Cover & Page1 - Subject to the availability of advertisement pages)

A5 Size

Technical Specifications

Full Page	: 210 mm (H) X 149 mm (W)
Half Page	: 105 mm (H) X 149 mm (W)
Images	: 300 dpi
Formats	: pdf, illustrator

Deadline : 10 July 2009



EXHIBITION OPPORTUNITY

Why Exhibit?

MIA RC2009 will be an effective platform to promote, showcase and market one's products and services to accounting professionals and decision-makers from the corporate, public and private sectors. We invite you to take advantage of this business/branding opportunity.

Who are the Visitors?

Over 300 delegates – they are senior management of Malaysia's multinational corporations, government sector, local enterprises and small & medium-sized companies.

Visitors' profiles:

Chief Executive Officers
Chief Information/Financial Officers
General Managers
Chairmen
Partners
Owners/Sole Proprietors
Investment Consultants
Accountants
Financial Accountants

Managing Directors/Directors
Senior Managers
Vice-Presidents
Branch Managers
Administrative Managers
Financial Controllers
Auditors
Treasurers

Visitors' profiles by Industry:

- Government Bodies
- Universities / Colleges
- Audit Firms
- Manufacturing & Electronics
- Paper, Construction & Chemical
- Bank / Finance & Insurance
- It & Telecommunication
- Retail, Travel & Services
- Plantation, Property Development & Hotel Resort

Visitors' interests

- Business Solutions Software
- Banking / Financing consultation, products & services
- Service / Business Consultation
- Training
- Telemarketing
- Insurance
- IT software
- Office equipment
- Leisure & Travel
- Healthcare
- Lifestyle

Visitors' Profile by Industry

Year	RC 2007, Johor		RC 2008, Sabah	
No of visitors / Percentage				
Government Bodies	32	14%	55	21%
Universities / Colleges	21	9%	18	7%
Audit Firms	47	20%	59	23%
Manufacturing, Electronics, Construction & Chemical	26	11%	23	9%
Banking, Finance, Trust & Insurance	35	15%	32	12%
It & Telecommunication	15	6%	6	2%
Retail, Travel, Services & Consultancy	29	13%	24	9%
Plantation, Property Development & Hotel Resort	26	11%	41	16%
TOTAL	231	100%	258	100%

Visitors' Profile by Geographic Distribution

Year	RC 2007, Johor		RC 2008, Sabah	
No of visitors / Percentage				
Brunei			1	0%
Johor	171	74%		
Kedah			1	0%
Negeri Sembilan	2	1%		
Penang	3	1%		
Perak			1	0%
Sabah	1	0%	208	81%
Sarawak	7	3%	13	5%
Selangor	8	3%	12	5%
Singapore	1	0%	1	0%
Terengganu	1	0%	6	2%
Wilayah Persekutuan Kuala Lumpur	37	16%	8	3%
Wilayah Persekutuan Labuan			7	3%
TOTAL	231	100%	258	100%

Visitors' Profile by Job Title / Designation

Year	RC 2007, Johor		RC 2008, Sabah	
No of visitors / Percentage				
Accountant	49	21%	80	31%
Auditor	12	5%	23	9%
Branch Manager	3	1%	3	1%
Chairman	3	1%	1	0%
Chief Executive Officer	5	2%	2	1%
Chief Financial Officer	3	1%	2	1%
Executive Director	3	1%	3	1%
Financial Controller	9	4%	7	3%
General Manager	11	5%	16	6%
Managing Director / Director	12	5%	15	6%
Managing Partner	19	8%	23	9%
Sole-Proprietor	13	6%	7	3%
Senior Manager/Manager	87	38%	57	22%
Treasurer	2	1%	8	3%
Professor/Lecturer			11	4%
TOTAL	231	100%	258	100%

Past RCs Exhibitors (RC 2007 & RC 2008)

ABX Express
ACCA Malaysia
AmanahRaya Berhad
AXP Solutions Sdn. Bhd
Commerce Clearing House (M) Sdn Bhd
Cresendo International College
Direct Access, A Division of CIMB Bank Berhad
EA-Link System Sdn Bhd
EC Trust (Labuan) Berhad
Equity Trust (Labuan) Limited
Institut Bank-Bank Malaysia
Institute of Chartered Accountants in England & Wales
Iskandar Regional Development Authority (IRDA)
Johor Corporation
K.K.I.P. Sdn Bhd
Labuan International Business & Financial Centre, Malaysia
Microsoft (Malaysia) Sdn Bhd / Computer Landmark (M) Sdn Bhd
Noblehouse International Trust Ltd
Professional Services Development Corporation Sdn Bhd
RHB Islamic Bank Berhad
Sunway College Johor Bahru Sdn Bhd
The Chartered Institute of Management Accountants (CIMA)
Universiti Malaysia Sabah
Wah Mie Group
YGL Multimedia Resources Sdn Bhd

EXHIBITION PACKAGES

There are two (2) types of exhibition packages available at **MIA RC2009**. All spaces offer the chance to demonstrate your products to the market and network effectively during **MIA RC2009** itself, as well as providing ongoing marketing focused benefits.

TYPE A

STANDARD SHELL SCHEME BOOTH

RM3,000



Perspective View
3 x 3 Booth

9 sqm (3m x 3m)

Each standard shell scheme contains:

- 1 no. of 13Amp single phase power socket
- 1 information desk & 2 folding chairs
- Dividing white partitions and aluminium profile
- Fascia Board with company name and booth number
- 2 nos. of 40w fluorescent light
- Waste paper basket



BENEFITS TO EXHIBITOR

- 2 sets of conference delegate's folder
- Coffee breaks and lunch entitlement for two (2) staff manning the exhibition booth
- Printed acknowledgement in the Conference Programme & Exhibition Guide
- Electronic delegate list – two (2) weeks after the conference

TYPE B

TABLE TOP DISPLAY

RM1,500

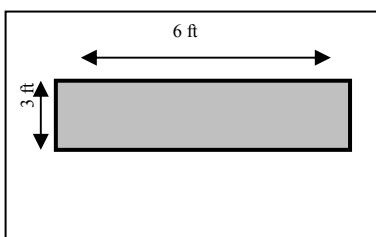


Table size : **3 X 6 ft**
(about 0.9 X 1.8 m)

Space only and does not include any form of construction, furnishing and electrical fittings.

Availability : Limited (one company/table)

BENEFITS TO EXHIBITOR

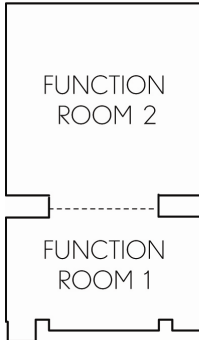
- 1 set of conference delegate's folder
- Coffee breaks and lunch entitlement for one (1) staff manning the exhibition booth
- Printed acknowledgement in the Conference Programme & Exhibition Guide
- Electronic delegate list – two (2) weeks after the conference

EXHIBITION SCHEDULE

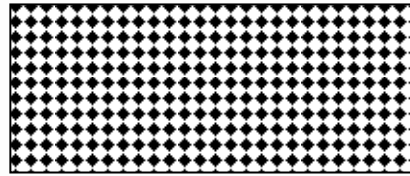
Monday	10 August 2009	8.30 am to 7.00 pm
Tuesday	11 August 2009	8.30 am to 5.00 pm

RC 2009 LAYOUT PLAN

Function Rooms



PRE FUNCTION



PRE-FUNCTION

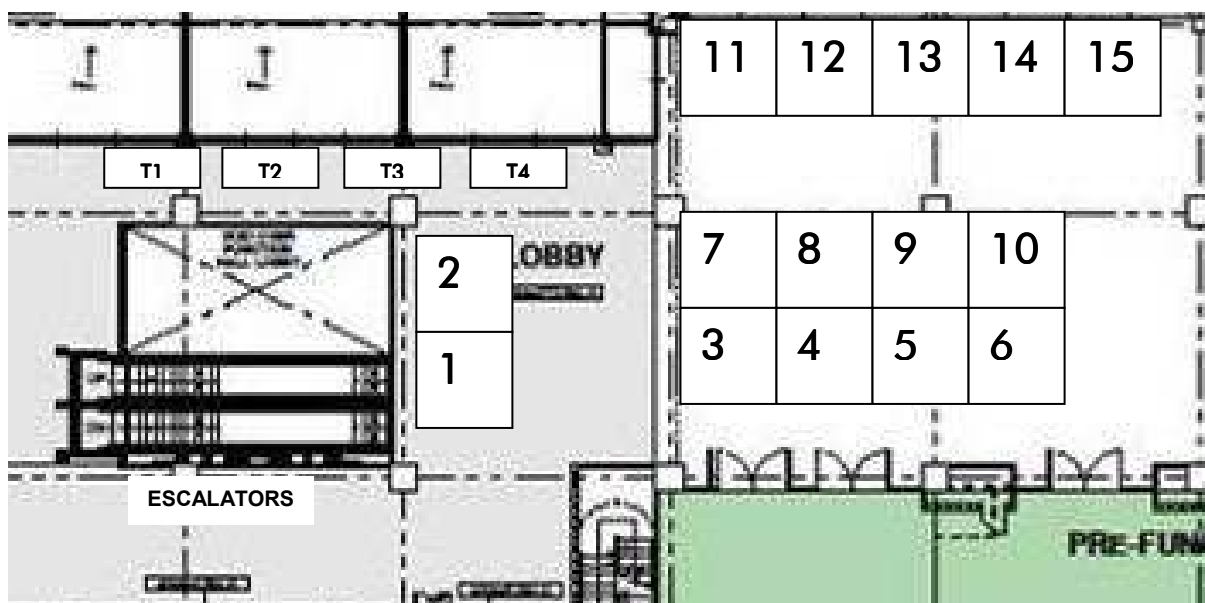


Meeting Rooms



EXHIBITION AREA

Rainforest Ballroom





Closing date: 10 July 2009

SPONSORSHIP BOOKING FORM

Please complete and send to:

Marketing & Promotions Department

Malaysian Institute of Accountants
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3
Brickfields
50470 Kuala Lumpur
Tel : 603-2279 9200 Fax : 603-2279 9386 Email : promotion@mia.org.my

Company: _____

Address : _____

Post Code : _____ City: _____

Contact Person : _____

Designation : _____

Tel : _____ Fax No: _____ E-mail: _____

I / We would like to book the following Sponsorship package:

PACKAGES	SPONSORSHIP LEVEL / TYPE	TOTAL AMOUNT (RM) (CASH / IN-KIND)
Event Sponsorships*	Gold <input type="checkbox"/> Bronze <input type="checkbox"/> Silver <input type="checkbox"/> Firm <input type="checkbox"/>	
Official Sponsorships	Please specify:	
Merchandise Sponsorships	Please specify:	
Advertisement in the Conference Programme & Exhibition Guide Kit	Type of advertisement page :	
TOTAL AMOUNT (RM)		

* Please tick (✓) your choice

Payment details

Enclosed is Cheque No. _____ for RM _____ payable to
MALAYSIAN INSTITUTE OF ACCOUNTANTS

I authorize payment of RM _____ Visa Master (tick whichever applicable)

Card No : - - -

Name of cardholder : _____ Card expiry date : _____

Signature of cardholder

Date:

IMPORTANT NOTE : FULL PAYMENT MUST BE RECEIVED BEFORE RC 2009

NAME / DESIGNATION

SIGNATURE / COMPANY STAMP

DATE



Closing date: 3 August 2008

EXHIBITION BOOKING FORM

Please complete and send to:

Marketing & Promotions Department

Malaysian Institute of Accountants
Dewan Akauntan, No. 2, Jln Tun Sambanthan 3
Brickfields
50470 Kuala Lumpur
Tel : 603-2279 9200 Fax : 603-2279 9386 Email : promotion@mia.org.my

Company: _____

Address : _____

Post Code : _____ City: _____

Contact Person : _____

Designation : _____

Tel : _____ Fax No: _____ E-mail: _____

I / We would like to book the following Exhibition package:

EXHIBITION PACKAGE	QUANTITY	BOOTH/TABLE NO	TOTAL AMOUNT (RM)
Standard Shell Scheme Booth			
Table Top Display			

We hereby accept all terms of participation without reservation or restriction and that we relinquish any claim against the organizer.

(The Conference Organiser reserves the right to cancel or postpone the exhibition due to unforeseen circumstances)

The undersigned hereby represents and warrants that he / she is duly authorised to execute this binding contract on behalf of the Exhibitor above.

NAME / DESIGNATION

SIGNATURE / COMPANY STAMP

DATE

Payment details

Enclosed is Cheque No. _____ for RM _____ payable to
MALAYSIAN INSTITUTE OF ACCOUNTANTS

I authorize payment of RM _____ Visa Master (tick whichever applicable)

Card No : - - -

Name of cardholder : _____ Card expiry date : _____

Signature of cardholder

Date:

The exhibition space chosen above will be on first come first served basis. Please send this form and payment to secure your space booking.

IMPORTANT NOTE : FULL PAYMENT MUST BE RECEIVED BEFORE RC 2009