



THE  
APPIES  
2019

MALAYSIA

15

MARCH 2019

Closing Date

SPONSORSHIP  
PROPOSAL

# BE APPIE WITH MALAYSIAN MARKETERS



APPIES Malaysia, now into its fourth year, has ignited the fire in Malaysian marketing campaigns like never before.

Almost all winners from last year's show went on to win big time in regional and global awards shows.

We'd like to think it starts with a win at APPIES Malaysia, where over 25 marketing leaders and key decision makers in the industry form the judging

panel in a unique Live Presentation environment, reflecting how it is done every day in real life!

This year, it is all happening on April 25 & 26, at the Eastin Hotel again.

Recognising and celebrating the most brilliant and inspirational ideas in marketing communications. APPIES Malaysia is an annual festival of the best marketing ideas. Held over two days, it is organised by

the MARKETING magazine.

"What also sets The APPIES apart from other events is that each featured campaign is presented Live by the brand marketers and campaign creators themselves before a panel of judges and an industry audience. Only outstanding campaigns that have a unique marketing success story will go on to win the APPIES Gold or Silver trophies," said Prof. Harmandar Singh, President

of APPIES Malaysia and Regional Publisher of MARKETING magazine.

"The APPIES goes beyond conventional award programmes, providing a leading knowledge-exchange platform as it includes special events such as keynote sessions and panel discussions on relevant industry topics," says Ms Goh Shu Fen, President of the Institute of Advertising Singapore, the people behind APPIES Asia.

# THE ONLY AWARDS SHOW WHERE YOU LEARN!



Known as the “TED for Marketing”, campaign entries will be presented by their brand marketers or campaign creators in an interactive format comprising of a four-minute creative reel summarising the overall marketing campaign followed by a six-minute oral presentation, highlighting significant aspects of the campaign. The presenter also fields questions about the campaign from judges and the audience in a 15-minute Q&A session.

The APPIES Malaysia theme is SHARING IS EVERYTHING!

“Over the years, The APPIES has attracted the attention of top marketers, agencies and partners. It showcases the best campaigns, presenting an unparalleled opportunity to learn, network and celebrate with some of the brightest minds in marketing today. It truly is an industry milestone we’re creating by having it here in Malaysia,” added Prof. Harmandar Singh.



# SPONSORSHIP PACKAGES

## GOLD (RM25,000)

- Recognition of sponsor in Opening Remarks
- Link from event microsite and social media page to the sponsor's homepage
- Recognition of sponsor on main screen in opening video loop
- Inclusion of logo and/or name in on Conference folder and venue branding
- Attendee bag insert
- Opportunity to distribute premiums and promotional items on guests' chair
- Business cards handout at Registration Table - 300 pcs
- Individual table for meet and greet with attendees and display
- Five admissions to Conference & Award Show including breakfast and luncheon