

# BITAS ASIA CONFERENCE 2018



## Transforming Enterprise for Digital Empowerment

26 July 2018 (Thursday) / SME Corporation Malaysia (SME Corp. Malaysia)

## Conference

The Business IT Architecture Series (BITAS), is a regional conference hosted by IASA - An Association for all IT Architects. It brings together local partners and communities, international and local industry leaders and practitioners to share on the best practices and skillsets that are required for the success in the new digital enterprise. This event consists of CIO roundtable, main conference, government and enterprise tracks, masterclasses and networking session. It is IASA's 7<sup>th</sup> regional event in Asia: Malaysia, Singapore, Indonesia and Hong Kong.

### **Event Synopsis:**

To be a technology innovation leader and practitioner today, you must scale your role to meet your organization's digital business expectations in the future—and you must act now or risk being left behind. Digital EA empowers businesses to clarify the organizational process, information, and technological elements that make up a successful enterprise in order to establish efficient approaches to connect the IT landscape to the business strategy.

This event is a platform to explore the business strategies, competencies, tools, and techniques required for EA Leadership—and learn how to apply those insights to your own organization's goals and needs.

### **Hosted by: IASA (Malaysia Chapter)**

An association for all IT architects, who tasked to educate and share information around the world on **Enterprise Architecture** - how Business and IT can be integrated to capitalize values within the organization.

[www.iasaglobal.org](http://www.iasaglobal.org)

### **Event Organizer: ATD Solution**

ATD is the leader in Digital Architecture Transformation, empowering thousands of clients for the digital future through our integrated Consulting and Learning services. [www.atdsolution.com](http://www.atdsolution.com)

### **Knowledge Partner: Gartner**

A world's leading research and advisory company providing information technology related insight for IT and other business leaders located across the world. [www.gartner.com](http://www.gartner.com)

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### Event Information:

Conference Date/Time: 26 July 2018 (Thursday), 9.00am to 5.30pm – Registration starts at 8.15am

Venue: SME Corporation Malaysia (SME Corp. Malaysia)

### Target Audience:

<ul style="list-style-type: none"><li>• Enterprise Architect</li><li>• IT Architect</li><li>• Information Architect</li><li>• Data Architect</li><li>• Business Architect</li><li>• Infrastructure Architect</li><li>• Software Architect</li><li>• Information Managers</li><li>• Technical Consultants</li><li>• Director or Vice President of Business Units</li></ul>	<ul style="list-style-type: none"><li>• PMO or Project Managers</li><li>• Project Leaders</li><li>• Software Developers/Engineers</li><li>• Head of LOB (Line of Business)</li><li>• Integration Specialists</li><li>• Business Stakeholders who sponsor and initiate IT Project</li><li>• Business Users involved in the IT project</li></ul>
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**Expected Number of Attendee:** 150 delegates from Government Agencies and Public Sectors.

### Why you should Sponsor & Exhibit?

- Establishing business relationships with peers from across the industry in Asia via opportunities created through our interactive conference.
- Generate tangible business leads and expand your contact base by networking with senior decision makers from across the industry.
- Garner publicity via our public relations, advertising and promotion efforts.
- Gain significant visibility and enhance your corporate image by displaying your investments to a group of highly targeted senior executives & C-Level Management.
- Perfect opportunity to showcase your products or services, develop strategic relationships and establish your brand in the industry via face-to-face interaction with targeted decision-making prospects
- Minimum investment for maximum exposure & maximize qualified lead generation

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### The Sponsor Package

	<b>GOLD</b> 1 Day Sponsorship: US\$5,000	<b>SILVER</b> 1 Day Sponsorship: US\$3,000	<b>BRONZE</b> 1 Day Sponsorship: US\$1,500
<b>Sponsor Availability</b> <i>(Per day)</i>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Complimentary Registrations</b>	<b>4</b>	<b>2</b>	<b>1</b>
<b>Exhibit Space <sup>1</sup></b>	<b>YES</b> Standard Table Top	<b>YES</b> Standard Table Top	<b>YES</b> Standard Table Top
<b>Attendee List</b> <i>(1 week in advance)</i>	<b>YES</b> 1-time use	-	-
<b>Sponsorship Opportunity</b>	<b>YES</b> Recognized as sponsor of: 1 special event; CIO Roundtable for networking lunch session	-	-
<b>Ad in event eDM</b>	<b>YES</b> Banner ad in event eDM	<b>YES</b> Banner ad in event eDM	-
<b>Insertion in Conference Pack</b>	<b>YES</b> 1 x flyer insertion	<b>YES</b> 1 x flyer insertion	-
<b>Invitation to CIO Roundtable</b>	<b>YES</b> 2 attendee invites	<b>YES</b> 1 attendee invite	-

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<b>Featured in "Thank You, Sponsors!" article</b>	<b>YES</b> Includes your logo	<b>YES</b> Includes your logo	<b>YES</b> Includes your logo
<b>Featured on Event Webpage</b>	<b>YES</b> Logo & link to your website	<b>YES</b> Logo & link to your website	<b>YES</b> Logo & link to your website
<b>Logo on screen saver in breakout rooms &amp; general session</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
<b>Other Recognition</b>	<b>YES</b> Recognized during announcements	<b>YES</b> Recognized during announcements	<b>YES</b> Recognized during announcements
<b>Event Attendees List Use</b>	<b>YES</b>	<b>YES</b>	-

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### BOOKING FORM

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact No.: \_\_\_\_\_ Fax: \_\_\_\_\_

Sponsorship Fee: \_\_\_\_\_ (USD)

\_\_\_\_\_  
Signature of Applicant:

\_\_\_\_\_  
Company Name & Stamp

Date: \_\_\_\_\_

\* Signature of this Booking Form implies acceptance to the Terms and Conditions as below.

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### TERMS & CONDITIONS:

- Limited to one logo placement only on the marketing eDM (strictly for the sponsor only).
- All presentation slides are to be cleared by IASA 3 working days prior to event.
- The event organizers reserve the right to reject any presentation materials, brochures & handouts deemed in conflict with the event programs.
- The event organizers will not reimburse any additional cost outsourced by sponsor.
- A copy of the marketing eDM will be forwarded to the sponsor before marketing commences.
- The event organizers have no responsibility for eventual attendance turn-out, accidental injuries, theft or pilferage.
- The total fee will be invoiced by ATD Solution once the Booking Form is signed and received by IASA /ATD Solution. Any additional cost will be invoiced after the event to the sponsor.
- Non-receipt will automatically result in the release of the reserved slot, a forfeiting of the deposit fee and cancellation of the contract.
- All charges are subjected to prevailing Government Taxes.
- Full payment shall be made to **ATD Solution (M) Sdn Bhd** 2 weeks prior to the event. The event organizers reserve the right to cancel any event not paid in advance.
- Cancellation received in 3 weeks before the event: 50% refund of total fee
- Cancellation received in 1 week or less before the start of the event: the sponsor will be liable for the total charge

Please return this Booking Form to:

#### **IASA Asia Pacific**

No. 51-11, The Boulevard, Mid Valley City,

Lingkaran Syed Putra, 59200

Kuala Lumpur, Malaysia.

**Tel:** (603) 2288 1680 / (603) 2288 1681

**Email:** [audrey.loke@iasahome.org](mailto:audrey.loke@iasahome.org)