

MEDIA PACK

**Kuala Lumpur Convention
Centre, Malaysia**

23 - 25 May
2022



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Introduction

**“Expo
is a celebration of
project controls”**

The world’s largest project controls event dedicated to the advancement of project controls, with the objective of providing significant awareness on the process, tools and techniques available to its stakeholders. It highlights the value of project controls and the impact it can have when put to use effectively.



Our Expos at a Glance



London, UK 2019	Melbourne, Australia 2019	Virtual, Global 2021	Kuala Lumpur, Malaysia 2022	USA, Washington DC 2022	Global Awards London, UK (2019)	Asia Pacific Awards Melbourne, Australia (2019)	Cultural Program & Dinner Kuala Lumpur, Malaysia (2022)	Cultural Program & Dinner Washington DC, USA (2022)
2 day event	2 day event	3 day event	3 day event	3 day event	8 Awards	7 Awards	Cultural performance	Cultural performance
1402 delegates	738 delegates	1785 delegates	800-1000 delegates Expected	800-1000 delegates Expected	328 attendees	222 attendees	200-300 attendees Expected	300-400 attendees Expected
54 speakers	43 speakers	136 speakers	50 speakers	50 speakers	Black tie gala dinner	Black tie gala dinner	Networking dinner	Networking dinner
52 exhibit stands (over 1 day period)	47 exhibit stands (over 1 day period)	35 exhibit stands (over 3 day period)	56 exhibit stands (over 2 day period)	50 exhibit stands (over 2 day period)				

Who Attends

- Project Controls Engineers
- Cost Estimators & Engineers
- Planners & Schedulers
- Planning Engineers
- Tendering Managers
- Project Leaders / Directors / Managers
- Programme Directors / Managers
- Project Managers
- BIM Professionals
- Risk Engineers / Managers
- Delay Claims Analysts
- Project Engineers
- Project Development Engineers



Our Journey



Launch of
Project Controls Expo UK



First edition of
Project Controls Expo Awards
in Australia



2011

2018

2019

2020

2022



The first edition
Project Controls Expo Awards
in the UK



Project Controls Expo & Cultural
evening expands to Melbourne
Australia



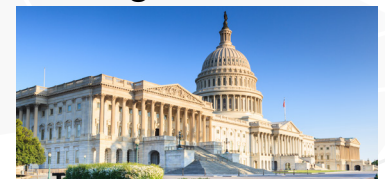
The first edition
Project Controls Expo
Virtual



First edition of
Project Controls Expo and
Cultural Program & Dinner
in Kuala Lumpur



First edition of Project
Controls Expo and Cultural
Program & Dinner in
Washington DC



Who Trusts Us



Project Controls Expo Malaysia



Over the last 10 years Project Controls Expo has become the **largest project controls' event in the world**, bringing the professional community together to share and impart information on the latest innovations and practices in this field.

In 2019 Expo in the UK had **over 1,400 professionals** gathered **from around the world**. In addition, Project Controls Expo in Melbourne, Australia at the iconic Melbourne Cricket Ground achieved a great success with over 700 delegates attending the event.

We take immense pleasure introducing Project Controls Expo Malaysia, in **May 2022**, at Kuala Lumpur Convention Centre, designed to replicate the success of our UK and Australia models. This **Asian conference** aims to support the efforts of the professionals in the region, to continue the **development of the profession**.

PCE Malaysia will offer delegates seminars, workshops, AACE CEP/ PSP/ CCP Certification Prep. Overview & BIM workshops together with partner showcase/ trade exhibition where they can meet with leading suppliers and consultants within the project controls community. Networking will be maximised throughout the three days, with both evenings offering activities such as a cultural entertainment programme, networking dinner and evening drinks.

EXPO AGENDA

Monday, 23rd May 2022

- Press event @MR 306
- Workshop AACE CEP Certification Prep. Overview @MR 302 & 303
- Workshop BIM @MR 304 & 305

Tuesday, 24th May 2022

- Partner showcase/ trade exhibition @Conference Hall 1,2 & 3
- Workshop AACE PSP Certification Prep. Overview @MR 302 & 303
- Workshop AACE CCP Certification Prep. Overview @MR 304 & 305
- Technology Zone @Plenary Theatre
- Cultural Program & Dinner @Banquet Hall
- Evening Social @Banquet Hall

Wednesday, 25th May 2022

- Partner showcase/ trade exhibition @Conference Hall 1,2 & 3
- Masterclass Zone @Banquet Hall
- Case Studies Zone @MR 302 & 303
- Back to Basics Zone @MR 304-305
- Megaproject Zone @MR 306
- SME Zone @MR 308
- Evening Social @Conference Hall 1, 2 & 3
- Petronas Twin Towers tour

INDUSTRIES REPRESENTED

Oil & Gas, Construction, Rail, Infrastructure,
Defence, Nuclear and Government to name a few.

EXPECTED TURNOUT

In the range of 800 to 1000.

PARTNERSHIP PACKAGES



Benefits

	Bronze	Silver	Gold	Platinum	Headline
Video on virtual lobby area					✓
Delegate announcements on virtual platform	2	5	10	15	20
Logo on website and on virtual platform	✓	✓	✓	✓	✓
Exclusive Cultural Program & Dinner	1	2	2	3	4
¹ Complimentary event passes: Physical (incl. booth manning)	1	2	3	5	10
Complimentary event passes: Virtual (incl. booth manning)	5	10	25	50	100
Petronas Twin Towers Tour	1	1	2	3	5
Delegate list Supplied (according to local data protection legislation)		✓	✓	✓	✓
² Exhibit slot		✓	✓	✓	✓
³ Presentation slot			✓	✓	✓
Furniture	n/a Virtual stand only	Pre-set furniture (See page 18)	Pre-set furniture (See page 17)	Pre-set furniture (See page 16)	Pre-set furniture (See page 14)
LCD (pre-installed)			43"	65"	65"
Publish technical paper on Expo website				✓	✓
Exhibition stand over the 3 days of the event		✓	✓	✓	✓
⁴ Advert in the event online brochure				1/2 page (W:132mm x H:156mm)	Full page (W:270mm x H:184mm)
Stand size (virtual stands size will be according to package)	Virtual stand only	(2.5m X 1.5m)	(4m X 1.5m)	(6m X 3m)	(8m X 3m)
Cost	USD 1,000 (RM 4,000)	USD 3,750 (RM 15,000)	USD 5,000 (RM 20,000)	USD 10,000 (RM 40,000)	USD 15,000 (RM 60,000)

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars

Notes

¹ COMPLIMENTARY EVENT PASS - Partners will be given a code mentioning the discount/promo-code, to claim the tickets to the Expo.

Standard ticket price is USD 200/ RM 800 (plus TAX) although early bird price of USD 150/ RM 600 (plus TAX) is being offered until 7th February 2022.

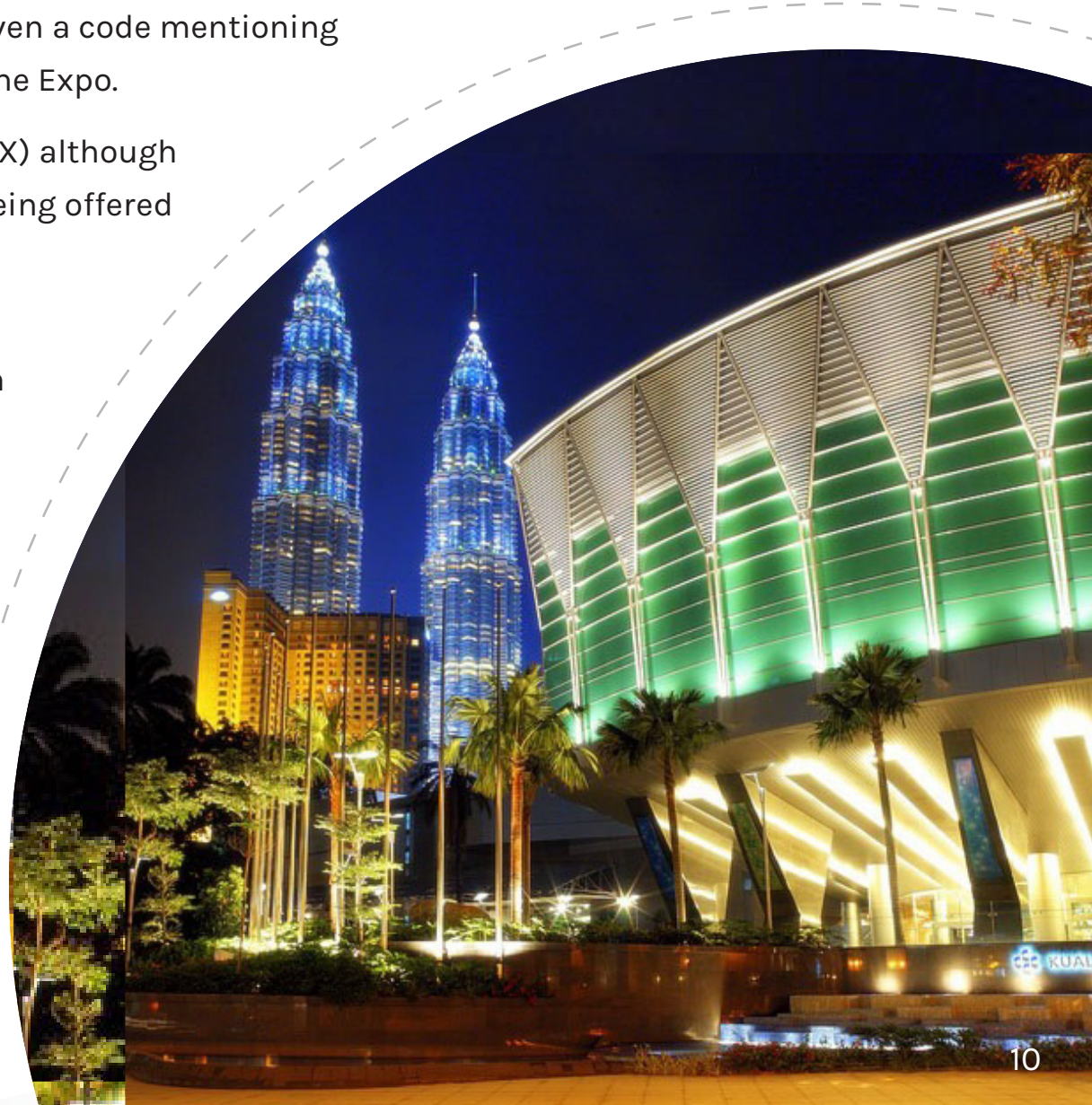
² We offer pre-installed stands. Please refer to the following slides for more information. Partners can choose to opt out of the bespoke stands however, we strongly recommend their use to maintain uniformity and consistency.

Please note there is no discount available for partners opting out of the bespoke stand format.

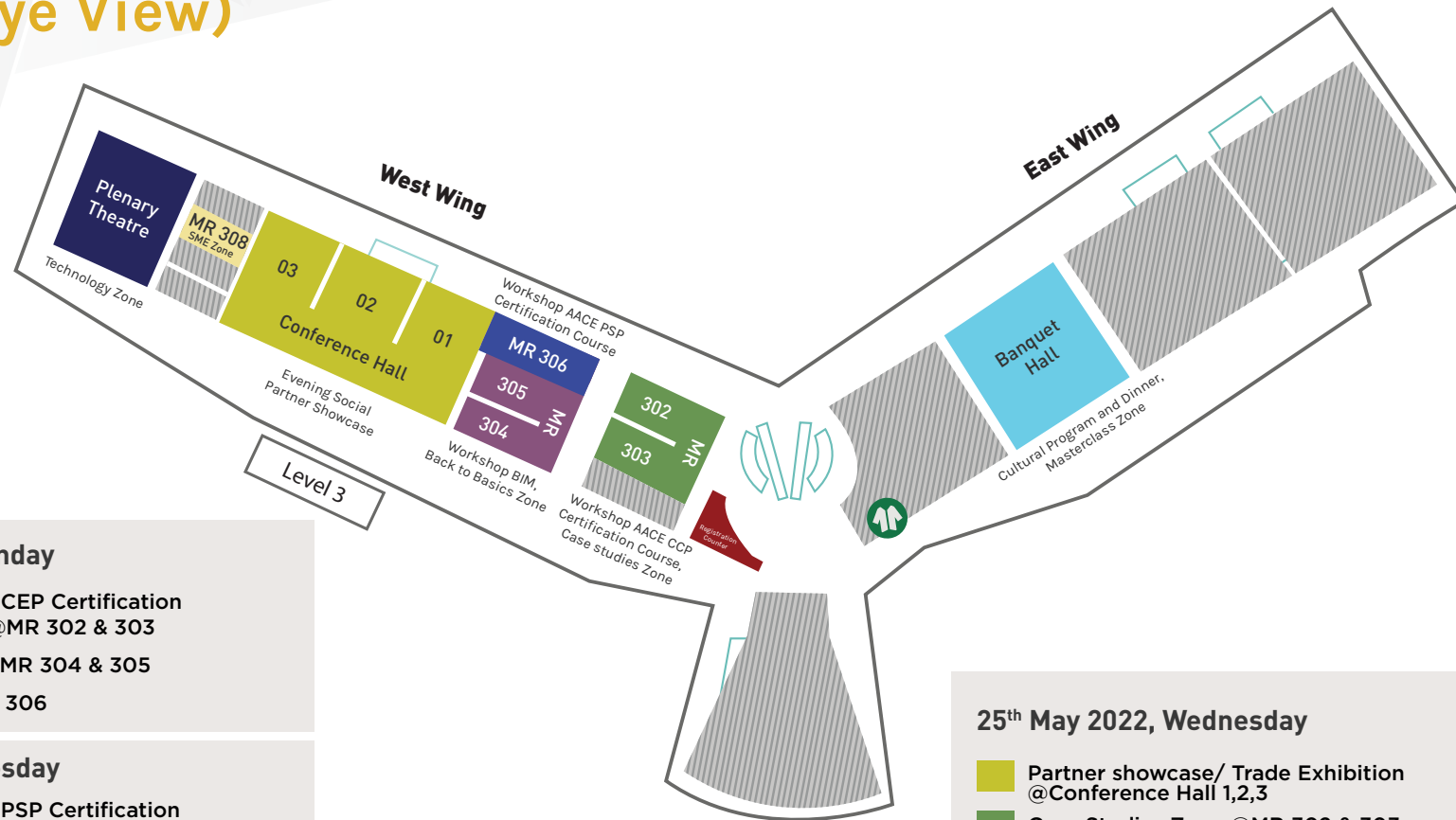
³ Subject to meeting the prescribed criteria.

⁴ 2x 1/2 half page adverts available at an additional cost of USD 200 / RM 800 (plus TAX)

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars



Overall Expo Layout (Bird's Eye View)



23rd May 2022, Monday

- Workshop AACE CEP Certification Prep. Overview @MR 302 & 303
- Workshop BIM @MR 304 & 305
- Press event @MR 306

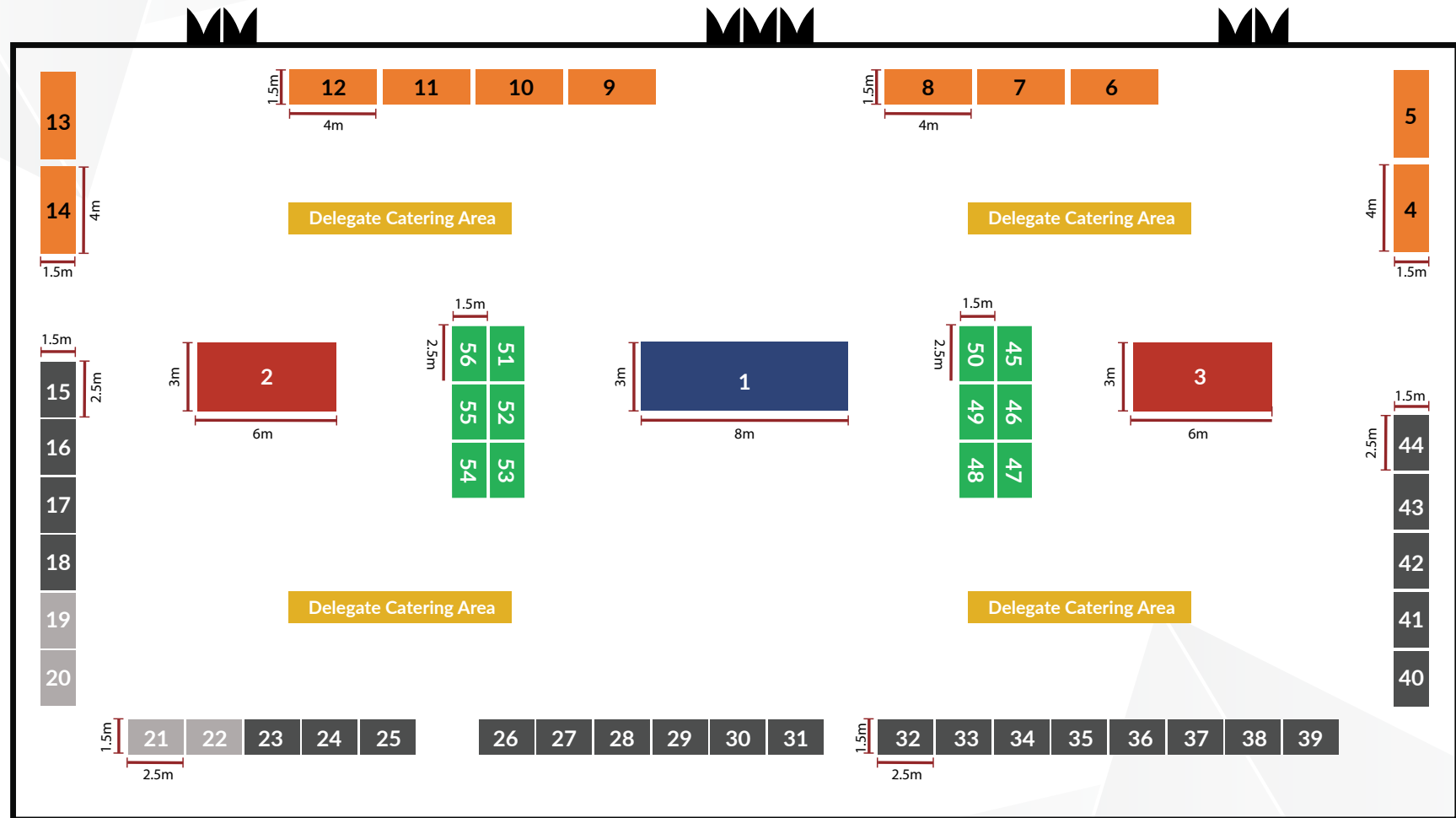
24th May 2022, Tuesday

- Workshop AACE PSP Certification Prep. Overview @MR 302 & 303
- Workshop AACE CCP Certification Prep. Overview @MR 304 & 305
- Technology Zone @Plenary Theatre
- Partner showcase/ Trade Exhibition @Conference Hall 1,2 & 3
- Cultural Program & Dinner @Banquet Hall
- Evening Social @Banquet Hall

25th May 2022, Wednesday

- Partner showcase/ Trade Exhibition @Conference Hall 1,2,3
- Case Studies Zone @MR 302 & 303
- Back to Basics Zone @MR 304 & 305
- Panel discussion and Audience Q&A @Plenary Theatre
- SME Zone @MR 308
- Masterclass Zone @Banquet Hall
- Megaproject Zone @MR 306
- Evening Social Drinks @Conference Hall 1,2,3

Partner Showcase



Headline Partnership: Physical Event



In addition to the above, our Headline partner will receive the following benefits:

- Premium exhibit location and bespoke pre-installed stand
- 1st speaking slot
- 2nd banner on Expo homepage and 1st banner on partner's pages
- Be mentioned during the opening remarks and end panel session with a thank you note
- Partner name and logo will be displayed in a foyer overhead banner

Partner logo to:

- appear on all stationery, notepads, pens, flag etc
- be displayed on badge scanning machine
- be displayed on all screens in the partner's showcase area and other accessible areas of the Convention Centre (excluding the breakout rooms)
- be displayed on the lanyards
- be displayed on all certificates (for delegates and speakers)
- be featured on LCD Projector Screen (size 18.7ft x 14.2ft x 24ft) in partner showcase/ trade exhibition area

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars

Headline Partner Pre-installed Stand

1. Flooring

- Black needle punch carpet

2. Furniture

- 1 Information counter, 1 white hydraulic bar stool
- 1 Lockable cabinet
- 1 Bistro table with 3 white hydraulic bar stools
- 1 4-tier A4 brochure rack
- 1 Waste basket

3. Lighting

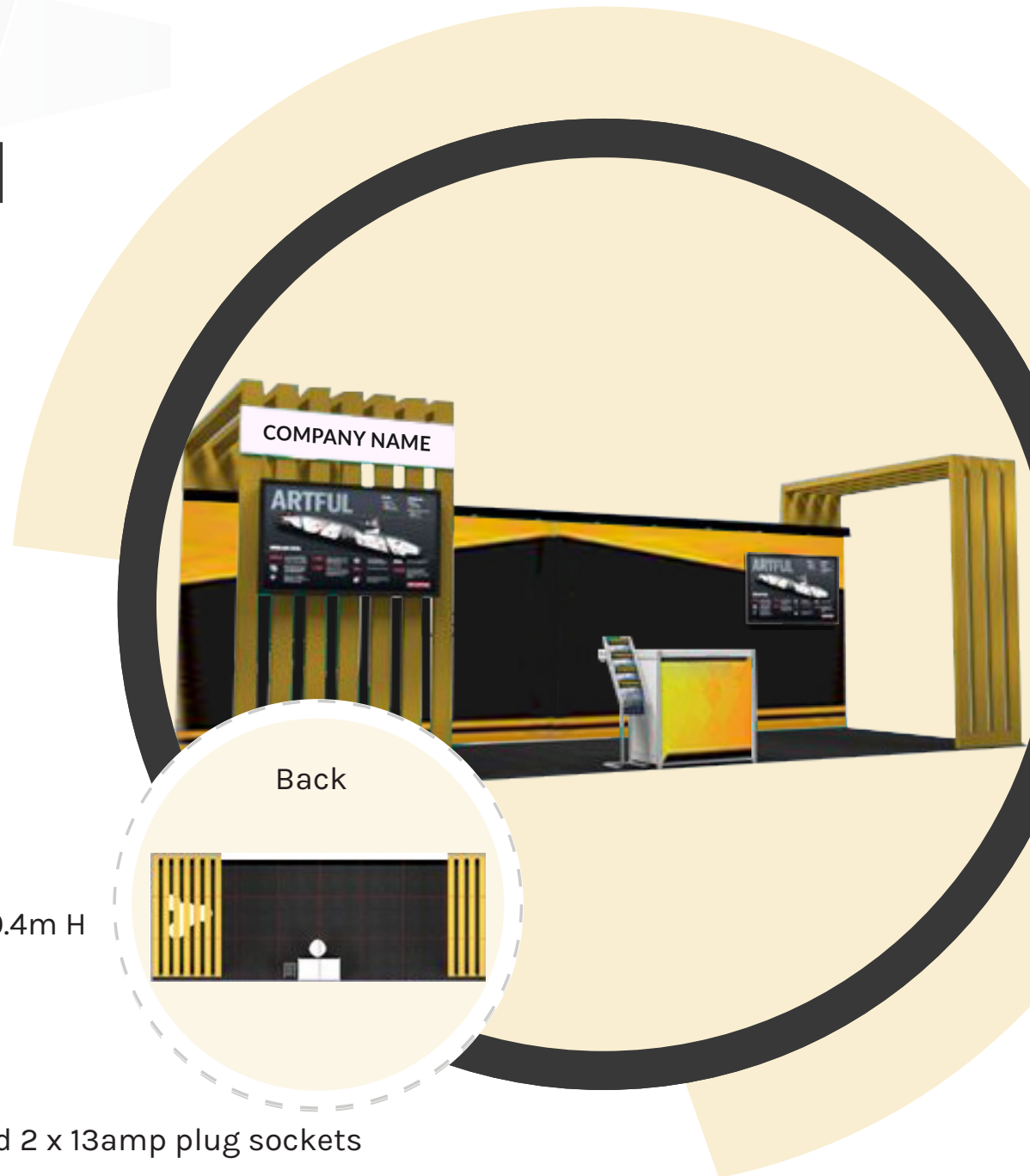
- 10 x 13w LED downlight
- 3 x 13amp plug sockets

4. Graphic

- 1 fascia name comes with booth number, 1.5m L x 0.4m H
- 1 print sticker on information counter
- 1 print sticker graphic on backwall, 8m L x 2.44m H

5. AV

- 2 x 65" LED TV come with wall mounted bracket and 2 x 13amp plug sockets



Platinum Partnership: Physical Event



In addition to the above, our Platinum partners will receive the following benefits:

- Premium exhibit location and bespoke pre-installed stand
- 2nd, 3rd or 4th speaking slot (on a first come first served basis)
- 3rd banner on Expo homepage (shared with other 2 platinum partner and supported by professional bodies) and 2nd banner partner's page on our website (on a first come first served basis)
- Be mentioned during the opening remarks and end panel session with a thank you note

Partner logo to be:

- displayed on all screens in the partners showcase area and other accessible areas of the Convention Centre (excluding the breakout rooms)
- displayed on the lanyards
- displayed on all certificates (for delegates and speakers)
- featured on LCD Projector Screen (size 18.7ft x 14.2ft x 24ft) in partner showcase/ trade exhibition area (shared with the logo of the other platinum partners)

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars

Platinum Partner Pre-installed Stand



1. Flooring

- Black needle punch carpet

2. Furniture

- 1 information counter
- 1 lockable cabinet
- 1 bistro table with 4 white hydraulic bar stools
- 1 4-tier A4 brochure rack
- 1 waste basket

3. Lighting

- 7 x 13w LED downlight
- 3 x 13amp plug sockets

4. Graphic

- 1 fascia name comes with booth number, 1.5m L x 0.4m H
- 1 print sticker on information counter
- 1 print sticker graphic on backwall, 6m L x 2.44m H

5. AV

- 1 x 65" LED TV come with wall mounted bracket and 1 x 13amp plug sockets

Gold Partner Pre-installed Stand

1. Flooring

- Use hall existing carpet

2. Furniture

- 1 Information desk
- 2 White folding chairs
- 1 Waste basket

3. Lighting

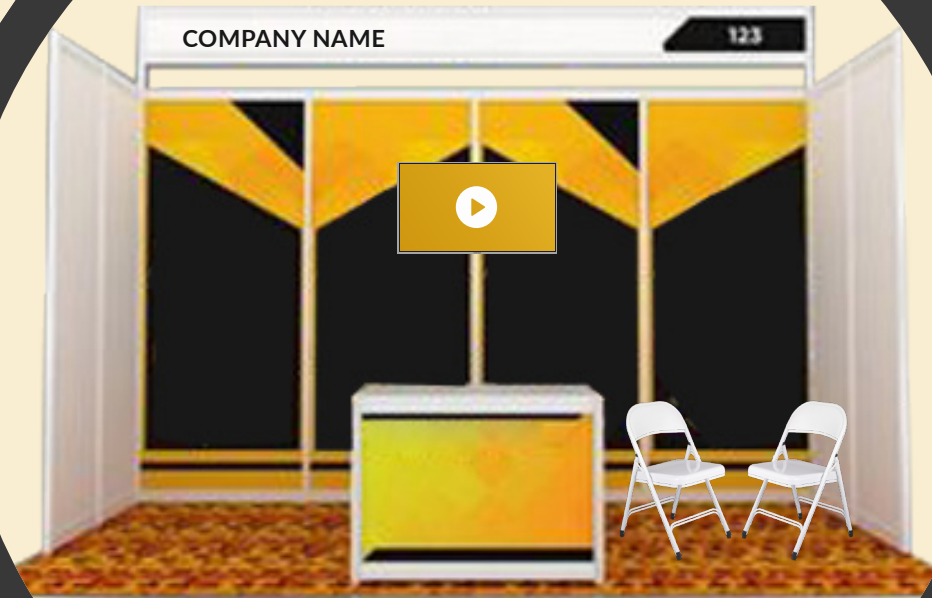
- 4 x 10w LED arm spotlights
- 3 x 13amp plug sockets

4. Graphic

- 1 fascia name and booth number
- 4 x print stickers onto backwall, 1m L x 2.5m H
- 1 print sticker to information desk, 1m L x 0.75m H

5. AV

- 1 x 43" LED TV (USB) with free stand and 1 x 13amp



Silver Partner Pre-installed Stand

1. Flooring

- Use hall existing carpet

2. Furniture

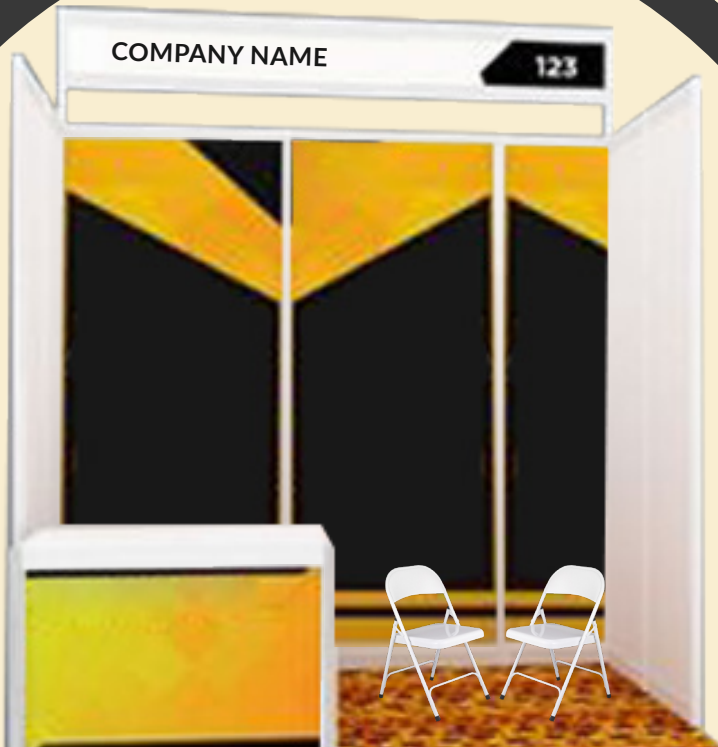
- 1 Information desk
- 2 White folding chairs
- 1 Waste basket

3. Lighting

- 2 x 10w LED arm spotlights
- 3 x 13amp plug sockets

4. Graphic

- 1 fascia name and booth number



WORKSHOP PARTNERSHIPS

23 - 24 May
2022



Specialist Topic Workshops

We have introduced 5 individual workshop partnerships:

Monday, 23rd May 2022

- **Workshop AACE CEP Certification Prep. Overview**
 - 09:00 - 12:30 / 13:00 - 17:30 (full day)
- **Workshop BIM**
 - 09:00 - 12:30 (morning session)
 - 13:00 - 17:30 (afternoon session)

Tuesday, 24th May 2022

- **Workshop AACE PSP Certification Prep. Overview**
 - 09:00 - 12:30 / 13:00 - 17:30 (full day)
- **Workshop AACE CCP Certification Prep. Overview**
 - 09:00 - 12:30 / 13:00 - 17:30 (full day)

Lunch and refreshments are provided.

Partnership is an ideal way to show your position within the industry, at the same time promoting your company to a targeted audience, with a maximum of 30 delegates per session.



Workshop Partnership
USD 2,000
RM 8,000
each plus TAX
(5 available)

Benefits

- Logo on website under workshop category
- 5 min speaking slot before the workshop
- Partner get the opportunity to provide branded notepads and pens, any marketing content
- Two guest tickets for your partnered workshop

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars

Expo Evening Drinks Partner

Tuesday, 24th May 2022

Partnership: USD 2,000 / RM 8,000 plus TAX

Following the Expo Main Day event, there is a perfect opportunity to host the drinks reception, enabling additional time for networking and socialising.

Benefits

- Logo on website in our partners page
- Whenever the Expo drinks reception is mentioned – it will have the “partnered by” text
- 2 minute welcome speech at the Expo drinks reception
- One guest ticket for Cultural Program & Dinner on Tuesday, 24th May 2022
- One guest ticket for Expo Main Day on Wednesday, 25th May 2022
- Opportunity to display two branded pull-up banners, during the Expo drinks reception

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars



CULTURAL PROGRAM & DINNER

Tuesday, 24th May

2022



Cultural Program & Dinner

Tuesday, 24th May 2022 (18:00 - 22:00)

Branding / Awareness Campaign

- Delivery of social media graphics for use by partner
- Company logo on KL website home page and Cultural Program & Dinner home page
- Video files supplied for post event marketing by partner
- Whenever the event is mentioned – it will be mentioned with “partnered by”
- Social media graphics and messaging supplied pre and post event
- Photography and video content supplied post event



Premium Benefits

- Opportunity to open the Cultural Program & Dinner with a 5 minute speaker slot
- Company logo branding on audio visuals on the night

Tickets

- 10 x Cultural Program & Dinner tickets
- Attendance at Expo on the following day included with the 10 dinner tickets

Please note that the RM rates are for indicative purposes only - the actual charges will be based on US Dollars



VIRTUAL ELEMENTS

Headline Partnership: Virtual Element

Our Headline partner will receive the following benefits within the virtual element of the event:

- Video on virtual lobby area (second video after PCE's welcome video). **See page 29**
- Logo on virtual lobby area. **See page 29**
- Premium stand location on the partner showcase landing page and layout pages of all other regions. **See page 29**
- Logo on the top of every partner showcase page. **See page 29**
- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Video calls and chat capabilities from the stand booth
- Login to booth management up to **5** people



Platinum Partnership: Virtual Element

Our Platinum partners will receive the following benefits within the virtual element of the event:

- Logo on virtual lobby area. **See page 29**
- Stand location on the partner showcase landing page and one region of choice. **See page 29**
- Logo on the top of every partner showcase page (second prominence after headline partner). **See page 29**
- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Video calls and chat capabilities from the stand booth
- Login to booth management up to **4** people



Gold Partnership: Virtual Element

Our Gold partners will receive the following additional benefits within the virtual element of the event:

- Video screen on the stand booth
- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Stand location on the partner showcase page on one region of choice
- Capability to chat from the stand booth
- Login to booth management up to **3** people



Silver & Bronze Partnerships: Virtual Element

Our Silver & Bronze partners will receive the following additional benefits within the virtual element of the event:

- Capability of attaching a series of documents for download: video, brochure, flyer, etc
- Stand location on the partner showcase page on one region of choice
- Capability to chat from the stand booth
- Login to booth management up to **2** people



Networking Café

Partner Package
USD 5,000
 RM 20,000
 plus TAX
 (incl. virtual element)

This is a perfect additional opportunity to network with our delegates by setting up a specific topic and directly interact in the group discussion.

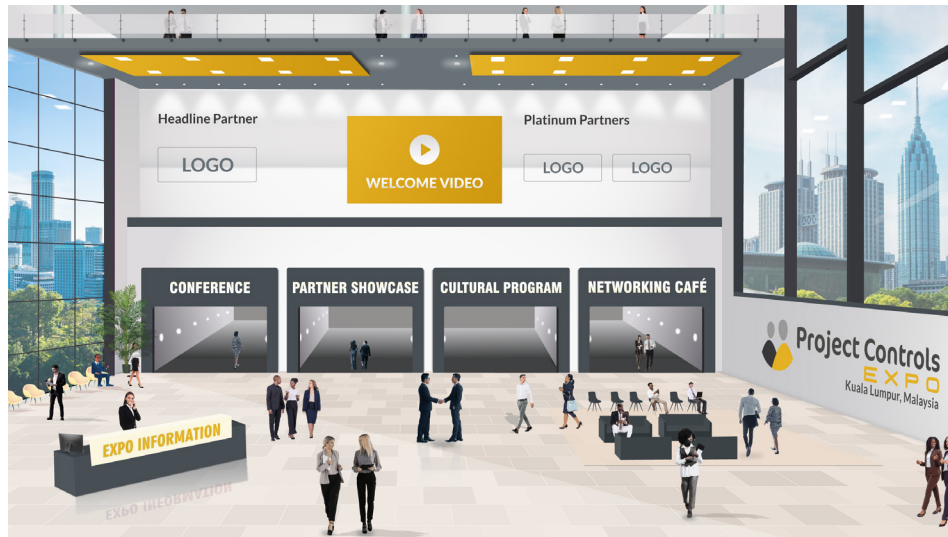
Benefits:

- Exclusive option to create a **discussion group** within the networking café
- **Logo** always on the top of the networking café page (with logo directly linked to your booth).
- A total of **10 delegate announcements** to be used over the three day period
- Capability of **chat and video calls** with delegates

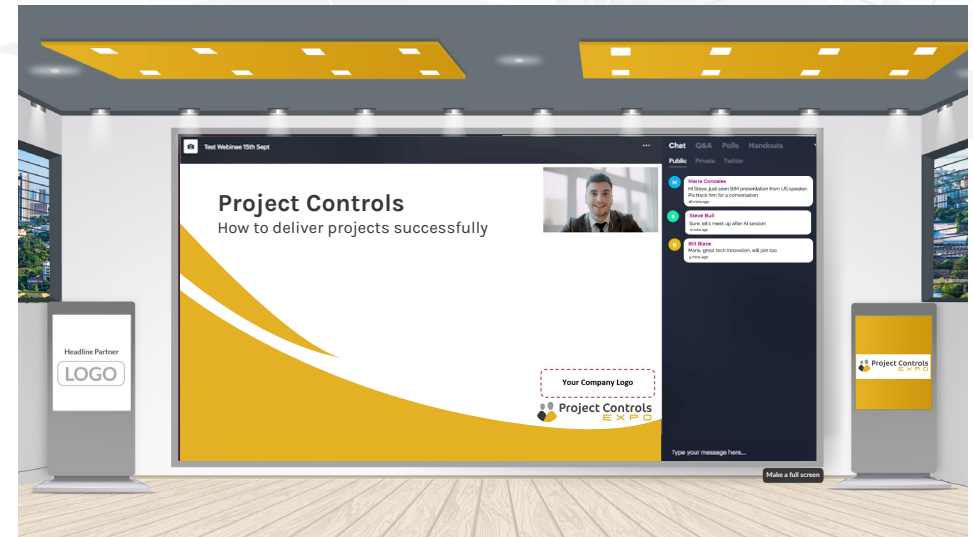


Virtual Layouts

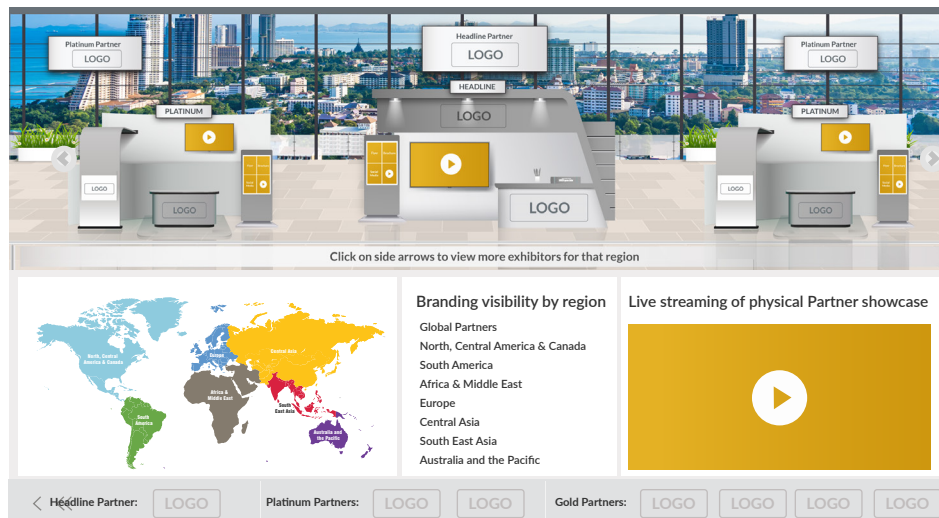
Lobby



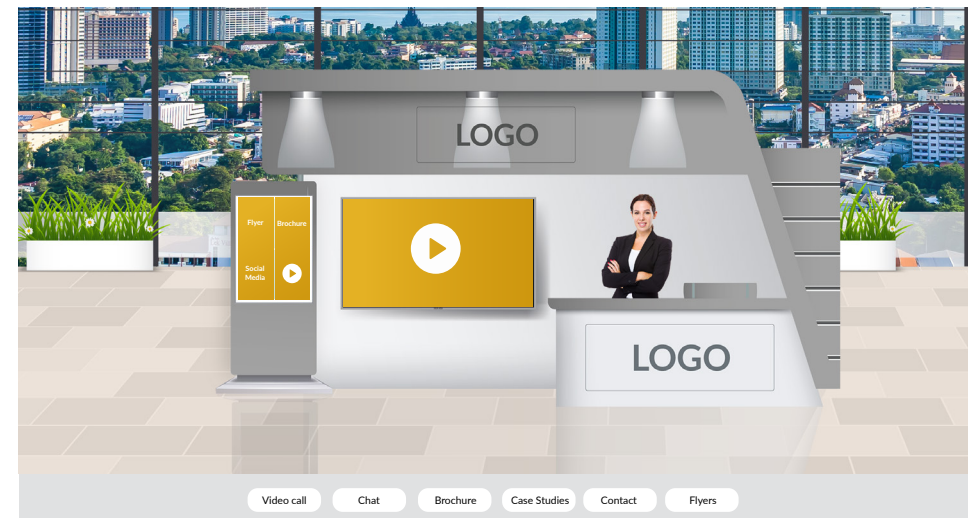
Presentation Room



Partner Showcase (landing page)



Stand Booth



Summary

Project Controls Expo Malaysia is a celebration of all things project controls related. This highly interactive event is an opportunity for the community to meet, interact, learn and network.

Connecting peers, prospects and experts, this event reaches thousands of delegates. Our expert industry presentations, provide an excellent platform for the delivery of innovative ideas and approaches for project controls professionals.

Events Calendar 2022



Australia
Melbourne Cricket Ground

8-9 February



Malaysia
KL Convention Centre

23-25 May



Virtual
Global - 24/day

7-9 June



USA
National Park, Washington DC

4-6 October



UK
Wembley Stadium, London

15-16 November



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