



DIGITAL TECHNOLOGY ADOPTION AWARDS PRESENTATION DINNER SPONSORSHIP OPPORTUNITIES

BENEFITS**	DIAMOND RM25,000 (LIMITED TO 2)	GOLD RM17,500	SILVER RM7,500
ON-SITE BRANDING EXPOSURE			
Airtime prior to the MIA DTAA Presentation Dinner (EXCLUSIVE)	90 seconds	N/A	N/A
Exclusive Welcome - be part of the Guest of Honour welcoming team (EXCLUSIVE)	/	N/A	N/A
Logo on e-backdrop / stage panel backdrop at the MIA DTAA Presentation Dinner	/	/	/
Logo & acknowledgement in the MIA DTAA Presentation Dinner video	/	/	/
Standing bunting display at the event's venue	3 buntings	2 buntings	1 bunting
Logo & acknowledgement in the MIA DTAA Presentation Dinner programme e-booklet	/	/	/
Advertisement in the MIA DTAA Presentation Dinner programme e-booklet	Full-page colour (2 pages)	Full-page colour (2 pages)	Full page colour (1 page)
Company profile in the MIA DTAA Presentation Dinner programme e-booklet (EXCLUSIVE)	500 words	300 words	100 words
MARKETING & PROMOTION			
Logo on all pre-event marketing materials and digital platforms. <i>Note: Subject to early confirmation of sponsorship</i>	/	/	/
Logo & acknowledgement on MIA social media postings	/	/	/
Logo & profile on MIA DTAA microsite with hyperlink to sponsor's website	/	/	/
Banner advertisement on MIA DTAA microsite with hyperlink to sponsors' website (EXCLUSIVE)	/	N/A	N/A
Acknowledgement as a sponsor in post event article in e-At	/	/	/
ADVERTISING OPPORTUNITIES (POST DINNER)			
Banner advertisement in e-AT* - https://www.at-mia.my/	2 banners	1 banner	1 banner
Articles in e-AT* - https://www.at-mia.my/	3 articles	2 articles	N/A
EVENTS PARTICIPATION			
Dinner table / seat(s) for your representatives and/or business associates	1 table (premium table)	1 table (standard table)	2 seats (standard table)

* Subject to MIA's acceptance/approval.

** MIA reserves the right to replace/exchange the benefits with items of similar value in lieu of the unavailability of such benefit. Benefits are non-transferable and non-exchangeable for cash.

Notes:

- Sponsorship application will be processed on a first come first served basis.
- Sponsors will only be acknowledged upon receipt of full payment.
- Payment of the sponsorship shall be made within twenty-one (21) days from the receipt of confirmation email from MIA.
- For sponsorship applications received after 15 April 2024, the payment is due immediately (no credit term).
- Please refer to the Terms & Conditions below for further information.

TERMS & CONDITIONS (T&C):

MIA Digital Technology Adoption Awards (DTAA) Presentation Dinner is scheduled to be held on 15 May 2024 at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur, Malaysia (Event). The Malaysian Institute of Accountants (MIA) reserves the right, at its sole discretion, to change the time and date of the Event. MIA will notify the sponsors on any changes thereof.

1. APPLICATION

- 1.1 All applications made shall be processed by MIA on first come first serve basis (i.e., in order of receipt of the applications).
- 1.2 Applicants who have submitted the application forms shall be deemed to have read, accepted and agreed to be subjected to the T&C hereby stated.
- 1.3 Any incomplete application forms (including incomplete information) submitted shall not be entertained.
- 1.4 MIA at its sole discretion may decline acceptance of any application.
- 1.5 When sponsor executes and submits its application to MIA, the application shall be deemed effective on parties as at the date of signing the application and the sponsorship fees are non-refundable.
- 1.6 The Event Sponsorship fees is the total fee payable by the sponsor to MIA in respect of the licensing of the sponsorship, advertisement and related services.

2. PAYMENT

- 2.1 All payment must be made within twenty-one (21) days from the date of confirmation email by MIA.
- 2.2 Effective 1 January 2022, MIA has ceased to accept payments via cash or cheque. Payment can be made via electronic fund transfer.
- 2.3 For applications received 15 April 2024 onwards, the payment is due immediately (no credit term).
- 2.4 MIA at its discretion may appoint a new sponsor in the event the sponsor chosen fails to adhere to the payment terms.

3. CANCELLATION, POSTPONEMENT AND CHANGES

- 3.1 MIA reserves the right to cancel and/or postpone for any reasons which is beyond MIA's control including the circumstances provided under clause 4 of this T&C and in relation thereto.
- 3.2 In the event of change of venue, MIA shall use reasonable endeavours to ensure that it has been discussed with sponsors.
- 3.3 Sponsors reserve the right to cancel its participation for the reasons provided under clause 3.1 and 4 of this T&C and in relation thereto.

4. FORCE MAJEURE

- 4.1 Force Majeure Event means an event beyond the control of an affected party, either MIA or the sponsor, that prevents the affected party to comply with any of its obligations under this T&C, including but not limited to event that cannot be held due to act of god, epidemics, pandemics, fires, floods, earthquakes, storms, sand storms, typhoons, blockade, embargo, plague or other epidemics or similar events, wars, invasions, acts of foreign enemies or terrorist, acts of civil or military authority, revolutions, riots, explosions, strikes, hijacking, lockouts, civil commotion, insurrection, rebellion or sabotage or labour disputes.
- 4.2 Save as provided herein, neither party shall be liable for any failure to fulfil any term of the T&C if fulfilment has been delayed, interfered with or prevented by the Force Majeure event.
- 4.3 If the Force Majeure Event has occurred and either party reasonably considers such Force Majeure Event applicable to be of such severity or to be continuing for a period of more than four (4) months, then this T&C including all rights and obligations hereunder shall forthwith become ceased and neither party shall have any claims against each other save and except in respect of any antecedent breach.

5. BENEFITS

- 5.1 The benefits offered under the respective sponsorship packages as per Page 1 would only be implemented upon full payment of the sponsorship amount.
- 5.2 The benefits are non-transferable and non-exchangeable for cash.
- 5.3 Sponsors are strictly not allowed to open any booth or hand out promotional flyers to guests at the venue during the event time.
- 5.4 Notwithstanding clause 5.3 above, sponsors are allowed to make business social networking with guests at the venue during the event time.
- 5.5 MIA reserves the right to:
 - a) Replace the benefits with items of similar value should circumstances beyond MIA's control arise; and
 - b) Make alternative arrangements regarding the benefits offered, with prior notice should it deemed necessary to do so.

6. ADVERTISEMENTS

- 6.1 All advertisements shall be subjected to MIA's approval based on its sole discretion
- 6.2 MIA shall be entitled to reject the publication of any advertisements and may request for the same to be replaced with a new advertisement or make alternative arrangements

7. INTELLECTUAL PROPERTY RIGHTS

Subject to the T&C of this Agreement, the sponsor grants MIA the right to use the sponsor's trade names, logo designs, trademarks and company descriptions as provided in the sponsor marketing materials. These assets may be used in any medium of advertising, promotional products or marketing materials distributed solely in connection with the Event.

8. DATA PROTECTION

- 8.1 Any contact information given to MIA by sponsor in relation to sponsors' employees, agents or representatives will be recorded in MIA's databases and will be used for marketing, administration, and promotional purposes.
- 8.2 MIA may also share this information with its attendees, sponsors, and partners in order for them to contact those persons about other products and services which may be of interest to them. MIA may also share this information with providers of services relating to the Event (e.g., online or physical vendors, venues, hotels etc.) for purposes of fulfilling sponsor's booking.
- 8.3 MIA is not responsible for the acts or omissions of any third party to whom is entitled to pass sponsor's information unless sponsors have given its written request in advance confirming that sponsor does not want to share their contact information. A list of sponsors and email addresses may be included in the Event website.

9. AMENDMENTS, VARIATIONS OR MODIFICATIONS

This T&C shall not be amended, varied or modified except with written consent from MIA.



MALAYSIAN INSTITUTE
OF ACCOUNTANTS

DIGITAL TECHNOLOGY ADOPTION AWARDS

15 MAY 2024

MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)

DINNER PACKAGES – TABLES & INDIVIDUAL SEATS NORMAL PRICE

PREMIUM	STANDARD	5-SEATS	INDIVIDUAL
RM6,000.00	RM4,000.00	RM2,050.00	RM420.00

EARLY BIRD PROMOTION

(VALID FOR RESERVATIONS MADE ON OR BEFORE 30 APRIL 2024)

RM5,800.00	RM3,800.00	RM1,950.00	RM400.00
10 persons per table	10 persons per table	5 standard seats	Only purchase of Premium, Standard or 5 seats are entitled to be seated at the same table

BENEFITS

- | | | | |
|--|--|---|---|
| <ul style="list-style-type: none"> Free admission to MIA Accounting & Financial Technology Showcase 2024 Company name and/ or logo featured on the standee card of dinner table, acknowledgement section of the DTAA Dinner e-Booklet and DTAA video gambit. | <ul style="list-style-type: none"> Free admission to MIA Accounting & Financial Technology Showcase 2024 Company name and/ or logo featured on the standee card of dinner table. | <ul style="list-style-type: none"> Free admission to MIA Accounting & Financial Technology Showcase 2024 | <ul style="list-style-type: none"> Free admission to MIA Accounting & Financial Technology Showcase 2024 |
|--|--|---|---|

RESERVATIONS

Yes! I / We would like to sponsor / attend the MIA Digital Technology Awards Presentation Dinner. Please scan the QR Code or click the link to make your reservation.



[Link:Click here](#)

PAYMENT METHOD

- **Telegraphic Transfer**

Please make payment to
INSTITUT AKAUNTAN MALAYSIA
ACCOUNT NO.: 26409400005638
BANK: RHB

- **QR CODE / PAYMENT LINK**

Link: [Click here](#)



Please email a copy of the payment advice to DTAA@MIA.ORG.MY once payment has been deposited into the MIA account (as stated above).

TERMS AND CONDITIONS FOR PURCHASING SEAT / TABLE

- Reservations are on payment-first basis.
- Reservations must be made no later than 30 April 2024.
- Effective 1 January 2022, MIA has ceased to accept payments via cash or cheque. Payment can be made via electronic fund transfer.
- Payment must be made within twenty-one (21) days from the receipt of confirmation email from MIA.
- For applications received 15 April 2024 onwards, the payment is due immediately.
- Tax invoice will be issued upon receipt of full payment.
- Cancellations will not be entertained upon receipt of full payment.
- All reservations are transferable.

FOR ENQUIRIES

Please contact the DTAA Team

NADIRA +603 2722 9185

ADIBAH +603 2722 9240

DIYANA +603 2722 9229

EMAIL : DTAA@MIA.ORG.MY