



ASIAN INTERNATIONAL ARBITRATION CENTRE

ASIA  
ADR  
WEEK  
2021  
16-21 AUGUST  
@ AIAC

ADR IN A  
KALEIDOSCOPE  
BEYOND WHAT MEETS THE EYE

SPONSORSHIP PROSPECTUS



# ADR IN A KALEIDOSCOPE

BEYOND WHAT MEETS THE EYE

## THE ASIA ADR WEEK 2021 IS BACK!! ...AND WE ARE GOING HYBRID!!

The AIAC's vision isn't myopic as it transcends as an ADR service provider committed to global capacity building through our many conferences such as the **ASIA ADR WEEK 2021**. The AIAC continues this commitment to capacity building to judges, lawyers, academicians, students, captains of the industry and the public, through international conferences such as these, training programmes, evening talks, workshops, internships and mooted competitions to mold and shape the future of the ADR services.

This year, the AIAC will host the **ASIA ADR WEEK 2021** in a hybrid setting for 6-days: **LIVE** at Bangunan Sulaiman and **VIRTUALLY** through our **BRELLA** platform! Wherever you may be, we are crossing borders and reaching out to the global ADR community and industry stakeholders as we all come together once again in this highly anticipated flagship event of 2021!

### Partnering Perks with the AIAC?

The **ASIA ADR WEEK 2021** is the AIAC's most anticipated event of the ADR calendar. As a global conference platform for the arbitration community across the world, crucial developments in international arbitration will be considered and discussed at various thought-provoking sessions specially curated for all sectors of the business community and featuring some of the world's most prominent ADR practitioners.

By being our Sponsor for the **ASIA ADR WEEK 2021**, you will benefit from:



Increasing your brand awareness with the global business community.



The AIAC virtual **BRELLA** platform capabilities will connect you with the largest dispute resolution and business communities across Malaysia and abroad.



The marketing period will target a wide range of national and international audience consisting of global ADR practitioners, and its end users.

The **ASIA ADR WEEK 2021** offers you a broad and exciting range of sponsorship tiers and options that can be catered according to your budget and specific interests.

Please see pages 2 to 8 for the Sponsorship Tiers and Packages description. We are beyond excited to work with you in identifying a package that best meets your needs.

# DIAMOND SPONSORSHIP

USD 6,750/  
MYR 27,000



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## Extensive Visibility Benefits

- 3 social media mention with the Sponsor's firm description.
- Personalised email blast announcing the Sponsor to our AIAC database.
- 3 Instagram captions about the Sponsor.
- 120 seconds promotional video of the Sponsor to be posted 3 times (first post through social media; second and third post during the **ASIA ADR WEEK 2021**).
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

## Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 reserved VIP seats for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 Reserved VIP seats at the Official Opening Ceremony of the **CIPAA Conference 2021**.
- Exclusive VIP ONLY access to our Arbitrator's Lounge at Level 1 for Six (6) days.
- Reserved One (1) Large Hearing Room & Two (2) Breakout Room for Six (6) days to facilitate networking.
- 10 complimentary hybrid passes for the **ASIA ADR WEEK 2021**.
- 5 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative.

## Exclusive Speaking Opportunities

- Personalised email blast announcement to be sent out to our AIAC database announcing the sponsor's representative that will be speaking at the conference.
- Sponsor bunting display at Level 3 and Ground Floor area for Six (6) days.<sup>1</sup>
- Panellist Speaking Opportunity available for the **ASIA ADR WEEK 2021**.<sup>2</sup>
- Pre-recording video of the Sponsor to be played at the **ASIA ADR WEEK 2021** Official Opening Ceremony hosted at the AIAC Bangunan Sulaiman Auditorium.

## Post-conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A e-Certificate of Appreciation signed by the Director of the AIAC.

<sup>1</sup> Sponsor to provide their buntings to Bangunan Sulaiman and collecting it back after the completion of the conference.

<sup>2</sup> All speaking opportunities of the ASIA ADR WEEK 2021 are subject to approval by the Organising Committee.

# PLATINUM SPONSORSHIP

USD 5,000/  
MYR 20,000



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## Enhanced Visibility Benefits

- 3 social media mention with the Sponsor's firm description.
- Personalised email blast announcing the Sponsor to our AIAC database.
- 3 Instagram captions about the Sponsor.
- 90 second promotional video of the Sponsor to be posted 2 times (first post through social media and second post during the **ASIA ADR WEEK 2021**).
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

## Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 reserved VIP seats for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 reserved VIP seats at the Official Opening Ceremony of the **CIPAA Conference 2021**.
- Exclusive VIP ONLY access to our Arbitrator's Lounge at Level 1 for Six (6) days.
- Reserved One (1) Large Hearing Room & One (1) Breakout Room for Six (6) days to facilitate networking.
- 8 complimentary hybrid passes for the **ASIA ADR WEEK 2021**.
- 4 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative.

## Exclusive Speaking Opportunities

- Personalised email blast announcement to be sent out to our AIAC database announcing the sponsor's representative that will be speaking at the conference.
- Sponsor bunting display at Level 3 and Ground Floor area for Six (6) days.<sup>3</sup>
- Panellist Speaking Opportunity available for the **ASIA ADR WEEK 2021**.<sup>4</sup>

## Post-Conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A e-Certificate of Appreciation signed by the Director of the AIAC.

<sup>3</sup> Sponsor to provide their bunting to Bangunan Sulaiman and collect it back after the completion of the conference.

<sup>4</sup> All speaking opportunities of the ASIA ADR WEEK 2021 are subject to approval by the Organising Committee.



**EXCLUSIVE  
CIPAA  
CONFERENCE  
PARTNER**  
**USD 4,500/  
MYR 18,000**



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### Partnership Visibility Benefits

- 2 social media mention with the Sponsor's firm description.
- Personalised email blast announcing the Sponsor to our AIAC database.
- 2 Instagram captions.
- 60 seconds promotional video of the to be posted 2 times (first post through social media and second post during the **CIPAA Conference 2021**).
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

### Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 reserved VIP seats at the **ASIA ADR WEEK 2021** Official Opening Ceremony hosted at the AIAC Bangunan Sulaiman Auditorium.
- 8 reserved seats at the Official Opening Ceremony of the **CIPAA Conference 2021**.
- Exclusive VIP ONLY access to our Arbitrator's Lounge at Level 1 for Six (6) days.
- 6 complimentary hybrid passes for the **ASIA ADR WEEK 2021**.
- 2 additional complimentary passes for the **CIPAA Conference 2021 ONLY**.
- 3 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative
- Reserved Pre-Function Area for physical exhibitor booth.

### Exclusive Speaking Opportunities

- Personalised email blast announcement to be sent out to our AIAC database announcing the sponsor's representative that will be speaking at the conference.
- Sponsor bunting display at Level 3 and Ground Floor area for Six (6) days.<sup>5</sup>
- Panellist Speaking Opportunity available for the **CIPAA Conference 2021**.<sup>6</sup>
- Pre-recording video of the Sponsor to be played at the Official Opening Ceremony of the **CIPAA Conference 2021** hosted at the AIAC Bangunan Sulaiman Auditorium.

### Post-conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A e-Certificate of Appreciation signed by the Director of the AIAC.

<sup>5</sup> Sponsor to provide their buntings to Bangunan Sulaiman and collect it back after the completion of the conference.

<sup>6</sup> All speaking opportunities of the CIPAA Conference 2021 are subject to approval by the Organising Committee.

# GOLD SPONSORSHIP

USD 3,500/  
MYR 14,000



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## High Visibility Benefits

- 2 social media mention with the Sponsor's firm description.
- Personalised email blast announcing the Sponsor to our AIAC database.
- 2 Instagram captions.
- 60 seconds promotional video of the Sponsor to be posted 1 time (post through social media).
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

## Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 reserved VIP seats at the **ASIA ADR WEEK 2021** Official Opening Ceremony hosted at the AIAC Bangunan Sulaiman Auditorium.
- 4 complimentary hybrid passes for the **ASIA ADR WEEK 2021**.
- 3 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative.
- Reserved One (1) Medium Hearing Room for Six (6) days to facilitate networking.

## Exclusive Speaking Opportunities

- Personalised email blast announcement to be sent out to our AIAC database announcing the sponsor's representative that will be speaking at the conference.
- Sponsor bunting display at Level 3 and Ground Floor area for Six (6) days.<sup>7</sup>
- Panellist Speaking Opportunity available for the **ASIA ADR WEEK 2021**.<sup>8</sup>

## Post Conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A e-Certificate of Appreciation signed by the Director of the AIAC.

<sup>7</sup> Sponsor to provide their buntings to Bangunan Sulaiman and collect it back after the completion of the conference.

<sup>8</sup> All speaking opportunities of the ASIA ADR WEEK 2021 are subject to approval by the Organising Committee.

# SILVER SPONSORSHIP

USD 2,000/  
MYR 8,000



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## Enrich Visibility Benefits

- 1 social media mention with the Sponsor's firm description.
- Email blast announcing the Sponsor to our AIAC database.
- 1 Instagram caption.
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

## Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 3 complimentary hybrid passes for the **ASIA ADR WEEK 2021**.
- 2 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative.

## Post Conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A Letter of Appreciation signed by the Director of the AIAC.

# BRONZE SPONSORSHIP

USD 1,250/  
MYR 5,000



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## Standard Visibility Benefits

- 1 social media mention with the Sponsor's firm description.
- Email blast announcing the Sponsor to our AIAC database.
- Logo to be displayed on the **ASIA ADR WEEK 2021** webpage with the hyperlink to the Sponsor's webpage.
- Acknowledgement of the Sponsor on all **ASIA ADR WEEK 2021** backdrops, and marketing collaterals.

## Conference Day Benefits

- Logo to be displayed on the conference lanyard, name tags and goodie bags.
- Emcee acknowledgment of the Sponsor for the entire **ASIA ADR WEEK 2021** for Six (6) days.
- 2 complimentary passes for the **ASIA ADR WEEK 2021**.
- 1 exclusive BRELLA (Sponsors & Exhibitor) Passes.
- Virtual BRELLA booth provided for better visibility for the dedicated Sponsor' representative.

## Post Conference Benefits

- A "Thank you" mention on social media post 1 week after conference.
- A Letter of Appreciation signed by the Director of the AIAC.





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Company / Organisation: \_\_\_\_\_

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

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**PACKAGE: (Please tick one)**

- Diamond Sponsorship USD 6,750 / MYR 27,000**
- Platinum Sponsorship USD 5,000 / MYR 20,000**
- Exclusive CIPAA Conference Partner USD 4,500 / MYR 18,000**
- Gold Sponsorship USD 3,500 / MYR 14,000**
- Silver Sponsorship USD 2,000 / MYR 8,000**
- Bronze Sponsorship USD 1,250 / MYR 5,000**

**Mode of Payment: (Please tick one) (Please ensure that payments are free of any bank charges)**

- Cheque payable to "AIAC EVENT"
- Credit card payment - Please contact +603-2271 1000 or email [events@aiac.world](mailto:events@aiac.world)
- Bank Transfer / Account Deposit

Bank details: Maybank Berhad, Wisma Genting SSC, Jalan Sultan Sulaiman, 50250 Kuala Lumpur  
Account Number: 5143 5650 4056 Swift Code :MBBEMYKL