The 57th IFLA WORLD CONGRESS

WORLD LANDSCAPE ARCHITECTS SUMMIT 2020
13-15 AUGUST 2020
GEORGE TOWN
PENANG
MALAYSIA

The Wembley - A St.Giles Hotel
George Town, Penang

Sponsorship Packages

ORGANISED BY
IFLA INTERNATIONAL FEDERATION OF LANDSCAPE ARCHITECTS
INSTITUTION OF LANDSCAPE ARCHITECTS MALAYSIA

CO-ORGANISED BY
NATIONAL LANDSCAPE DEPARTMENT

AN INITIATIVE OF
IFLA 2020

SUPPORTED BY

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Welcome IFLA2020

For the first time in the history of IFLA, the IFLA 2020 World Landscape Architects Summit will play a leading role in formulating and creating landscape architecture-based solutions, for a brighter future.

IFLA2020 will be the platform where regional delegates can share issues, ideas, and inspiration, to ensure the landscape architecture profession is ready to face the requirements of society, the environment, and urban living, for the next 10 years.

When?
13–15 August 2020

Where?
George Town, Penang

Why Participate?

1000 Delegates

50 Countries

10 Events

- IFLA World Exco & Council Meeting
- “Kopitiam” Open Studio
- International Student Charrette
- International Student Design Competition
- IFLA2020 World Landscape Architects Summit
- IFLA AAPME Awards & Welcoming Cocktail
- IFLA2020 Satellite Hub Sessions
- MLAA12 Awards & IFLA2020 Closing Gala Night
- IFLA2020 Technical Visits
- Post Congress Discovery Tours
Programmes at a Glance

Pre Congress
9-12 August 2020

IFLA World Exco Meeting
9-10 August 2020
Cheong Fatt Tze Mansion

IFLA World Council Meeting
11-12 August 2020
Wisma UAB

International Student Charrette
10-12 August 2020
Teluk Bahang - USM Centre for Marine and Coastal Studies (CEMACS)
Meeting Place: Teluk Bahang Jetty

International Student Design Competition Judging
11-12 August 2020
Wisma UAB (Judging)
13-14 August 2020
Hin Bus Depot (Exhibition)

‘Kopitiam’ Open Studio
12 August 2020
Various Cafes in George Town
**Programmes at a Glance**

### Main Congress
13-15 August 2020

**IFLA2020**
57th IFLA World Congress & World Landscape Architects Summit
13 August 2020
St Giles Wembley

**Spouse Programme 1 (optional)**
13 August 2020
Penang Peranakan Heritage

**IFLA AAPME Awards & Welcoming Cocktail**
13 August 2020
Hin Bus Depot

**IFLA2020 Satellite Hub Sessions**
14 August 2020
- The Habitat Penang Hill
- Hin Bus Depot
- Wisma UAB
- Loft 29

**Spouse Programme 2 (optional)**
14 August 2020
Penang Eco Tourism Destinations

**MLAA12 Awards & IFLA2020 Closing Gala Night**
14 August 2020
St Giles Wembley

### IFLA2020 Technical Visits (optional)
15 August 2020

- **Above the Cloud**
  - **Penang Hill**
    - The Habitat, Monkey Cup Garden & Penang Hill Heritage Trails
    - **Duration:** 7am - 7pm
    - **Transport:** Provided
    - **Distance:** 6.5km from George Town

- **Penang Hidden Jewel**
  - **Balik Pulau**
    - Balik Pulau Town Historical Walk, Paddy Field, Pantai Acheh Mangrove, Chee Hup Nutmeg Factory, International Art Village
    - **Duration:** 8am - 6pm
    - **Transport:** Provided
    - **Distance:** 20km from George Town

- **Penang’s Eco Tourism Belt**
  - **Teluk Bahang**
    - Tropical Spice Gardens, Entopia, Tropical Fruits Farm, Arts and Garden
    - **Duration:** 8am - 6pm
    - **Transport:** Provided
    - **Distance:** 18.5km from George Town

- **Penang’s Heritage Past**
  - **George Town**
    - Unfold George Town Heritage Past: Cheong Fatt Tze Mansion, Pinang Peranakan Museum, Traditional Houses, Khoo Kongsi, Masjid Kapitan Keling, Campbell Street Market, Penang Malay Gallery.
    - **Duration:** 9am - 5pm
    - **Mode:** Walking Tour
    - **Distance:** George Town City Centre

- **Rediscover North Seberang Perai**
  - Mud Flat Bagan Belat, Pasar Bistik, Air Hitam Dalam, Penang Paddy Festival at Kampung Terus, MPSP, Pekan Lama
  - **Duration:** 8am - 6pm
  - **Transport:** Provided
  - **Distance:** 36km from George Town

- **Surprising South Seberang Perai**
  - Pulau Burung Fishing Village, Nibong Tebal Soy Factory, Traditional Dessert Factory, Metal Artwork Artist, MPSP, Pekan Lama Artwalk, Penang Paddy Festival at Kampung Terus
  - **Duration:** 8am - 6pm
  - **Transport:** Provided
  - **Distance:** 45km from George Town

- **The Rice Bowl of Malaysia, Kedah / Hidden Gems of Merbok River**
  - Bakau Hijau Cruise and Mangrove Tour, Oyster Farm, Bujang Valley Archeological Site, Gunung Jerai Heritage Tour, Paddy Fields
  - **Duration:** 8am - 7pm
  - **Transport:** Provided
  - **Distance:** 70km from George Town

**NOTE:**
- All tour inclusive of lunch and tea breaks.
- The organiser may amend the tour details without prior notification.
The Wembley - A St. Giles Hotel
George Town, Penang

The 57th IFLA WORLD CONGRESS
WORLD LANDSCAPE ARCHITECTS SUMMIT 2020
13-15 AUGUST 2020 GEORGE TOWN PENANG MALAYSIA

Presenting Sponsor
RM 500,000
EXCLUSIVE (ONE SPONSOR)

EXCLUSIVE EVENT HOSTING (RM 240,000)
- IFLA 2020 World Exco Dinner
- IFLA 2020 World Council Meeting
- IFLA 2020 World Council Dinner
- Malaysia Landscape Photography Exhibition

EXHIBITION TABLE (2M X 0.8M)
3 tables at Congress Floor (RM 15,000)

LOGO & BRANDING (RM 282,000)
- Stage backdrop (Digital) – Tier 1
  i. Opening Ceremony
  ii. Satellite Hubs
  iii. MLAA 12 & IFLA Closing Gala Night
- Welcoming Board
- Bunting & Banner
- Congress Apps
- Digital Screen in foyer
- IFLA 2020 Website Dedicated company page
  (write up, logo, & website link) - 1 page
- IFLA 2020 Website Logo Appearance
- Social Media Welcoming Ads
- Congress Program Book (PDF)
- Broucher Insertion
- Certificate Presentation
  - IFLA2020 Opening Ceremony

EDITORIAL (RM 28,000)
- Congress Program Book (Print) - 4 pages
- Newsletter to delegates - 2 times
- Malaysia Landscape Photography Award (MLPA)
  Year Book - 10 pages
- Malaysia Landscape Photography Award (MLPA)
  Winner Photo Panel

MERCHANDISING (RM 20,000)
- Congress Bag
- Congress Tag & Lanyard
- Congress Stationary
- MLAA 12 Bag

PARTICIPATION PASS (RM 39,750)
- IFLA 2020 Congress (Full Package) x 5 passes
- IFLA 2020 Opening Ceremony Invite x 2 passes
- IFLA 2020 World Council Dinner x 10 passes
- MLAA 12 & IFLA Closing Gala Night x 10 passes
- AAPME Awards & Welcoming Cocktails x 10 passes

Total Benefit Value: RM 624,750

For more information, please contact:
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Institute of Landscape Architects Malaysia (ILAM)
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Titanium Sponsor
RM 300,000

NON EXCLUSIVE

EXCLUSIVE EVENT HOSTING (RM 60,000)
- IFLA 2020 Student Charrette

EXHIBITION TABLE (2M X 0.8M)
x 3 tables at Congress Floor (RM 15,000)

LOGO & BRANDING (RM 227,000)
- Stage backdrop (Digital) - Tier 2
  i. Opening Ceremony
  ii. Satellite Hubs
  iii. MLAA 12 & IFLA Closing Gala Night
- Welcoming Board
- Bunting & Banner
- Congress Apps
- Digital Screen in foyer
- IFLA 2020 Website Dedicated company page (write up, logo, & website link) - 1 page
- IFLA 2020 Website Logo Appearance
- Social Media Welcoming Ads
- Congress Program Book (PDF)
- Broucher Insertion
- Certificate Presentation
  - IFLA2020 Opening Ceremony

EDITORIAL (RM 18,000)
- Congress Program Book (Print) - 2 pages
- Newsletter to delegates - 1 times
- Malaysia Landscape Photography Award (MLPA) Year Book - 4 pages
- Malaysia Landscape Photography Award (MLPA) Winner Photo Panel

MERCHANDISING (RM 20,000)
- Congress Bag
- Congress Tag & Lanyard
- Congress Stationary
- MLAA 12 Bag

PARTICIPATION PASS (RM 29,750)
- IFLA 2020 Congress (Full Package) x 3 passes
- IFLA 2020 Opening Ceremony Invite x 2 passes
- IFLA 2020 World Council Dinner x 5 passes
- MLAA 12 & IFLA Closing Gala Night x 10 passes
- AAPME Awards & Welcoming Cocktails x 10 passes

Total Benefit Value: RM 369,750

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RM 200,000
EXCLUSIVE (ONE SPONSOR)

EXCLUSIVE HOSTING (RM 40,000)
• IFLA 2020 Student Competition Exhibition

EXHIBITION TABLE (2M X 0.8M)
× 2 tables at F&B Floor
(RM 10,000)

LOGO & BRANDING (RM 177,000)
• Stage backdrop (Digital) - Tier 3
  i. Opening Ceremony
  ii. MLAA 12 & IFLA Closing Gala Night
• Welcoming Board
• Bunting & Banner
• Congress Apps
• Digital Screen in foyer
• IFLA 2020 Website Dedicated company page (write up, logo, & website link) - 1 page
• IFLA 2020 Website Logo Appearance
• Social Media Welcoming Ads
• Congress Program Book (PDF)
• Brochure Insertion
• Certificate Presentation
  - MLAA 12 & IFLA Closing Ceremony
• MLAA 12 - Year Book Presentation on Stage

EDITORIAL (RM 11,000)
• Congress Program Book (Print) - 1 page
• MLAA 12 - Year Book - 10 pages + Cover

MERCHANDISING (RM 10,000)
• Congress Bag
• MLAA 12 Bag

PARTICIPATION PASS (RM 20,250)
• IFLA 2020 Congress (Full Package) × 2 passes
• IFLA 2020 Opening Ceremony Invite × 1 passes
• IFLA 2020 World Council Dinner × 2 passes
• MLAA 12 & IFLA Closing Gala Night × 10 passes
• AAPME Awards & Welcoming Cocktails × 5 passes

Total Benefit Value: RM 268,250

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RM 100,000

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EXHIBITION TABLE (2M X 0.8M)
x 2 tables at F&B Floor
(RM 10,000)

LOGO & BRANDING (RM 127,000)
• Stage backdrop (Digital) - Tier 3
  i. Opening Ceremony
  ii. MLAA 12 & IFLA Closing Gala Night
• Welcoming Board
• Bunting & Banner
• Congress Apps
• Digital Screen in foyer
• IFLA 2020 Website Dedicated company page (write up, logo, & website link) - 1 page
• IFLA 2020 Website Logo Appearance
• Social Media Welcoming Ads
• Congress Program Book (PDF)
• Broucher Insertion
• Certificate Presentation
  - MLAA 12 & IFLA Closing Ceremony

EDITORIAL (RM 1,000)
• Congress Program Book (Print) - 1 page

MERCHANDISING (RM 10,000)
• Congress Bag
• MLAA 12 Bag

PARTICIPATION PASS (RM 20,250)
• IFLA 2020 Congress (Full Package) x 2 passes
• IFLA 2020 Opening Ceremony Invite x 1 passes
• IFLA 2020 World Council Dinner x 2 passes
• MLAA 12 & IFLA Closing Gala Night x 10 passes
• AAPME Awards & Welcoming Cocktails x 5 passes

Total Benefit Value: RM 168,250

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Gold Sponsor

**RM 50,000**

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<table>
<thead>
<tr>
<th>EXHIBITION TABLE (2M X 0.8M)</th>
<th>x 1 table at F&amp;B Floor (RM 5,000)</th>
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<tbody>
<tr>
<td>LOGO &amp; BRANDING (RM 42,500)</td>
<td>Logo - Tier 4</td>
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<td>• Bunting &amp; Banner</td>
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<td>• MLAA 12 &amp; IFLA Closing Ceremony</td>
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<td>PARTICIPATION PASS (RM 7,550)</td>
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<td>MLAA 12 &amp; IFLA Closing Gala Night x 2 passes</td>
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<td>AAPME Awards &amp; Welcoming Cocktails x 2 passes</td>
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</tbody>
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**Total Benefit Value: RM 65,050**

For more information, please contact:
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EXHIBITION TABLE (2M X 0.8M)
- 1 table at F&B Floor
  (RM 5,000)

LOGO & BRANDING (RM 21,000)
- Logo - Tier 5
  - Welcoming Board
  - Bunting & Banner
  - Congress Apps
- IFLA 2020 Website Logo Appearance
- Congress Program Book (PDF)
- Broucher Insertion
- Certificate Presentation
  - MLAA 12 & IFLA Closing Ceremony

PARTICIPATION PASS (RM 6,150)
- IFLA 2020 Congress (Full Package) x 1 pass
- IFLA 2020 Opening Ceremony Invite x 1 pass
- MLAA 12 & IFLA Closing Gala Night x 1 pass
- AAPME Awards & Welcoming Cocktails x 1 pass

Total Benefit Value: RM 32,150

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RM 10,000

LOGO & BRANDING (RM 10,500)
• Logo - Tier 5
  • Bunting & Banner
  • Congress Apps
• IFLA 2020 Website Logo Appearance
• Congress Program Book (PDF)
• Broucher Insertion

PARTICIPATION PASS (RM 1,650)
• IFLA 2020 Opening Ceremony Invite x 1 pass
• AAPME Awards & Welcoming Cocktails x 1 pass

Total Benefit Value: RM 12,150

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LOGO & BRANDING (RM 6,000)
• Logo - Tier 6
• IFLA 2020 Website Logo Appearance
• Congress Program Book (PDF)
• Brochure Insertion

PARTICIPATION PASS (RM 650)
• AAPME Awards & Welcoming Cocktails x 1 pass

Total Benefit Value: RM 6,650

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