Awards +
Conference | 2024
UNLEASH
POSSIBILITIES

SPONSORSHIP KIT

Awards | 2024
UNLEASH POSSIBILITIES

To recognize and honour brands, agencies, publishers & tech companies' use of digital in Malaysia!

Early bird Submission	Final Submission	Extended Deadline	Awards Night
5th Jan 24	24th Jan 24	21th Feb 24	21th Jun 24

New Categories in 2024

BEST ECOMMERCE COMPANY OF THE YEAR

BEST USE OF DISPLAY/RICH MEDIA

BEST AI & OTHER DIGITAL TECH PRODUCT

BEST USE OF DOOH

BEST USE OF OTT/CONNECTED TV

BEST USE OF CONTENT/ADVERTORIAL/NATIVE ADVERTISING

Organised by

mda | MALAYSIAN DIGITAL ASSOCIATION

About
MDA d Awards

The Malaysian Digital Association was established in 2009 as a society registered under Malaysian laws. Primarily, the focus is on growing the digital advertising pie and delivering a single standard currency of measurement of Malaysian internet traffic.

It enables Members to speak through the Association with one voice and act with one purpose on digital publishing and advertising matters. MDA plays a role in unifying all sectors involved in the various aspects of digital media and advertising as a profession and as a business, thereby representing and securing the long-term interest of the digital publishing and advertising industry in Malaysia.

The d Awards is organized by the Malaysian Digital Association to recognize and honor the talents and brands that embrace and use digital technologies. MDA is looking for innovation in designing and execution of marketing digital campaigns that leads to a difference in the way the consumers perceive and consume brands.

d Awards is now recognized by RECMA.

Entry categories allow for all forms of technical and creative digital work from any communication discipline to be entered. Moreover, given the nature of digital, results and impact play an important role in the success of the entry and naturally solidify digital as a worthy marketing channel.

All The Awards

GRAND PRIX | DIGITAL COMPANY OF THE YEAR | BEST DIGITAL PUBLISHER OF THE YEAR

INFLUENCER AGENCY OF THE YEAR | BEST ADTECH/MARTECH COMPANY

BEST ADTECH/MARTECH COMPANY | BEST ECOMMERCE COMPANY OF THE YEAR

BEST INFLUENCER MARKETING CAMPAIGN | BEST IN E-COMMERCE MARKETING CAMPAIGN

BEST INTEGRATED MEDIA CAMPAIGN | BEST PERFORMANCE MARKETING CAMPAIGN

BEST USE OF DATA | BEST USE OF DIGITAL MARKETING INNOVATION

BEST USE OF DISPLAY/RICH MEDIA | BEST SEARCH MARKETING CAMPAIGN

BEST USE OF SOCIAL MEDIA PLATFORM | BEST USE OF VIDEO

BEST DIGITAL CUSTOMER ACQUISITION & LOYALTY CAMPAIGN

BEST AI & OTHER DIGITAL TECH PRODUCT | BEST B2B MARKETING CAMPAIGN

BEST USE OF DIGITAL FOR SUSTAINABLE IMPACT | BEST USE OF DOOH

BEST USE OF OTT/CONNECTED TV

BEST USE OF CONTENT/ADVERTORIAL/NATIVE ADVERTISING

RISING STAR

DIGITAL PERSON OF THE YEAR

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d Conference 2023 INFOPACK

Total attendees : 300++

- Board Directors CEOs, CMOs, CSOs, CTOs and C-suite personnel.
- Marketing, Brand & Product Managers.
- Advertising, Digital & Media agencies.
- Management Consultants & Advisors.
- Government, Policymakers & NGOs.

HRDCorp Claimable Course - Fully claimable

Exclusive Sponsors:

Feedback from the attendees

"Overall everything was well-organized and smooth. Thanks for making it a great one!"

"I have understand and learn more about the industry I'm currently involved in since I was still clueless before this being new to this industry."

"Learned about how powerful and important the customer data can be, and gained lots of informative insights from those industry leaders."

2024 Conference – What's in Store?

'Unleash Possibilities' is a constant state of our business as we live in a fluid environment where technology surprises us everyday. There are a lot of topics doing rounds like AI, generative AI, automation, cookieless world, data privacy etc.

We wish to take some time out to explore how we plan our lives amid all disruptions, we explore new tactics & ways to use current tech & resources and explore possibilities of new ideas, innovations, views, products, skillsets that can help us simplify our solutions in next few years"

Date

21 June 2024 (Friday)

Venue

Connexion Conference & Event Centre, Nexus, Bangsar South, KL

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2024 Conference – What's in Store?

Key Topics

- Unleashing Possibilities in ASEAN: How countries and companies can collaborate better to build a solid ASEAN digital economy
- Rise of AI impacts human resource positively: For & against
- How would AI tools impact business results in nest 2-3 years
- What lies ahead with cookie less world
- How do businesses build meaningful 1st party data pool
- HR perspective on changing talent skillsets: How do hiring manager upskill themselves to hire right talent amid tech disruption
- Where do storytelling and creatives stand in next few years
- How analytics, attribution and research companies will simply their approach to problem solving
- New measurement or metric that can change the way campaigns are built (Like ad attention metric)

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MAKE YOUR STRATEGIC INVESTMENT WITH US!

1. **Visibility and Brand Exposure:**
   This sponsorship allows your brand to be prominently displayed throughout the conference. Your logo, messaging, and presence in marketing materials, emails, and social media can significantly boost brand visibility.

2. **Targeted Audience Reach:**
   Sponsoring gives you direct access to this target market, allowing you to connect with potential customers, partners, and industry leaders, gathering a specific audience aligned with your industry or niche.

3. **Networking Opportunities:**
   You can interact with attendees through booths, networking lounges and sessions, fostering valuable connections and relationships.

4. **Thought Leadership and Expertise Showcase:**
   You have the opportunities to showcase your expertise through speaking engagements, panels, or workshops.

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Sponsorship Tiers

Below is the outline of our proposed sponsorship tiers. Please note that there are different levels of exposure and benefits at different tiers. Additional benefits can be negotiated on a case by case basis.

PACKAGES / EVENTS	PLATINUM d conference	PLATINUM d awards	GOLD d conference	GOLD d awards	SILVER d conference	SILVER d awards	BRONZE d conference	BRONZE d awards
Thought Leadership								
Featured press release	Yes	Yes						
Mentions in press releases	Yes	Yes	Yes	Yes				
Exclusive speaker session @ d Conference	Yes							
TED-style talks [maximum 18 minutes] @ d Conference	3 slots		3 slots		2 slots		1 slots	
Sponsor representative to be part of d Conference debate and/or panel discussion	4 pax		4 pax		1 slots			
Sponsor representative to be part of d Awards jury panel		3 pax		2 pax		1 pax		
Networking & Engagement								
Sponsor booth [3mX3m each]	4 nos.	4 nos.	3 nos.	3 nos.	2 nos.	2 nos.	1 no	1 no
Sponsor passes incl. meal	5 pax		4 pax		3 pax		2 pax	
d Conference tickets	10 pax		8 pax		6 pax		4 pax	
d Awards tickets		10 pax		8 pax		6 pax		4 pax
Branding & Awareness								
Website logo placement in MDA website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website logo placement in d-Awards website	Yes	Yes	Yes	Yes	Yes	Yes		Yes
Website logo placement in d Conference website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Event logo on presentation stage [backdrop]	Yes		Yes					
Category sponsor for d Awards [1st come 1st serve basis]		2 nos.		1 no.				1 no.
Category winner presenter @ d Awards [1st come 1st serve]		2 nos.		1 no.				Yes
Brand mentioned during awards presentation		Yes		Yes				Yes
Video presentation @ d Conference	60 sec x 1		30 sec x 1		15 sec x 1			
Video presentation @ d Awards		60 sec x 1		30 sec x 1		15 sec x 1		
Logo placement in EDM newsletters	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo placement in social media posts by MDA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Sponsorship Tiers (cont'd)

Below is the outline of our proposed sponsorship tiers. Please note that there are different levels of exposures and benefits at different tiers. Additional benefits can be negotiated on a case by case basis.

ENTITLEMENTS	PACKAGES EVENTS	PLATINUM d conference	d awards	GOLD d conference	d awards	SILVER d conference	d awards	BRONZE d conference	d awards
Post-Event	Delegates list (name, email, phone number, designation)	Yes		Yes		Yes		Yes	
	Post event coverage PR	Yes		Yes					
	Event photos	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Value excluding prevailing Goverment taxes		RM 180,000		RM 150,000		RM 85,000		RM 50,000	

		PLATINUM		GOLD		SILVER		BRONZE	
Optionals	Sponsor final judging venue + host judges' lunch @ RM35,000-00		Eligible		Eligible		Eligible		
	Host C-suite power lunch @ RM30,000-00 [max. 30 pax]	Eligible		Eligible		Eligible			

NOTE: All prices are subjected to prevailing Government taxes.

Photos From
d Awards 2023

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More info at...

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mda | MALAYSIAN DIGITAL ASSOCIATION