



D. Major brand name(s): \_\_\_\_\_

E. Brand Activation Campaign

<input type="checkbox"/> Interested in sponsorship programme		
Please tick the box to select the package you are interested in		
<b>Diamond Sponsor</b> <input type="checkbox"/> <b>US\$ 7,000</b> <ul style="list-style-type: none"> <li>• Brand Identity: Exclusive forum naming rights and logo display on the main stage.</li> <li>• Keynote Speeches: 2 keynote speeches (20 minutes each) in separate forum sessions.</li> <li>• Panel Discussion: Exclusive hosting rights for one panel discussion, with the right to nominate one panelist.</li> <li>• On-site Booth: Premium location booth in the forum exhibition area.</li> <li>• Brand Promotion: Full brand exposure through online and offline marketing channels.</li> <li>• Digital Advertisement: 1-page advertisement in the exhibition digital guide.</li> <li>• Media Interview: Official media interview by Messe Frankfurt (Hong Kong) Co., Limited and coverage via partner media.</li> </ul>	<b>Platinum Sponsor</b> <input type="checkbox"/> <b>US\$ 5,000</b> <ul style="list-style-type: none"> <li>• Keynote Speeches: 2 keynote speeches (20 minutes each) in separate forum sessions.</li> <li>• Panel Discussion: At least one panelist seat in a panel discussion.</li> <li>• On-site Booth: Prominent location booth in the forum exhibition area.</li> <li>• Brand Promotion: Full brand exposure through online and offline marketing channels.</li> <li>• Digital Advertisement: Half-page advertisement in the exhibition digital guide.</li> <li>• Media Interview: Official media interview by Messe Frankfurt (Hong Kong) Co., Limited and coverage via partner media.</li> </ul>	<b>Gold Sponsor</b> <input type="checkbox"/> <b>US\$ 2,500</b> <ul style="list-style-type: none"> <li>• Keynote Speech: 1 keynote speech (20 minutes).</li> <li>• On-site Booth: Booth in the forum exhibition area.</li> <li>• Brand Promotion: Full brand exposure through online and offline marketing channels.</li> </ul>
*Registration is required for attendees.		

<input type="checkbox"/> Interested in additional speaking slot	
Please tick the box to select the package you are interested in	
<input type="checkbox"/> <b>Session 1: The Digital Foundation &amp; Value Creation</b> Focus: How Digital Twins and data drive asset valuation, operational intelligence, and ESG excellence. <ul style="list-style-type: none"> <li>• Smart Building / PropTech Platform</li> <li>• BIM / Digital Twin / Data Platform</li> <li>• Energy Management / Smart Grid</li> <li>• Engineering &amp; Sustainability Consultancy</li> <li>• ESG / Green Certification / Data Benchmarking</li> </ul>	<input type="checkbox"/> <b>Session 2: The Sensory Building – How it's work</b> Focus: How physical sensors and infrastructure transform static spaces into responsive environments. <ul style="list-style-type: none"> <li>• Smart Building / PropTech Platform</li> <li>• Smart Home Ecosystem</li> <li>• Smart Hardware / Building Automation / BMS</li> <li>• Protocols &amp; Standards Organizations</li> <li>• Connectivity &amp; Telecommunications</li> <li>• Facility Management (FM)</li> </ul>
<input type="checkbox"/> <b>Session 3: UX Evolution &amp; Collaborative Engagement</b> Focus: Shifting from "Location" to "Service and Experience" while reinforcing community identity. <ul style="list-style-type: none"> <li>• Smart Home Ecosystem</li> <li>• Architecture &amp; Design Firms</li> <li>• Academia / Think Tanks / Government / Authorities</li> <li>• Workplace Experience / Tenant Service Platform</li> <li>• Corporate Occupiers / Tech Companies</li> </ul>	<input type="checkbox"/> <b>Session 4: Regenerative Design &amp; Humanitarian Values</b> Focus: Moving beyond "less harm" to creating net-positive value for society and the environment. <ul style="list-style-type: none"> <li>• Smart Building / PropTech Platform</li> <li>• BIM / Digital Twin / Data Platform</li> <li>• Energy Management / Smart Grid</li> <li>• Engineering &amp; Sustainability Consultancy</li> <li>• Smart Home Ecosystem</li> <li>• Smart Hardware / Building Automation / BMS</li> <li>• Protocols &amp; Standards Organizations</li> <li>• Connectivity &amp; Telecommunications</li> <li>• Facility Management (FM)</li> <li>• Architecture &amp; Design Firms</li> <li>• Academia / Think Tanks / Government Authorities</li> <li>• Climate Tech / Smart City Operators</li> <li>• Developers / Asset Owners / Real Estate Groups</li> </ul>



## Specific Terms and Conditions of Participation (“STC”)

### 1. Organiser(s)

Messe Frankfurt (HK) Ltd  
C.I.S Network Sdn Bhd

### 2. Event location

Malaysia International Trade and Exhibition Centre (MITEC),  
Kuala Lumpur, Malaysia

### 3. Date of event

29 July – 1 August 2026

### 4. Registration and confirmation

Companies intending to participate in brand activation campaign must complete the application form in full, with an official signature and company stamp, and submit it to the organisers to complete the application process.

### 5. Changes

The organisers reserve the right to change the venue and dates, or duration of the event activities, should circumstances demand. In the event of such changes, the agreement to participants shall remain in force.

If the event cannot be held as scheduled—whether due to discontinuation, reduction, or postponement—because of force majeure events, including but not limited to war, natural disasters such as earthquakes, or government directives and policy requirements, the organisers reserve the right to modify the event and shall not bear any legal or financial responsibility arising therefrom.

### 6. Terms of payment

A full payment is required upon application. All bank charges or levies (if any) are to be borne by applicants.

Payment should be made to:  
The Hong Kong and Shanghai Banking Corporation Ltd  
Account no: 511-017758-274 USD  
A/C Holder: Messe Frankfurt (HK) Ltd  
Swift Code: HSBCHKHHHKH

### 7. Intellectual property rights/copyright

The participants warrants that its exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights, including trademarks, copyrights, designs, names and patents, whether registered or otherwise. The organisers reserve the right to refuse, on-site, the participation of any exhibits or parties involved in intellectual property infringement and retain the right to pursue all legal liabilities. The organisers have the right to refuse participation of any participant found guilty of infringement of intellectual property rights at any future trade fairs. The organizer assumes no responsibility if participants infringe on the rights of any third party.

### 8. Liability and indemnity

The participants shall assume full liability for any such unauthorized use or infringement and agrees to indemnify, defend, and hold harmless the organisers and its affiliates from and against any claims, demands, actions, liabilities, losses, damages, costs and expenses (including legal fees) arising out of or related to any claim or proceeding brought by any third party relating to the participants' use or infringement of any intellectual property.

The organisers and all organisations and individuals who are employed by or associated with in connection with this exhibition, will not be responsible and shall be held harmless and also shall be indemnified by the participants for damage or loss or claim resulting from fire, or any other cause whatsoever, including but not limited to accident or injury to the other participants, their employees and agents, the public and others. The participant agrees and undertakes to pay promptly for all damage to the exhibition building or its equipment incurred through carelessness or otherwise, of the participant, its employees or agents.

### 9. Fire and safety laws

All applicable fire and safety laws of BOMBA/ Fire Department and the venue must be strictly observed by participants.

### 10. Exhibit content

All the items exhibited must remain at the exhibit space for the whole duration of the exhibition. Exhibits will be limited to these companies or other entities offering materials, products, or services of specific interest to participants. The participants shall not display in the exhibit any products not described on the application. The organisers have the right to request documents containing the proof of the authority of the participant to sell, be it as an intellectual property owner, authorized distributor and /or licensee and/or manufacturer seller if required. The organisers reserve the right to determine the eligibility of any product for display. Under no circumstances shall any exhibit interfere with neighboring exhibits. The organisers reserve the right to determine acceptable sound levels for any exhibits that produce sound and may take necessary actions if these levels are not upheld. The organisers reserve the right to cancel booths due to the problematic exhibit content, fees already paid will not be refunded.

### 11. Digital services by Messe Frankfurt

The participant information (including but not limited to company name, address, telephone number, fax number, email address, product description, etc.) will be published in the market directory of the industry website operated year-round by the show.

### 12. Advertising matters

The participant may, at his discretion, distribute handbills or other printed advertising matter of your exhibit from your booth only. In the event of any complaint resulting from such distribution, the matter shall be referred to the organisers for disposition. The organisers reserve the right, at their sole and absolute discretion, to use the nicknames, names, photographs, voice or video recordings without first obtaining any consent nor making any payment whatsoever to participants and/or any representatives for publicity, advertising, trade or promotion purposes in any media. The organisers shall not be responsible in the event of any errors or omissions in any promotional materials. All advertising with reference to the exhibition, indicates that any relationship is on a participant/ organiser basis only. Advertising shall not refer to events not organised by the organisers and must not contain non-truth and/or half-truth. The participant agrees to indemnify the organisers against any action arising due to the statement of alleged truth made by the participant.

### 13. Photos / videos arrangement

The participant guarantees that the participant has obtained the written authorisation of all the personnel of the participant attending the on-site exhibition (hereinafter referred to as the "On-site Personnel") and hereby confirm on behalf of the On-site Personnel as follows: (1) the On-site Personnel understand and agree to accept the provisions under the General Terms and Conditions of Participation regarding the authorisation for the Organiser to randomly take photos or videos; (2) the On-site Personnel understand and agree that they have the right to revoke the above authorisation, but such revocation of authorisation shall not affect the validity of the activities of using their portrait that have been carried out based on their authorisation prior to the revocation. The participant undertakes to indemnify the Organiser against any claims and/or losses suffered due to the use of the portraits of the On-site Personnel.

### 14. Code of business ethics

Participants are to conduct their business in an orderly manner so as not to create unhealthy practices that will affect the overall aesthetics and business that is detrimental to the exhibition as a whole and the organisers' reputation.

The participant including the group of company hereby declares to adhere to the guidelines and procedures in compliance with Section 17A of MACC Act 2009 (Amendment 2018) in their operation and business activities.

### 15. Rules of interpretation

The rules and the different clauses of the agreement are interpreted in light of each other in such a way as to give them their full scope. If one provision of the present contract is invalidated due to a statute or a regulation of public order, this does not invalidate the other articles in the contract. The fact that one of the parties has not insisted on full execution of one or another obligation or did not exercise a right that it can execute must not be considered a renunciation of this right or of the full execution of this obligation in the future. This contract shall be binding upon the participant and its successors and assigns.

### 16. Losses

The organisers cannot take responsibility for damage to participants' property, or lost shipments either coming in or going out, not for moving costs. Damage to inadequately packed property is participants' own responsibility.

#### **17. Legal cost**

It is agreed that the participant will bear all legal costs and expenses incurred by the organisers in the event legal action is taken against participant for any sum due to the organisers under this contract.

#### **18. General terms and conditions of Participation (“GTC”)**

The specific exhibition terms and conditions are listed on the organiser of Messe Frankfurt (HK) Ltd official website.

<https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>

We kindly ask all applicant companies to carefully read and strictly comply with the terms and conditions. Once this application form is signed, the applicant or participant is deemed to have read, understood, and agreed to abide by both the STC and GTC, and to assume all associated legal responsibilities.

The official GTC document is available upon request from the organiser of Messe Frankfurt (HK) Ltd. In the event of any conflict between the STC and GTC, the GTC shall prevail.

#### **19. Correspondence address for enquiries**

Messe Frankfurt (HK) Ltd

Ms Wing Cheng

Tel: +(852) 2238 9927

Email: [wing.cheng@hongkong.messefrankfurt.com](mailto:wing.cheng@hongkong.messefrankfurt.com)

#### **20. Privacy policy**

All privacy policy herein shall be given the same meaning in accordance with the definitions as contained in the following website unless the contrary intention appears.

<https://www.hk.messefrankfurt.com/hongkong/en/privacy-policy.html>