4th International Conference on E-Commerce
ICoEC 2017
18-20 SEPTEMBER 2017. KUALA LUMPUR, MALAYSIA

THE 4th INTERNATIONAL CONFERENCE ON E-COMMERCE 2017
"Empowering the Digital Economy: Opportunities and Challenges"

SPONSORSHIP PROPOSAL

ORGANISED BY:

ISSAD
Institut Kajian Strategik & Pembangunan Perakaunan Mampan
INSTITUTE FOR STRATEGIC & SUSTAINABLE ACCOUNTING DEVELOPMENT
Universiti Utara Malaysia

Pusat Pengajian Perakaunan Tunku Puteri Intan Safinaz
TUNKU PUTERI INTAN SAFINAZ SCHOOL OF ACCOUNTANCY
Universiti Utara Malaysia

UUM
Universiti Utara Malaysia

1.0 SPONSORSHIP INVITATION AIM

The purpose of this proposal is to present sponsorship opportunities in support of **THE 4th INTERNATIONAL CONFERENCE ON E-COMMERCE 2017.** This conference is organized by Institute for Strategic and Sustainable Accounting Development **(ISSAD)**, Tunku Puteri Intan Safinaz School of Accountancy **(TISSA)** of Universiti Utara Malaysia.

2.0 WHEN AND WHERE

Date   : 18 – 20 September 2017
Venue   : Kuala Lumpur, Malaysia
Theme   : Empowering the Digital Economy: Opportunities and Challenges

3.0 BACKGROUND

E-Commerce (Electric Commerce) has given a significant impact in today's growth and advancement of dynamic business industry. Thanks to the rapid development of information and communication technology (ICT), E-Commerce enables trade and business activities to be carried out online regardless of timeline, geographical location and transactions capacity through the internet and other technology-based applications and network systems. This progressive growth of E-Commerce is supported by the development of various applications including document automation technology, electronic payments, online purchases and banking, online communications and conferencing, content management, wireless networking and social media.

The continuing expansion of E-Commerce in this industry has led to a variety of issues that need to be explored and understood for the development and management of a more holistic and sustainable industry. Important issues that are critical for promoting sustainable developments in E-Commerce industry include digital technology applications, frameworks, development and governance of e-business, education, technology approaches and methods, and impact of technology on businesses and management activities among parties involved in E-commerce.

In conjunction with that, The 4th International Conference on E-Commerce (ICoEC 2017) with its theme, "Empowering the Digital Economy: Opportunities and Challenges" serves as a suitable strategic platform for academics, practitioners, researchers and professionals to share their knowledge of the issues, opportunities and challenges that need to be studied and addressed towards achieving a sustainable E-Commerce industry. Sharing of ideas through "key notes", talks and presentation of research papers are expected to provide input and enlightenment to support the development of E-Commerce up to the global level. The conference is expected to attract the participation of academics, researchers, and professional practitioners of E-Commerce in Malaysia and around the world. Knowledge sharing among academics and professionals could provide opportunity to bridge the gap between theoretical and practical approaches, and build understanding on diverse aspects of E-Commerce development and management at both national and international levels.

4.0 OBJECTIVES

The conference is designed to achieve the following specific objectives:

4.1   To review current developments in e-commerce, digital business, digital economy, digital crime, IS security and privacy, social media analytic, knowledge management in e-commerce, big data, enterprise system, Internet of Things and other related issues.

4.2   To have a common viewpoint on the future prospects of e-commerce as a major platforms for of useful information for various decision making by various interest groups; and

4.3   To ensure effective marriage between theory and practice of e-commerce as theoretical and practical presentations are made and discussed on various accounting issues.

5.0 PARTICIPANTS/TARGET GROUPS

It is expected that 120 reviewed papers will be presented with 200 participants. The conference will attract scholars, practitioners, policy makers, researchers, professional bodies and regulatory agencies in various disciplines from across the world.

The sponsorship will present opportunities to introduce and market relevant products and services and also to establish networking.

6.0 CONTRIBUTION CATEGORIES

Gold Sponsor – RM20,000

- The rights of distributing and marketing company's product and services during the conference.
- A standard scheme shell booth.
- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8 inches) coloured advertisement at the back of the conference's souvenir booklets (advertisement artwork prepared by the company).
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- Free participation of 2 of the company's representative in the conference.
- **Tax deductible and receipts will be provided**

Silver Sponsor – RM15,000

- The right of distributing brochures on the company products and services during the conference
- A display table
- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8 inches) coloured advertisement on the inner front page of the conference's souvenir booklets (advertisement artwork prepared by the company).
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- Free participation of 1 of the company's representative in the conference.
- **Tax deductible and receipts will be provided**

Bronze Sponsor – RM10,000

- The company's logo will be printed on the front page of the conference's souvenir booklets, proceedings and files.
- An A4 size (11 inches x 8 inches) coloured advertisement on the inner page of the conference's souvenir booklets (advertisement artwork prepared by the company).
- The company's logo will be placed on each backdrop of the Conference Hall and the plenary rooms.
- The company's logo will be placed on each promotional banners of the conference.
- Verbal note of appreciation during the conference.
- The company's logo and website will be linked to the conference's website.
- **Tax deductible and receipts will be provided.**

Advertisement Based Sponsorship

- RM5,000 - An A4 size (11 inches x 8 inches) coloured advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company).
- RM3,500 - An A4 size (11 inches x 8 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company).
- RM2,000 - A half page size (5 inches x 8 inches) black and white advertisement inside the conference's souvenir booklets.
- RM1,000 - A quarter page size (5 inches x 4 inches) black and white advertisement inside the conference's souvenir booklets.
- RM500 - A business card size (2.5 inches x 4 inches) black and white advertisement inside the conference's souvenir booklets.
- Any contribution less than RM500 – the contributor's name will be listed in the ACKNOWLEDGEMENTS.
- **Tax deductible and receipts will be provided.**

Product/Service Based Sponsorship

- Product/Service Based Sponsorship that exceeds the amount of RM8,000 will receive a FREE A4 size (11 inches x 8 inches) coloured advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company).
- Product/Service Based Sponsorship that exceeds the amount of RM5,000 will receive a FREE A4 size (11 inches x 8 inches) black and white advertisement inside the conference's souvenir booklets (advertisement artwork prepared by the company).
- Product/Service Based Sponsorship that exceeds the amount of RM3,500 will receive a FREE a half page size (5 inches x 8 inches) black and white advertisement inside the conference's souvenir booklets.
- Product/Service Based Sponsorship that exceeds the amount of RM2,500 will received a FREE quarter page size (5 inches x 4 inches) black and white advertisement inside the conference's souvenir booklets.
- Product/Service Based Sponsorship that exceeds the amount of RM1,500 will received a FREE business card size (2.5 inches x 4 inches) black and white advertisement inside the conference's souvenir booklets.
- Product/Service Based Sponsorship less than RM1,500 – the contributor's name will be listed in the ACKNOWLEDGEMENTS.

*(Among suggested products needed for the conference are stationeries, files, conference's bag, caps, books, t-shirt, printing materials and services, souvenirs, drinking water and other relevant products. **Products/services contributions are not eligible for the tax deduction**.)*

NOTES:

For all financial contribution towards the conference, cheques and money orders should be made payable to **'UNIVERSITI UTARA MALAYSIA'** and mailed to:

The Secretariat
The 4th International Conference on E-Commerce 2017
Tunku Puteri Intan Safinaz School of Accountancy
UUM College of Business
Universiti Utara Malaysia
06010 Sintok
Kedah Darul Aman, Malaysia
(Attention: Dr. Yurita Yakimin Abdul Talib)

E-mail: **yurita@uum.edu.my or khairina@uum.edu.my**

SPONSORSHIP CONFIRMATION FORM

Organisation Name:

Organisation contact:

Address:

Telephone: **Facsimile:**

Mobile: **E-Mail:**

Website:

I have read the Sponsorship Proposal of The 4th International Conference on E-Commerce 2017 and agreed with terms and conditions.

I'm interested in sponsoring ICOEC2017 as a:

- [ ]   **GOLD SPONSOR RM20,000**
- [ ]   **SILVER SPONSOR RM15,000**
- [ ]   **BRONZE SPONSOR RM10,000**
- [ ]   **ADVERTISEMENT BASED SPONSOR**   **: VALUE OF RM..................**
- [ ]   **PRODUCT/SERVICE BASED SPONSOR**   **: VALUE OF RM..................**

Enclosed herewith our cheque/postal order/money order for RM .... being payment to THE 4TH INTERNATIONAL CONFERENCE ON E-COMMERCE 2017. Please make cheque or money order payable to '**UNIVERSITI UTARA MALAYSIA'.**

Signature: **Date:**

Please forward the completed Sponsorship Confirmation Form via email, facsimile or mail to:

The Secretariat
The 4th International Conference on E-Commerce 2017
Tunku Puteri Intan Safinaz School of Accountancy
UUM College of Business
Universiti Utara Malaysia
06010 UUM Sintok, Kedah Darul Aman, Malaysia
Facsimile: +604-928 7216
(Attention: Dr. Yurita Yakimin Abdul Talib)

E-mail: **yurita@uum.edu.my or khairina@uum.edu.my**

8 inches

11 inches

FULL A4 PAGE

RM5,000 (Coloured)

RM3,500 (Black and white)

8 inches

5 inches

4ᵗʰ International Conference on E-Commerce

ICoEC 2017

18-20 SEPTEMBER 2017. KUALA LUMPUR, MALAYSIA

RM 2,000

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4 inches

5 inches

4ᵗʰ International Conference on E-Commerce

ICoEC 2017

18-20 SEPTEMBER 2017. KUALA LUMPUR, MALAYSIA

RM1,000

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4 inches

2.5 inches

4ᵗʰ International Conference on E-Commerce

ICoEC 2017

18-20 SEPTEMBER 2017. KUALA LUMPUR, MALAYSIA

RM500