

NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION 2023

BORNEO REGION

**HR 5.0: THE NEXT EVOLUTION IN
HUMAN RESOURCE DEVELOPMENT**

4 - 5 JULY 2023

**SABAH INTERNATIONAL CONVENTION
CENTRE (SICC), SABAH**

EVENT PROSPECTUS

EXHIBITION AND SPONSORSHIP PACKAGES

Organised by:



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HUMAN RESOURCE DEVELOPMENT CORPORATION (HRD CORP) (54143-D)
Wisma HRD Corp. Jalan Beringin, Damansara Heights,
50490 Kuala Lumpur.

Tel: 1800 88 4800

Fax: +603 2096 4999

Email: support@hrdcorp.gov.my

Website: www.hrdcorp.gov.my

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NHCCE 2023 - BORNEO REGION

OVERVIEW

Missed last year's National Human Capital Conference & Exhibition 2022 (NHCCE 2022)? Don't worry! We've got you covered!

This year, we have made it our personal mission to bring our highly-anticipated event to your doorstep. The NHCCE 2023 - Borneo Region will host plenty of thoughtful discussions on how to take your people development efforts in Sabah and Sarawak to the next level.

Themed **HR 5.0: The Next Evolution in Human Resource Development**, the conference will feature constructive discourse that blends national perspectives with local insights and challenges across five (5) essential tracks.

Listen to some of Malaysia's renowned trailblazers and thought leaders as they discuss how to solve your current HR challenges and prepare for the future of work by embracing HR5.0.

HR 5.0 is the critical new approach to human resources that will empower HR professionals and organisations to adopt innovative solutions, garner data-driven insights and utilise key analytics for effective decision-making.



1,000 diverse delegates



50 reputable exhibitors



5 impactful deep dive sessions



20+ industry captains and thought leaders

ITINERARY

DAY 1 | 4 JULY 2023

8.00 am	Registration of Conference Delegates Networking Breakfast	2.00 pm	Plenary 2
9.30 am	Plenary 1	2.30 pm	Track 2 Innovation at the Workplace
10.00 am	Opening Ceremony	3.45 pm	Plenary 3
11.00 am	Track 1 The Future of Work	4.15 pm	Track 3 Diversity & Generational Workforce Change
12.15 pm	Networking Lunch	5.40pm	Refreshments End of Conference Day 1

DAY 2 | 5 JULY 2023

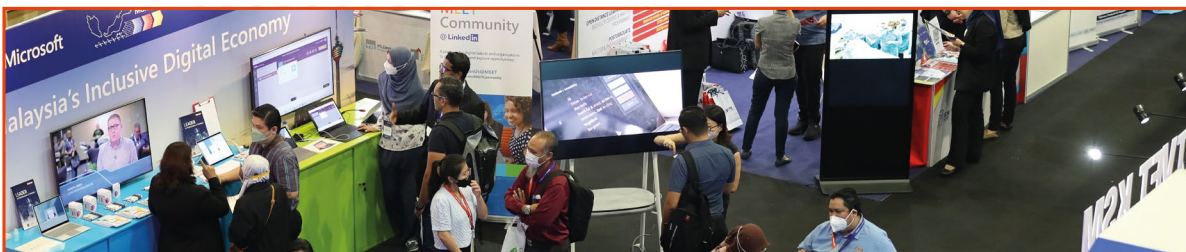
8.30 am	Registration of Conference Delegates Networking Breakfast	2.00 pm	Plenary 5
9.30 am	Speech by YBhg. Datuk Shahul Dawood Chief Executive of HRD Corp	2.30 pm	Track 5 Impact of Human Capital on National Economy
10.00 am	Plenary 4	3.45 pm	Refreshments End of Conference Day 2
10.30 am	Track 4 The Role of Workplace Leadership		
12.00 pm	Networking Lunch		

**The organiser reserves the right to amend the content, speakers and timing of the programme in the best interest of the conference.*

NHCCE 2022: AT A GLANCE



2,458 DELEGATES | registered for NHCCE 2022 at MITEC, Kuala Lumpur



162 EXHIBITORS | showcased their products and services



30 RENOWNED | local and international speakers



1,205 DELEGATES | are from large and renowned companies

EXHIBITION OPPORTUNITIES

HERE'S THE BIG WHY!

Grow your business by reaching the right audience at the NHCCE 2023 - Borneo Region.

Check out the following benefits of becoming our exhibitor!

- Active **FACE-TO-FACE INTERACTION** with your potential customers.
- Solid **BRAND EXPOSURE** for your organisation.
- Effective **NETWORKING AND COLLABORATION** opportunities with your industry peers.
- Brilliant opportunity to **BE SEEN AMONGST INDUSTRY LEADERS AND DISRUPTORS.**
- Amazing **VALUE** for your marketing and promotional needs.

Choose from the following locations and packages developed to help you optimise your investment and achieve your business goals.

**SAPPHIRE ZONE
(CORNER)**

RM4,500.00

**PREMIUM ZONE
(INTERMEDIATE)**

RM4,000.00

EXHIBITION SPECIFICATIONS

Standard Shell Scheme Booth

- Exhibition booth size: 3m x 3m
- 3 dividing walls using plex system with an open front
- 1 unit information desk
- 2 units of folding chairs
- 1 unit of wastepaper basket
- 2 units of fluorescent lights (40W each)
- 1 unit of 13 amp power socket
- Fascia board with exhibitor's name and booth number
- 2 exhibitor tags* for full access to exhibition areas
- Daily lunch and tea breaks for team members with exhibitor tags

**does not include access to conference sessions*

SPONSORSHIP OPPORTUNITIES AND PACKAGES

Make a strong impact on your potential clients by investing in the following sponsorship opportunities.

You will receive extensive brand exposure to over 1,000 leading HR professionals and respected industry players from across the northern region.

SIGNATURE PACKAGE

RM
75,000.00

DIAMOND PACKAGE

RM
50,000.00

PLATINUM PACKAGE

RM
25,000.00

GOLD PACKAGE

RM
15,000.00

SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES & BENEFITS

BENEFITS	SIGNATURE RM 75,000	DIAMOND RM 50,000	PLATINUM RM 25,000	GOLD RM 15,000
Prime Position Complimentary exhibition space	36 sqm	18 sqm	9 sqm	-
Complimentary Passes Full Delegate Passes to attend all sessions and enter exhibition area	10 seats	5 seats	3 seats	2 seats
VIP seats to the Appreciation Dinner	2 seats	2 seats	1 seat	-
Complimentary seats to the Appreciation Dinner	2 tables	1 table	5 seats	3 seats
VIP seats for the Opening Ceremony	2 seats	2 seats	1 seat	-
Branding and Awareness Company logo and sponsor credit in all marketing collaterals including: advertisements, direct mailers, NHCCE dedicated landing page, HRD Corp Super App and all stream stage backdrops and banners at the event.	✓	✓	✓	✓
Verbal Acknowledgement Recognition as sponsor in all speeches and mentions at the Opening Ceremony.	✓	✓	✓	✓
Inserts Your collateral or corporate literature included in all Delegate Welcome Packs.	✓	✓	✓	✓
Social Media A dedicated announcement of your partnership as sponsor across our social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube).	✓	✓	✓	✓
Advertisement Full colour advertisement in the NHCCE 2023 (Borneo Region) Programme Book.	1 page	1 page	1 page	-
Actual exposure and advertising value equivalent (AVE)	RM450,000	RM300,000	RM150,000	RM90,000

BOOKING PROCEDURES

Booking Procedures for Booth and Sponsorship

- Booking for Booth and Sponsorship packages must be made online via:
Sponsorship:
<https://form.evenesis.com/HRDCORPNHCCE2023BORNEOREGIONSPONSOR>
Exhibitor:
<https://form.evenesis.com/HRDCORPNHCCE2023BORNEOREGIONEXHIBITOR>
- Price for exhibition booth will be subjected to 6% SST.
- HRD Corp reserves the right to cancel or withdraw the bookings made by the exhibitor/sponsor at any time, for any reasons whatsoever, in which no liabilities shall be borne by HRD Corp of such cancellations or withdrawals. In these circumstances, a full refund of all monies paid without interest will be made to the exhibitor/sponsor. The decision of HRD Corp shall be final and conclusive.
- Payment for sponsorship must be made to:
NATIONAL HRD CONFERENCE (RHB BANK 2-14334-0000956-6)

For further enquiries or to confirm your participation, please contact the following officers in charge:

Exhibition

Rivaldo Juing Anak Uning
010 213 8243
rivaldo@hrdcorp.gov.my

Siti Norzanah Binti Shamsul
088 260 114 / 088 263 114
norzanah@hrdcorp.gov.my

Sponsorship

Siti Norzuliana Binti Sazali
012 224 8376 / 03 2096 4826
norzuliana@hrdcorp.gov.my

Hazrullizam Bin Idris
011 1118 0999
hazrullizam@hrdcorp.gov.my



MINISTRY OF HUMAN RESOURCES



Human Resource Development Corporation (545143-D)

Wisma HRD Corp,
Jalan Beringin, Damansara Heights,
50490 Kuala Lumpur.
1800-88-4800

www.hrdcorp.gov.my | support@hrdcorp.gov.my

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