



Discover U.S. Education - KL '07

PROPOSAL



1. Executive Summary

Discover U.S. Education – KL '07 will be organized on **22nd July 2007 (Sunday)** and will be held at **Mid Valley Exhibition Centre (MVEC)**. The primary objective of the event is to enable students to better plan and make informed decisions prior to furthering their studies at U.S. universities and colleges. This event is rebranded from **Experiences 2006 Kuala Lumpur** to better reflect the objective of the event.

Experiences 2006 Kuala Lumpur was held on 16th July 2006 (Sunday) at Sunway Pyramid Convention Centre. YB Datuk Ong Tee Keat (Deputy Minister of Higher Education) and HE Christopher J. LaFleur (U.S. Ambassador to Malaysia) graced the event attended by more than 4,000 prospective students and parents. The event, which was supported by **U.S. Commercial Service, American Embassy – Kuala Lumpur and American Universities Alumni Malaysia (AUAM)**, showcased 43 U.S. universities booths. There were a total of 200 exhibitor representatives participated in the **Experiences 2006 Kuala Lumpur**. Diamond Sponsors for **Experiences 2006 Kuala Lumpur** include Accenture, Citibank Berhad, INTI College, Sony, Sunway University College and Taylor's College. This event also received overwhelming media coverage by Bernama, NTV7, The Star, NST, Utusan Malaysia, Berita Harian, Nanyang Siang Pao, Sin Chew Daily and Oriental Daily.

To achieve our primary objective, we will be having an **educational exhibition** and a series of **seminars**. We aim to showcase at least 50 U.S. universities and colleges booths for the educational exhibition. Facilitators consisting of current students, alumni and representatives from U.S. universities and colleges will conduct the educational exhibition. We will also be inviting distinguished professors, alumni and current students from U.S. Universities and colleges as speakers or panel members for the seminars.

The U.S. Commercial Service, American Embassy – Kuala Lumpur and American Universities Alumni Malaysia (AUAM) have both expressed their support for **Discover U.S. Education – KL '07**.

Discover U.S. Education – KL '07 committee consists of current students and alumni of U.S. universities and colleges as well as a group of incoming and prospective students pursuing American preparatory studies. We come from a diverse background including universities such as Carnegie Mellon University, Cornell University, Dartmouth College, Indiana University-Bloomington, Northwestern University, Ohio State University, Rensselaer Polytechnic Institute, Rutgers University, University of Illinois, University of Michigan, University of Nebraska-Lincoln, University of Southern California, University of Wisconsin-Madison. We proposed to work together with established local colleges such as INTI University College, Sunway University College, Taylor's University College, HELP University College, Kolej Damansara Utama, Nilai College, International Education Center (INTEC) at UiTM etc.

We sincerely hope that your organization will be willing to support **Discover U.S. Education – KL '07**, either as a supporter, sponsor, speaker etc, to help enhance the success of the event. We express our sincere gratitude for your kind consideration.

Content of Discover U.S. Education – KL '07 Proposal

Subjects	Page
Cover Page	1
1. Executive Summary	2
Content	3
2. Introduction	4
3. Mission Statements And Objectives	5
4. Goals	5
5. Committee Members	5
6. Proposed Format of Event	6
6.1 Educational Exhibition	6
6.2 Seminar Series	6
7. Proposed Date and Venue	7
8. Publicity	7
8.1 Official Event Website	7
8.2 High Schools And Colleges	7
8.3 Media	8
8.4 Internet	8
8.5 Malaysian Students Association in U.S. Universities	8
8.6 Alumni Group of U.S. Universities	8
9. Sponsorship Details	9
9.1 Benefits of Sponsorship	9
10. Conclusion	10
Appendix A. Profile of Committee Members	11
A.1 Executive Co-Chairs	11
A.2 Advisors	11
A.3 Committee Members	12
Appendix B. Sponsorship Privileges	15
B.1 Event Sponsorship	15
B.2 Diamond Sponsorship	16
B.3 Platinum Sponsorship	17
B.4 Gold Sponsorship	18
Appendix C. Statistics And Photos of Experiences 2006 KL	19
C.1 Statistics of Experiences 2006 Kuala Lumpur	19
C.2 Selected Photos of Experiences 2006 Kuala Lumpur	20



2. Introduction

Discover U.S. Education – KL '07 is organized by Malaysian students and alumni from various U.S. universities and colleges. There will be an educational exhibition and a series of seminars.

The educational exhibition has two objectives: 1) for current students and alumni to share knowledge, experiences and thoughts on American education with prospective students and their parents, and 2) to smoothen the transition of incoming students of U.S. Universities and Colleges.

Discover U.S. Education – KL '07 is an enhanced version of Experiences 2006 Kuala Lumpur. Experiences 2006 Kuala Lumpur, an American Universities Education Fair, was successfully organized on 16th July 2006, thanks in large part to the support of U.S. Commercial Service, American Embassy – Kuala Lumpur and American Universities Alumni Malaysia (AUAM), as well as generous sponsorship from Accenture, Citibank Berhad, Sony, INTI College, Sunway University College and Taylor's College. Officiated by Deputy Minister of Higher Education, YB Datuk Ong Tee Keat, the event was also attended by such illustrious dignitaries as His Excellency Christopher J. LaFleur, the U.S. Ambassador to Malaysia, YB Tan Sri Dato' (Dr.) Abdul Aziz bin Abdul Rahman, President of American Universities Alumni Malaysia, and YB Tan Sri. Dr. Lin See Yan, President of the Harvard Club of Malaysia. Four thousands attendees, inclusive of three thousand prospective students benefited from the event. This event received overwhelming media coverage by Bernama, NTV7, The Star, NST, Utusan Malaysia, Berita Harian, Nanyang Siang Pao, Sin Chew Jit Poh and Oriental Daily. Based on feedback from attendees, the Experiences 2007 Kuala Lumpur committee has decided to expand the concept of Experiences 2006 Kuala Lumpur to provide a better educational experience for all participants, hence the birth of **Discover U.S. Education – KL '07**.

Discover U.S. Education – KL '07 is designed to provide an educational platform for prospective students of U.S. universities and colleges to further obtain help in planning and making informed decisions prior to furthering their studies at U.S. universities and colleges. The facilitators will share with the students the do's and don'ts of U.S. Universities applications.

This event has also become an annual large-scale reunion and gathering of alumni and current students of U.S. Universities. It has helped to strengthen the networking among prospective students, current students and alumni of U.S. Universities, well beyond the event date, and for many, it builds long lasting friendships through knowing each other in the event.



3. Mission Statement and Objectives

Mission:

To create a greater awareness of American education among Malaysians.

Objectives:

1. To facilitate students in making informed decisions and planning prior to furthering their studies at U.S. universities and colleges
2. To provide a bridge for direct interaction and knowledge-sharing between current students and alumni with prospective and incoming students, parents and instructors of academic institutions
3. To enhance educational ties between U.S. universities and colleges and Malaysian universities and colleges.
4. To educate the public about American education.

4. Goals

The **Discover U.S. Education – KL '07** Committee aims to achieve the following:

1. To attract at least 5,000 prospective students and their parents to the educational exhibition and seminars
2. To involve Malaysian Students Associations (MSA) and Alumni Groups in Malaysia from at least 50 premier U.S. universities or colleges to set up information booths during the education fair.

5. Organizing Committee

The **Discover U.S. Education – KL '07** Organizing Committee includes the following groups:

- Executive Co-Chair Committee
- Logistic Committee
- Publicity Committee
- Public Relations Committee
- Sponsorship Committee
- Web Design Committee

Please refer to Appendix A for **Discover U.S. Education – KL '07** committee member profiles and contact information.



6. Proposed Format of Event

6.1 Educational Exhibition

Educational Exhibition comprises of booths from participating universities and colleges, as well as booths of the related organizations that support **Discover U.S. Education – KL '07**. Facilitators of those booths are alumni, current students or representatives of U.S. universities and colleges. Facilitators would share with students on the application processes, life in universities, credit transfers, opportunities on and off campus, as well as answering any questions that the attendees have.

For Experiences 2006 Kuala Lumpur, a total of forty-three premier U.S. universities participated, including 7 of the 8 Ivy Leagues and a host of other high-ranking institutions. U.S. Embassy, U.S. Commercial Service, American Universities Alumni Malaysia (AUAM), and MACEE also showcased during the event. **Discover U.S. Education – KL '07** improves Experiences 2006 Kuala Lumpur information fair by encouraging facilitators to highlight work and projects completed during their studies. This is to provide first hand opportunities for attendees to understand in closer range of actual academic and co-curricular life of students who studied in U.S. universities and colleges.

6.2 Seminars

Speaker series and panel discussions will be held in a seminar room close to the exhibition hall. The seminars will provide further insights on American education for prospective students and their parents. There will be Question-and-Answer (Q&A) sessions following each session. **Discover U.S. Education – KL '07** will feature a series of distinguished speakers and panelists, who will benefit the students.

Experiences 2006 Kuala Lumpur featured a host of high achievers in their respective fields who generously donated their time to share their expertise with prospective students. These include:

- Mr. Mark Chang, MIT Alumnus and Founder/CEO of Jobstreet.com
- Dr. Ewe Hong Tat, MIT Educational Counselor, MIT Alumnus
- Mr. Tony Pua, Founder/CEO of Cyber Village
- Mr. Andrew Miller, Chief of the Consular Section at the U.S. Embassy
- Mr. Matthew Flaherty, Director of International Recruitment at Embry-Riddle Aeronautical University
- Mr. Ahmad Kamal Hasan Basri, Vice President of Khazanah, Columbia Alumnus
- Mr. Ong Jiin Joo, Solution Architect at Singapore Computer System, Formerly at Amazon.com and Alumnus of Stanford and Carnegie Mellon University.
- Ms. Wan Nadiah, Student at Harvard University, Attached to Boston Consulting Group (BCG)
- Ms. Anushree Subramaniam, Student at MIT



7. Proposed Date and Venue

We are planning to hold **Discover U.S. Education – KL '07** on **22nd July 2007 (Sunday)** from 10.00 am to 6.00 pm. The event would be held at **Mid Valley Exhibition Centre (MVEC)**.

8. Publicity

The **Discover U.S. Education – KL '07** Committee aims to maximize this year's attendance with active publicity and promotion through diverse channels such as distributing flyers and brochures at high schools and institutions of higher learning, as well as advertising in newspapers, educational magazines, the Internet, electronic mail etc.

8.1 Website for Discover U.S. Education – KL '07

Our official website is **<http://www.discoverUSeducation.org>**. This website will provide interested students, teachers and parents a preview and overview of the event, continuous updates on specific event details, as well as useful information on American education. The website will also feature links to various participating institutions and sponsors. With web hits totaling 544,124 between February 2006 to July 2006, we expect www.discoverUSeducation.org to garner an estimated 700,000 web hits in the same period.

8.2 American Degree Preparatory and Transfer Programs in Local Institutions and High Schools

We will be distributing posters bearing the event details of **Discover U.S. Education – KL '07** to local educational institutions such as secondary schools, international schools, pre-university programs and American degree transfer programs. To help create greater awareness and interest within these institutions, representatives from the organizing committee will conduct road shows to actively promote **Discover U.S. Education – KL '07** a few weeks before the event. These road shows will also enable the committee to interact directly with professors, teachers and students. Flyers, posters, bookmarks and other publicity items will be distributed. Such publicity material will also be mailed to major high schools throughout the country.



8.3 Media

Media coverage of the event is vital in attracting a wider and more diverse audience. Hence, we are seeking to partner with an Official English Media Sponsor, an Official Malay Media Sponsor and an Official Chinese Media Sponsor. With their sponsorship, we will be able to promote this event through various media such as newspapers, magazines and radio stations. Flyers of the event will also be slotted into various newspapers, to be distributed to various households.

8.4 Internet

Promotional emails on the event will be distributed through various students-related mailing lists and forums. Among those included is **The Worldwide Malaysian Students Network** (<http://www.recom.org>), a website which has a total of more than 9,000,000 web hits. We will also encourage the facilitators and registered attendees to help publicize the event through highlighting it in their blogs, nicknames in MSN Live Messenger, announcements in Facebook, Friendster and etc.

8.5 Malaysian Students Association (MSA) at U.S. universities and colleges

We are working closely with the current and established MSAs in various major U.S. universities and colleges. MSA is an organization that helps prospective and incoming students to network with Malaysian students currently studying in the U.S. MSAs also assist incoming Malaysian students in learning more about their university and to gain insight into the American university lifestyle, even before they embark on their own educational journey.

8.6 Alumni Groups of Premier American Universities

We are seeking partnerships with established Alumni Groups of premier U.S. universities and colleges such as Carnegie Mellon University, Cornell University, Embry-Riddle Aeronautical University, Harvard University, MIT, Northwestern University, Ohio University, Purdue University, Rensselaer Polytechnic Institute, Stanford University, University of Buffalo-SUNY, University of Pennsylvania, Yale University and many others. Alumni will be present to share valuable and extensive information about their personal and professional development during their college years and beyond.



9. Sponsorship Details

We highly value your sponsorship for **Discover U.S. Education – KL '07**. Sponsoring the event signifies that your organization supports the development of education in this country by giving Malaysian students a rare opportunity to interact directly with the students and alumni of U.S. universities and colleges in a unique atmosphere.

We welcome all means of sponsorship and support. As a sponsor, you will have the privilege of choosing from four levels of sponsorships:

Sponsorship Category	RM	USD
Event Sponsor	30,000	10,000
Diamond Sponsor	10,000	3,000
Platinum Sponsor	5,000	1,500
Gold Sponsor	2,500	750

Each level of sponsorship will entitle you to a collection of the many promotional and advertising opportunities available through **Discover U.S. Education – KL '07**.

9.1 Benefits of Sponsorship

- **Investing in the future generation** of the country, parallel to the Malaysian government's aspiration to intensify investment in human capital
- **Brand awareness** among a potentially high net worth and young audience of students and parents of U.S. universities and colleges, as well as general public.
- **Uniquely position your institution or company** as part of an educational event fully organized by young alumni and students.
- **Opportunity to network** with potential recruits from U.S. universities and colleges

Please refer to Appendix B for details on the privileges of each sponsorship category. If you are interested in becoming a sponsor or an affiliate, please contact Wong Wun Min at sponsor@discoverUSeducation.org or +6019-223 2500. Thank you in advance for your support. Your help is very much appreciated.



10. Conclusion

We sincerely look forward to partnering with your organization or company to achieve the missions and objectives of **Discover U.S. Education – KL '07**. This will be a win-win situation for your company or organization, U.S. universities and colleges, incoming and prospective students, as well as the current students and alumni of U.S. universities and colleges. For statistics of **Experiences 2006 Kuala Lumpur**, please kindly refer to Appendix C.

Appendix A

Profile of Discover U.S. Education – KL '07 Committee

A1. Executive Co-Chairs

Syamsul Hasran – Co-Chair

Syamsul is a computer science alumnus from University of Southern California. He completed the A-Levels at Sunway University College for his preparatory program. In April 2003, he co-founded The Worldwide Malaysian Students Network (<http://www.recom.org>) which provided a platform for fellow Malaysian students and young professionals worldwide to network and work together towards building a united Malaysia. He is currently a web developer for a start up company. Before that, he worked as a researcher at Karim Raslan Associates.

Christi Toa – Co-Chair

Christi is currently pursuing his undergraduate degree in Actuarial Science and Computer Science at University of Nebraska-Lincoln (UNL). He transferred from INTI College Subang Jaya last August. At present, he is working on a series of data analysis for the College of Business Administration at UNL. Back at INTI, he was actively involved in serving in the major projects of INTIMA, the student government of INTI College and was also the President of the American University Program Society. His interests include photography, drama and multimedia production.

Wong Wun Min – Co-Chair

Wun Min has been admitted to Massachusetts Institute of Technology (MIT) and will be leaving to further her studies there this coming fall. During her free time, she works for TinKosong.com, an online portal founded by Joyce Tagal and Ng Eng Han to compile information on academic and non-academic opportunities relevant to our Malaysian youths. She also maintains a website called “Application UK” which disseminates information on the British university application process with special mention of Oxbridge.

A2. Advisors

Chin Hui Lin - Advisor

Hui Lin is an alumna from Carnegie Mellon University (CMU). She obtained her B.Sc in Computer Science, a double degree in Business Administration (Finance) and a Master of Information Systems Management from CMU. In college, she was actively involved in process consulting and has helped non profit organizations such as Hunger Services Network of the state of Pennsylvania. Please visit <http://huilin.net> if you would like more information about her. She is the Assistant Secretary of American University Alumni Malaysia (AUAM).

Yeoh Chen Chow – Advisor

Chen Chow obtained his B.Sc in Electrical and Computer Engineering from Cornell University in 2005 with triple minors in Industrial System & IT, Information Science and Engineering Management. He was admitted to Stanford University for Master's in Management Science & Eng. He is currently working at Accenture as a Business Analyst. Over the past 4 years, he has jointly developed The Worldwide Malaysian Students Network (<http://www.recom.org>), a site with more than 9 million web hits. He is currently the Secretary of American Universities Alumni Malaysia (AUAM), Asst. Secretary and Activities Coordinator of Malaysian Mensa Society and Executive Committee of Cornell Club of Malaysia.

A3. Committee Members

Farah Hanna Alkaf - Secretary

Farah is a senior at Northwestern University's Medill School of Journalism. While she has been involved in several different on-campus publications and organizations, she currently serves as the Web Editor for Abroad View magazine (www.abroadviewmagazine.com), outgoing Public Relations Chair of the Malaysian Students Association, and peer adviser to incoming transfer students. She is also a tutor at the university's Writing Center. In between designing Web sites and writing and editing on a freelance basis, Farah is currently immersed in organizing Southeast Asian Nite at Northwestern, and practicing singing (not very well!) for Asian Rock Night. She tries to make time to volunteer and is feverishly looking for a job.

Dahlia Bock - Treasurer

Dahlia hails from a tiny town on the border of Melaka and Negeri Sembilan. Though a big fan of late night 'mamak' sessions and roadtrips, she currently lives the nomad life of a consultant in the Windy City: Chicago, in which she only spends 40% of her time. Dahlia joined the (then) Experiences committee of 2006 on impulse as the head of web design. She absolutely enjoyed her time working with the group and thought that she will give it another whirl this year. When she is not writing gibberish in Ruby or Java or traveling, Dahlia enjoys reading up on random topics like socialist economics and Australian travel books.

Chow Yee Hoong – Public Relations Committee (Head)

Yee Hoong is currently an undergraduate at Northwestern University. He hails from KL and will be graduating with a degree in chemical engineering. He is an International Education Center (INTEC) alumnus after completing his American Degree Foundation Program there in 2006. He is involved in student engineering groups and projects promoting alternative energy. He enjoys meeting people and realizing concepts and ideas.



Victor Lem Cheng Sze – Public Relations Committee

Victor is currently an undergraduate of University of Illinois, Urbana Champaign. He is majoring in Actuarial Science and he was a student from INTEC (ATU 12). He is excited about this coming Discovery U.S. Education fair as he gets to share his endless stories in United States with the prospective students. He was the vice president of the Taekwondo Club in INTEC. Besides being actively involved in Buddhist Club as both speaker and advisor, he also enjoys contributing to the society through community works.

Ng Eng Han – Public Relations Committee

Ng Eng Han is a freshman at Dartmouth College where he is currently enjoying the multitude of winter sports available despite the below -20° Celsius weather. He attended the prestigious United World College-USA in New Mexico where he spent “the best two years of his life” making friends from all around the world and learning to be passionate. He fell in love with the Southwest U.S. where he spent a lot of time in the outdoors bonding with friends and getting trained in wilderness leadership, first aid and search and rescue. Co-founder of Tinkosong.com, a website dedicated to disseminating information to the teens of Malaysia about study abroad opportunities, scholarships and exchange programs, he hopes more to encourage more Malaysian students to take advantage of the generous financial aid offered by many U.S. colleges.

Tan Kai Yuan – Public Relations Committee

Kai Yuan is currently an undergraduate in Rutgers, The State University of New Jersey. He was the secretary of American Top University Students' Association. He enjoys traveling and he is thrilled that U.S. education provides vast opportunities for him to gain knowledge beyond classrooms.

Caryn Kong – Public Relations Committee

Caryn Kong is currently a freshman in University of Michigan, Ann Arbor, majoring in Biology. She was the Vice-President of the American Top University Students' Association in college. She enjoys reading and meeting new people. She finds joy in contributing to the welfare of those in need.

How Peng Zhir – Logistic Committee (Head)

Peng Zhir is currently an undergraduate sophomore at the University of Wisconsin-Madison who plans to major in Actuarial Science. He transferred into the United States beginning January 2007 from Taylor's College American Degree Program (Taylor's ADP) in Malaysia. He was and still is part of the logistic team in the Discover U.S. Education – KL '07 committee. In addition, he was the President for the Business Entrepreneurship Society and a committee member in the Student Council of Taylor's ADP. He enjoys traveling and experiencing different cultures of the world.



Yeoh Sian Mei – Logistic Committee

Sian Mei is currently an undergraduate junior at Northwestern University, majoring in Chemical Engineering. She serves as the Treasurer for the Malaysian Student Association (Cilipadi) and also the Publicity Co-Chair for the South East Asian Nite event this year. Sian Mei is also a peer adviser for first year students at Northwestern. She frequently tries to find time to participate in more volunteer activities whenever she is not busy with work or studies. Her other interests include traveling to new places, and meeting new people.

Chin Su Yuen – Publicity Committee (Head)

Su Yuen is currently a "freshie" at the National University of Singapore (NUS) under the ASEAN Undergraduate Scholarship and University Scholars Program. In school, she was the national 3rd prize winner of the Sony Science Education Awards 2003 and the national 2nd prize winner in the Telekom Smart School Website Competition 2002. During the long break before starting her studies at NUS, she did a 5-month internship as a graphic and webpage designer where she worked on projects for Pioneer, Motorola, HSBC, Nestle and etc. Her latest stint includes being the Creative Director of NEXUS 2007, an international business and technology conference being held in Singapore. Apart from her dream of developing revolutionary videogames of the future, she hopes to reduce the level of poverty in the world by using education as one of the key elements!

Tan Sze Ying – Sponsorship Committee

Sze Ying holds a Bachelor Degree in Electrical Engineering from the University of Illinois at Urbana-Champaign. She is well-versed in French and has interned at the French National Science Institute in Nancy, France working on the research of coupling power electronics for usage in fuel cells during her Senior year. Currently a Consultant with the Human Capital Services Group at Deloitte Consulting, she's loving every minute of what she does.

"I love working with people and communicating with them. To be able to bring value to my clients is what I look forward to at the end of every engagement. Studying in the States has equipped me with tremendous confidence to speak my mind tactfully and also listen intently when facing my clients".

She hopes to bring what she has learned in school and is learning at work to help make Discover U.S. Education – KL '07 a success.

Ooi Ee Ling – Web Design Committee (Head)

Ee Ling is an alumna from the University of Southern California. She obtained a Bachelor of Arts in History and a Bachelor of Science in Computer Science (both from USC) in 2006. She is currently working as a Software Engineer at Altera Corp. in Penang, Malaysia. When she's not busy with work, Ee Ling enjoys watching good movies, reading all kinds of books and spending time with family and friends.

Appendix B

Sponsorship Privileges of Discover U.S. Education – KL '07 Committee

B1. Event Sponsorship:

Sponsorship Amount: RM 30,000 (or USD 10,000)

We will limit Event Sponsor to only 1 institution or organization or company to ensure the exclusiveness of the Event Sponsor.

Event Sponsor Exclusive Premium:

- Two full booths (3m * 3m each) at the event. (No limit on number of representatives).
- Display of institution, company or organization banner at the main entrance of the event.
- Participation of institution, company or organization representative during event opening ceremony, along with other guests of honor.
- Time allotted for a short speech from the main representative of the institution, company or organization during opening ceremony.
- One representative to give press conference together with Guest-Of-Honors.

Other Event Sponsor Premium:-

- Receiving souvenirs from VIP during opening ceremony
- Group photos with Guest-Of-Honor and other VIPs
- Two representatives to have luncheon with Guest-Of-Honor and other VIPs

Recognition of your institution, company or organization's name:

- During the opening and closing ceremonies
- During announcements made periodically in the main hall and at each seminar session held during the event
- In the introductory address of promotional materials

Display of your institution, company or organization's logo or name on:

- Brochures distributed to event attendees and during promotional road shows
- Flyers distributed to event attendees and during promotional road shows
- Event banner to be displayed in advertisements in the media and during the actual event
- Event website (<http://www.discoverUSeducation.org>)
- Distribution of promotional materials at the event.

Note: *All privileges stated above are subject to limitations of logistics and publicity.*



B2. Diamond Sponsorship:-

Sponsorship Amount: RM 10,000 (or USD 3,000)

Diamond Sponsor premium:

- One full booth (3m * 3m) at the event. (No limit on number of representatives).
- Display of institution, company or organization banner during the event
- Receive souvenir from VIP during Opening Ceremony
- Group photo with other VIPs and Guest-Of-Honor during Opening Ceremony
- One representative is invited for luncheon with Guest-Of-Honor after Opening Ceremony

Announcement of your institution, company or organization's name:

- During the opening and closing ceremonies
- During announcements made periodically in the main hall and at each seminar session held during the event

Display of your institution, company or organization's logo or name on:

- Brochures distributed to event attendees and during promotional road shows
- Flyers distributed to event attendees and during promotional road shows
- Event banner to be displayed in advertisements in the media and during the actual event
- Event website (<http://www.discoverUSEducation.org>)
- Distribution of promotional materials at the event.

Note: *All privileges stated above are subject to limitations of logistics and publicity.*



B3. Platinum Sponsorship:-

Sponsorship Amount: RM 5,000 (or USD 1,500)

Platinum Sponsor premium:

- For U.S. universities/colleges, one half booth extension (1.5m * 3m) at their respective university booth.
- For non-U.S. universities/colleges, one (0.6 m * 1.5m) table and two chairs will be provided in a common booth. This booth will be shared with other non-U.S. universities/colleges Platinum Sponsors. Each Platinum Sponsor is limited to only two representatives.
- Display of institution, company or organization banner during the event
- Receive souvenir from VIP during Opening Ceremony
- Group photo with other VIPs and Guest-Of-Honor during Opening Ceremony

Announcement of your institution, company or organization's name:

- During the opening and closing ceremonies

Display of your institution, company or organization's logo or name in our:

- Brochures distributed to event attendees and during promotional road shows
- Flyers distributed to event attendees and during promotional road shows
- Event banner to be displayed during the actual event
- Event website (<http://www.discoverUSEducation.org>)
- Distribution of promotional materials at the event.

Note: *All privileges stated above are subject to limitations of logistics and publicity.*



B4. Gold Sponsorship:-

Sponsorship Amount: RM 2,500 (or USD 750)

Gold Sponsor premium:

- Receive souvenir from VIP during Opening Ceremony
- Group photo with other VIPs and Guest-Of-Honor during Opening Ceremony

Announcement of your institution, company or organization's name:

- During the opening and closing ceremonies

Display of your institution, company or organization's logo or name in our:

- Brochures distributed to event attendees and during promotional road shows
- Event banner to be displayed during the actual event
- Event website (<http://www.discoverUSeducation.org>)
- Distribution of promotional material at the event.

Note: *All privileges stated above are subjected to limitations of logistic and publicity.*

Appendix C

Statistic and Photos From Experiences 2006 Kuala Lumpur

C1. Statistics of Experiences 2006 Kuala Lumpur

Below is the track record of the event based on **Experiences 2006 Kuala Lumpur**

No.	Subject	Volume
1	Event Attendees	4,000
2	Prospective Students	3,000
3	Exhibitors - U.S. Universities	43
4	Ivy League Universities	7
5	Exhibitor representatives (Known as Facilitators for 2007)	200
6	Official Diamond Sponsors (USD3,000/RM10,000)	6
7	Official Platinum Sponsors (USD1,500/RM5,000)	2
8	Official Gold Sponsors (USD750/RM2,500)	3
9	Donors (Less Than USD750/RM2,500)	3
10	Supporters (AUAM, U.S. Commercial Services)	2
11	Official Chinese Newspaper (Nanyang Siang Pao)	1
12	TV Media Coverage (Bernama, NTV7)	2
13	English Newspaper Coverage (The Star, NST)	2
14	Malay Newspaper Coverage (Utusan, Berita Harian)	2
15	Chinese Newspaper Coverage (Nanyang, Sin Chew, Oriental Daily)	3
16	Distinguished Speakers	5
17	Panel Discussion Members	4
18	Official Booth Contractor (PICO)	1
19	Official Website Web Hits (http://www.experiences-kl.org)*	544,124
20	Official Event Buntings (6 feet * 2 feet each)	20
21	Official Event Backdrop of Stage (10 feet * 8 feet)	1
22	Official Event Banner (6 meter * 2 meter)	1
23	Official Event Posters (17 inch * 24 inch each)	300
24	Official Event Flyers (8.5 inch * 11 inch each)	6,000
25	Official Event Bookmarks (8 Bookmarks in One A4 Paper)	24,000

* Official Website for **Discover U.S. Education – KL '07** is <http://www.discoverUSEducation.org>

C2. Selected Photos of Experiences 2006 Kuala Lumpur



Crowd of attendees throughout the event



During the Opening Ceremony



Group picture of VIPs, sponsors representatives, speakers and panel members.

VVIPs of the event, front row, 3rd from left onwards:

- YB Tan Sri Dato' (Dr.) Abdul Aziz bin Abdul Rahman, President of American Universities Alumni Malaysia
- YB Tan Sri. Dr. Lin See Yan, President of the Harvard Club of Malaysia
- YB Datuk Ong Tee Keat, Deputy Minister of Higher Education Malaysia
- His Excellency Christopher J. LaFleur, the U.S. Ambassador to Malaysia



At American Universities Alumni Malaysia booth.

2nd from left onwards:

- YB Datuk Ong Tee Keat, Deputy Minister of Higher Education Malaysia
- YB Tan Sri Dato' (Dr.) Abdul Aziz bin Abdul Rahman, President of American Universities Alumni Malaysia