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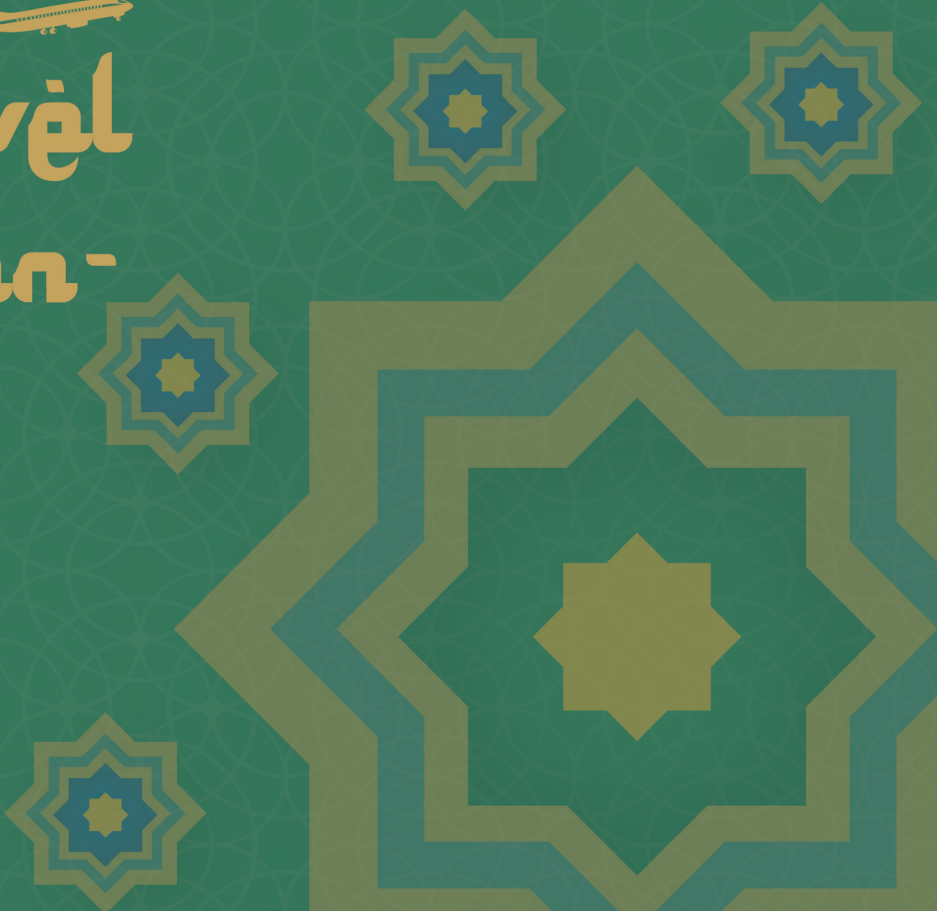
ISLAMIC  
TOURISM  
CENTRE  
MEMBER OF KNOWLEDGE & INNOVATION GROUP

**MDEC**®



## Sponsorship Package

hālāl Träväl  
-häckäthön-  
2022





## OVERVIEW

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According to recent surveys by Singapore's Crescent Rating and the American Dinar Standard, Malaysia has been voted the world's top Muslim tourism destination for three straight years. The country is known for its convenient access to halal food, pristine beaches, diverse culture, and astounding shopping experience, as well as for offering a variety of Muslim-friendly tour packages for tourists to enjoy its history, mosque architecture, heritage, gastronomy, nature, arts, and culture.

Additionally, technology is an important part of the travel industry, assisting businesses with day-to-day operations and improving the customer experience. Thus, it is critical that hotels, airlines, restaurants, and other businesses keep up with the latest innovations in the travel industry.

Travel technology is a broad term that refers to the use of IT, e-commerce, and other similar technology solutions in the fields of tourism, travel, and hospitality. Ultimately, the goals for employing travel technology include automating travel and relevant processes, time saving, cost savings, and providing consumers with a greater seamless travel experience. Technology can be used to improve the customer experience prior to, during, and after the trip. Join us for this exclusive event, where top-tier technology gurus and experts will share their perspectives and offer their knowledge to participants, as well as guide them on the right path to create a better solution for improving halal travel solutions in Malaysia.

## WHAT IS HACKATHON?

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A hackathon is a 24-hour coding competition where participants from all over the country come together for a weekend on 28th until 30th October 2022 to improve their programming skills, network, and create a project. Participants include programmers, UI designers, graphic designers and many others. Technically, "hacking" does not involve taking someone else's bank account information or their passwords. Hacking is about leveraging technology to solve issues, whether that solutions is creating a Voice Search & Voice Control, Contactless Payments, Virtual Reality (VR), AI Chatbots, Cybersecurity Measures, Internet of Things (IoT), Recognition Technology, Augmented Reality (AR), Artificial Intelligence (AI) or even a robot. These communities are learning, exploring, and building activities aimed to improve and fortify Malaysia as a Halal Travel Hub in



## WHY SHOULD YOU ATTEND?

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- Grasp and participate in meaningful and innovative process about how emerging technologies can be incorporated into travel technology.
- Connect with inspiring talent from across the country to strengthen your network and spike the visibility of your company.
- Hear from some of the brightest minds in digital and technology as they engage in discussions critical to the travel industry today.
- Discover how successful business and technology representatives turn their ideas into tangible, marketable inventions to the attendees.

## WHY SPONSOR THIS HACKATHON?

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### **Build Brand Awareness**

You'll get credit for helping the upcoming generation of coders and developers. This also shows that your company is active in encouraging innovation and giving the community the opportunity to think critically and outside the box. Additionally, conversations during one-on-one networking sessions may serve as an inspiration to attendees looking to develop the next level of technology and will likely continue to use your product in the future.

### **Ideate Solutions**

You could see the participants present and propose the best solutions in solving the given problems. Therefore, you also could adapt the unique and useful applications that have just been built by the participants in our hackathon.

### **Ideate Solutions**

This Hackathon gathers the brightest and most talented young developers and engineers from Malaysia into one place. With such an environment that fosters learning and innovation, our hackers are sure to demonstrate talents and skills that are valuable to companies like yours. Your business has the exceptional chance to interact with attendees and collaborate with some of the most promising innovators of the future. Attendees' varied experiences and backgrounds contribute to a diverse range of ideas and innovations.





## Sponsorship Opportunities

We offer a range of packages for sponsorship. We are open for specific requests so reach out if you have any.

| <b>Packages</b>                                                                    | <b>Ismail al-Jazari Package</b><br><i>(Father of Automation and Robotics)</i><br><b>RM 15,000</b> | <b>Abbas Ibn Firnas Package</b><br><i>(Father of Medieval Aviation)</i><br><b>RM 10,000</b> | <b>Muhammad al-Idrisi Package</b><br><i>(Father of World Map)</i><br><b>RM 7,000</b> | <b>Ibn Khaldun Package</b><br><i>(Father of Sociology, Historiography and Modern Economics)</i><br><b>RM 5,000</b> | <b>Al-Biruni Package</b><br><i>(Father of Islamic Pharmacy)</i><br><b>RM 3,000</b> |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Physical Branding<br>✓ Logo on Front Cover of Brochure<br>✓ Logo on Event Backdrop | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Digital Branding<br>✓ Logo on Relevant Social Media & Promotional Material         | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Advertisement on Event Directory                                                   | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Co-branded Logo with Event                                                         | ●                                                                                                 |                                                                                             |                                                                                      |                                                                                                                    |                                                                                    |
| Logo and Company Write-Up on Event Website                                         | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  |                                                                                    |
| Launching Ceremony                                                                 | ●                                                                                                 |                                                                                             |                                                                                      |                                                                                                                    |                                                                                    |
| Full Event Passes                                                                  | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Speaking Opportunity                                                               | ●                                                                                                 | ●                                                                                           | ●                                                                                    |                                                                                                                    |                                                                                    |
| On-Site Video Interview                                                            | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Opening and Closing Recognition                                                    | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Send a Judge                                                                       | ●                                                                                                 | ●                                                                                           |                                                                                      |                                                                                                                    |                                                                                    |
| Logo on Lanyard                                                                    | ●                                                                                                 | ●                                                                                           | ●                                                                                    | ●                                                                                                                  | ●                                                                                  |
| Luncheon Hall Branding                                                             | ●                                                                                                 |                                                                                             |                                                                                      |                                                                                                                    |                                                                                    |
| Explore Incubation and Investment Opportunities with the winning team.             | ●                                                                                                 |                                                                                             |                                                                                      |                                                                                                                    |                                                                                    |



## Branding Add-On

- **Hackathon Notebook Sponsor**

**RM 2,000.00**

Includes a full-color, front cover page ad for increased exposure.

- **Hanging Banners**

**RM 5,000.00**

A very limited number of high impact signage positions are available at prominent locations for effective branding opportunities within the event. Options for positioning include a foyer area, an exhibition hall, and a conference hall.

- **Customized Sponsor**

**RM 5,000.00**

Don't see what you're looking for? Why not make your own door gifts? All delegates and visitors will receive door gifts.

### In Kind Items :

- Meals, snacks and drinks
- Swag (Plain T-shirts, stickers, corporate items, stationeries, etc.)
- Venue
- Souvenirs for patron/VIP and participants (bags/promotional materials to be given to participants)
- Sales and promotional vouchers
- Others (anything that you think can be beneficial)

## For Enquiries

Nurul Syazwani Binti Jamaludin

Program Coordinator

Halal Travel Hackathon 2022

Knowledge Group of Companies

No. Tel: 019-372 4298

Emel: syazwani.j@knowledgegroupco.com

