



featuring the  
ISTT International No-Dig

# TRENCHLESS ASIA 2020

## 17-18 November

Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

The twelfth event in this outstanding series returns to Kuala Lumpur and for the first time, features the ISTT International No-Dig.

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# TRENCHLESS ASIA 2020

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The spotlight will once again be on Kuala Lumpur as it hosts the most prestigious and exciting forum for trenchless technologists in Asia.

Across Malaysia, major projects are completed every day, proving that trenchless techniques provide economic solutions and reduced environmental impact, during the installation and refurbishment of underground services. Trenchless Asia is well placed to be an important component of the country's infrastructure development programme in a sustainable manner.

Trenchless Asia will feature the ISTT International No-Dig, providing a multi-track conference program featuring a mix of technical sessions and a platform for the international community to come together to meet, exchange ideas and network with like-minded people. Additionally the formation of The Malaysian Society for Trenchless Technology (MATT) creates a broad-based platform, with national reach, to promote Trenchless in Malaysia, to inform the market and provide networking opportunities nationally and internationally.

The establishment of MATT represents a significant step in the evolution of the trenchless sector in Malaysia, since Trenchless Asia was first hosted in Kuala Lumpur in 2016. MATT will work to encourage the transfer of knowledge, experience and technologies and commercial opportunities. In addition, MATT will be affiliated with ISTT.



## Trenchless Asia 2018 featured:

- 2,245 sqm of exhibition space
- 29 exhibiting companies
- 31 countries represented
- 1750 attendees
- 7 free conference sessions
- 8 free technical seminars
- 25 CCD and 10 CPD points

## PLATINUM SPONSORSHIP: US\$20,000

- 48sq.m of space in preferred location
- Your company logo on the event lanyards
- Opportunity to insert literature in the delegate bags
- Opportunity to place one 30 second promotional video on the event website
- Opportunity to place pull up banners in the conference hall
- Double page 4-colour advertisement and editorial in the official show guide
- 20 complimentary conference passes
- 20 tickets for the conference delegate lunch/refreshment area

## GOLD SPONSORSHIP: US\$16,000

- 36sq.m of space in preferred location
- Your company logo on the event lanyards
- Opportunity to insert literature in the delegate bags
- Full page 4-colour advertisement and editorial in the official show guide
- 10 complimentary conference passes
- 10 tickets for the conference delegate lunch/refreshment area

## SILVER SPONSORSHIP: US\$12,000

- 24sq.m of space in preferred location
- Full page 4-colour advertisement and editorial in the official show guide
- 5 complimentary conference passes

## BRONZE SPONSORSHIP US\$8,000

- 18sq.m of space in preferred location
- Half page 4-colour advertisement in the official show guide
- 2 complimentary conference passes

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please contact the organisers for details and prices of these sponsorship opportunities.

## DELEGATE LUNCHES:

Sponsoring the Delegate Lunches includes:

- Signage around the lunch buffet area
- The opportunity to supply branded napkins
- The opportunity to supply pull up banners around the lunch buffet area
- A table of ten located in the delegate catering area

## COFFEE SPONSOR:

- Custom printed coffee cups, to include company logo
- Banner rigging
- Branding on conference signage
- Branding on pre-event marketing materials
- Branding on conference website and link to website
- Branding on the show guide distributed to all delegates and visitors

## Why exhibit?

TRENCHLESS ASIA is the major annual International gathering for trenchless technologists to meet and discuss the latest industry developments.

- Reach new markets at this major event targeting influential audiences to be drawn from the Asian market, as well as attendees from further afield.
- Be seen alongside influential event supporters.
- Ensure your brand has a profile in the presence of the industry's premier decision makers.
- Take a leadership position and play a major role within the Trenchless/No-Dig sector.
- Be seen at the region's only industry specific exhibition and conference with a proven track record that truly demonstrates Trenchless/No-Dig technology and its capabilities.
- Organised by Westrade Group Ltd – the world's longest established specialists in trenchless technology events since the first ever No-Dig event held in the UK in 1985.

## Cost of exhibiting

### SHELL SCHEME

**Early Bird Rate – US\$410 per sq.m.**

**Regular Rate – US\$450 per sq.m.**

Shell Scheme Package cost (per 9 sq.m.) includes:

- White walls
- Carpet
- Name panel
- Furniture
- Electrics

### SPACE ONLY/RAW SPACE (min 18 sq.m.)

**Early Bird Rate – US\$400 per sq.m.**

**Regular Rate – US\$430 per sq.m.**

Included in all participation costs:

- Exhibitor Catering
- Stand cleaning
- Supplies of promotional material
- Exhibitor service manual
- Entry in Show Guide
- General security

Not included:

- Insurance of exhibits
- Shipping and transportation of goods to venue
- Mechanical/heavy lifting

Book before  
10th February  
2020 to obtain  
the Early Bird  
Rates.

## Sponsorship

Sponsoring TRENCHLESS ASIA 2020 is an excellent opportunity for your company to increase your brand and product viability to the most influential decision makers in Trenchless Technology from around the world.

## Why sponsor?

- Improve your brand recognition and image
- Generate leads by networking
- Create new partnerships and alliances
- Strengthen your position as a market leader within the industry
- Achieve industry recognition by being associated with this prestigious high profile event
- Differentiate your company from others in the industry

## Sponsorship packages

A number of packages are available as detailed below.

### All packages include:

- Your company logo on all event marketing and advertising
- Your company logo prominently displayed on event signage
- Priority to those wishing to present a paper in the Conference programme (subject to ISTT approval)
- Your company logo on the cover of the official show guide
- Your company profile on the official event website with logo
- Your company logo on the delegate bags





2020  
**TRENCHLESS ASIA**  
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### Who will visit?

A visit to TRENCHLESS ASIA 2020 is a must for all engineers, consultants and contractors involved in any aspect of the installation or refurbishment of underground utilities. The major target areas will include Malaysia, Philippines, Singapore, Australasia, China, Hong Kong, Japan, Korea, India and Thailand, as well as other nearby countries in the region.

The organisers, in conjunction with key supporting organisations are committed to ensuring that all relevant sectors are invited, including:

- Ministry personnel
- Utility personnel – water, sewerage, telecoms, electricity,
- Oil and gas
- Contractors
- Government officers
- City planners
- Governors and mayors
- Civil engineering consultants
- Research organisations

### Conference

The two day exhibition will be complemented for the first time by a multi-track conference programme organised by The International Society for Trenchless Technology (ISTT) and Westrade Group which will include local and international speakers. Presentations will focus on the latest innovations and techniques, and will provide an exciting platform for delegates to learn from. The programme format is structured to create an educational atmosphere that encourages the exchange of information and experiences, while networking with like-minded industry colleagues.

### Call for papers

Prospective authors are invited to submit abstracts for consideration in the conference programme.

The following is a list of headline topics likely to be included in the programme:

- New installation methods (including large diameter tunnelling)
- Rehabilitation and repair methods
- Asset management
- Infrastructure investment
- Environmental issues
- New innovations
- Case histories
- Trenchless research and development

A synopsis (maximum of 200 words) together with the author's biography should be sent to the organiser, via email to [trenchless@westrade.co.uk](mailto:trenchless@westrade.co.uk) by the 31st January 2020.

### Venue

The Kuala Lumpur Convention Centre is Malaysia's premier award-winning purpose-built facility and Asia's only AIPC (International Association of Congress Centres) Gold Standard venue. Located in the heart of the Kuala Lumpur City Centre integrated precinct, the venue offers over 22,000sqm of flexible function space. Overlooking the iconic PETRONAS Twin Towers and 50-acre KLCC Park, delegates and visitors attending events at the Centre have a varied range of recreational, entertainment, food & beverage and accommodation options.



### Organisers

TRENCHLESS ASIA 2020 is organised by Westrade Group Ltd who are internationally renowned as the most experienced promoters of trenchless technology shows. The company organised the very first international NO-DIG conference and exhibition in London in 1985 and have subsequently gained more than 34 years experience, successfully promoting TRENCHLESS and NO-DIG shows in countries across the Middle East, Far East, Southern Africa, India, Europe and Asia.



### About the ISTT

The International Society for Trenchless Technology (ISTT) was established in 1986 with the objectives of advancing the science and practice of Trenchless Technology for the public benefit and to promote education, training, study and research in that science and practice.



Visit the ISTT website for more information on the Society's activities and on how to become a member [www.istt.com](http://www.istt.com)



### MATT

#### New national platform for the promotion of trenchless in Malaysia

Malaysia has taken great strides in the past few decades in adopting more and more trenchless solutions to meet its infrastructure challenges. There are great trenchless opportunities in the immediate, medium and long-term future in Malaysia, especially as trenchless meets many of the Green objectives embedded as a priority in much the government's infrastructure development agenda. There is also recognition of the importance of training and knowledge transfer, to raise standards and improve use and application of Trenchless. The establishment of MATT represents a significant step in the evolution of the trenchless sector in Malaysia, since Trenchless Asia was first hosted in Kuala Lumpur in 2016.

MATT creates a broad-based platform, with national reach, to promote Trenchless in Malaysia, to inform the market and provide networking opportunities nationally and internationally for stakeholders, as well as to encourage the transfer of knowledge, experience and technologies and commercial opportunities. In addition, MATT will be affiliated to ISTT.

MATT – the Malaysia Association for Trenchless Technologies has received its formal confirmation of recognition from Malaysia's Registry of Societies (ROS) as a national association for the representation, recognition and promotion of all aspects trenchless, nationwide.

MATT, now established, is excited to be working with Westrade – the organisers of Trenchless Asia 2020 which will incorporate for the first time ISTT's 39th International No-Dig conference, and therefore ISTT as well, in building on the spectacular successes of 2016 and 2018.

Jurutera Ir. Mohd Zuki Muda – Head of Capital Works at Indah Water Konsortium (IWK) wrote, "the past decade in particular marked the beginning of new thinking.... Trenchless technology is promoted as a Green and Low Carbon Footprint construction practice... and is now increasingly more important and it will be the way to move forward".





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## Contact

### Exhibition and Sponsorship Enquiries

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