



[www.appsummit.asia](http://www.appsummit.asia)

WELCOME TO

# ASIA PACIFIC PROPTech SUMMIT 2021

26 - 27 November 2021

10:00 AM - 9:00 PM (GMT +8) Singapore/Kuala Lumpur

Where Property, Technology, and  
People Come Together!

ORGANIZED BY



SUPPORTING PARTNER



MEDIA PARTNERS



PLATFORM PARTNERS



STRATEGIC PARTNER



PROPTech PARTNERS





# WHY SHOULD YOU ATTEND THE SUMMIT?

**DON'T MISS  
THIS ONE**

## **International PropTech Experts**

We have invited a wide range of experts from around the globe.

## **Learn & Earn**

Information shared during this 2-day summit can boost your business.

## **Connect & Network**

All speakers will be available in separate roundtable discussions. Do join, and ask questions!

## **Gain The Competitive Edge**

Become up-to-date with what plays worldwide in the PropTech industry, and apply!

## **Take Advantage of The Opportunity**

Advertise in the Expo Platform, and gain visibility.



# BACKGROUND OF THE PROGRAM

*APPS2021 is the largest virtual PropTech event for the APAC region. The Asia Pacific Proptech Summit 2021 will be held from 26-27 November 2021 and is organized by the Malaysia PropTech Association, together with our APAC PropTech partners, and in conjunction with Unissu Ltd from the United Kingdom, a platform "shaping the future of real estate".*

*PropTech (Property Technology) is a fast-growing industry with digital solutions for one of the largest industries in the world, the property industry. According to JLL, a global real estate services company; PropTech startups have grown 300% over the last 12 months creating a total of USD 9.7 billion in funding activities in Q1 2021.*

*APPS2021 is an event for the complete property, real estate, and built industry under the roof of technology. It's the place to meet and greet real estate professionals and PropTech players/solution providers. But also enough to sniff around for the curious students and PropTech enthusiasts looking at the industry as a career opportunity.*

*The APAC region is extremely active when it comes to PropTech, mainly because of the number of large-scale property projects in the region.*

*APPS2021 will focus on five main verticals - Plan, Construct, Transact, Manage, and Educate. The event will host renowned industry specialists and subject experts, sharing their knowledge and vast experience with the event delegates.*

*APPS2021 is a unique opportunity for stakeholders of the property and proptech industries to mingle, discuss, collaborate, purchase & sell, and seek enticing partnerships.*



## WHAT TO EXPECT?

**3**

continuous roundtables,  
where delegates &  
speakers meet

**2**

days of PropTech  
Excitement

**1**

channel full of PropTech  
solutions

More Info: [events@proptech.org.my](mailto:events@proptech.org.my)  
[presidency@proptech.org.my](mailto:presidency@proptech.org.my)  
<https://www.appsummit.asia>





# WHO SHOULD ATTEND?

THE ASIA PACIFIC PROPTech SUMMIT IS A FREE ONLINE EVENT AND OPEN TO THE GENERAL PUBLIC TO ENSURE A BETTER UNDERSTANDING OF THE PROPTech INDUSTRY

## PROPTech ENTHUSIAST

PropTech Professionals  
PropTech StartUps  
PropTech Dreamers  
Idea Creators  
Tech Solution Providers  
Software Houses With Experience  
In Property

## ACADEMIA

Students  
Universities  
Learning Institutions

## TECH LABS

Pre-Startup Stakeholders

Including companies and organizations affiliated, or able to provide services to the property and real estate industry. Technology will drive your services further. PropTech companies.

## PROPERTY INDUSTRY

Property Developers  
Real Estate Agencies  
Valuers  
Project Consultants (Surveyors,  
Architects, Planners, Civil & Structural  
Engineers, Mechanical & Electrical  
Engineers, Quantity Surveyors)  
Property Management Companies  
Joint Management Bodies  
Resident Associations  
Landlords  
REIT Managers  
Warehousing & Logistic Managers

## TECH INVESTORS

Venture Capital Companies  
Equity Crowd Funds  
Crowd Funding Platforms  
Angel Investors  
Retail Investors

## GOVERNMENTAL BODIES

Government Link Companies  
City Planners  
Housing Development Agencies  
Social Housing Entities

## HOW TO JOIN?

Scan the QR code below or visit our website to register to join. If your industry is not on the list above? Don't worry, you can still join the event to learn about PropTech.





# EVENT VERTICALS

## 01 PLAN

Artificial Intelligence | Big Data | Blockchain | Machine Learning | Internet-of-Things (IoT) | Smart City | Geo-Spatial | Mapping | Digital Twins | SDG-2030 | ESG

## 02 CONSTRUCT

Artificial Intelligence | Big Data | Blockchain | Machine Learning | Construction | BIM | Drones | Mapping & VR | SDG-2030 | ESG

## THESE ARE THE 5 VERTICALS OF THIS YEAR'S SUMMIT

## 03 TRANSACT

AI | Big Data | Blockchain | Machine Learning | Listing Portals | Marketing & Sales | Real Estate Fintech | Mortgage | Legal Tech | P2P Financing | Lead Generation | SDG-2030 | ESG

## 04 MANAGE

REIT | Residential Community Management | Business Community Management | Facility Management | Customer Care & After Sales Services | Rental | Buy/Sell Secondary Market | Renovation | Short Term | Co-Working Space | Workspace Redefined | Living-Spaces Redefined | Co-Living Solutions | SDG-2030 | ESG

## 05 EDUCATE

Academia | Academic in Construction | Mentorship & Talent Sandbox | Built Environment & PropTech Syllabus | Lectures & Lessons From The Field | SDG-2030 | ESG



# SPONSORSHIP PACKAGES

## WHY SPONSOR APPS2021?

APPS2021 is a unique opportunity for the property and proptech industries to mingle, discuss, collaborate, purchase & sell, and seek enticing partnerships.

Getting your brand, products, and services under the attention of targeted eyeballs in the Asia Pacific region, is an exclusive opportunity in itself

## SUMMIT

The APPS2021 Summit will offer 100+ speakers from more than 18 countries and will deliver knowledge, answer questions, and keep the conversation going long after the event.

## EXPO

We will keep the APPS2021 Expo open till 31 March 2022. In between Apps2021, and 31 March 2022 we plan multiple proptech related events. This provides your brand with more targeted exposure to an ever-growing interested industry hungry for new technologies.



## ADVERTISING

Showcase your business to the APAC region

## TARGET

The audience are targeted to the Property & PropTech oriented targeted audience

## REACH

Reach out to event delegates from 13 + countries





## VIRTUAL EXPO

	SILVER	GOLD	PLATINUM
	RM5,000 (USD 1,250)	RM10,000 (USD 2,500)	RM20,000 (USD 5,000)
1-year membership in Malaysia PropTech Association		✓	✓
Speaking opportunity		✓ Panelist	✓ Moderator/Panelist
Logo included in an introductory video	✓	✓	✓
Video played on big screen at the (Lobby)		✓ 30 Sec	✓ 120 Sec
Virtual banner (Lobby)	✓ Shared	✓ Shared	✓ Dedicated
Virtual banner (Lobby) - Large size			✓
Virtual booth at expo hall		Standard	Large
Virtual Booth Purchase/Upgrade (optional)	Standard +RM1,200 Large +RM1,800 Special Design Booth +RM3,600	Large +RM1,800 Special Design Booth +RM3,600	
Emcee mention		✓	✓
Sponsor exposure in organizer website	✓	✓	✓
Branded article in organiser website blog			✓
Exposure in various marketing materials & social channels	✓	✓	✓
Corporate / Product video presentation (in conference platform)			✓
Corporate / Product video presentation (MPA Youtube channel)		✓	✓
Logo displayed at conference main banner (Unissu)			✓
Logo displayed at conference session banner (Unissu)		✓	
Logo displayed individual conference session footer (Unissu)	✓		

VIRTUAL EXPO FEATURES 25 NOVEMBER 2021 TILL 31 MARCH 2022

## MEDIA EXPOSURE

Advertisement in Property360Digest  
special issue EMagazine

Full Page Story/Review in Property360Digest

Sponsors, booth purchase will get special  
30% discounted rates for any products /  
services offered by Emjay Communications if  
booked within the 4-month period.

### SILVER

Half page



### GOLD

Full page



### PLATINUM

Full page





VIRTUAL EXPO FEATURES 25 NOVEMBER 2021 TILL 31 MARCH 2022

## VIRTUAL BOOTHS

	STANDARD	LARGE	SPECIAL DESIGN
	RM1,200 (USD 300)	RM1,800 (USD 450)	RM3,600 (USD 900)
Special / Customised Booth Design			✓
Booth Design - with interactive touch features	✓	✓	✓
360 CGI Tour, VR rendered, including Pop-Up Content	✓	✓	✓
Logo Display	✓	✓	✓
Vertical Posters	2	4	4
Horizontal Posters	2	4	4
1x Video Panel	✓	✓	✓
1x Company Profile	✓	✓	✓
PDF Brochures (downloadable)	1	5	5
1x User Access	✓	✓	✓
Contact Info	✓	✓	✓
Event Tech Support	✓	✓	✓
PropTech ShowCase Video Channel	✓	✓	✓
<b>Free 1-year MPA membership</b> 		✓	✓

## NOTE

Based on the virtual booth selection above, you may choose 1 of the booth design from the 5 designs in the following pages.



CHOOSE A BOOTH DESIGN BELOW

## STANDARD BOOTH DESIGNS



### BOOK A BOOTH

Scan the QR Code to Make your Booth Booking now.

### STANDARD 1



### STANDARD 2



### STANDARD 3



### STANDARD 4



### STANDARD 5







CHOOSE A BOOTH DESIGN BELOW

## LARGE & SPECIAL BOOTH DESIGNS



### BOOK A BOOTH

Scan the QR Code to Make your Booth Booking now.

## SPECIAL DESIGN 1



## SPECIAL DESIGN 2



## SPECIAL DESIGN 3



## LARGE BOOTH 1





VIRTUAL EXPO FEATURES 25 NOVEMBER 2021 TILL 31 MARCH 2022

# MEDIA PREPARATION

Please return **ALL** materials on time as this will help us in the process of producing the virtual fair. Be as complete as possible and make full use of all topics and space available; however, we do request that you stay within the allocated space and number of words.

No	Item	Detail	Remarks
1	Logo x1	Please provide a clear format of logo in: <ul style="list-style-type: none"> <li>JPG/ PNG format (high resolution)</li> </ul>	If Exhibitor have logo with square/ horizontal version, do send us too.
2	Poster x4	Please provide poster in following details: <ul style="list-style-type: none"> <li>JPG/PNG format</li> <li>Picture ratio as per below:</li> </ul> <div> </div> <p style="text-align: center;"><b>x2                      x2</b></p>	Each exhibitor have a total of <b>4</b> poster (2 horizontal & 2 vertical). Please provide us with file size suitable for internet viewing to avoid lagging
3	Video x1	Please provide us with 1 video media, either in: <ul style="list-style-type: none"> <li>YouTube/ vimeo link (google drive link don't work)</li> <li>MP4, MKV, MP4, WEBM format (<i>preferred in 16:9 ratio</i>)</li> <li>Thumbnail for the video (<i>1x screenshot</i>)</li> </ul> <div> <p style="text-align: center;"><b>x1</b></p> </div>	Each exhibitor have a screen to showcase <b>1</b> video.  Media that 40mb & below/ youtube link is recommended to avoid disrupt browsing experience