



14 - 16 MAY, 2024 | SHORT COURSES: 13 MAY
KUALA LUMPUR CONVENTION CENTRE | MALAYSIA

**SPONSORSHIP
BENEFITS**

TABLE OF CONTENTS

Welcome	02
About the Host	03
Why Support ATPS	04
Results that Speak for Themselves	05
Sponsorship Packages	07
Exclusive Sponsor Benefit	09
Supplemental Sponsors	11
Advertising	13
Contact Us	14



WELCOME

SELEMAT DATANG. FIRST, THANK YOU FOR YOUR SUPPORT.

The Asia Turbomachinery and Pump Symposium in Kuala Lumpur 13-16 May 2024 is poised to be a break-out event as the industry and world economy is in robust recovery from the pandemic era. ATPS 2022 was held at the Kuala Lumpur Convention Centre as the first international F2F business event in Malaysia post-pandemic and was quite successful (1,156 verified attendees) despite the challenging circumstances that included travel restrictions and short eight-week organizational timeframe from announcement to event. The upcoming symposium will be the first held under “normal circumstances” and we are excited to see the strong enthusiasm and support coming from many entities within Malaysia and the Asia Pacific region.

Several exciting developments have come to fruition as we begin the organization of ATPS 2024 that indicate strong growth in exhibitor participation and a goal of 2000+ attendees. One such development is the support from the Malaysia Ministry of Human Resources through their Human Resource Development Corporation. HRDCorp has certified ATPS as a Claimable Training that offers substantial monetary support to Malaysian companies sending their employees to professional continuing education programs.

ATPS is also pioneering a new committee, the ATPS University Council, comprised of university partners and tasked with facilitating student attendance and program activities. We expect 600-750 students to attend with opportunities to visit with exhibiting companies, as well as attend technical sessions and student-specific programs during ATPS. The University Council is organizing a student poster session competition that will include substantial awards and recognition. This group of future employees and future customers coming to ATPS is a valuable opportunity for workforce recruiting by industry participants.

While the symposium itself is focused on machinery operations and best practices, we are adding a new dimension to include industry and government policy makers through a one-day forum, the Machinery in Sustainable Energy Transition Forum (MiSET Forum). This exclusive, invitation-only event will be open to ATPS sponsors and strategic partners to exchange ideas between industry and government on energy transition initiatives and the role of legacy infrastructure with focus on practical and available technologies.

This publication outlines the various opportunities available to the industry to be a larger part of this important event through sponsorship that includes substantial benefits. We welcome the opportunity to help your organization achieve its goals in this region and look forward to seeing you in May 2024.

Sincerely,

Greg Gammon

Director of Global and Corporate Partnerships



ABOUT THE HOST



EDUCATION

3

Undergraduate and graduate education



RESEARCH

Turbomachinery Lab Research Consortia and grant-based research partnerships



WORKFORCE DEVELOPMENT

Symposia and stand-alone continuing education courses, seminars, and workshops

The Asia Turbomachinery and Pump Symposium and its sister event, the annual Turbomachinery and Pump Symposia in Houston, Texas is hosted by the Texas A&M University Engineering Experiment Station Turbomachinery Laboratory

The Turbomachinery Laboratory, a center of the Texas A&M Engineering Experiment Station (TEES) and a member of The Texas A&M University System, proudly continues Texas A&M's land-grant charter and tradition of identifying research areas critical to the state's economic development, leadership, and quality of life. Priorities include Basic and Applied Research, Undergraduate and Graduate Education, and Continuing Education and Professional Workforce Development.



THE TURBOMACHINERY LABORATORY MAKES A VITAL IMPACT THROUGH RESEARCH, EDUCATION, AND WORKFORCE DEVELOPMENT.

The Turbo Lab sponsors industrial symposia to provide continuing education opportunities to users of industrial turbomachinery, and to generate profits to foster and support graduate and undergraduate education in turbomachinery. It also provides an opportunity for collaborative and multi-disciplinary research among faculty members throughout Texas A&M University as well as external research partners in other academic institutions and industry.

MORE INFORMATION?

Greg Gammon

Director, Global and Corporate Partnerships

ggammon@tamu.edu

WHY SUPPORT ATPS?

FOR THE INDUSTRY, BY THE INDUSTRY

The ATPS program is curated by an advisory committee of engineers from leading companies in the turbomachinery and pump industries across the globe.

INNOVATIVE PRESENTATION TYPES

Other conferences offer primarily lectures. The style of presentations at ATPS is totally different, bringing you case studies, tutorials and discussion groups in addition to traditional lectures. The content is industry-specific, meaning you can immediately take what you learn with you and apply it on the job.

FREE TECHNICAL CONTENT

Six months following each symposium hosted by the Turbomachinery Laboratory, proceedings become available to the public free of charge. The Turbo Lab is proud to host a platform for the exchange of ideas that impact turbomachinery, pump and related industries.

FREE STUDENT ATTENDANCE

Full time university students attend free, and are encouraged to network with industry professionals; a learning opportunity combined with career development.

IMPROVE YOUR BUSINESS

Get ahead by assimilating the experience of recognized experts and peers from your industry-end users, OEMs and academics.

- Increase production
- Reduce Maintenance Costs
- Review Digital Technology

4

RESULTS THAT SPEAK FOR THEMSELVES

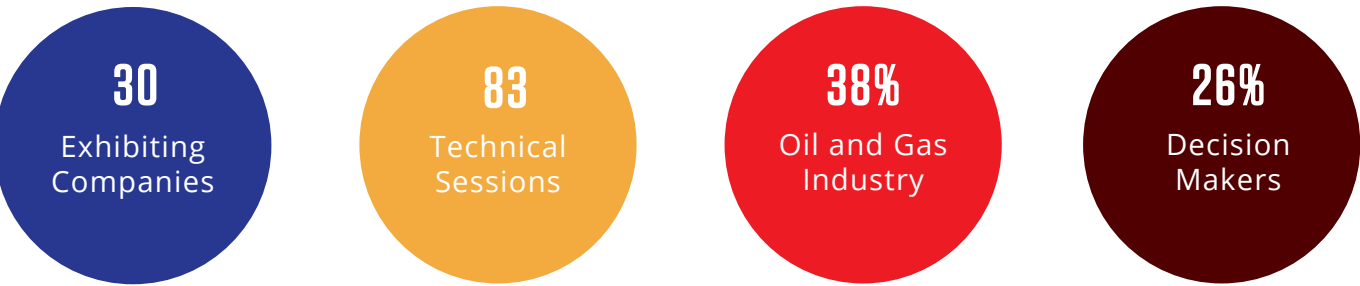
33 COUNTRIES REPRESENTED



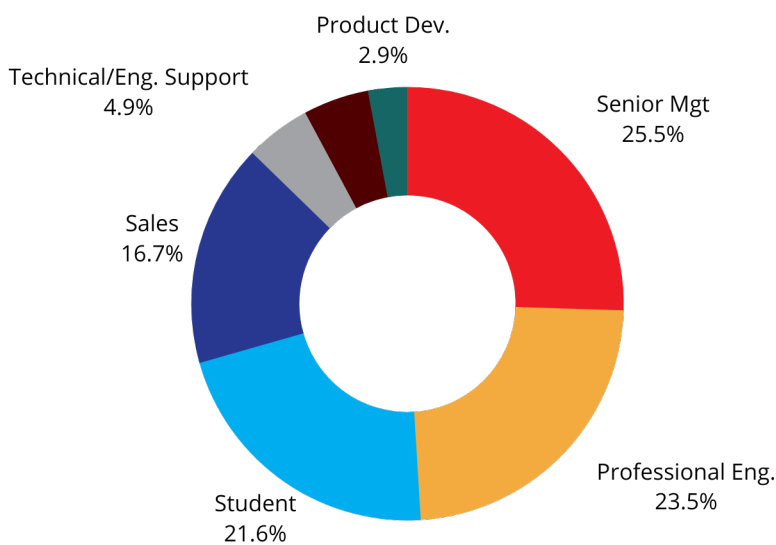
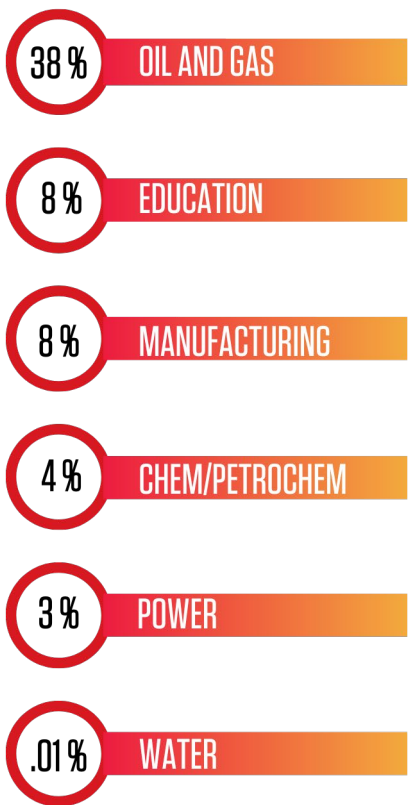
ATPS is a vital industry event, offering a forum for the exchange of ideas between rotating equipment engineers and technicians worldwide. ATPS is known for its impact on turbomachinery, pump, oil and gas, petrochemical, power, aerospace, chemical, and water industries through its peer-reviewed technical program and international exhibition.

As the global pandemic began winding down and borders opening up, the Turbomachinery Laboratory made the bold move of organizing ATPS 2022 in just eight short weeks, and the results were astounding. Attendance far surpassed previous ATPS events, almost doubling from the last face-to-face event in Singapore, 2018, with 1156 Verified Attendees.

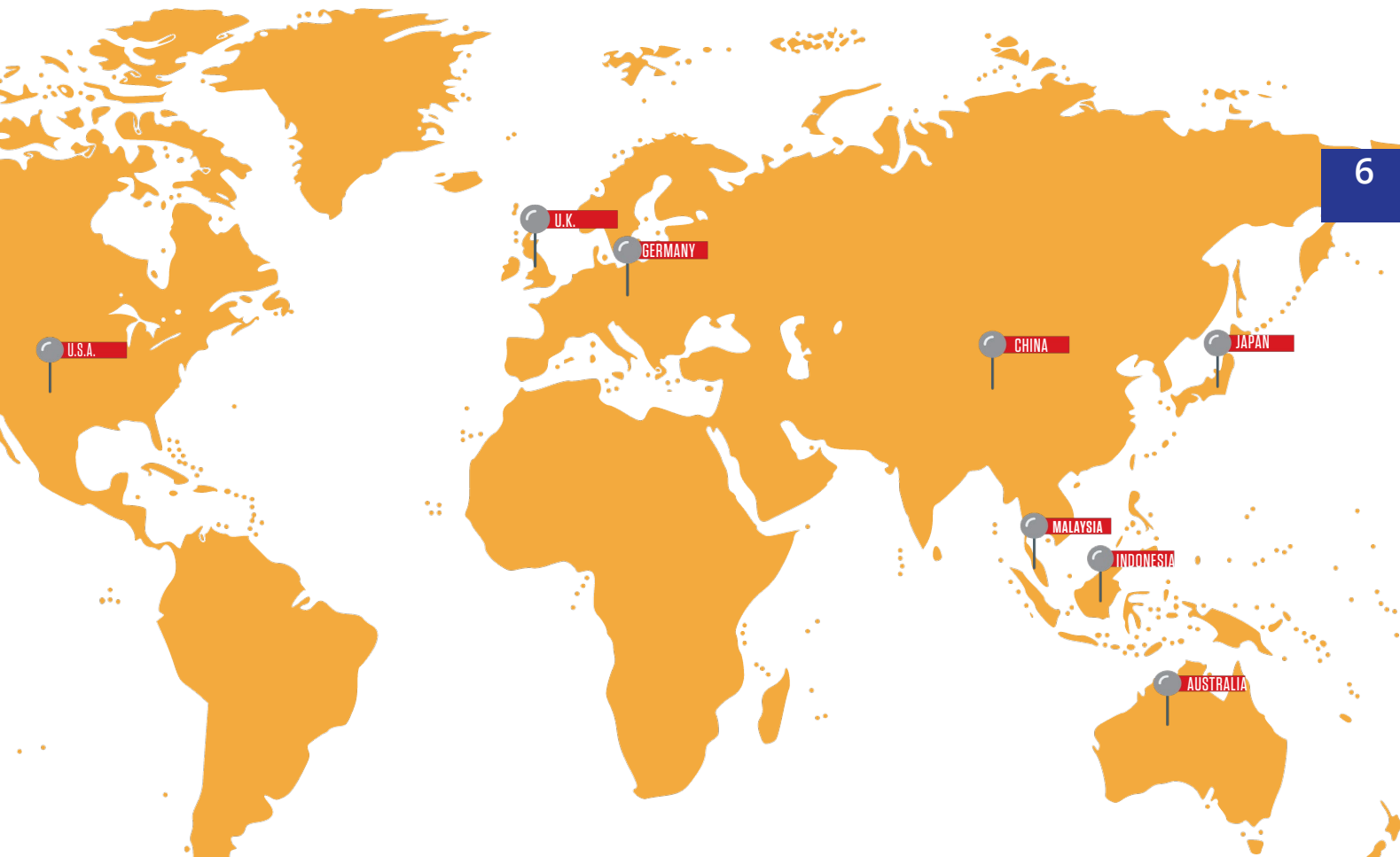
AIMING TO EXCEED ATPS 2022 FACE-TO-FACE NUMBERS



INDUSTRY BREAKDOWN



DELEGATE PROFILE



"Why is ATPS important to us? The reason is it would take you a lot of money to see these customers. Not only that, [ATPS facilitates us] seeing customers we didn't know existed and they didn't know we exist. It gives us a chance to meet people all over the world that would have no clue about our product, and really need our solution. We really appreciate ATPS, as well as TPS in the United States."

Eric Ford, Graphalloy, Event Sponsor

SPONSORSHIP PACKAGES

PRINCIPAL SPONSORS

ONLINE AND CAMPAIGN

ON SITE AND OTHER

HOSPITALITY

PLATINUM SPONSOR \$100,000	<ul style="list-style-type: none"> Largest logo on all marketing collateral Recognition on website leading up to event Press Release circulated to media partners; Sponsor-level featured in all press material Post-Event Communications 	<ul style="list-style-type: none"> Largest logo on all signage and displays 6m X 9m Exhibition Booth 2 Full Page Show Guide ads Presentation on Exhibitor Floor - Innovation Presents Stage Printed Brochure in Delegate Bags Media Partner Access and Interviews 	<ul style="list-style-type: none"> Presentation at Welcome Address Complimentary Passes (60 total) Addtl. Discounted Registration* Sponsor Workshop Private Meeting Room Complimentary VIP passes to Gala Dinner Invitation to Speak at Exclusive Executive Event for the Energy Transition Forum 	<ul style="list-style-type: none"> 4 Complimentary passes to TPS 2024 in Houston, Texas
GOLD SPONSOR \$75,000	<ul style="list-style-type: none"> Prominent logo on all marketing collateral Recognition on website leading up to event Press Release circulated to media partners; Sponsor-level featured in all press material Post-Event Communications 	<ul style="list-style-type: none"> Prominent logo on all signage and displays 6m X 9m Exhibition Booth 1 Full Page Show Guide ad Presentation on Exhibitor Floor - Innovation Presents Stage Printed Brochure in Delegate Bags Media Partner Access and Interviews 	<ul style="list-style-type: none"> Presentation at Welcome Address Complimentary Passes (40 total) Addtl. Discounted Registration* Sponsor Workshop Private Meeting Room Complimentary VIP passes to Gala Dinner Invitation to Speak at Exclusive Executive Event for the Energy Transition Forum 	<ul style="list-style-type: none"> 4 Complimentary passes to TPS 2024 in Houston, Texas
SILVER SPONSOR \$50,000	<ul style="list-style-type: none"> Prominent logo on marketing collateral Recognition on website leading up to event 	<ul style="list-style-type: none"> Prominent logo on all signage and displays 6m X 6m Exhibition Booth 1/2 Page Show Guide ad Presentation on Exhibitor Floor - Innovation Presents Stage Printed Brochure in Delegate Bags 	<ul style="list-style-type: none"> Complimentary Passes (30 total) Addtl. Discounted Registration* Sponsor Workshop Complimentary VIP passes to Gala Dinner Invitation to Speak at Exclusive Executive Event for the Energy Transition Forum 	<ul style="list-style-type: none"> 2 Complimentary passes to TPS 2024 in Houston, Texas
BRONZE SPONSOR \$35,000	<ul style="list-style-type: none"> Prominent logo on marketing collateral Recognition on website leading up to event 	<ul style="list-style-type: none"> Prominent logo on all signage and displays 6m X 6m Exhibition Booth 1/2 Page Show Guide ad Presentation on Exhibitor Floor - Innovation Presents Stage Printed Brochure in Delegate Bags 	<ul style="list-style-type: none"> Complimentary Passes (20 total) Addtl. Discounted Registration* Sponsor Workshop Complimentary VIP passes to Gala Dinner Invitation to Speak at Exclusive Executive Event for the Energy Transition Forum 	<ul style="list-style-type: none"> 2 Complimentary passes to TPS 2024 in Houston, Texas

CONFERENCE SPONSORS

OPTION 1 \$15,000	<ul style="list-style-type: none"> Sponsor acknowledgment on general event info. including website, show guide, and signage 	<ul style="list-style-type: none"> 3m X 3m Exhibition Booth 	<ul style="list-style-type: none"> Complimentary Passes (10 total) Addtl. Discounted Registration* Discount on upgraded booth space* Invitation to attend Exclusive Executive Event for the Energy Transition Forum
OPTION 2 \$15,000	<ul style="list-style-type: none"> Sponsor acknowledgment on general event info. including website, show guide, and signage 		<ul style="list-style-type: none"> Complimentary Passes (10 total) Addtl. Discounted Registration* Discount on upgraded booth space* Invitation to attend Exclusive Executive Event for the Energy Transition Forum

PARTNERS

Barter or in kind	<ul style="list-style-type: none"> Logo displayed on website Logo displayed in marketing materials when appropriate 	<ul style="list-style-type: none"> Possible Exhibition Booth Possible Show Guide Ads Publication Bin 	<ul style="list-style-type: none"> Complimentary Passes (2 Press total) 	<ul style="list-style-type: none"> Other benefits depending on the value of the barter
--------------------------	---	---	--	---

HOW DO I GET INVOLVED?

Contact Greg Gammon, Director of Global and Corporate Partnerships, for more MiSET Forum, or general information about the Asia Turbomachinery and Pump Symposium.

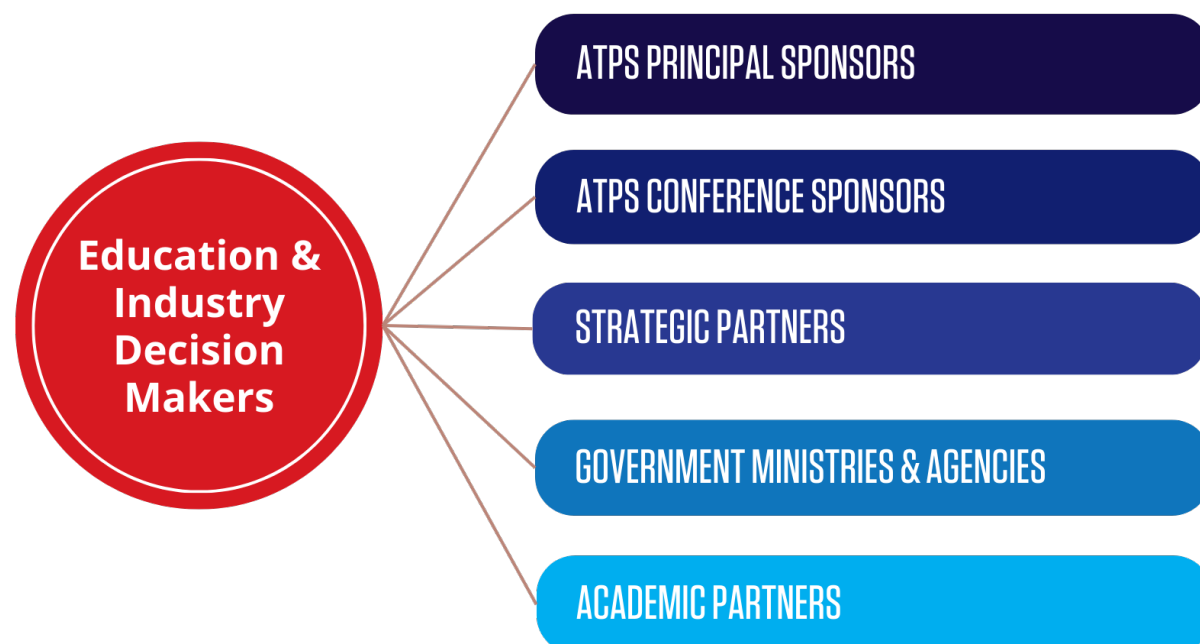
Ggammon@tamu.edu or 979-845-7417



EXCLUSIVE SPONSOR BENEFIT

A FORUM FOR EXCHANGE OF IDEAS BETWEEN INDUSTRY AND GOVERNMENT ON ENERGY TRANSITION INITIATIVES AND THE ROLE OF LEGACY INFRASTRUCTURE IN ACHIEVING SUSTAINABILITY.

The **Machinery in Sustainable Energy Transition Forum** (MiSET Forum) is an introduction to how industry, government, and academia, can work together to rapidly address challenges and opportunities in the transition to renewable energy with a focus on how legacy systems might respond yet continue to have an important role.



BRINGING EDUCATION AND INDUSTRY TOGETHER

ATPS organizers and partners see a need for technical knowledge to support government initiatives. This event will liaise the imperative conversations between decision makers about sustainability goals and how to utilize legacy infrastructure in successful energy transition policies. Legacy energy infrastructure will be required for decades to come but with an emphasis on improving efficiency and reducing emissions to support **Environmental Sustainable Governance**.

COLLABORATE THROUGH A CURATED PROGRAM

In addition to program activity that will include presentations, panel sessions, and break-out discussions, networking opportunities among the delegates will be facilitated. This Forum also will enable ongoing discussion and collaboration through the relationships made during this event.

Topics may include: Emission reduction from all sources of combustion must continue to be addressed, including fugitive emissions from process operations. Retrofitting of mechanical systems with cutting-edge technologies, use of blended and sustainable fuels for reduced emissions (hydrogen/ammonia), and post-combustion emission and carbon capture will all play a vital role. The role of condition monitoring and digital analysis (machine learning and predictive technologies) also may be important in this transition.

BRING YOUR TEAM

The Forum is an invitation-only event. ATPS Principal and Conference Sponsors, Strategic Partners, and Academic Partners (including Texas A&M University) are invited to send leadership representatives to attend. High-level delegations from government ministries/agencies responsible for policy in the energy, industry development, and human resources sectors (among others) will be invited from Malaysia, other APEC countries, Oceania, and MENA regions. Expected attendance will be approximately 50-100 delegates.

Sponsors and invitees will receive a number of free passes to include the team members necessary to facilitate these conversations. They will also receive a reduced rate for additional passes.

INTERESTED IN CONTRIBUTING TO THIS EXCHANGE OF IDEAS?

GREG GAMMON

ggammon@tamu.edu
979-845-7417

SUPPLEMENTAL SPONSORS

STAND OUT. GET NOTICED. BUILD YOUR BRAND.

Below are the advertising and sponsorship opportunities designed to communicate your company's message before, during and after the event. Package pricing and custom sponsorships are also available and can be tailored to your company's marketing goals and budget.



NOTEPADS

Provide notepads for every delegate bag. Include your company logo for maximum recognition.

INQUIRE FOR INFORMATION



LANYARDS

All conference badge levels are required to use a lanyard and badge for entry. Gain maximum exposure for your brand.

INQUIRE FOR INFORMATION



DELEGATE BAGS

Every Full Conference badge receives a delegate bag filled with the event's program, a notepad (if sponsored), pens, and other pertinent information about ATPS.

5,000 USD



COFFEE BREAKS

A perfect time to discuss your company's capabilities is over coffee. Sponsor the coffee breaks, offered twice daily during the technical sessions. Multiple times available.

5,000 USD



WATER STATIONS

Host water cooler conversations around your logo. Several water stations are placed throughout the event.

2,500 USD



SOCIAL MEDIA

Become the face of ATPS digital presence and sponsor Social Media. Be included in all major conference event communications on all social media platforms.

2,500 USD



GALA DINNER

(Non-exclusive) Sponsor the Gala Dinner and its entertainment and be awarded a speaking opportunity and a chance to thank the participants in a more casual atmosphere.

25,000 USD or other



OTHER PROMOTIONAL ITEMS

Attract attendees to your booth with hanging signage, feature your company's logo on the welcome signs outside the exhibition hall, or sponsor the Job Board. The options are endless!

INQUIRE FOR INFORMATION



EARLY CAREER NETWORKING EVENT

(Non-exclusive) Become a shared sponsor of the early career networking event. Presented by our University Council, this event is a great way to garner new employee interest, recruit top talent, or establish new training initiatives.

INQUIRE FOR INFORMATION

PRINT ADVERTISING / ON-SITE SHOW GUIDE

Purchase full page or half page advertising opportunities in the Show Guide. You must be an exhibitor to purchase an advertisement. Front and back inside cover positions reserved for Platinum and Gold level sponsors. Contact Martha Barton for more information.

INTERESTED IN A SUPPLEMENTAL OR COLLATERAL SPONSORSHIP?

CONTACT EXHIBITOR SERVICES

MARTHA BARTON

mbarton@tamu.edu

979-845-7417

ADVERTISING

Sponsoring the Asia Turbomachinery and Pump Symposium gains your company brand exposure to a large audience at multiple touchpoints leading up to the conference. Check out these statistics from our previous ATPS 2022 marketing plan.

14,018

Website Visitors
Jan - Apr 2022

5,049

Registration Link Visits
Jan - Apr 2022

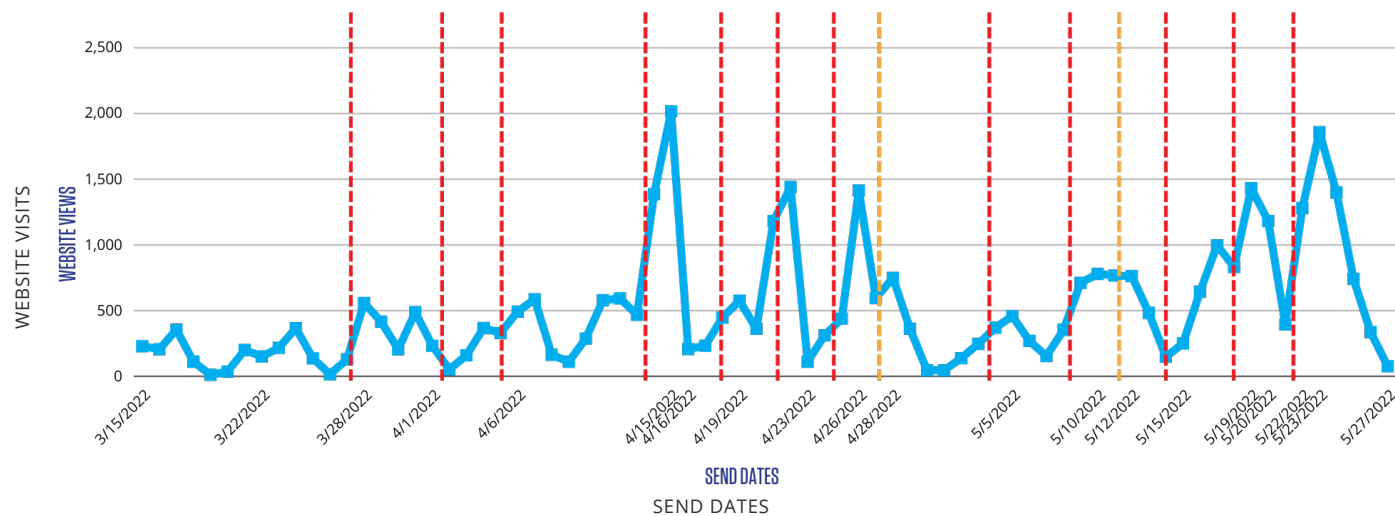
108

Papers submitted
for review

18%

International (non-
Malaysian address)
attendees

21,000 + EMAIL AUDIENCE



MEDIA PARTNERS



CONTACT US



Thank you for your participation. Contact us if you have questions or need more information about the program, sponsorships, exhibition, or media partnerships. We would love to hear from you.



Greg Gammon

Director, Corporate and Global Partnerships
ggammon@tamu.edu

14

Ashton Drollinger

Director, Program and Operations
ashton@turbo-lab.tamu.edu



Martha Barton

Director, Exhibitor Services
mbarton@tamu.edu

Megan Towery

Director, Marketing and Media
megantowery@tamu.edu





ASIA TURBOMACHINERY AND PUMP SYMPOSIUM IS HOSTED BY THE
TURBOMACHINERY LABORATORY AT TEXAS A&M UNIVERSITY