

SESTECH BORNEO FAQ

November 15-17, 2011
Borneo Convention Centre Kuching

Growth. Opportunity. Momentum
Annual Enterprise Software Conference & Exhibition in Asia

5 EASY WAYS TO REGISTER

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call : +60 3 8060 3070
fax : +60 3 8060 3602
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Petronas Twin Towers
50088 Kuala Lumpur



What is SESTECH 2011?

SESTECH 2011 is ASEAN's most comprehensive conference and exhibition for SME enterprise software technology and IT solutions. It is the only event that brings together senior level executives from across a broad range of industry sectors to learn about the benefits of enterprise management software technologies, source for solutions and form partnerships with local IT vendors. SESTECH conference will focus on the fundamentals of how SMEs can maximize profitability and ensure competitiveness to position them for regional market.

What are the main objectives of SESTECH 2011?

The main objectives of this conference and exhibition are to provide SMEs with a valuable insight into the latest IT products and solutions, SESTECH 2011 will present a wide array of programs and activities including exhibition to educate SMEs;

- Identify and evaluate new technologies
- Understand new business best practices
- Create new business and revenue streams
- Learn how IT can manage processes and people

What are the key topics at SESTECH 2011 Conference?

- Cloud Computing
- Data Centre
- Desktop Virtualization
- Enterprise Software
- Information Security and Risk Management
- IT Management
- Networking
- Storage Solutions
- Video Conferencing
- Virtualization Concepts and Practices
- Virtualization Management
- VoIP and Unified Communications
- Wireless and Mobility

What are the target industries at SESTECH 2011 Conference?

- Consumer Products and Retail
- Services Industry (Hair, Beauty and Spa)
- Wholesale and Trading
- Food & Beverage
- Healthcare
- Associations & Not-for-Profits
- Education
- Manufacturing
- Travel and Hospitality
- Transportation
- Government
- Financial

Who will attend SESTECH 2011?

This event attracts C-level Executives, Owners, Vice Presidents, Directors, and Managers.

- President/CEOs
- Owner/Operators
- Senior Managers responsible for Information Technology

Why should I attend?

As an attendee of SESTECH 2011 conference and exhibition you are provided with the latest information on SME enterprise software technology and IT solutions, networking opportunities for building strategic businesses partnerships, educational program and demos, trade shows and social functions. The conference allows you to build relationships with other professionals in your area while engaging in educational functions. SESTECH 2011 draws professionals from around the region for a true look at the latest trends in information technology.

What is the SESTECH 2011 theme?

- Grow your business at the only IT event focused on SME.
- Your Opportunity to connect with key decision makers from diverse industries.
- Gain sales Momentum in one of the focused SME event in Malaysia.

Are there any functions during the event?

- Networking cocktail on first day of exhibition, November 15, 2011
- Gala dinner on first night of conference, November 16, 2011
- Closing Ceremony Dinner, November 17, 2011

When and where is SESTECH 2011?

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What is the dress code at the events?

Appropriate business attire is required for all visitors. Visitor name badges are part of this dress code and must be worn by all trade visitors. Those in shorts, bermudas, singlet, and slippers will not be allowed entry into the exhibition halls.

What if I am interested in sponsorship/advertising opportunities?

To find out about sponsorship and advertising opportunities, please call us at +6 03 8060 3070

CONFERENCE REGISTRATION

How and when do I register?

Registration is open now till October 1, 2011.
Please see the 5 easy ways to register at the top of this page.

How much does it cost to attend the conference?

Early Bird Registration Fee: RM 850 (Register Before June 1, 2011)
Standard Conference Fee: RM 1000

What are the advantages of early registration?

Registration rates are as much as RM150 less than standard registration rates.

Will I receive confirmation of my registration?

Yes, once we have processed your registration and payment, we will mail you a confirmation detailing your registration.

Do I need to bring my registration confirmation to the conference?

Having your confirmation information is suggested, but not required.

Do I need to pay for visiting the exhibition?

No, the admission is FREE for all the pre-registered trade visitors.

When do I get my conference and/or exhibition badge?

Your registration badge will be available for pick-up at the conference/exhibition pre-registration desk.

What if I lose my badge or tickets?

Please understand that we cannot be responsible for lost/misplaced badges. There will be no replacement of a lost badge.

What is the cancellation policy?

Written registration cancellations received by August 30, 2011 are 50% refundable. There are no refunds after September 1, 2011. Those who do not cancel nor attend are responsible for the full registration fee. Terms and conditions are subject to change without prior notice.

HOTEL & TRAVEL

Where can I find hotel and travel information?

Your event organizer has worked hard to secure the best possible rate for you at the arranged official SESTECH hotel, "Pullman Kuching". We urge you to book your stay at this hotel. For more information about booking your stay, visit www.sestech.asia or call us at +6 03 8060 3070

Are there any travel discounts available?

SESTECH works with Eagle Business Travel to provide discounts for attendees.

For any further enquiries or information about SESTECH 2011 and additional custom made design please call +6 03 8060 3070 or email at sales@sestech.asia

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