International Conference on Sustainable Mobility 2010
“Moving towards Green Technologies”

Sponsorship & Exhibition Prospectus

IN COLLABORATION WITH:
UNIVERSITI PUTRA MALAYSIA (UPM)
UNIVERSITI TEKNOLOGI MALAYSIA (UTM)
MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH (MIROS)
MALAYSIAN INDUSTRY-GOVERNMENT GROUP FOR HIGH TECHNOLOGY (MIGHT)
MALAYSIAN AUTOMOTIVE INSTITUTE (MAI)

Pre-Conference Workshop
29th November 2010

SAE Technical Talk
30th November 2010

ICSM2010
1st - 3rd December 2010

Seri Pacific Hotel, Kuala Lumpur
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Selamat datang and welcome to the SAE International Conference on Sustainable Mobility (ICSM) 2010. This conference is organized by the SAE International Malaysia Section in conjunction with our 10th. anniversary. It is the aim of this conference to provide a common platform for people coming from different backgrounds to share ideas, contribute knowledge and work together to achieve our common goal that is sustainable mobility for the betterment of our life in future.

The conference covers a breadth and exciting topics in the area of sustainable mobility and green technologies. For this conference, a total of about 120 papers have been received from more than 15 countries including India, Japan, Australia, United Kingdom, Poland, France, Spain, USA, Thailand, Iran, Saudi Arabia, Pakistan, Bangladesh, UAE and Malaysia.

I would like to thank you for supporting this conference and wish you a fruitful conferencing. I hope that you will share new ideas among yourselves and forge collaboration for further development in Sustainable Mobility technology.

Apart from the technical deliberations do not miss the opportunity to exchange cultural experiences and establishing networking among us at international level and hence foster mutual understanding and hopefully peace throughout the region.

For the international delegates, please enjoy your stay in Malaysia and try the spectrum of delicacies the country has to offer and enjoy the local hospitality.

Finally, I would also like to thank the organizing committee members, technical committee members and secretarial members, which have worked very hard and gave me all the support necessary to make this event a success. Of course not to forget, our thanks also go to our sponsors who have supported us, and blessing from Vice Chancellors of UPM and UTM, without which this conference would not have been possible.

Please forgive us for any shortcoming during the event. Enjoy your conference and may you be rewarded for making the world a peaceful and better place to live in.

Terima kash and Salam Satu Malaysia.

ASSOC. PROF. DR. ISHAK BIN ARIS
ICSM 2010
Organising Chairman

Chairman
SAE International, Malaysia Section
ABOUT SAE

SAE MALAYSIA SECTION

Society of Automotive Engineers (SAE) International Malaysia Section is Malaysia’s leading resource for mobility technology. Membership to the Malaysian Section is automatic for all members of SAE International that reside in Malaysia.

The formation of the Malaysia Section was made possible by the interest shown by a small group of pioneering members who wanted to advance the mobility industry in Malaysia. In June 2000, a Pro Tem Committee was formed in order to spearhead the formation and recognition of the Malaysian Group as an official Chapter by SAE International’s Governing Body. With the dedication of the group, SAE International recognized the Malaysian Group officially on 1st Sept 2000.

Once that step was completed, the Malaysian Group was registered as a formal association with the Malaysian Registrar of Society (ROS) on 18th Nov 2002. The SAE International President, S M Shahed visited Malaysia in 2003 and inaugurated the Malaysia Group on 20th Jan 2003. As the membership of the Malaysia Group increased, the Chapter was upgraded as a Section at the end of 2008.

SAE International Malaysia Section is a nonprofit engineering and scientific society dedicated to the advancement of mobility industry in Malaysia. The executive committee is a voluntary group and has dedicated their time and efforts purely on their passion and believes in this cause.

During its hundred plus years, the automotive industry has achieved remarkable progress in both production output and technological development. However, associated with this progress has been a slight yet noticeable lag in the level of technological development as compared to the increase in production volume.

The founding principle of the SAE International is to unite scientific and technical staff to perform free academic discussions, to dedicate themselves to the cause of prospering the science and technology for automotive vehicles and to make contributions to speed up the modernization of automotive industry.

The strength in the Malaysia Section lies in the organization of Technical Seminars, Short Courses and Technical Visits. More than 80 Technical Seminars and Short Courses have been organized since we started operations on various topics that have links with word mobility. The main aim of these Technical Seminars is to share the latest development in the mobility industry with SAE members and also those from the educational institutions, students and interested public. The Malaysia Section also actively promotes the membership of SAE among students as we fully understand and appreciate the importance of having a strong base of membership within this group in order to provide the expansion that we envisage in the future.

SAE International has clocked its 100 years anniversary in 2005 and we believe there are plenty more developments in the mobility industry that will take place as we begin our journey to the next 100 years.

For more information, please visit www.saemalaysia.org or www.sae.org

SAE INTERNATIONAL IN A NUTSHELL

What is SAE International?
• World’s premier and largest mobility technology society, established in 1905.
• Headquarters in Warrendale, near Pittsburgh, USA.
• Over 400 staff supporting 121,000+ members in more than 100 countries and a multitude of programs and activities.

SAE International’s Vision - “To advance the mobility community to serve humanity”

The “Mobility Community” consists of practitioners in land, sea, air, and space related industries...and government, industry and education.
What does SAE International do? Areas of operation:

- Road vehicles - passenger cars, trucks, buses, etc.
- Off highway vehicles - construction, agricultural equipment, etc.
- Marine vessels - ship, boat, submarine, aircraft carrier, yacht, etc.
- Air and space craft.

Who are SAE International’s members? Individuals from all areas of the mobility industry, including:

- Engineers - all disciplines.
- Business executives, sales, marketing, etc.
- Educators and students......and anyone with interest in the mobility industry. It is not only for engineers!

SAE International Membership Benefits:

- FREE magazine subscription – Automotive, Aerospace or Off Highway (Value is US$245).
- FREE entrance to major SAE meetings – World Congress in USA (US$850), Technical Seminars in Malaysia (RM400), with 5 seminars in a year.
- Professional development & networking opportunities.
- Cutting-edge technical knowledge & employee leadership skills.
- Membership discount for qualifying engineers (US$45 annual fees instead of US$90 for members earning <US$12K/year).

SAE International Malaysia Section

- Recognized as a Group in Sept 2000 (is a Section now).
- Registered with Registrar of Society (ROS) in Nov 2002.
- Membership is automatic for all SAE International members residing in Malaysia.
- Non-profit organization with funding from HQ, contribution from Technical Seminars and from other mobility associations in Malaysia.

Student Collegiate Chapters - this has been established in 3 institutions so far:

- Universiti Teknologi Malaysia (UTM), Skudai.
- Tafe College, Seremban.
- Universiti Malaysia Pahang (UMP), Kuantan.

SAE International publishes more than 2,500 technical papers, 9,000 technical standards and 150 books annually.

ABOUT PROTON

PROTON, established in 1983, is Malaysia’s largest manufacturer of automobiles, and the only full-fledged OEM car manufacturer in South-East Asia. With operations in key markets from UK to the Middle East, and across South-East Asia and Australasia, especially in countries like China and Iran, PROTON produces cars to suit a range of consumer demands and preferences.

Its offerings include versatile and reliable four-door family vehicles, two-door hatchbacks for the young-at-heart, luxurious and stylish executive sedans, spacious and affordable multi-purpose vehicles, as well as the world-renowned sports cars from Lotus. Most importantly, PROTON models are now developed with Lotus Engineering, offering customers superior ride and handling experience in every drive.

PROTON’s inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnerships and technical collaborations. By listening to the needs of customers, PROTON cars are now steadily on track to achieve the mission for the future, with PROTON set to become a marque which builds cars with passion and soul; cars that are a delight to drive - and a pleasure to own.
INTRODUCTION
Global warming and the depletion of non-renewable resources have highlighted the importance of sustainable mobility and green technologies. Transport systems have significant impacts on the environment, accounting around 25\% of world energy consumption and carbon dioxide emissions. Greenhouse gas emissions from transport are increasing at a faster rate than any other energy using sector. On top of that, road transport is also a major contributor to local air pollution and smog. Due to these alarming scenario, International Conference on Sustainable Mobility 2010 (ICSM2010) is aimed at providing opportunities for participants to exchange ideas, findings, promote knowledge sharing and co-operate in the field of sustainable mobility.

OBJECTIVES
The conference objectives are:
• To provide an avenue to present ideas and studies related to the aspect of sustainable technology.
• To build networks, share experiences and best practices between universities, industries and government bodies.
• To contribute and share knowledge towards achieving excellence in automotive engineering.

CONFERENCE FOCUS
• CO2 Reduction
• Emissions/ Environment
• Electric/ Hybrid Vehicles
• Battery & Storage Technologies
• Fuel Cells
• Green Vehicle Design
• Advanced Electronics and Safety
• Novel Powertrain
• Renewable Fuel
• Advanced System Simulation

TARGET PARTICIPANT
This conference is specially meant for academicians, students, government agencies, corporate bodies and non-governmental organizations that are directly involved with mobility industry. As such all relevant parties mentioned above are welcome to participate in the conference. The conference is also expecting 300-400 participants, 150 papers presented and 50 posters.

IMPORTANT DATES
<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Submission of Abstract</td>
<td>30 August 2010</td>
</tr>
<tr>
<td>Notification of Abstract Acceptance</td>
<td>17 September 2010</td>
</tr>
<tr>
<td>Early Bird Registration</td>
<td>15 August 2010</td>
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<tr>
<td>Submission of Full Paper</td>
<td>1 October 2010</td>
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<td>Notification of Full Paper Acceptance</td>
<td>15 October 2010</td>
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### CONFERENCE FEES

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<td>Presenter/Participant</td>
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<tr>
<td>SAE Technical Talk</td>
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TENTATIVE PROGRAMME

ICSM2010 WORKSHOP & TECHNICAL TALK (29th-30th November 2010)

<table>
<thead>
<tr>
<th>29th November 2010</th>
<th>30th November 2010</th>
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<tbody>
<tr>
<td><strong>Pre-Conference</strong></td>
<td><strong>SAE Technical Talk</strong></td>
</tr>
<tr>
<td>8.00-9.00am</td>
<td>Registration</td>
</tr>
<tr>
<td>Pre-Conference 1</td>
<td>Pre-Conference 2</td>
</tr>
<tr>
<td>9.00am-5.00pm</td>
<td>Pre-conference workshop on <strong>Engine Downsizing</strong> by Dr. Srichara Rajoo, Universiti Teknologi Malaysia, Malaysia</td>
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<td></td>
<td>Pre-conference workshop on <strong>Hybrid &amp; Electrical Vehicle</strong> by Prof Dr. Ricardo Martinez Botas, Imperial College, London</td>
</tr>
<tr>
<td>8.00-9.00am</td>
<td>Registration</td>
</tr>
<tr>
<td>9.00-10.00am</td>
<td><strong>SAE Technical Talk 1</strong> <strong>Hybrid Talk Electrical Vehicle</strong> by Prof Dr. Ricardo Martinez Botas (Imperial College, London)</td>
</tr>
<tr>
<td>10.00-10.30am</td>
<td>Refreshments</td>
</tr>
<tr>
<td>10.30-11.30am</td>
<td><strong>SAE Technical Talk 2</strong> <strong>Development of Electric Light-duty Trucks</strong> by Mr. Klaus Kersting, (Product Manager EV/HEV, Applus IDIADA, Spain)</td>
</tr>
<tr>
<td>11.30-11.45am</td>
<td>Short Break</td>
</tr>
<tr>
<td>11.45am-12.45pm</td>
<td><strong>SAE Technical Talk 3</strong> <strong>Renewable Fuels as the Green Way to a Sustainable Road Transport</strong> by Dr. Alberto A. Boretti (School of Science and Engineering, University of Ballarat, Australia &amp; Department of Mechanical and Aerospace Engineering, Missouri University of Science and Technology, Rolla, MO, United States)</td>
</tr>
<tr>
<td>12.45-2.00pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>2.00-3.00pm</td>
<td><strong>SAE Technical Talk 4</strong> <strong>Future Active Safety System</strong> by Prof Dr. Masato Abe (Kanagawa Institute of Technology, Japan)</td>
</tr>
<tr>
<td>3.00-4.00pm</td>
<td><strong>SAE Technical Talk 5</strong> <strong>Development of Formula SAE</strong> by Prof Dr. Simon Watkins (RMIT University)</td>
</tr>
<tr>
<td>4.00-4.15pm</td>
<td>Refreshments</td>
</tr>
<tr>
<td>4.15-5.15pm</td>
<td><strong>SAE Technical Talk 6</strong> <strong>Power Train Technology</strong> by Dr. Shashibalakrishnan (Mercedes, UK)</td>
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### DAY 1 - 1st December 2010

<table>
<thead>
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<tbody>
<tr>
<td>8.00-9.00am</td>
<td>Registration</td>
</tr>
<tr>
<td>9.00-9.15am</td>
<td>Welcoming Address by ICSM2010 Organising Chairman</td>
</tr>
<tr>
<td>9.15-10.00am</td>
<td>Opening Ceremony: Officiated by Yang Amat Berbahagia Tun Dr. Mahathir Mohamed, Former Prime Minister of Malaysia</td>
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</table>
| 10.00-11.00am | Keynote Address 1: by Y.B Dato` Sri Peter Chin Fah Kui, Minister of Ministry of Energy, Green Technology and Water Malaysia  
“Moving towards Green Technology” |
| 11.00-11.15am | Refreshments                                                          |
| 11.15-12.00pm | Keynote Address 2: by Associate Prof. Dr. Alberto A. Boretti, School of Science & Engineering, University of Ballarat, Ballarat, VIC, Australia and Department of Mechanical and Aerospace Engineering, Missouri University of Science and Technology, Rolla, MO, United States  
“Advanced Internal Combustion Engine and Power Train Technologies for Minimum Ecological Footprint of Transportation” |
| 12.00-1.00pm  | Parallel 1                                                              |
| 1.00-2.00pm   | Lunch                                                                   |
| 2.10-3.00pm   | Keynote Address 3: by Prof Dr. Ricardo Martinez Botas (Imperial College, London)  
“Advances in Green Technology” |
| 3.00-4.00pm   | Parallel 2                                                              |
| 4.00-4.15pm   | Refreshments                                                            |
| 4.15-5.30pm   | Parallel 3                                                              |
| 8.00-9.30pm   | Dinner                                                                  |

### DAY 2 - 2nd December 2010

<table>
<thead>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>8.15-10.00am</td>
<td>Parallel 4</td>
</tr>
<tr>
<td>10.00-10.15am</td>
<td>Refreshments</td>
</tr>
</tbody>
</table>
| 10.15am-12.15pm | Keynote Address 4: Associate Prof. Dr. Ishak Aris (Universiti Putra Malaysia)  
“Compressed Natural Gas Direct Injection Vehicle: Collaboration between Malaysian Universities, Malaysian Government and Industries” |
| 12.15-1.00pm  | Parallel 5                                                             |
| 1.00-2.00pm   | Lunch                                                                   |
| 2.00-3.30pm   | Parallel 6                                                             |
| 3.30-4.15pm   | Keynote Address 5: by Prof Datuk Ir(Dr) Hj Ahmad Zaidee Laidin, Vice President of Academy Science Malaysia  
“Green Technology in Global Warming” |
| 4.15-5.15pm   | Forum: On Moving towards Green Technology, are we ready?  
Panel Forum:  
1. Director General  
2. Deputy Secretary General (Green Technology & Water)  
3. Chairman of SAE International Malaysia Section  
4. Managing Director of Proton  
5. Vice President of Academy Science Malaysia |
| 5.15-5.30pm   | Closing Ceremony                                                       |
| 5.30-6.00pm   | Refreshments                                                          |

### DAY 3 - 3rd December 2010

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<tr>
<td>9.30-12.00am</td>
<td>Technical Tour to PROTON / Kuala Lumpur City Tour</td>
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</tbody>
</table>
1. IR. TN. Hj. TAJ UL ZAHARI ABU BAKAR  
   Director of Engineering, PROTON

2. PROF. DR. RICARDO MARTINEZ-BOTAS  
   Head of Hybrid/EV Research Group, IMPERIAL COLLEGE, LONDON, UK

3. DR. HANS KERSCHBAUM  
   Head of Aerodynamics (Retd), BMW Germany

4. PROF. DR. SIMON WATKINS  
   Professor of Automotive Engineering 
   Mechanical and Manufacturing Engineering, RMIT University

5. PROF. DR. MASATO ABE  
   Vice President of International Association for Vehicle System Engineering
   Kanagawa Institute of Technology, Japan

6. PROF. DR. AHMAD FARHAN MOHD SADULLAH  
   Director General 
   Malaysian Institute of Road Safety Research (MIROS)

7. PROF. T. J. GORDON  
   Head of Vehicle Systems and Control Group 
   University of Michigan Transportation Research Institute’s (UMTRI’s)

8. PROF. DR. CHENG-GUAN MICHAEL QUAH  
   Principal Fellow, Energy Studies Institute 
   Executive Advisor, NUS Entrepreneurship Centre 
   Visiting Fellow, Institute for SouthEast Asian Studies

9. PROF. DR. H. RAHNEJAT  
   Prof. of Dynamics/Editor for IMechE, Journal of Multi-body of Dynamics, Loughborough Univ.

10. DR. SASHI BALAKRISHAN  
    TRIBOLOGIST/Drivetrain, MERCEDES-BENZ HIGH PERFORMANCE ENGINES LTD. UK

11. IR. AZMI OSMAN  
    Principal Engineer, Petronas Research, Malaysia

12. ASSOC. PROF DR ISHAK ARIS  
    Chairman of SAE International, Malaysia Section 
    University Putra Malaysia (UPM)

13. PROF. IR. DR. AZHAR ABDUL AZZ  
    Director of Automotive Development Centre  
    Universiti Teknologi Malaysia (UTM)

14. DR LEON ROSARIO  
    LOTUS Engineering

15. IR SALEEM, MOHAMMAD  
    Principal of Vehicle dynamics program, JAGUAR/LAND ROVER, UK

16. EN MADANI BIN SAHARI, CEO  
    Malaysian Automotive Institute (MAI)
ORGANISING COMMITTEE

Chairman:
Assoc. Prof. Dr. Ishak Aris, UPM, MY

Vice Chairman:
Mohammad Sufian Abdullah, ACSB, MY

Executive Committee:
Assoc. Prof. Dr. Mohd Azman Z. Abidin, UTM, MY
Ir. Wan Rizaluddin Abdullah, PETRONAS, MY
Akhtar Sulaiman, VOLVO Cars, MY
Andrew Choe, Thai Nok, MY
Tan Chee Lih, Exim Oriental, MY
Hazrina Hassan Khalep, MIGHT, MY
Khairil Anwar bin Abu Kassim, MIROS, MY
Norida Abd Rahman, MIGHT, MY
Zulkiflee Mohamad, MIGHT, MY
Intan Srihana bt Daud, PROTON, MY
Hasfa Reny bt Abd Hamid, PROTON, MY
Abdul Azim b. Abdul Wahab, PROTON, MY
Mohd Fauzy b. Ahmad, PROTON, MY
Maisarah bt. Mohamed Taib, PROTON, MY
Md Ridzuan Md Yusof, PROTON, MY
Jeya Palakrishnar, FORD, MY
Audrey Woon Su Fern, Inti College
Oei Kok Eong, APM Automotive Holdings, MY
Ngeow Zoo Ngin, Autoliv Hirotako, MY
Low Lik San, SAE Malaysia Past Chairman, MY
Prof. Dr. Chuang Kwang Li, MUST, MY
Dato’ Ir. Foong Choy Chye, MV Teknik, MY

Secretariat:
Shafnaz Mohd Yusof, UTSPACE, MY
Norhidayah Mohd Noor Hussein, UTSPACE, MY
Sameer Syauqy Mansor, UTSPACE, MY
Mohd Khairel Afnan Kasim, UTSPACE, MY
Noraini Mohd Zain, UTSPACE, MY
ICSM 2010 SPONSORSHIP PACKAGES

**DIAMOND SPONSOR : RM 50,000.00**

1. 2 seats during lunch  
2. 2 seats during Conference Dinner  
3. To be given privilege opportunity to accompany the officiator and seating arrangements at the settee during the Opening and Closing Ceremony  
4. Full Page Inside Back Cover Colour Advertisement in the Programme Book  
5. Official appointment & Announcement as the Platinum Sponsor in speeches during Opening and Closing ceremony  
6. Logo & Web link on conference website  
7. 4 conference Bags and CD Proceedings  
8. Receipt of Payment for LHDN Tax Reduction  
9. Certificate of Appreciation

**EMERALD SPONSOR : RM 30,000.00**

1. 1 seat during lunch  
2. 2 seats during Conference Dinner  
3. Full Page Colour Advertisement in the Programme Book  
4. Official appointment & Announcement as the Gold Sponsor in speeches during Opening and Closing Ceremony  
5. Company’s logo on marketing collaterals  
6. Invited to the Opening & Closing ceremony  
7. 3 Conference Bags and CD Proceedings  
8. Receipt of Payment for LHDN Tax Reduction  
9. Certificate of Appreciation

**RUBY SPONSOR : RM 20,000.00**

1. 1 seat during lunch  
2. 1 seat during Conference Dinner  
3. Full Page Colour Advertisement in the Programme Book  
4. Invited to the Opening & Closing ceremony  
5. Official announcement & Announcement as the Conference Sponsor in speeches during Opening and Closing Ceremony  
6. Company’s logo on marketing collaterals  
7. 2 Conference Bags and CD Proceedings  
8. Receipt of Payment for LHDN Tax Reduction  
9. Certificate of Appreciation
### GOLD SPONSOR: RM15,000.00

1. 1 seat during lunch
2. 1 seat during Conference Dinner
3. Half Page Colour Advertisement in the Programme Book
4. Official appointment & Announcement as the Silver Sponsor in speeches during Opening and Closing Ceremony
5. Company’s logo on marketing collaterals
6. Invited to the Opening & Closing ceremony
7. 1 Conference Bags and CD Proceedings
8. Receipt of Payment for LHDN Tax Reduction
9. Certificate of Appreciation

### SILVER SPONSOR: RM10,000.00

1. Half Page Colour Advertisement in the Programme Book
2. Official appointment & Announcement as the Bronze Sponsor during conference
3. Company’s logo on marketing collaterals
4. 1 Conference Bags and CD Proceedings
5. Receipt of Payment for LHDN Tax Reduction
6. Certificate of Appreciation

### BRONZE SPONSOR: RM5,000.00

1. Quarter Page Colour Advertisement in the Programme Book
2. Company’s logo on marketing collaterals
3. 1 Conference Bags and CD Proceedings
4. Receipt of Payment for LHDN Tax Reduction
5. Certificate of Appreciation
STANDARD SHELL SCHEME BOOTH (3MX3M)

Price: RM 3500.00 (USD1000)
Inclusive of lunch and refreshment for 2 exhibitors.

The Exhibition Schedule
30th November 2010 : Build-up Booth (7.00pm onwards)
1st & 2nd December 2010 : Exhibition
2nd December 2010 : Tear Down Booth (6.00pm onwards)

SPECIFICATIONS:
1. Standard 3m x 3m x 2.5m (H) shell scheme laminated panel booth
2. Overhead fascia board with cut out lettering sticker of company name
3. System Information Desk x 1 unit
4. Folding Chair x 2 units
5. 40W Fluorescent Light x 2 units
6. 13 Amp Power Point x 1 unit
7. Wastepaper Basket x 1 unit
8. 9sqm plywood underlay c/w needle punch carpet
MOTOR SHOW (CAR EXHIBITION)

Price: RM 5,000.00 (USD1,500)
Inclusive of lunch and refreshment for 2 exhibitors.

The Exhibition Schedule
30th November 2010: Build-up Booth (6.00pm onwards)
1st & 2nd December 2010: Exhibition
2nd December 2010: Tear Down Booth (6.00pm onwards)

SPECIFICATIONS
1. Open space size of 16 feet x 28 feet.
2. Security – 2 part-time security hired as per scheduled.

Security schedule:
30th November 2010: 6.00pm – 9.00am
1st December 2010: 6.00pm – 9.00am

Note: The organizer will be not responsible for any damages or loss of vehicles beyond the security schedule.
# ICSM2010 SPONSORSHIP & EXHIBITION FORM

## Sponsorship Categories and Amounts

<table>
<thead>
<tr>
<th>Sponsor Category</th>
<th>Amount</th>
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<td>Diamond Sponsor</td>
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<td>Ruby Sponsor</td>
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<td>Gold Sponsor</td>
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<td>Silver Sponsor</td>
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</tr>
<tr>
<td>Exhibition Booth (3m x 3m)</td>
<td>RM 3,500.00</td>
<td>USD 1,000.00</td>
</tr>
<tr>
<td>Car Exhibition / space</td>
<td>RM 5,000.00</td>
<td>USD 1,500.00</td>
</tr>
</tbody>
</table>

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**All Cross Cheque / bank draft should be made payable to:**

**SPACE UNIVERSITI TEKNOLOGI MALAYSIA**

Account Number: 0118-0001324-05-5

Bank Name: CIMB Bank Berhad

Branch: UTM Skudai, Johor

**PAYMENT:**

Cheque No. / Bank Draft No. : ________________________________

Bank Branch : ________________________________

---

**For enquiries & further details, please contact:**

Ms. Norhidayah (017-7088780)/ Mr. Sameer (013-7976070)

Office: 07-5218170/8159       Fax: 07-5211355

Email: icsm@utm.my / mobility2010@gmail.com
FORM 1

SHELL SCHEME BOOTH APPLICATION

DEADLINE: 10/11/2010

1) BOOTH RENTAL RATE / UNIT–RM 3,500 / UNIT
   Standard Booth size of 3m x 3m

<table>
<thead>
<tr>
<th>No. of Booth Required</th>
<th>Total Cost (RM)</th>
</tr>
</thead>
</table>

2) EXHIBITOR’S DETAIL

   Co. Name:

   Address:

   Contact Person:    Email:

   Tel. (off):        H/P:    Fax:

Payment for Enhanced Shell Scheme Booth shall be made payable to:

BANK ACCOUNT NO: CIMB Bank Berhad –
01180001324055

This form together with the payment shall be submitted before 15 OCTOBER 2010 to:

ICSM2010 SECRETARIAT
No.40 – 50 Jalan Kebudayaan 1,
Taman Universiti,
81300 Skudai,
Johor Darul Ta’zim
Tel : +6 07-521 8170 / 521 8159
Fax : +6 07-521 1355
Email: mobility2010@gmail.com
Attn: Ms. Norhidayah / Mr. Sameer

DECLARATION:
This Application Form is subject to the Terms & Regulations. The Exhibitor hereby declares that he/she has read understood and accepted the contents of this form and agrees to abide by the Terms & Conditions. Any breach of the terms and conditions shall constitute a breach of this contract by which the Exhibitor agree that any payment made shall not be refunded by Organizer.

Authorized
Signature: ____________________________ Date: __________________
Name: ____________________________ Designation: __________________
Company Stamp: ____________________
MOTOR SHOW BOOTH APPLICATION

DEADLINE: 10/11/2010

1) BOOTH RENTAL RATE / UNIT–RM 5,000 / UNIT
Open Space size of 16ft x 28ft

<table>
<thead>
<tr>
<th>No. of Booth Required</th>
<th>Total Cost (RM)</th>
</tr>
</thead>
</table>

2) EXHIBITOR’S DETAIL

Co. Name: _____________________________
Address: _________________________________________
Contact Person: ___________________________
Email: _________________________________
Tel. (off): ___________ H/P: ___________ Fax: ___________

Payment for Motor Show Booth shall be made payable to:

BANK ACCOUNT NO: CIMB Bank Berhad –
01180001324055

This form together with the payment shall be submitted before 15 OCTOBER 2010 to:

ICSM2010 SECRETARIAT
No.40 – 50 Jalan Kebudayaan 1,
Taman Universiti,
81300 Skudai,
Johor Darul Ta’zim
Tel : +6 07-521 8170 / 521 8159
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Authorized
Signature: _____________________________ Date: ____________________
Name : _______________________________ Designation : ________________
Company Stamp : ___________________________
International Conference on Sustainable Mobility 2010
“Moving towards Green Technologies”

IN COLLABORATION WITH:
- UNIVERSITI PUTRA MALAYSIA (UPM)
- UNIVERSITI TEKNOLOGI MALAYSIA (UTM)
- MALAYSIAN INSTITUTE OF ROAD SAFETY RESEARCH (MIROS)
- MALAYSIAN INDUSTRY-GOVERNMENT GROUP FOR HIGH TECHNOLOGY (MIGHT)
- MALAYSIAN AUTOMOTIVE INSTITUTE (MAI)

Pre-Conference Workshop
29th November 2010

SAE Technical Talk
30th November 2010

ICSM2010
1st - 3rd December 2010

Seri Pacific Hotel, Kuala Lumpur