



# serverDNA II

## *The Gamers Gathering*

Four Points By The Sheraton  
12th Oct 2017



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The serverDNA II Event is the  
single largest

PC Gamers Community  
Technology Sharing  
Conference

Where the *gamers*  
community meets and  
network with  
*Technology Owners.*



Meet The Technology  
& Brand Owners  
Listen & Learn What's New  
and Whats's Hot

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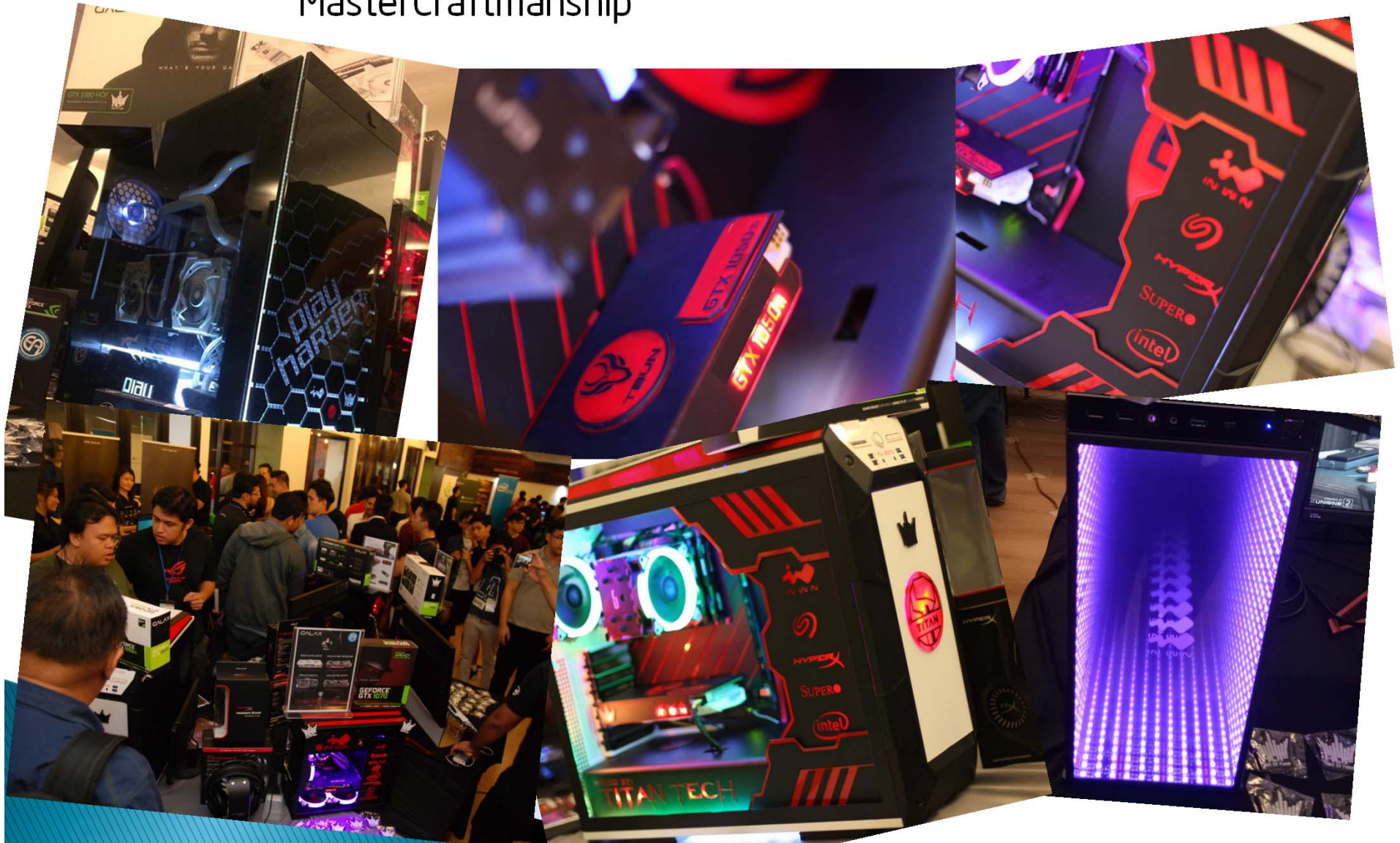
## Cross Sharing between Technology Brands, Industry & the Gamers Community





Creativity and Experience  
Comes Alive with Malaysian  
Top Modders Showing Their  
MasterCraftmanship

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Arena Introductory showcase  
Learn what's the next generation  
eSports & gamers experience will be

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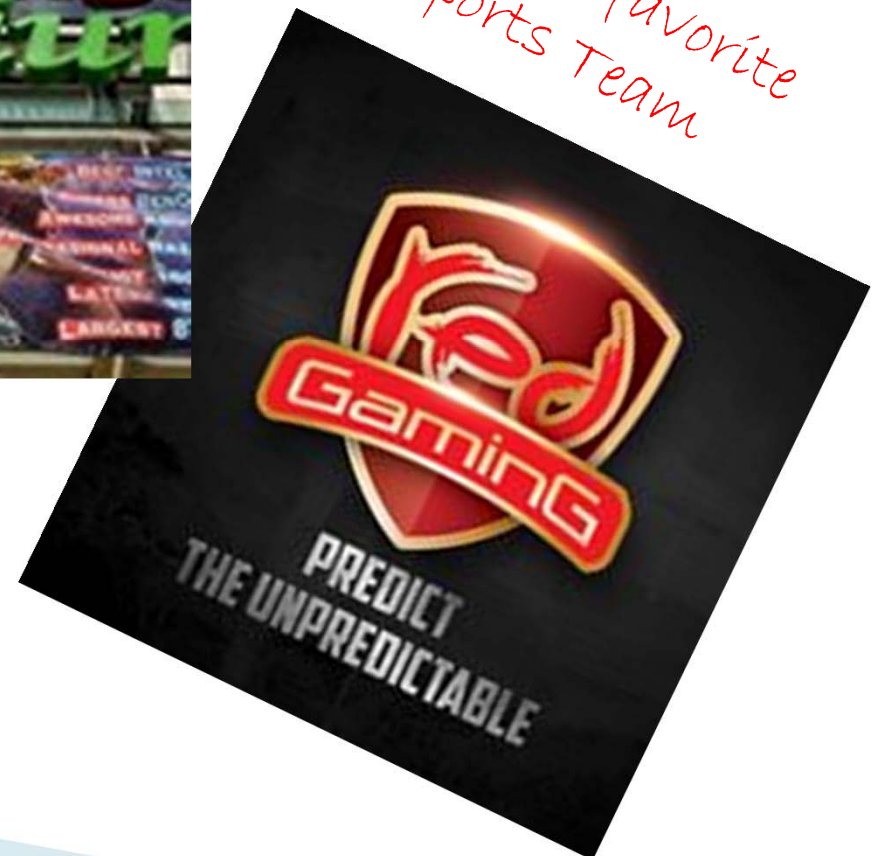
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*Challenge  
One on One  
with your favorite  
eSports Team*

EsPORTS Team Community  
Meet & Greet

Up close & Personal with the leading  
Malaysia eSports Team



Meet the builders  
Get The Best Deal

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JAYACOM  
CONNECTING TECHNOLOGY

BRIGHT  
STAR

BRIGHTSTARCOMPUTI



ASASHI GAMING



Über  
Electronics

WellcomPC



Custom Build PC Gamers Rig  
with Markets Top Sellers



# Technology Brand Showcase. Leading the latest Gaming Technology to the community

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Building Community Growth  
Through Sharing &  
Networking







chassis.my

Published by Rupern Chiu [?] · August 7 at 4:29pm ·

The #serverDNA SPOT & WIN Tresure Hunt  
We made it easier. Its Free for All...Good Luck

Stand a chance to win #InWin 303 Chassis just by sharing 😊...  
See More



4,496 people reached

Boost Post

## Pre Event Activities The serverDNA Spot & Win Treasure Hunt Campaign

Bringing the brands and stores  
to the community online

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The Great serverDNA Treasure Hunt



Muhammad Akmal Syahmi

<http://bit.ly/serverDNAHunt>  
and fill in your entry details  
2 Like our FB/Chassis.my page  
3. Share This Post and Tag 3 Friends

#serverware  
T&C  
Applicable to Malaysia locale only.  
Shipping not included for winners.

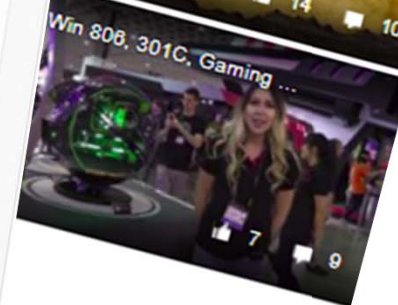
Facebook

下午12:35

Thank you sir

Im very happy 😊 and excited

congratulations sir



Featured HighLights  
The InWin WinBot Interactive  
PC Showcase  
First in Malaysia and Asia  
Pacific

serverDNA II  
The Gamers Gathering  
300,799 People Reached

97,977 Video Views

1,369 Reactions, Comments & Shares



904 Like 759 On Post 145 On Shares

32 Love 24 On Post 8 On Shares

6 Haha 4 On Post 2 On Shares

34 Wow 28 On Post 6 On Shares

63 Comments 30 On Post 33 On Shares

330 Shares 327 On Post 3 On Shares

28,280 Post Clicks

26,106 Clicks to Play 20 Link Clicks 2,154 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts  
0 Report as Spam 0 Unlike Page





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## User Happiness Campaign

Free Giveaways for user purchases of Brands Products

5 G Shock Watches (TBA)  
&

Approx RM 50-80K  
Worth of Lucky draws and  
Auction Bids

serverDNA II Fun & Games  
Invitations for the community by the  
community

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Watch & Learn as  
Master Technologies, Builders and  
CraftMans Demonstrates and  
Show

Preparation Run Down  
6 weeks registration timeline  
1<sup>st</sup> Sept to 12<sup>th</sup> Oct 2017

Twice Weekly update by SMS reminder

Email Updates for registered Visitors

Twice Weekly write up of products and  
partners

Community Inviting Community





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The Fun & Games.  
Interaction with the  
community thru  
lucky draws and auction bids.  
Win Win Sessions

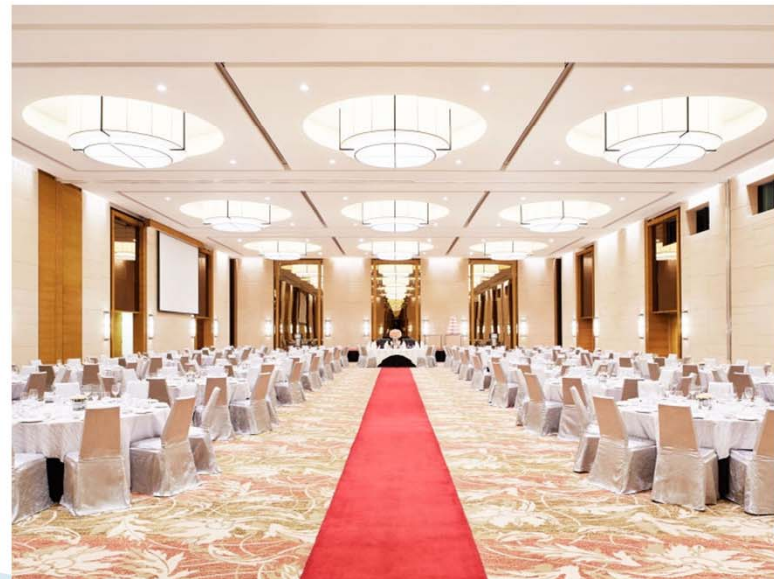


# The Four Points by Sheraton 12<sup>th</sup> October 2017 9am-6pm

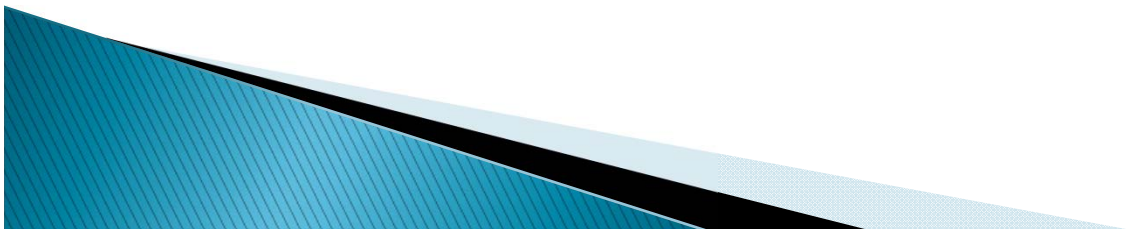
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## Location:

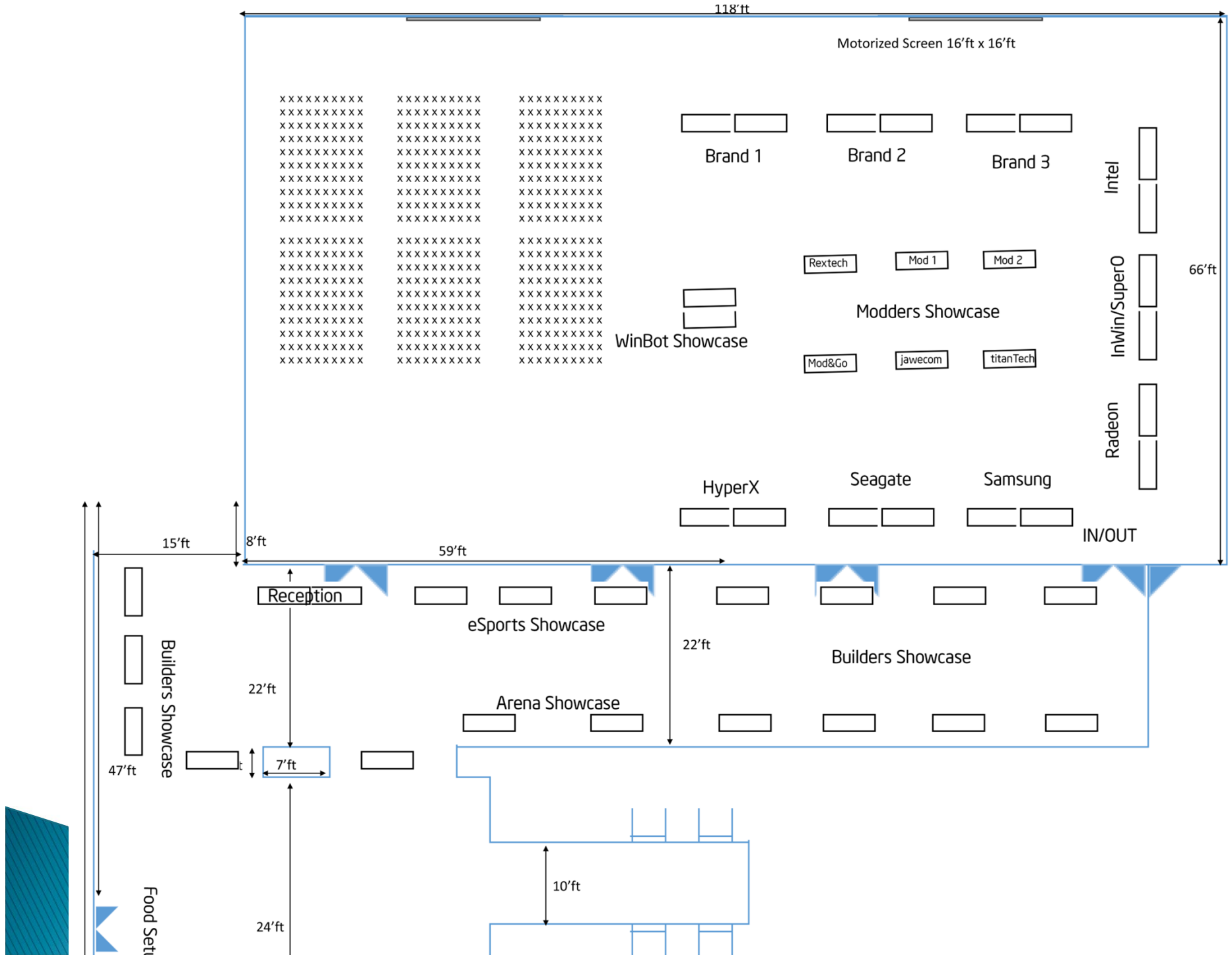
1201, Tower 3,  
Puchong Financial  
Corporate Centre  
(PFCC), Jalan Puteri 1/2,  
Bandar Puteri, Puchong,  
47100, Malaysia







- ▶ Venue Capacity:
- ▶ KPI: 500 Seating PAX
- ▶ Extension Seating Pax: 600
- ▶ Standing Pax :  
400-600
- ▶ Total Max Expectation  
Audience Core Focus Across  
Board Gaming Community:  
1200
- ▶ 7 main Sponsor + 6 Modders  
Showcase in Ballroom
- ▶ 18 – 20 Foyes All category  
showcase







# Agenda - The Gamers Gathering

The Eatery Four Points  
9am to 530pm  
12<sup>th</sup> Oct 2017

830am to 930am - Registration and coffee  
900am-10am - Showcase View  
10am-1015am - Welcome Message  
10.15am 10.30am - Keynote William Lu,  
10.30 - 10.45am Unvieling of WinBot  
10.45-11.00 - Sontinya Intel  
11.00-11.15 - Lucky Draw Session 1  
11.15-11.30 - tony fan, SuperO  
11.30-11.45 - Seagate Ms Mee Mee  
11.45- 11.50 - Grand Lucky draw 1  
1150 - 1pm - Lunch, Showcase & Network  
1pm 1.15- Samsung  
1.15- 1.30 - HyperX  
1.30 - 1.45 - Radeon  
1.45 - 2.00 - Lucky Draw Session 2  
2.00 - 2.15 Brand 2  
2.15 - 2.30 Brand 2  
2.30-3.30 Grand Lucky Draw 2, tea Break  
& Showcase  
3.30 - 4.00 Modders Group Forum  
4.00- 430 Gamers Enthusiast forum  
430- 4.45 Arena Sharing  
4.45 - 6.00 Lucky Draw Session 3  
Showcase and Network  
6.00 - end Auction Bid and Final Lucky Draw

