



serverDNA II  
*The Gamers Gathering*  
Four Points By The Sheraton  
12th Oct 2017



# serverDNA II

The Gamers Gathering  
Four Points By The Sheraton  
12th Oct 2017

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 What's Hot

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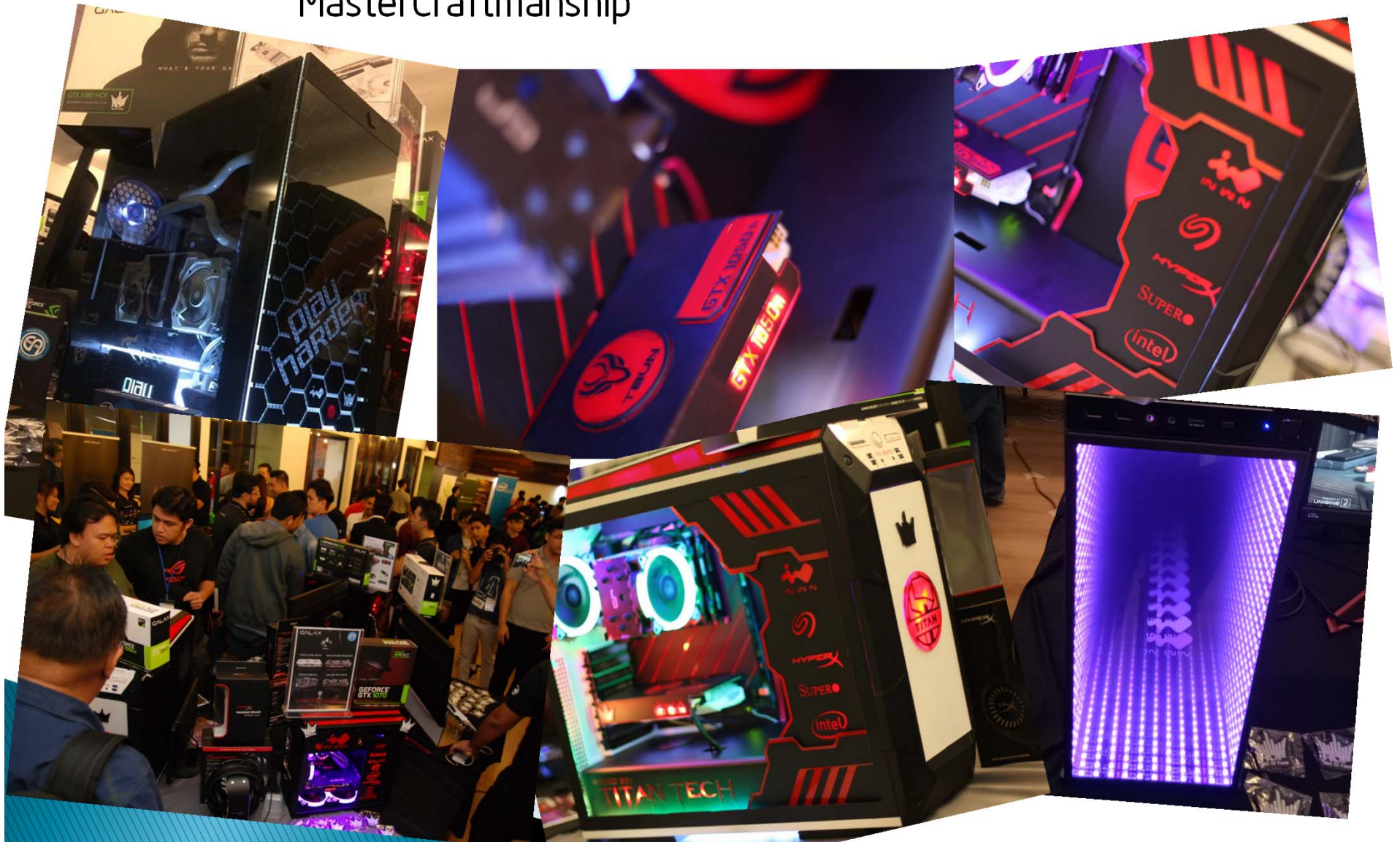
## Cross Sharing between Technology Brands, Industry & the Gamers Community





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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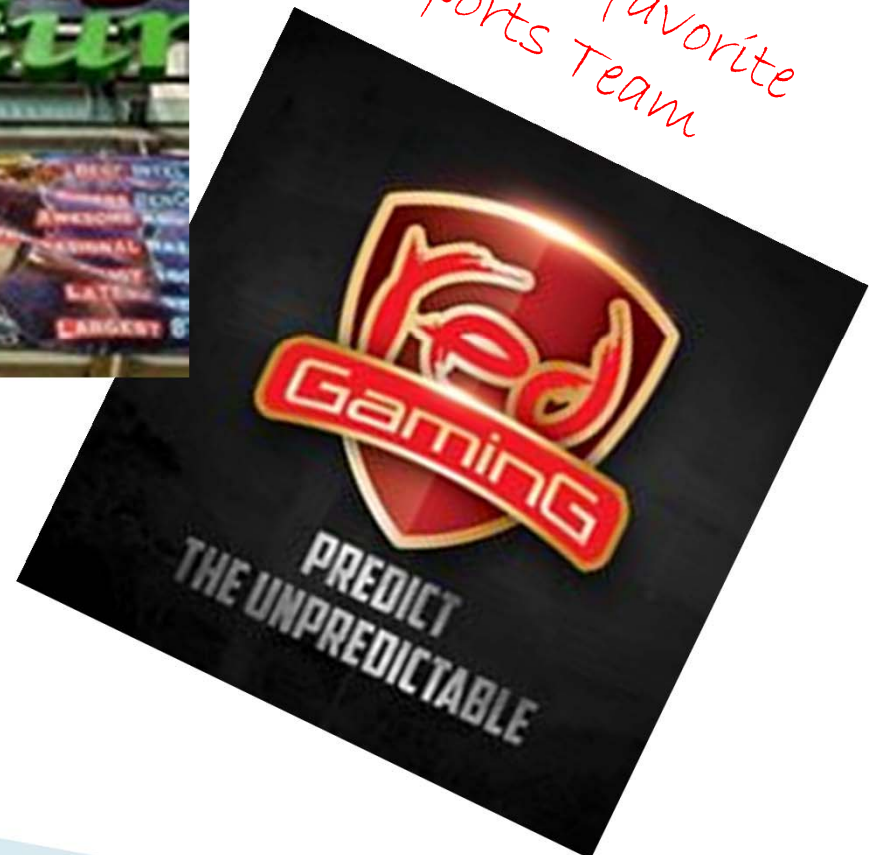
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Challenge  
One on One  
with your favorite  
eSports Team

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 4:28pm ·

The #serverDNA SPOT & WIN Treasure 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

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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

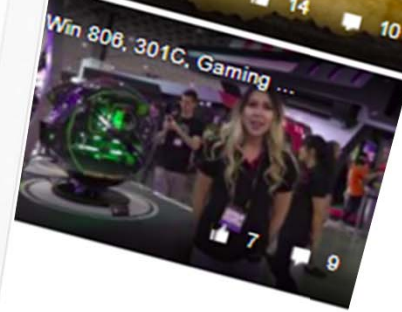
#serverware  
T&C  
Applicable to Malaysia locale only.  
Shipping not included for winners.  
Facebook

下午12:35

Thank you sir

Im very happy 😊 and excited

congratulations sir



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

Bringing the brands and stores  
to the community online

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



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 300,799 People Reached

97,977 Video Views

1,369 Reactions, Comments & Shares

904 Like	759 On Post	145 On Shares
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32 Love	24 On Post	8 On Shares
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6 Haha	4 On Post	2 On Shares
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34 Wow	28 On Post	6 On Shares
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63 Comments	30 On Post	33 On Shares
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330 Shares	327 On Post	3 On Shares
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28,280 Post Clicks

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



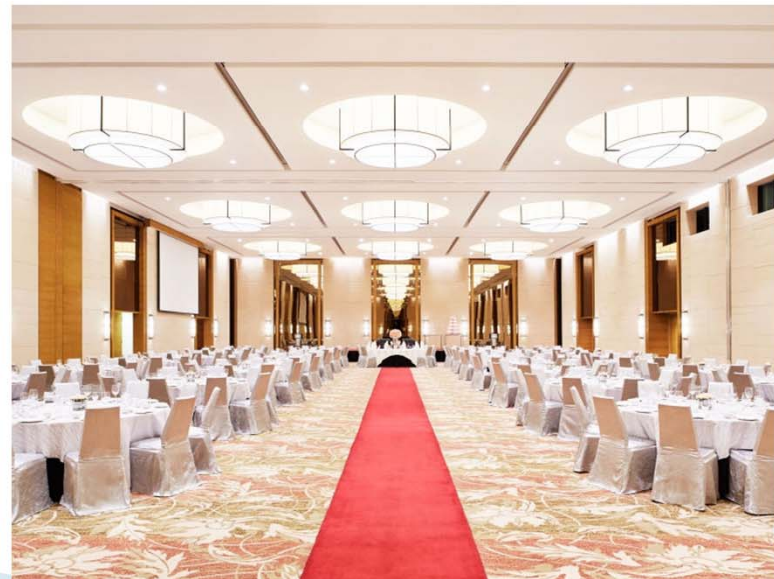
The Four Points by Sheraton  
12<sup>th</sup> October 2017  
9am-6pm

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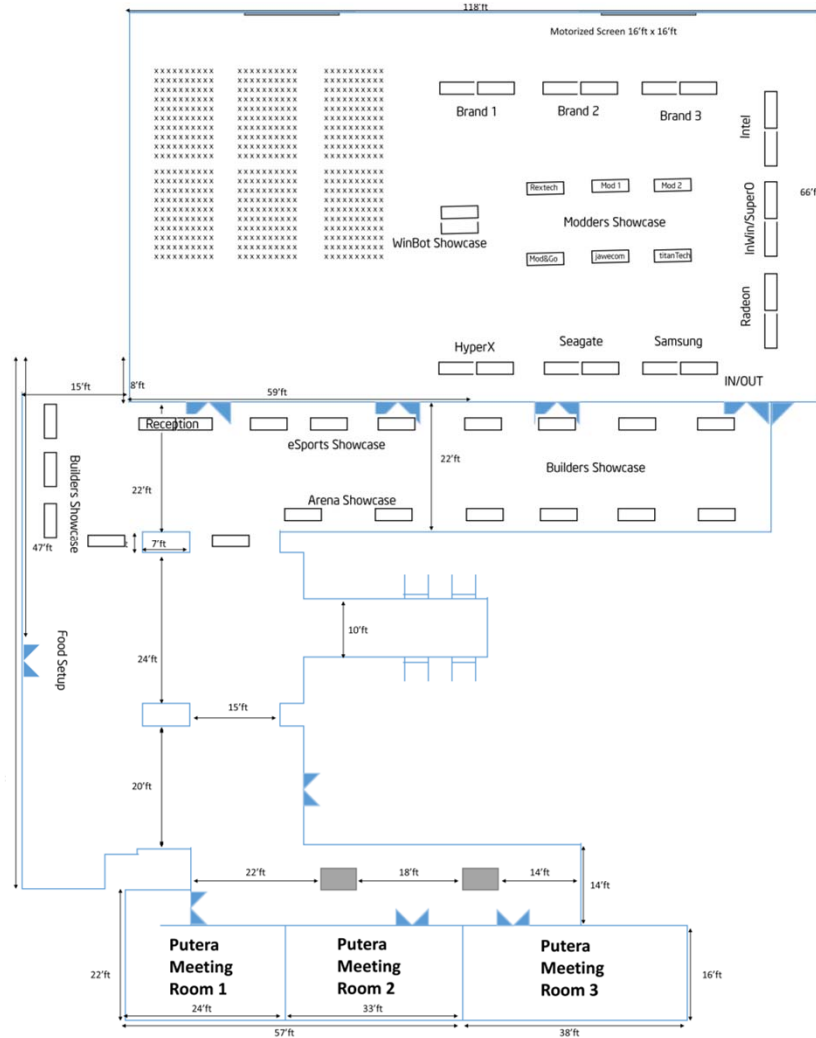


Location:

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

# Main Sponsor Ship Packages

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- ▶ Morning Session Sponsorship – RM 20,000  
4 spots only  
Ballroom Showcase Min 2 Table or 3mx2m  
Exclusive Product Category Showcase in Ballroom  
(No 2 brands for same category except for modders creativity)  
*(Memory and Peripherals are considered as different categories)*  
Meet & Greet Dinner with Community Leaders  
11<sup>th</sup> Oct 2018 (2 Pax)  
( Requires at least RM 2000 worth of lucky Draw to be provided and presented by sponsor)





# Main Sponsor Ship Packages

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- ▶ Afternoon Session Sponsorship – RM 15,000  
4 spots only  
Ballroom Showcase Min 2 Table or 3mx2m  
Exclusive Product Category Showcase in Ballroom  
(No 2 brands for same category except for modders creativity)  
*(Memory and Peripherals are considered as different categories)*  
Meet & Greet Dinner with Community Leaders  
11<sup>th</sup> Oct 2018 (2 Pax)  
( Requires at least RM 2000 worth of lucky Draw to be provided and presented by sponsor)



*Other sponsorship packages*

*1. Tote Bag Sponsorship – 1000pax*

RM 6000.00 Single Side

Large printing of sponsor

*2. Door Gifts Sponsors – 1000pax*

Caps – Rm 15,000

Round Neck Sports Tees – RM 25000

1 Color Front (Co branding)

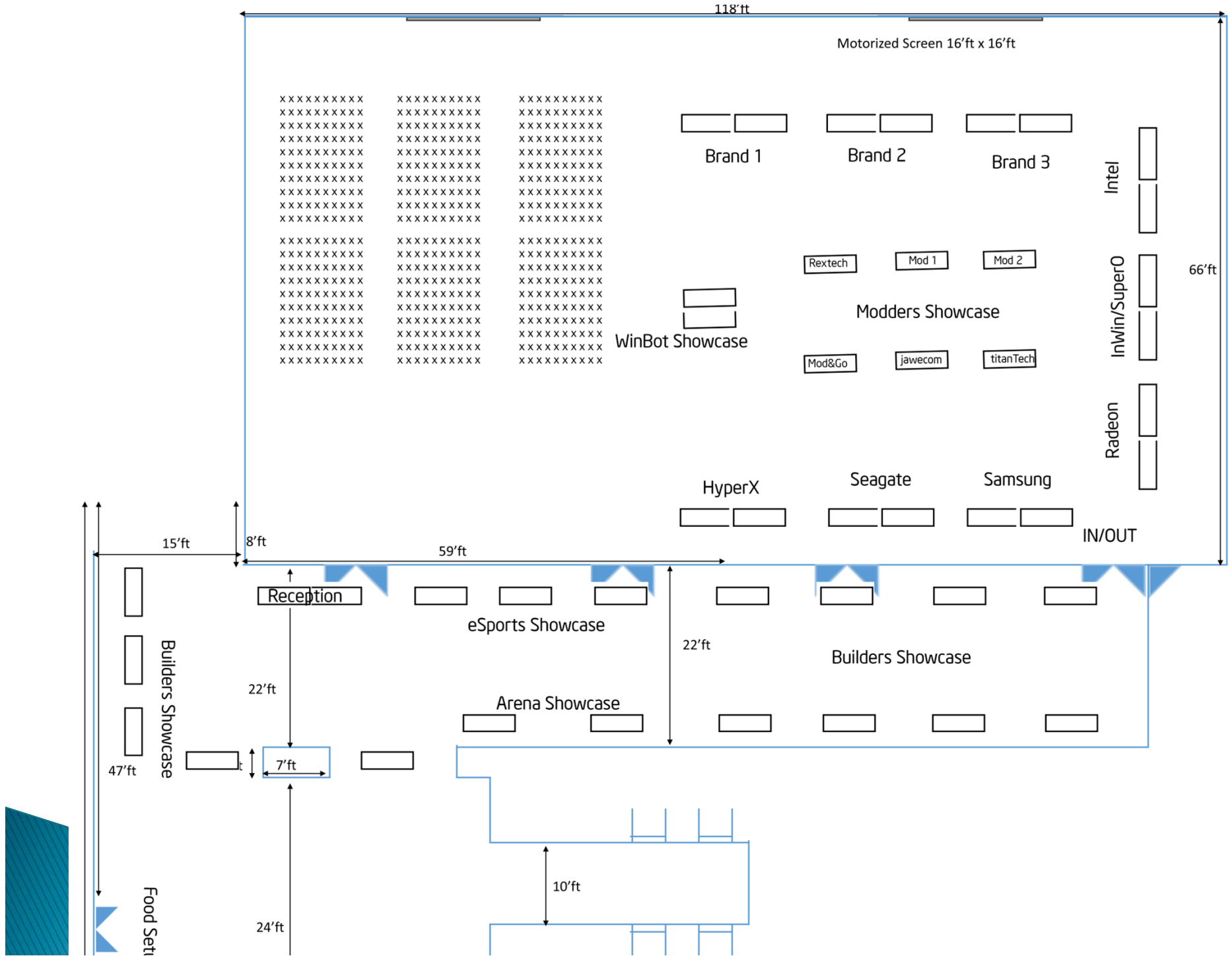
*3. Thank You/ Feedback form gifts 1000pax*

RM 10,000 ( Co- Branded Pens)

You will be provided with a table in the ballroom.







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## Agenda - Technology Meets Community Leaders

The Eatery Four Points  
630pm onwards  
11<sup>th</sup> Oct 2017

Meet & Greet Networking  
session between  
Technology and brand owners  
with  
PC Gamers Community  
Leaders





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# Agenda - The Gamers Gathering

The Four Points by Sheraton  
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

