



MEMBERS' CIRCULAR

17 August 2016

Ref. 039/08/16

Dear Members

PPK MALAYSIA 'BEST EXPERIENTIAL MARKETING' AWARDS 2016

Malaysian shopping malls are gaining recognition for their grand decorations and creative marketing campaigns to enhance the shopping experience. To honour these efforts, we are organising the inaugural **PPKM AWARDS 2016 for Best Experiential Marketing**.

The award will be categorised based on the following :

- Category A: Malls with nett lettable area (NLA) of 500,000 sq ft and below
- Category B: Malls with nett lettable area (NLA) of 500,001 sq ft to 999,999 sq ft
- Category C: Malls with nett lettable area (NLA) of 1,000,000 sq ft and above

Description of Entry

- Marketing entries must cover programmes organised between 1 July 2015 to 30 June 2016
- Malls can submit several entries but each entry must be completed on a separate form.
- The cost for each entry is RM530.00 (inclusive of GST).
- Please complete the attached Entry Form and email to secretariat@ppkm.org.my together with your payment. Once this is received, you will be given an online link to submit your entries.
- All entries must be submitted at the said link for judging by the closing date of 14 September 2016.
- Judging will be done by a Panel of Judges comprising reputable industry practitioners
- There will be one (1) Gold and one (1) Silver Award for each of the three (3) categories. If there is no eligible entry, the judges may reserve the right not to grant any awards.
- Kindly refer to PPKM website for entry rules and regulations.

Award Finalists will be announced latest by 31 October 2016. The Award Winners will be announced and presented at the PPKM Gala Dinner on 25 November 2016 at Connexion@Nexus, Bangsar South, Kuala Lumpur.

We look forward to your entry and together, let us raise the standards of marketing and creativity!
Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

TAN SRI DATUK EDDY CHEN, President

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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ENTRY FORM: PPK MALAYSIA 'BEST EXPERIENTIAL MARKETING' AWARDS 2016

TO: PPK MALAYSIA
 A 608, 6th Floor, Block A, No. 1, Jalan SS20/27
 Damansara Intan, 47400 Petaling Jaya

Email: secretariat@ppkm.org.my

We are interested to participate and attach the details herewith for your kind action.

Name of Shopping Mall:
PPKM Membership No:
Name of company and address:
Name of contact personnel:
Email of contact personnel:
Title of Entry:
Marketing Campaign Period: (this should fall within 1 July 2015 to 30 June 2016)

Nett Lettable Area (sq ft)	* Category:	A	B	C
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Enclosed please find our payment amounting to RMpayable to PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK) via cheque Nodated*(..... **no. of entries x RM.....** each). Thank you.

Yours faithfully

**please circle where applicable*

.....
 Name :
 Date :
 Company Stamp:

NOTE: Each entry must be completed on a separate form