

CELEBRATING
COMMERCIALISATION
YEAR 2014

*Bridging the valley of death: advancing
the commercialisation of research*

iiindex 2014

AN INTERNATIONAL EXPOSITION OF HIGHER LEARNING INSTITUTION

invention
innovation
& design
exposition 2014

INNOVATEUR
wannabe!
2014

**27th - 30th
APRIL 2014**

DEWAN AGUNG TUANKU CANSELOR (DATC)
UNIVERSITI TEKNOLOGI MARA
MALAYSIA

EXHIBITORS HANDBOOK

EVENT HIGHLIGHTS

- EXHIBITION & COMPETITIONS
- SME'S EXPOSITION
- BUSINESS MATCHING
- PRODUCT PITCHING
- COMMERCIALISATION TALK
- AWARDS & CERTIFICATES

ABSTRACT PUBLICATION

" ISBN Abstract book will be listed in a major indexing database".

iidx2014 Secretariat

Research **Innovation** Business Unit
Kolej Kenanga 2, Universiti Teknologi MARA
40450 Shah Alam, Selangor, Malaysia

Tel : +603 5544 2747 / 2748 Fax: +603 5544 2790
<http://ribu.uitm.edu.my/>

INTRODUCTION

Invention Innovation & Design Exposition (iindex2014) is an annual International Exhibition and Competition organised by Universiti Teknologi MARA (UiTM). The focus of iindex2014 is aligned with the National Higher Education Strategic Plan's third thrust which is Enhancing Research and Innovation. The main theme of iindex2014: **"Bridging the valley of death: advancing the commercialisation of research"** is set to boost the event to greater heights of achievement with the aim of creating better exposures to the innovation cultures amongst students and staff, encourage collaboration between academia and industry, and translating innovation and invention to claim commercial value. The upcoming events at iindex2014 will boost UiTM's innovation culture and ecosystem practices.

OBJECTIVE

The event objectives are to:

- Nurture creativity and innovative thinking amongst researchers.
- Display invention/innovation/design produced by researchers.
- Protect the Intellectual Property (IP) rights of the idea or invention.
- Enhance commercialisation prospects and market value of UiTM's innovation/invention/products.
- Create an avenue to establish business networking partnership and opportunities to collaborate with industries.

PARTICIPATION TERMS & CONDITIONS

A. GENERAL INFORMATION

- 1) All participation will be represented by contingents from the various Branch Campus/Faculty/Centre/Department/etc.
- 2) Participation is open to all Staff and Students under the following categories:
 - i. **INVENTOR** - Staff Participation (Institution of Higher Learning)
 - ii. **YOUNG INVENTOR** - Student Participation (Institution of Higher Learning)
 - iii. **JUNIOR INVENTOR** - School Student Participation (Secondary school)
- 3) Each participating entry will comprise of 1 (one) Project Leader and a maximum of 4 (four) Members. The Project Leader must be either a Staff or Student of that respective institution.



- 4) Adding of project members or change of name is not permitted after the closing date.
- 5) Any change to the project title/category is not allowed after the closing date.
- 6) Staff on study leave should register under the STUDENT category.
- 7) The invention/innovation/design entry must be an outcome of a PhD, Masters, Undergraduate Final Year Project or research work. Collaborative research projects with partners from industries are encouraged to participate.

B. REGISTRATION

- 1) On-line registration has to be made at <http://www.iindex.com.my> & <http://www.ribu.uitm.edu.my>
- 2) Name and details of all participants must be correctly registered by the Project Leader as it will automatically appear on the certificate.
- 3) The organizer reserves the right to reject any application.

Contingent Participation	Individual Participation
<ul style="list-style-type: none"> Only the Project Leader is allowed to register on-line. Must be verified by the Resource Person. 	<ul style="list-style-type: none"> Only the Project Leader is allowed to register on-line.


C. EXHIBITION & COMPETITION ENTRY CATEGORY

EXHIBITION ENTRY CATEGORIES :	COMPETITION CATEGORIES :
INVENTOR (1 Leader + max. 4 Members only) Staff Entry from UiTM, Government & Private University (IPTA/IPTS), Government & Privates Agencies, All Higher Learning Institution includes Polytechs, Training Colleges, Community Colleges. SME's Industries & International Staff Participation.	1. Invention Category or 2. Innovation category or 3. Design Category
YOUNG INVENTOR (1 Leader + max.4 Members only) Student Entry from UiTM, Government & Private University, Government & Privates Agencies, All Higher Learning Institution includes Polytechs, Industrial Training Colleges (ILP), IKM, MARA & Community Colleges. SME's Industries & International Students Participation.	
JUNIOR INVENTOR (1 Leader + max. 4 Members only) School Student Entry from Government & Private (SBP/SBT) School / Colleges includes MRSM MARA, Technical & Vocational Colleges .	Open Category (Invention/Innovation/Design)

An Invention/Innovation/Design category has to be classified under either one of the following CoRe research areas:



D. FEES

EVENT:	FEES:
 27-30 APRIL 2014 Venue : Dewan Agung Tuanku Canselor (DATC) Universiti Teknologi MARA, Shah Alam	Participation Fees (1 Leader + 4 Members/supervisor) Staff : RM 450 /Product Student : RM 300 /Product School Student : RM 100 /Product Contingent : RM 4,000 /Contingent (Standard Booth for 10 pax Product PerEntry) International participant : USD 200.00(per Entry)
 29 APRIL 2014 Venue : UiTM-MTDC Technopreneur Centre Universiti Teknologi MARA, Shah Alam	Participation Fees (1 Leader + 2 Members + 1 Mentor/Supervisor only) Staff : RM 350 /Product Student : RM 200 /Product * Online Video Submission & Registration. Entry fees will be charged only for IW2014 Top 20 Finalists.

Only Online Registration will be accepted

Online registration for iindex2014 has to be made at
www.iindex.com.my or www.ribu.uitm.edu.my

Payment must be made through UiTM (Shah Alam) Bursary:

Bank : AFFIN ISLAMIC BANK BERHAD (AIBB),
UiTM Branch, Shah Alam, Selangor, Malaysia
Account Name : BENDAHARI UiTM
Account Number : 1051 4000 3299
Swift Code : PHBMMYKL

** Please scan copy of payment document or the payment receipt and email it to the appointed Account Officers at iindexbursary@gmail.com for confirmation purposes and as your proof of payment.*

Accepted Payment Methods :

- i. Local Order (LO)
- ii. Cash Payment at Bursary Counter
- Bursary Unit, Zone 17 (Consultancy) UiTM SHAH ALAM, Selangor, Malaysia
- iii. Online Payment (TT / IBG / EFT)
- vi. ATM Transfer
- v. Cheque/Bank Draft to Bursary Office
- Bursary Unit, Zone 17 (Consultancy) UiTM SHAH ALAM, Selangor, Malaysia

iindex2014 Account Officers contact information :

- 1) **Puan Hasnah M. Sahih**
Head, Consultancy Unit, Research Management Institute (RMI)
Universiti Teknologi MARA, 40450 SHAH ALAM, Selangor, Malaysia
Tel : +603-5544 2100 Fax : +603-5544 2096
- 2) **Puan Intan Baizah Abd Aziz**
Assistant Bursar, Bursary Unit, Zone 17 (Consultancy)
Universiti Teknologi MARA, 40450 SHAH ALAM, Selangor, Malaysia
Tel : +603-5544 3404 Fax : +603-5544 3468

IMPORTANT DATES



- 1st Announcement - 7 February 2014
- Registration - 17 February 2014
- Closing Date
& Payment Dateline - 17 March 2014




- 1st Announcement - 7 February 2014
- Registration - 17 February 2014
- Closing Date - 7 April 2014
- Screening - 17 April 2014



*Bridging the valley of death: advancing
the commercialisation of research*

E. EVENT INFORMATION



- i. Each participant will be provided specific floor space area to display and exhibit their product.  Internet facility will be provided.
- ii. Participants are advised to be present at their respective booths throughout the event.
- iii. It is compulsory to prepare a poster presentation. Please refer to details on poster preparation guidelines.
- iv. Participants are also encouraged to display a model, prototype, sample or presentation slides using lap-top to promote the Invention /Innovation/Design. This will help the panel of judges to understand the research project better. Participants may also prepare brochures, pictures, certificates, etc.
- v. All evidences such as patent application letter, research papers, journals, etc. are to be presented to the judges.
- vi. Should there be any inquiry or representative from the industrial sector visiting any booths, participants are to request them to fill the industrial feedback form.
- vii. All participants must wear formal attire during the duration of the event.

Poster Preparation Guidelines:

Size	Poster size is portrait format A1 (841 x 594 mm). All costs pertaining to the printing and exhibiting of poster will be paid by the participants.
Contents:	<ol style="list-style-type: none">i. Titleii. Name of Project Leader & Project Membersiii. Branch Campus/Faculty/Centre/Department/etc.iv. Introductionv. Problem Statementvi. Objectivesvii. Noveltyviii. Usefulnessix. Commercialisation potential or impact towards socio economic standards or the populationx. Pictures (with captions/explanation)xi. References – minimum of 8 (placed at the foot of the poster)xii. Awards/recognitions receivedxiii. The poster must be error free English Language



The competition is divided into 3 stages which are:

- i. **FIRST** stage: Participants will send a video clips (8-10 minutes) about their ideas and products to the competition Secretariat (email, youtube, facebook).
- ii. **SECOND** stage/screening: A panel of jury will set up to evaluate the ideas and products.
- iii. **FINAL** stage: Finalists will present their ideas and products in front of live audience and professional judge.

VIDEO/PRESENTATION CONTENTS GUIDELINE

- i. Title of product/invention
 - ii. Objectives
 - iii. Problem statement & solution to problem (describe and define)
 - iv. Product description
 - v. Novelty / Usefulness / Inventiveness
 - vii. Benefits (social benefits to society, environment, health, safety, etc)
 - viii. Display of prototype/system/sample (if any)
 - ix. Commercial value (market opportunity, customers, target market & size)
- ** Please ensure there is text script (sub-titles) on your video presentation*



POSTER COMPETITION GUIDELINE

- I. Contents should include the following items but not limited to:
- II. Title of product/invention
- III. Abstract
- IV. Introduction
- V. Objectives
- VI. Problem statement
- VII. Product description
- VIII. Novelty / Usefulness / Inventiveness
- IX. Benefits (social benefits to society, environment, health, safety, etc)

PITCHING GUIDELINES

- I. No entry fees will be charged for the preliminary rounds.
- II. All entries should be submitted in video form.
- III. The video entries that are successfully in the preliminary screening stage will be entitled to compete in the final stage.
- IV. The products to be created based on the ideas generated by the participants must be environmental friendly and have the potential to be commercialised.
- V. The duration for the live presentation by participants to pitch your ideas and products in front of the jury will be 8-10 minutes.
- VI. All presentations must be presented in English.
- VII. Registration will be submitted online
- VIII. Presentation is to be made in front of live audience.
- IX. Participants are allowed to use a variety of additional equipment and props during the presentation to convince the jury and gain support from the audience.
- X. After each presentation there will be a 10 minute Q&A session. The panel of judges will ask the questions.
- XI. The panel of judges comprises of leading researchers from IPTA/IPTS, industry stakeholders, the prominent members of the community and main sponsors/media.

F. EVENT DETAILS

Date / Event	 27-30 APRIL 2014 Venue : Dewan Agung Tuanku Canselor (DATC) Universiti Teknologi MARA, Shah Alam	 29 APRIL 2014 Venue : UiTM-MTDC Technopreneur Centre Universiti Teknologi MARA, Shah Alam
Day 1 27th April 2014 (Sunday)	<ul style="list-style-type: none"> • Registration & Set-up booth (Session A) 10.00am - 1.00pm • Exhibition Open Day 1 (Session A) 2.00pm - 5.30pm • Welcome Remarks (Session A) 2.30pm - 3.00pm 	
Day 2 28th April 2014 (Monday)	<ul style="list-style-type: none"> • Exhibition Open Day 2 (Session A) 8.30am - 5.30 pm • Judging (Session A) 9.00am - 4.00 pm (1.00pm - 2.00pm : Break) • Business Matching Session A 9.00am - 4.00 pm (1.00pm - 2.00pm : Break) • Poster & Booth TearDown (Session A) 5.30pm - 7.00 pm • Registration (Session B) 3.00pm - 5.00pm • Set-up booth (Session B) 8.00pm - 10.00pm 	<ul style="list-style-type: none"> • Registration 2.00pm - 3.00pm • Set-up booth 3.00pm - 5.00pm
Day 3 29th April 2014 (Tuesday)	<ul style="list-style-type: none"> • Exhibition Open Day 3 (Session B) 8.30am - 5-30 pm • Welcome Remarks (Session B) 9.00am - 9-30am • Judging (Session B) 9.00am - 4.00 pm (1.00pm - 2.00pm : Break) • Business Matching Session B 9.00am - 4-00 pm (1.00pm - 2.00pm : Break) 	<ul style="list-style-type: none"> • Exhibition Open 9.00am - 5.00pm (1.00pm - 2.00pm : Break) • Welcome Remarks 9.00am - 9.30pm • IW 2014 Competition 9.30am - 5.00 pm (1.00pm - 2.00pm : Break) • Poster & Booth TearDown 5.00pm - 7.00 pm
Day 4 30th April 2014 (Wednesday)	<ul style="list-style-type: none"> • Exhibition Open Day 4 (Session B) 8.30am - 1.30 pm • Commercialisation / Funding Talk 8.30am - 10.30am 	
	<ul style="list-style-type: none"> • iindex2014 & IW2014 Award Giving & Closing Ceremony 11.00am - 1.00pm 	
	<ul style="list-style-type: none"> • Poster & Booth TearDown (Session B) 2.00pm - 3.30 pm 	

G. AWARD

Invention, Innovation & Design Exposition 2014 (iidx2014)

Overall Awards

1. BIMB iidx2014 Grand Award	Cash + Trophy & Certificate
2. iidx2014 Best Poster Award	Cash + Trophy & Certificate
3. iidx2014 Best Contingent	Cash + Trophy & Certificate
4. iidx2014 Best Poster Award	Cash + Trophy & Certificate

Category : Inventor

1. Diamond Award - Invention	Trophy & Certificate
2. Diamond Award - Innovation	Trophy & Certificate
3. Diamond Award - Design	Trophy & Certificate

Category : Young Inventor

1. Diamond Award - Invention	Trophy & Certificate
2. Diamond Award - Innovation	Trophy & Certificate
3. Diamond Award - Design	Trophy & Certificate

Category : Junior Inventor

1. Diamond Award	Trophy & Certificate
------------------	----------------------

** iidx2014 Gold/Silver/Bronze medal for potential winners*

Innovateur Wannabe! 2014

Overall Awards

1. BIMB Special Award	Cash + Trophy & Certificate
2. Best Poster Award	Cash + Trophy & Certificate
3. Best Presentation Award	Cash + Trophy & Certificate

Category - Staff

1. Champion	Trophy & Certificate
2. Runner Up	Trophy & Certificate
3. 3rd place	Trophy & Certificate
4. Consolation	Certificate

Category - Student

1. Champion	Trophy & Certificate
2. Runner Up	Trophy & Certificate
3. 3rd place	Trophy & Certificate
4. Consolation	Certificate

H. CERTIFICATE & MEDAL

MEDAL

- iidx2014 winners will be awarded with one medal only.
- Additional medals can only be purchased by winners.

Selling price :

Gold Medal - RM 60.00/unit Silver Medal - RM 60.00/unit Bronze Medal - RM 60.00/unit

CERTIFICATE

- All participants will be given an individual certificate of participation (Project Leader & Project Members).
- All winners will be awarded with only one certificate for each entry.
- All participants is responsible to write the name correctly during online registration for certificate printing.
- Any additional certificate will cost **RM 10.00** each.

Request can be made at the Secretariat Desk during iidx2014.

I. BOOTH GUIDELINE

Contingent Standard Booth

(Max 10 pax per contingent booth)
Size : 32.5 sq. meter (6.5 m x 5m)
(10 x Chair & 10 x desk)
MYR 4000 per booth

Individual Booth

Size : 2.25 sq. meter (1.5m x 1.5m)
(1x Chair & 1x desk)
iindex2014 Booth ;
MYR 450/300/100/USD 200 per booth
Innovateur wannabe! 2014 Booth ;
MYR 350/200 per booth

SME Corporate Booth

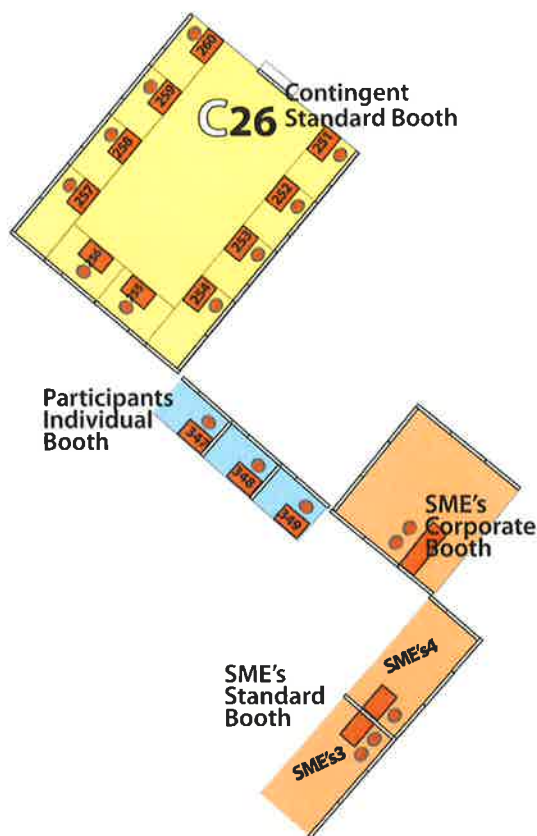
Size : 9 sq. meter (3m x 3m)
MYR 3500 per booth

** A standard structure booth with basic furniture including fascia board, exhibitor name, booth number, needle punch carpet, 2 nos. spotlights, 1 no. information desk, 2 nos. chair and 1 no. 13Amp power point.*

SME Standard Booth

Size : 4.5 sq. meter (3m x 1.5m)
MYR 1500 per booth
(Additional MYR 200 for Corner lots)

** A standard structure booth with basic furniture including fascia board, exhibitor name, booth number, needle punch carpet, 2 nos. spotlights, 1 no. information desk, 2 nos. chair and 1 no. 13Amp power point.*



SECURITY

- All portable items kept inside the COUNTERS/CUPBOARDS are under your responsibility and must be cleared immediately once the exhibition is over.
- We will not be liable for any loss/damage of items kept therein.

POSTER / DECORATION

- Strictly, no nailing, drilling or any other modification on the alluminium frame, laminated wall partition and all furniture are allowed.
- Exhibitors contravening the rules will be charged with a penalty fee at our discretion.

NON-SMOKING POLICY

- Please be informed that the Organiser is observing the non-smoking ruling, which has been imposed by the Government. Therefore, smoking is strictly not indoors of the entire exhibition area.

with compliments from

iidex₂₀₁₄ Secretariat

Research **Innovation** Business Unit
Kolej Kenanga 2, Universiti Teknologi MARA
40450 Shah Alam, Selangor, Malaysia
Tel : +603 5544 2747 / 2748 Fax: +603 5544 2790
<http://ribu.uitm.edu.my/>



www.iidex.com.my
www.ribu.uitm.edu.my

Anjuran :



UNIVERSITI
TEKNOLOGI
MARA

RIBU
RESEARCH INNOVATION BUSINESS UNIT



Penaja Utama :



Di Sokong Oleh :

Rakan Kerjasama :



Rakan Media :



Rakan Penaja :

