

MEC 2024 17th International Medical Education Conference



**Sponsorship and
Exhibition Prospectus
4 - 6 October 2024
Friday – Sunday**



About IMEC 2024

The 'One Health' approach addresses human, animal, plant, and environmental health sectors collectively. The interdependencies between these sectors require a multisectoral, transdisciplinary and integrated approach. One Health involves the evaluation and monitoring of the impact of environmental hazards on healthcare systems, public health, biodiversity, and food security. This concept requires a unique blend of interdisciplinary knowledge and skills, which can be challenging to integrate into the traditional academic setting.

Creating educational programmes that integrate knowledge and practices of multiple disciplines to improve human, animal, and environmental health is the essence of One Health curriculum design. Teaching and learning and student assessment within the context of One Health is significant because it prepares students and professionals to address complex health issues that span the interconnected domains of human, animal, and environmental health. Digital health technologies can significantly enhance the effectiveness of One Health initiatives in various ways including digital transformation through the implementation of a comprehensive health and life sciences strategy. Faculty development is a critical component in effectively implementing the One Health approach.

This conference aims to empower healthcare professionals to catalyse transformative change in the way health and wellness are being currently defined. The conference explores curricula, teaching-learning methods, assessment tools, professionalism, and digital health concepts in the One Health context.

The subthemes of this conference are the following in context to one health:

1. Curriculum Design
2. Teaching and Learning
3. Student Assessment
4. Digital Health
5. Governance and leadership
6. Faculty Development
7. Professionalism & Ethics
8. Stakeholder Engagement

The conference will be preceded by pre-conference workshops on 4 October 2024. The main conference on 5 and 6 October 2024 will commence with a keynote, followed by plenaries,



symposia, panel discussions, and oral and e-poster presentations that inspirational speakers from many regions will share.

Conference Exhibitor / Sponsor

The IMU University welcomes vendors for the **17th International Medical Education Conference**. Vendors get a unique opportunity to interact and participate with leaders and health professionals from the regional and international arena. The IMEC 2024 will be an event platform for delegates from Malaysia, Southeast Asia, Asia, Africa, Europe, America, Canada, Australia, and New Zealand. IMEC 2024 is an event where exhibitors or sponsors can network with other professionals in the field of health education providing a forum for sharing information and experiences.

IMEC 2024 will be conducted in a hybrid mode.

The theme is **“Transforming Health Professions Education for Advancement of One Health.”** held from 4 to 6 October 2024 with pre-conference workshops on 4 October 2024. There are many opportunities for networking and socialising with the IMEC 2024 delegates. This would be a wonderful opportunity for organisations to partner in this prestigious event where they can benefit and value from participation at this event.

Why you should be an Exhibitor / Sponsor

- Increase brand visibility.
- Enhance your corporate image.
- Generate strong business leads.
- Targeted marketing.
- Opportunity to interact with key decision makers.
- Knowledge-sharing creates an invaluable opportunity to gain new perspectives and broaden your horizons.

Exhibition / Sponsorship Opportunities

No	Option	Packages	Cost
1	<p>Gold Sponsor (On-Site & Virtual)</p>	<ul style="list-style-type: none"> ❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H) ❖ Two (2) exhibitor tags including lunch and refreshments. ❖ Fifteen (15) minutes slot for Lunch Talk during lunch time on 5 Oct 2024. ❖ Two (2) complimentary registration pass to the main conference. ❖ 3 video links supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform). ❖ 4 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait). ❖ 4 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait). ❖ Sponsor logo will be projected in between presentation during the session. ❖ Sponsor name will appear in the programme book acknowledgment page. ❖ Sponsor profile in the IMEC 2024 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to live chat in the virtual platform. ❖ Digital downloads for attendees to view and download e-Brochures. ❖ One (1) Pre and one (1) post email blast to potential clientele from IMEC 2024 registration list. 	<p>RM 32,000 <i>(only ONE sponsor)</i></p>

<p>2</p>	<p>Silver Sponsor (On-Site & Virtual)</p>	<ul style="list-style-type: none"> ❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H) ❖ Two (2) exhibitor tags including lunch and refreshments. ❖ Fifteen (15) minutes slot for Lunch Talk during lunch time on 5 Oct 2024. ❖ One (1) complimentary registration pass to the main conference. ❖ 2 video links supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform). ❖ 3 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait). ❖ 4 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait). ❖ Sponsor logo will be projected in between presentation during the session. ❖ Sponsor name will appear in the programme book acknowledgment page. ❖ Sponsor profile in the IMEC 2024 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to live chat in the virtual platform. ❖ Digital downloads for attendees to view and download e-Brochures. ❖ One (1) Pre and one (1) post email blast to potential clientele from IMEC 2024 registration list. 	<p>RM 26,000 <i>(only TWO sponsors)</i></p>
<p>3</p>	<p>Exhibition Booth (On-Site & Virtual)</p>	<ul style="list-style-type: none"> ❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H) 	<p>RM 3,000</p>

		<ul style="list-style-type: none"> ❖ Two (2) exhibitor tags including lunch and refreshments. ❖ 1 video link supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform). ❖ 2 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait). ❖ 2 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait). ❖ Sponsor name will appear in the programme book acknowledgment page. ❖ Sponsor profile in the IMEC 2024 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to live chat in the virtual platform. ❖ Digital downloads for attendees to view and download e-Brochures. 	
4	Virtual Exhibition Booth (Virtual)	<ul style="list-style-type: none"> ❖ 1 video link supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform). ❖ 2 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait). ❖ 2 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait). ❖ Sponsor name will appear in the programme book acknowledgment page. ❖ Sponsor profile in the IMEC 2024 virtual platform. 	RM 2,000

		<ul style="list-style-type: none"> ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to live chat in the virtual platform. ❖ Digital downloads for attendees to view and download e-Brochures. 	
5	Advertisement in the programme booklet	<ul style="list-style-type: none"> ❖ Full page (full colour): RM500/- ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Sponsor name will appear in the programme book acknowledgment page. 	
6	Sponsor or Co-Sponsor for Conference Bags	<ul style="list-style-type: none"> ❖ Exclusive sponsorship: RM5,000/- <ul style="list-style-type: none"> ▪ Company's one colour printing logo will be printed on the conference bags. ▪ Sponsor logo placement on the virtual platform (with link to the website). ▪ Sponsor name will appear in the programme book acknowledgment page. ❖ Co-sponsorship: RM2,500/- <ul style="list-style-type: none"> ▪ Sponsor logo placement on the virtual platform (with link to the website). ▪ Sponsor name will appear in the programme book acknowledgment page. 	
7	Sponsor in kind	<ul style="list-style-type: none"> ❖ Appropriate items suitable to include in the conference bag are accepted. Delivery of the items should be sufficient for the total number of delegates. Expected number of items is 250 pieces. ❖ Sponsor logo placement on the virtual platform (with link to the website). 	



		❖ Sponsor name will appear in the programme book acknowledgment page.	
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Contact

The Secretariat, IMEC 2024 can be contacted at Tel: 603-2731 7678 or email:

IMEC2024@imu.edu.my

Full details about IMEC 2024 are available at <https://www.imu.edu.my/events/imec2024/>