



# **Sponsorship and Exhibition Prospectus**

**12 – 14 March 2021**

**Friday – Sunday**



## **About IMEC 2021**

The Covid-19 pandemic has had a major impact on most parts of the world including higher education and medical education. Medical schools have made significant changes to the delivery of education. Initially many thought the changes were on temporary, but as the pandemic has persisted it has become apparent that some/most of the changes will continue, even if the pandemic can be controlled. The acceptance of online education by students and staff has been remarkable and to go back to the way we were, does not seem sensible of viable.

This conference will explore the changes. What should we keep, what should we discard and what should we modify? Come and explore these changes with us.



## **About International Medical University (IMU)**

International Medical University (IMU) is Malaysia's first and most established private medical and health sciences university with over 25 years of dedicated focus in healthcare education. Established in 1992, IMU pioneered the world's first Partner Medical School programme and has since gained international recognition with over 30 world class university partners in Australia, New Zealand, United Kingdom, Canada, US, Ireland and China. IMU's main campus is located at Bukit Jalil, Kuala Lumpur with branch clinical schools located in Seremban, Kuala Pilah, Batu Pahat and Kluang. In recognition of IMU's commitment and excellence in education, IMU was awarded the self-accreditation status as well as SETARA Tier 6 (Outstanding) by the Ministry of Higher Education in 2017. Internationally IMU has won the McJannet Prize for Community Engagement and the AMEE ASPIRE award for Student Engagement. Its co-founder, Dr Mei Ling Young was awarded the ASME Gold Medal in 2017 for contributions in medical education.

Committed to its brand promise, "Delivering the Future of Better Healthcare", in 2010, IMU became a fully integrated healthcare institution offering Education and Healthcare services to serve and improve the quality of lives. IMU is part of IMU Health, a wholly owned subsidiary of IHH Healthcare Berhad (IHH). IMU also has an exemplary track record in hosting medical education conferences both nationally and internationally. The conferences successfully hosted by IMU include Ottawa 2012 and 2020, the Asian Medical Education Symposium 2011 and 2019, and the International Medical Education Conference (IMEC) for the past 15 years.

For more information please visit IMU website at <http://www.imu.edu.my> or its blog at <http://imunews.imu.edu.my>

## **Conference Exhibitor / Sponsor**

The International Medical University (IMU) welcomes vendors for the **14th 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 2021 will be an event platform for delegates from Malaysia, South East Asia, Asia, Africa, Europe, America, Canada, Australia and New Zealand. IMEC 2021 is the event where exhibitor or sponsor can network with other professionals in the field of health education providing a forum for sharing of information and experiences.

Due to the uncertainty associated with COVID-19, this conference will be conducted in a fully online mode.

This year the theme is “**Setting The New Norm: Current And Future Practice For Health Professions Education**” held from 12 - 14 March 2021. There are many opportunities for networking and socializing with the IMEC 2021 delegates. This would be a wonderful opportunity for organisations to partner in this prestigious event where they can benefit and value from the participation at this event.

## **Why you should be a Sponsor or Exhibitor**

- Increase brand visibility.
- Enhance your corporate image.
- Generate strong business leads.
- Targeted marketing.
- Opportunity to interact with key decision makers.
- A fully online mode experience provide additional benefits including lower cost and higher visibility to a wider audience.

## Exhibition / Sponsorship Opportunities

No	Option	Packages	Cost
1	<b>Gold Sponsor (Virtual)</b>	<ul style="list-style-type: none"><li>❖ Half an hour slot for e-Talk during lunch time on Day 2 &amp; 3, 13 &amp; 14 March 2021.</li><li>❖ Two (2) complimentary registration pass to the main conference.</li><li>❖ 3 video links supported (each max 10 min duration).</li><li>❖ 4 e-Posters in the virtual platform.</li><li>❖ 4 e-brochures (5MB each) in the virtual platform.</li><li>❖ Sponsor logo will be projected in Zoom in between presentation during the session.</li><li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2021 official website including a link to the sponsor website.</li><li>❖ Sponsor profile not more than 250 words in the virtual platform.</li><li>❖ Sponsor logo placement on the virtual platform.</li><li>❖ One (1) virtual room (room in Zoom) for live chat.</li><li>❖ Digital downloads for attendees to view and download brochures.</li></ul>	<b>RM 20,000</b> <i>(only one sponsor)</i>
2	<b>Silver Sponsor (Virtual)</b>	<ul style="list-style-type: none"><li>❖ Half an hour slot for e-Talk during lunch time on Day 2, 13 March 2021.</li><li>❖ One (1) complimentary registration pass to the main conference.</li><li>❖ 2 video links supported (each max 10 min duration).</li><li>❖ 3 e-Posters in the virtual platform.</li></ul>	<b>RM 12,500</b> <i>(only two sponsors)</i>

		<ul style="list-style-type: none"> <li>❖ 4 e-brochures (5MB each) in the virtual platform.</li> <li>❖ Sponsor logo will be projected in Zoom in between presentation during the session.</li> <li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2021 official website including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform.</li> <li>❖ One (1) virtual room (room in Zoom) for live chat.</li> <li>❖ Digital downloads for attendees to view and download brochures.</li> </ul>	
<b>3</b>	<b>Virtual Exhibition Booth (Virtual)</b>	<ul style="list-style-type: none"> <li>❖ 1 video link supported (each max 10 min duration).</li> <li>❖ 2 e-Posters in the virtual platform.</li> <li>❖ 2 e-brochures (5MB each) in the virtual platform</li> <li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2021 official website including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform.</li> <li>❖ One (1) virtual room (room in Zoom) for live chat.</li> <li>❖ Digital downloads for attendees to view and download brochures.</li> </ul>	<b>RM 2,000</b>

4	Advertisement in the programme booklet	<ul style="list-style-type: none"> <li>❖ Full page inside back cover (full colour): RM4,000/-</li> <li>❖ Full page (full colour): RM3,000/-</li> <li>❖ Full page (black and white):RM2,000/-</li> <li>❖ Sponsor logo will be projected in Zoom in between presentation during the session (Gold &amp; silver)</li> <li>❖ Sponsor logo placement on the virtual platform.</li> <li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2021 official website including a link to the sponsor website.</li> </ul>	
---	--	--	--

**Contact**

The Secretariat, IMEC 2021 can be contacted at Tel: 603-2731 7072 or email: IMEC2021@imu.edu.my. Full details on the main conference and pre-conference workshops are available at <http://www.imu.edu.my/events/imec/>

**REPLY SLIP**

COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CONTACT TEL. : \_\_\_\_\_ FAX : \_\_\_\_\_

CONTACT E-MAIL : \_\_\_\_\_

CONTACT PERSON : \_\_\_\_\_ POSITION : \_\_\_\_\_

**We would like to: (choose by a tick [√])**

**Gold sponsor** (*only one sponsor*)

 Virtual (RM20,000/-)

**Silver sponsor** (*only two sponsors*)

 Virtual (RM12,500/-)

**Exhibition Booth**

 Taking a **virtual exhibition booth** (RM2,000/-)

**Advertisement in the Programme Booklet**

(1) Full Page Inside Back Cover (full colour): (RM4,000/-)

(2) Full Page (full colour): (RM3,000/-)

(3) Full Page (black and white): (RM2,000/-)



**Name**

---

**Position**

---

**Signature**

---

**Date** \_\_\_\_\_

Please note: All cheques are made payable to “**IMU Education Sdn Bhd**”

**Terms & Conditions**

1. All prices listed in this document are in Malaysian Ringgit (MYR) and inclusive of relevant tax.
2. Applications are not considered until the Sponsorship Reply Slip is confirmed to have been received by the IMEC 2021 Secretariat.
3. Acceptance of the Sponsorship Reply Slip is subject to the Organising Committee’s final approval. Please note, that the Organising Committee reserves the right to decline any application.
4. Sponsorship Reply Slip received after 12 February 2021 must be accompanied with full payment.
5. By signing the Sponsorship Reply Slip, I hereby acknowledge that I understand and agree to the Privacy Statement.

<http://imu.edu.my/imu/wp-content/uploads/privacy-statement.pdf>

**END**