

Sponsorship and Exhibition Prospectus

**13 - 15 October 2023
Friday – Sunday**



About IMEC 2023

Authentic student and community engagement in health professions education and healthcare could offer a foundation for empowerment and partnership. Health professions education curricula that expose students to meaningful community experiences allow a better understanding of how non-medical factors such as education, economic conditions, food security, housing, the environment, and social inclusion affect the quality of healthcare. In addition, a curriculum that increases students' choice, control, and collaboration opportunities could also increase their motivation and engagement. The inclusion of students and community voices in the way teachers teach, students learn, and are assessed not only offers diverse perspectives to improve the quality of educational outcomes but ultimately prepares future healthcare leaders to meet the growing and evolving demands of health and healthcare.

The goal of IMEC 2023 is to connect healthcare professionals, curriculum planners, academics, students, and community bodies to rethink and engage with opportunities for engaging, enabling, and empowering students and communities to enhance health professions education.

IMEC 2023 has lined up an exciting programme that will explore the student and community voices for health professions education with the sub-theme as below:

1. Curriculum Design
2. Teaching and Learning
3. Partnerships with the Community
4. Student Assessment
5. Student Selection
6. Leadership
7. Student Empowerment
8. Faculty Development

The conference will be preceded by pre-conference workshops on 13th of October 2023. The main conference on 14th and 15th of October 2023 will commence with a keynote, followed by plenaries, symposia, panel discussions, and oral and poster presentations that inspirational speakers from many regions will share.



Conference Exhibitor / Sponsor

The International Medical University (IMU) welcomes vendors for the **16th 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 2023 will be an event platform for delegates from Malaysia, Southeast Asia, Asia, Africa, Europe, America, Canada, Australia, and New Zealand. IMEC 2023 is the event where exhibitors or sponsors can network with other professionals in the field of health education providing a forum for sharing information and experiences.

This year, IMEC 2023 will be conducted in a hybrid mode.

The theme is “**Student & Community Voices for Health Professions Education: Engage, Enable & Empower.**” held from 13th to 15th October 2023 with pre-conference workshops on 13th October 2023. There are many opportunities for networking and socializing with the IMEC 2023 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 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 create an invaluable opportunity to gain new perspectives and broaden your horizons.

Exhibition / Sponsorship Opportunities

No	Option	Packages	Cost
1	Gold Sponsor (On-Site & Virtual)	<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 14 Oct 2023. ❖ 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 2023 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to the collaboration room and 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 2023 registration list. 	RM 30,000 <i>(only one sponsor)</i>

<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 14 Oct 2023. ❖ 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 2023 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to the collaboration room and 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 2023 registration list. 	<p>RM 20,000 <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) ❖ Two (2) exhibitor tags including lunch and refreshments. 	<p>RM 3,000</p>

		<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 2023 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to the collaboration room and 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 2023 virtual platform. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Access to the collaboration room and live chat in the virtual platform. ❖ Digital downloads for attendees to view and download e-Brochures. 	RM 2,000

5	Advertisement in the programme booklet	<ul style="list-style-type: none"> ❖ Full page inside back cover (full colour): RM4,000/- ❖ Full page (full colour): RM3,000/- ❖ Full page (black and white):RM2,000/- ❖ 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/- ❖ Co-sponsorship: RM2,500/- <ul style="list-style-type: none"> ▪ The availability of the sponsorship packages is based on first come first serve basis. 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. 	
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 200 pieces. ❖ Sponsor logo placement on the virtual platform (with link to the website). ❖ Sponsor name will appear in the programme book acknowledgment page. 	

Contact

The Secretariat, IMEC 2023 can be contacted at Tel: 603-2731 7678 or email: IMEC2023@imu.edu.my. Full details on the main conference and pre-conference workshops are available at <https://www.imu.edu.my/events/imec2023>