

The background features a light blue to green gradient. It is overlaid with white circuit-like patterns consisting of lines and nodes. There are also several sets of concentric white circles of varying sizes and colors (blue, green, yellow) scattered across the page.

**Sponsorship and  
Exhibition Prospectus**  
**9 - 11 October 2026**  
**Friday – Sunday**

## **About IMEC 2026**

Health professions education is entering a transformative phase, in which educators are extending their roles to navigate evolving expectations, emerging technologies, including artificial intelligence, and shifting priorities across education and healthcare. Educators face increasingly complex challenges, including balancing competing demands on their time, integrating novel pedagogical approaches, responding to diverse learner needs, and adapting to rapidly changing work environments. This conference provides a platform for rigorous intellectual engagement and interdisciplinary dialogue, enabling participants to explore these challenges, examine current trends, and consider strategies to support critical reasoning, professional identity formation, and client-centred service. The discussions are especially timely given the increasing complexity of environmental and sustainability issues, alongside the imperative to incorporate values-based education. Through collective reflection and knowledge exchange, the conference highlights and enhances the health professions educator's role as a thoughtful, future-oriented leader in modern health professions education.

We deeply appreciate your commitment to advancing medical education and your invaluable contributions to this field. This conference is ideal for educators, researchers, healthcare professionals, policymakers, and students, offering networking and collaboration opportunities with industry leaders and innovators shaping the future of healthcare and health professions education.

This conference will address the following sub-themes:

- Innovations in Teaching and Learning
- Value-Based Education, Professionalism & Ethics
- Curriculum Design, Holistic Approach and Integrative Education
- Assessment and Evaluation
- Technology-enhanced Learning and Artificial Intelligence

- Governance and Leadership, and Sustainable Practice
- Faculty Development

Pre-conference workshops will precede the conference on 9 October 2026. The main conference on 10 and 11 October 2026 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 19<sup>th</sup> International Medical Education Conference (IMEC). Vendors get a unique opportunity to interact and participate with leaders and health professionals from the regional and international arena. The IMEC 2026 will be an event platform for delegates from Malaysia, Southeast Asia, Asia, Africa, Europe, America, Canada, Australia, and New Zealand. IMEC 2026 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 2026 will be conducted in a hybrid mode.

The theme is **“Educators Redefined: Design Learning, Drive Changes and Deliver Impact,”** held from 10 to 11 October 2026, with pre-conference workshops on 9 October 2026. There are many opportunities for networking and socialising with the IMEC 2026 delegates. This would be a wonderful opportunity for organisations to partner in this prestigious event, where they can benefit and benefit 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	<b>Gold Sponsor (On-Site &amp; Virtual)</b>	<ul style="list-style-type: none"> <li>❖ Opportunity to nominate one (1) speaker to participate as a panelist in a selected symposium session (subject to organiser approval and topic alignment) <b>OR</b></li>   <li>Fifteen (15) minutes slot for Lunch Talk during lunch time on 10 Oct 2026.</li>   <li>❖ 2–3-minute pre-recorded sponsored video displayed <b>during conference sessions and lunch</b> on-site.</li>   <li>❖ T-shirts are wearable by student helpers with logo by gold sponsor.</li> <li>❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H).</li> <li>❖ Two (2) exhibitor tags including lunch and refreshments.</li> <li>❖ Two (2) complimentary registrations pass to the main conference.</li> <li>❖ 3 video links supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform).</li> <li>❖ 4 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait).</li> <li>❖ 4 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait).</li> <li>❖ Digital downloads for attendees to view and download e-Brochures.</li> <li>❖ Sponsor logo will be projected in between presentation during the session.</li> </ul>	<p><b>RM 32,000</b> <i>(only ONE sponsor)</i></p>

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		<ul style="list-style-type: none"> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> <li>❖ Sponsor profile in the IMEC 2026 virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Access to live chat on the virtual platform.</li> <li>❖ One (1) Pre and one (1) Post email blast to potential clientele from IMEC 2026 registration list.</li> </ul>	
2	<b>Silver Sponsor (On-Site &amp; Virtual)</b>	<ul style="list-style-type: none"> <li>❖ 2–3-minute pre-recorded sponsored video displayed <b>during conference sessions and lunch</b> on-site <b>OR</b></li> </ul> <p>Fifteen (15) minutes slot for Lunch Talk during lunch time on 10 Oct 2026.</p> <ul style="list-style-type: none"> <li>❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H).</li> <li>❖ Two (2) exhibitor tags including lunch and refreshments.</li> <li>❖ One (1) complimentary registration pass to the main conference.</li> <li>❖ 2 video links supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform).</li> <li>❖ 3 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait).</li> <li>❖ 4 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait).</li> <li>❖ Digital downloads for attendees to view and download e-Brochures.</li> <li>❖ Sponsor logo will be projected in between presentation during the session.</li> </ul>	<b>RM 26,000</b> <i>(only TWO sponsors)</i>

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		<ul style="list-style-type: none"> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> <li>❖ Sponsor profile in the IMEC 2026 virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Access to live chat on the virtual platform.</li> <li>❖ One (1) Pre email blast to potential clientele from IMEC 2026 registration list.</li> </ul>	
3	<b>Bronze Sponsor (On-Site &amp; Virtual)</b>	<ul style="list-style-type: none"> <li>❖ 2–3-minute pre-recorded sponsored video displayed <b>during lunch session</b> on-site.</li> <li>❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H).</li> <li>❖ Two (2) exhibitor tags including lunch and refreshments.</li> <li>❖ One (1) complimentary registration pass to the main conference.</li> <li>❖ 2 video links supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform).</li> <li>❖ 2 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait).</li> <li>❖ 2 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait).</li> <li>❖ Digital downloads for attendees to view and download e-Brochures.</li> <li>❖ Sponsor name will appear in the programme book acknowledgment page.</li> <li>❖ Sponsor profile in the IMEC 2026 virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Access to live chat on the virtual platform.</li> </ul>	<b>RM 14,000</b>

No	Option	Packages	Cost
		<ul style="list-style-type: none"> <li>❖ One (1) Post email blast to potential clientele from IMEC 2026 registration list.</li> </ul>	
4	<b>Exhibition Booth (On-Site &amp; Virtual)</b>	<ul style="list-style-type: none"> <li>❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x 2.4m(H).</li> <li>❖ Two (2) exhibitor tags including lunch and refreshments.</li> <li>❖ 1 video link supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform).</li> <li>❖ 2 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait).</li> <li>❖ 2 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait).</li> <li>❖ Digital downloads for attendees to view and download e-Brochures.</li> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> <li>❖ Sponsor profile in the IMEC 2026 virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Access to live chat on the virtual platform.</li> </ul>	<b>RM 3,000</b>
5	<b>Virtual Exhibition Booth (Virtual)</b>	<ul style="list-style-type: none"> <li>❖ 1 video link supported (each max. 10 mins duration) video from YouTube (embed on the virtual platform).</li> <li>❖ 2 e-Posters on the virtual platform. (each max. 5MB, Orientation: Landscape / Portrait).</li> <li>❖ 2 e-Brochures on the virtual platform. (each max. 9MB, Orientation: Landscape / Portrait).</li> <li>❖ Digital downloads for attendees to view and download e-Brochures.</li> </ul>	<b>RM 2,000</b>

No	Option	Packages	Cost
		<ul style="list-style-type: none"> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> <li>❖ Sponsor profile in the IMEC 2026 virtual platform.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Access to live chat on the virtual platform.</li> </ul>	
6	<b>Advertisement in the programme booklet</b>	<ul style="list-style-type: none"> <li>❖ <b>Full page (full colour): RM500/-</b></li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> </ul>	
7	<b>Sponsor or Co-Sponsor for Conference Bags</b>	<ul style="list-style-type: none"> <li>❖ <b>Exclusive sponsorship: RM5,000/-</b> <ul style="list-style-type: none"> <li>▪ Company's one colour printing logo will be printed on the conference bags.</li> <li>▪ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>▪ Sponsor name will appear on the programme book acknowledgment page.</li> </ul> </li> <li>❖ <b>Co-sponsorship: RM2,500/-</b> <ul style="list-style-type: none"> <li>▪ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>▪ Sponsor name will appear on the programme book acknowledgment page.</li> </ul> </li> </ul>	
8	<b>Sponsor in kind</b>	<ul style="list-style-type: none"> <li>❖ 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 350 pieces.</li> <li>❖ Items as tokens of appreciation for speakers.</li> <li>❖ Sponsor logo placement on the virtual platform (with link to the website).</li> <li>❖ Sponsor name will appear on the programme book acknowledgment page.</li> </ul>	

9	<b>Sponsor for Undergraduate Team Based Challenge Innovation</b>	❖ The Undergraduate Team Based Challenge Innovation offers a platform for Undergraduate students to present their research and ideas, fostering academic growth and collaboration. Sponsoring the registration fee or prize money will motivate and reward excellence in students' participation.	
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### Contact

The Secretariat, IMEC 2026 can be contacted at Tel: 603-2731 7678 or email: IMEC2026@imu.edu.my

Full details about IMEC 2026 are available at <https://www.imu.edu.my/events/imec2026/>