

# **Sponsorship and Exhibition Prospectus**

**14 - 16 October 2022**

**Friday – Sunday**



## **About IMEC 2022**

Equity, inclusivity, and diversity (EID) are core values in health professions education that should be ingrained in our training environments for learners and educators to achieve high-quality patient care, effective learning, and pioneer discovery. IMEC 2022 aims to address these values across the continuum of health professions education. Our goal is to connect healthcare professionals, educators, and learners to rethink and reshape current beliefs in EID, ultimately to develop culturally competent healthcare providers. We hope to explore topics related to ethnicity, socioeconomic status, disability, gender, age, and other factors to align learners and educators with diverse communities and embrace the differences in achieving health equity and inclusivity in education and healthcare.

IMEC 2022 has lined up an exciting programme that will explore on the Reshaping Health Professions Education for Equity, Inclusivity and Diversity with the sub-theme as below:

1. Leadership
2. Student Assessment
3. Student Admission
4. Teaching and Learning
5. Faculty Development
6. Curriculum Design
7. Student Empowerment
8. Career Development and Advancement
9. Partnerships with communities and industry
10. Promoting EID in Healthcare

The conference will be preceded by several pre-conference workshops on 14<sup>th</sup> of October 2022. The main conference on 15<sup>th</sup> and 16<sup>th</sup> October 2022 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 **15<sup>th</sup> 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 2022 will be an event platform for delegates from Malaysia, Southeast Asia, Asia, Africa, Europe, America, Canada, Australia, and New Zealand. IMEC 2022 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.

This year, IMEC 2022 will be conducted in a hybrid mode.

The theme is “**Reshaping Health Professions Education for Equity, Inclusivity and Diversity.**” held from 14<sup>th</sup> to 16<sup>th</sup> October 2022 with pre-conference workshops on 14<sup>th</sup> October 2022. There are many opportunities for networking and socializing with the IMEC 2022 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.
- Opportunity to participate remotely due to travel restrictions.

## Exhibition / Sponsorship Opportunities

No	Option	Packages	Cost
1	<b>Gold Sponsor (On-Site &amp; Virtual)</b>	<ul style="list-style-type: none"> <li>❖ On-Site Exhibition Booth: 3m(L) x 2m(W) x .4m(H)</li> <li>❖ Two (2) exhibitor tags including lunch and refreshments</li> <li>❖ Half an hour slot for e-Talk during lunch time on Day 2 &amp; 3, 15 &amp; 16 Oct 2022.</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 2022 portal including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the IMEC 2022 portal.</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 30,000</b> <i>(only one sponsor)</i>
2	<b>Silver Sponsor (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>❖ Half an hour slot for e-Talk during lunch time on Day 2 &amp; 3, 15 &amp; 16 Oct 2022.</li> <li>❖ One (1) complimentary registration pass to the main conference.</li> </ul>	<b>RM 20,000</b> <i>(only two sponsors)</i>

		<ul style="list-style-type: none"> <li>❖ 2 video links supported (each max 10 min duration).</li> <li>❖ 3 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 2022 portal including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the IMEC 2022 portal.</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>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 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 2022 portal including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the IMEC 2022 portal.</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 3,000</b>

4	<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 2022 portal including a link to the sponsor website.</li> <li>❖ Sponsor profile not more than 250 words in the IMEC 2022 portal.</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>
5	<b>Advertisement in the programme booklet</b>	<ul style="list-style-type: none"> <li>❖ <b>Full page inside back cover (full colour): RM4,000/-</b></li> <li>❖ <b>Full page (full colour): RM3,000/-</b></li> <li>❖ <b>Full page (black and white):RM2,000/-</b></li> <li>❖ Sponsor logo placement on the virtual platform.</li> <li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2022 portal including a link to the sponsor website.</li> </ul>	
6	<b>Sponsor or Co-Sponsor for Conference Bags</b>	<ul style="list-style-type: none"> <li>❖ <b>Exclusive sponsorship: RM5,000/-</b></li> <li>❖ <b>Co-sponsorship: RM2,500/-</b> <ul style="list-style-type: none"> <li>▪ The availability of the sponsorship packages is based on first come first serve basis. Your company's one colour printing logo will be printed on the conference bags.</li> <li>▪ Sponsor logo placement on the virtual platform.</li> <li>▪ Sponsor name will appear in the programme acknowledgment page and IMEC 2022 portal including a link to the sponsor website.</li> </ul> </li> </ul>	

7	<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 200 pieces.</li> <li>❖ Sponsor logo placement on the virtual platform.</li> <li>❖ Sponsor name will appear in the programme acknowledgment page and IMEC 2022 portal including a link to the sponsor website.</li> </ul>	
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## Contact

The Secretariat, IMEC 2022 can be contacted at Tel: 603-2731 7072 or email: [IMEC2022@imu.edu.my](mailto:IMEC2022@imu.edu.my). Full details on the main conference and pre-conference workshops are available at <http://www.imu.edu.my/events/imec/>