

(MALAYSIAN DIETITIANS' ASSOCIATION)



13th MDA Council:

| | | |
|----------------------|--|---|
| President | : Prof. Dr. Winnie Chee | Council Member: |
| Vice President | : Assoc. Prof. Dr. Nik Shanita Binti Safii | Mr. Ng Kar Foo |
| Hon. Secretary | : Dr. Nurul Huda Binti Razalli | Ms. Ng Yee Voon |
| Hon. Treasurer | : Ms. Teong Lee Fang | Mr. Georgen Thye Choong Jean |
| Asst. Hon. Secretary | : Mr. Lee Zheng Yii | Assoc. Prof. Dr. Barakatun Nisak Binti Mohd Yusof |

25th National Conference of the Malaysian Dietitians' Association, 23-24 June, 2019, Hotel Istana, Kuala Lumpur.

Theme: IR4.0 Dietetics: Digital dietetics & technology for combating diseases

Dear Sponsor/Exhibitor,

It is with great pleasure that we invite your organization to showcase its products and services at the Malaysian Dietitians' Association 25th National Conference on June 23-24, 2019 at Hotel Istana, Kuala Lumpur.

This year for the Malaysian Dietitians' Association will indeed be a special one – it's our 25th anniversary and we will celebrate MDA with a progressive conference theme embracing the 4th Industrial Revolution – “IR4.0 Dietetics: Digital dietetics & technology for combating diseases”. In today world, continuous technological developments in healthcare have improved the quality of life. Not only has technology changed experiences for patients and their families, but it's also had a huge impact on medical processes and the practices of healthcare professionals including dietitians.

Hence, we invite your esteemed organisation to showcase to a wide audience of participants looking for cutting- edge nutrition products and solutions. Our convention and exposition is the most cost-effective way to meet face-to-face with qualified dietetic leaders and decision makers. You will develop new business while building on existing relationships.

Take advantage of this opportunity to reach a wide spectrum of MDA members:

- Practitioners in hospitals and other clinical settings
- Managers in foodservice operations
- Consultants to food companies, corporations, print and media
- Nutrition researchers
- Educators in colleges and universities
- Public health and community-based professionals

Correspondence Address:

G-3A, Incubator 1, Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur.

Email: conference@dietitians.org.my

Website: www.dietitians.org.my

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Our Annual conference attracts over 300 local and international attendees. Again this year we are offering the ability to choose your package of sponsorship. You may advertise in the conference mobile apps, display your products and services to the participants, or sponsor a symposium. We also invite your staff to join us in learning of the developments in nutrition & dietetics and enhance their knowledge and skills – kindly see our registration fees section.

Please complete your sponsorship registration form by **1st April 2019**.

On behalf of the 13th MDA Council and Organising Committee, we thank you for your support and look forward to seeing you at the 2019 MDA National Conference!

Warm regards,

A handwritten signature in black ink, appearing to read 'Winnie Chee', with a stylized flourish at the end.

Prof Winnie Chee
President & 25th MDA National Conference Chairperson

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Premium Sponsorship Packages

Premier sponsors will enjoy exclusive privileges listed below.

The sponsorship can be in the form of outright contributions to the Conference or cumulative to the respective amount or higher. Premier sponsors can choose to take the various options to make up to the sponsorship amount.

| | Gold RM 40 000 | Silver RM 30 000 |
|---|--------------------------|----------------------------|
| Acknowledgment on the backdrop in Main Ballroom | ✓ | ✓ |
| Acknowledgment in the Final Announcement and programme book | ✓ | ✓ |
| Acknowledgment in the MDA 2019 website | ✓ | ✓ |
| Right to use the endorsement "Sponsor of the MDA 2019" | ✓ | ✓ |
| Promotional insert in conference bag | ✓ | ✓ |



Sponsorship Items

| Package No. | Items | Amount |
|-------------|--|-----------|
| 1 | Exhibition Booth | RM 7 500 |
| 2 | Lunch Symposium | RM 25 000 |
| 3 | Conference Dinner | RM 15 000 |
| 4 | MDA 2019 Conference Mobile App | RM 10 000 |
| 5 | Advertisement in Conference Mobile App | RM 3 000 |
| 6 | Promotional Insert | RM 3 000 |
| 7 | Conference Lanyard | RM 8 000 |
| 8 | Conference Bag | RM 5 000 |
| 9 | Banner | RM 3 000 |
| 10 | Cooking Demo | RM 20 000 |



Exhibition Booth

RM 7 500

The following will be provided in a standard exhibition booth (size 3m x 3m) the following:

- Facia plate with the name of the company in vinyl cut out letters
- A partition wall as per Exhibition layout plan
- One table (100cm x 50cm)
- Two chairs
- One plug point
- Carpet for the booth

Note: An exhibitor can book a standard booth of 9 sqm or a larger area in its multiple stall scheme.

Exhibitor Badge

- Registered exhibitor will be given 4 ID badges per 3 x 3-meter booth
- Extra exhibitor's ID badges are chargeable @ RM 100 per person

Lunch Symposium

RM 25 000

The sponsors will be provided with the following:

- Use of lecture hall in the Conference Venue with standard audio-visual equipment-one LCD projector, up to 2 microphones, one screen and one notebook.
- The inclusion of the symposium title, schedule, and programme in the Final Announcement, Website and Programme Book after endorsement by Organising Committee (if known at the time of printing)
- Use of Congress Logo of the invitation cards after submission for endorsement by Organising Committee
- The sponsoring company will bear the costs of organising the symposium, speaker's travel expenses, hotel accommodation, registration fees and honorarium (if any)



Malaysian Dietitians' Association

National Conference 2019

23 - 24 June, 2019 | Hotel Istana, Kuala Lumpur

Organised by



Persatuan Dietitian Malaysia

Conference Dinner (Sole Sponsor)

RM 15 000

The sponsor will be provided with the following:

- Acknowledgement as a sponsor of Gala Dinner on the e-backdrop, signage at entrance and exit
- Promotional insert or product sample on every table.

MDA 2019 Conference Mobile App (Sole Sponsor)

RM 10 000

A Congress app would be available for all delegates on the Apple App Store and Google Play store which will enable the delegates to browse sessions, speaker profiles, abstracts, social activities, conference information, etc.

A full-screen advertisement on the splash screen each the app loads.

Advertisement in Conference Mobile Apps

RM 3 000

To allow the advertisers an opportunity to publicise their product to the delegates, Congress may insert up. The advertisement are provided by the advertisers. Contents and format of the advertisement must be approved by the Organising Committee.

Advertisers for the conference app are required to send the artwork by **20 May 2019**.

Following are the specifications of the artwork:

1. A4 size with 3mm bleed on each side
2. PDF or AI file with all the fonts converted to outline



Promotional Insert (per insertion)

RM 3 000

To allow the advertisers an opportunity to publicise their product to the delegates, Congress may insert up to two A4 pages leaflet into the Conference Bags. The leaflets are provided by the advertisers. Contents and format of the leaflet must be approved by the Organising Committee.

It should be in English with an initial distribution of 300 copies which must reach the Secretariat by **14 June 2019**.

Conference Lanyard

RM 8 000

The type and design of the lanyards will be selected by the Organising Committee. An initial estimate of 400 lanyards will be required. The sponsor will be provided with the following:

- The inclusion of company's logo and name and logo on the lanyards.

Conference Bag

RM 5 000

The type and design of the bags will be selected by the Organising Committee. An initial estimate of 350 bags will be required. The sponsor will be provided with the following:

- The inclusion of the company's logo and name on the bag.

Banner

RM 3 000

This gives the sponsor the right to display **ONE** stand banner from at the designated area.

The production cost for the banner is to be borne by your company. Artwork of the banner is to be sent to the Congress Secretariat for approval not later than **20 May 2019**.

Cooking Demo

RM 20 000



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National Conference 2019

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Organised by



Persatuan Dietitian Malaysia

Exhibition and Sponsorship Application Form

Please complete the Application Form and e-mail to MDA 2019 Secretariat

Email: conference@dietitians.org.my

| | | | |
|-----------------------|--|----------------|--|
| Company Name | | | |
| Contact Person | | | |
| Position | | | |
| City | | Country | |
| Tel | | Fax | |
| Cell | | E-mail | |

Note: Please include country and city dialing codes

Sponsorship / Exhibition Application

| Package no | Detail of Package | Amount |
|------------|-------------------|--------|
| | | |
| | | |

Billing Details

| | | | |
|------------------------|--|--------------|--|
| Contact Person | | | |
| Position | | | |
| Billing Address | | | |
| Tel | | Fax | |
| Cell | | Email | |

Note: Please include country and city dialling codes

Should you require any further assistance or information, please contact the Conference Secretariat.

Signed: _____

Date: _____