

Dietetics in Aging and Elderly: Improving Nutrition Care Outcomes

SPONSORSHIP PROSPECTUS



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 45 000	Silver RM 35 000
Acknowledgement on the backdrop in Main Ballroom	✓	✓
Acknowledgement in the Final Announcement and programme book	✓	✓
Acknowledgement in the MDA Conference Website	✓	✓
Advertisement in Mobile apps	✓	×
Promotional insert in the conference bag	✓	×

Sponsorship Items

Package No.	Items	Amount
1	Advertisements in the Conference Mobile Apps	RM 3 000
2	Sponsorship for Lunch Symposium	RM 25 000
3	Congress Bag	RM 5 000
4	Congress Lanyards	RM 8 000
5	Promotional Insert	RM 3 000
6	MDA 2020 Mobile App	RM 25 000
7	Pen drive Wristband	RM 8 000
8	A5 Notebook	RM 5 000
9	Pre-Conference Workshop (Admin Fee)	RM 5 000
10	Exhibition Booth	RM 8 000

1. Advertisements in the Conference Mobile Apps

RM 3 000

To allow the advertisers an opportunity to publicise their product to the delegates. The advertisement are provided by 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 **1st May 2020**.

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

2. Sponsorship for Lunch Symposium

RM 25 000
(per symposium)

Topics and speakers must be approved by the Organising Committee.

The sponsors will be provided with the following:

- Use of lecture hall in the Congress venue with standard audio-visual equipment – one LCD projector, one screen and one notebook
- Inclusion of the symposium title, schedule and programme in the website after endorsement from the Organising Committee
- The sponsoring company will bear the cost of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

3. Congress Bag

RM 5 000
(exclusive sponsorship)

The type and design of the bags will be selected by the Organising Committee. An initial estimate of 300 bags will be required.

The sponsor will be provided with the following:

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

4. Congress Lanyards

RM 8 000
(exclusive sponsorship)

The type and design of the lanyards will be selected by the Organising Committee. An initial estimate of 300 lanyards will be

required.

The sponsor will be provided with the following:

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

5. Promotional Insert

RM 3 000
(per insertion)

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

Distribution of 300 copies which must reach the Secretariat by
10th June 2020

6. MDA 2020 Mobile App

RM 10 000
(exclusive
sponsorship)

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

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

7. Pen drive Wristband

RM 8 000
(exclusive
sponsorship)

The type and design of the pen drive will be selected by the Organising Committee. An initial estimate of 300 pen drive will be required.

The sponsor will be provided with the following:

- The inclusion of the company's logo or name pen drive.

8. A5 Notebook

RM 5 000
(exclusive
sponsorship)

The type and design of the notebook will be selected by the Organising Committee. An initial estimate of 300 notebooks will be required.

The sponsor will be provided with the following:

- The inclusion of the company's logo or name notebook.

9. Pre-Conference Workshop (Admin Fee)

RM 5 000

The conference secretariat will assist in book the venue, marketing and participant registration.

The sponsor will be provided with the following:

- Inclusion of the workshop title, schedule and programme in the website after endorsement from the Organising Committee
- The sponsoring company will bear the cost of organising the workshop - venue rental, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

10. Exhibition Booth

RM 8 000

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

- Facia plate with the name of the company
- One table (100cm x 50cm)
- Two chairs
- One plug point
- Carpet for the stall

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

Exhibitor Badge

1. Registered exhibitor will be given 4 ID badges per 3 x 3-meter booth which entitle them to the tea/coffee breaks during the congress.
2. Extra exhibitor's ID badges are chargeable @ RM 200 per person per day.

Space Selection

Space will be assigned in accordance with the total sponsorship of the sponsors, after which the selection will be on a first-come-first-served basis.

Product to be exhibited

Exhibits can include pharmaceutical drugs, medical equipment, nutrition products, medical publications etc

Sponsorship Application Form

Please complete the application form and email to MDA 2020 Secretariat at conference@dietitians.org.my

Company Name			
Contact Person			
Position			
City		Country	
Cell		Email	

Note: Please include country and city calling codes

Packages

Package	Detail of Package	Amount

Billing Details

Contact Person			
Billing Address			
City		Country	
Tel		Fax	

Note: Please include country and city calling codes

Signature & Company stamp:

Date: