



# MALAYSIAN DIETITIANS' ASSOCIATION NATIONAL CONFERENCE 2023

12 - 13 JUNE 2023

Organised by



## EMPOWERING LEADERS IN DIETETICS

### Re: 28th Malaysian Dietitians' Association Hybrid Conference, 12 - 13 June 2023

#### *Theme: Empowering Leaders in Dietetics*

Dear Sponsor/Exhibitor,

With great pleasure, the Organising Committee would like to invite your organisation to participate in the **28th Malaysian Dietitians' Association Hybrid Conference** on **12 - 13 June 2023** both at Connexion Conference & Event Center, Kuala Lumpur and the virtual platform.

With the theme "**Empowering Leaders in Dietetics**" this year, we will bring together a diverse group of professionals and experts in the field of dietetics and nutrition, providing an opportunity for your organization to showcase its products and services to a highly qualified and engaged audience. With discussions on key topics in hospitals, community, education, and research, the conference will provide a comprehensive overview of the latest advancements and innovations in the field.

As a sponsor/exhibitor, you will have the opportunity to meet face-to-face or virtually with qualified dietetic leaders and decision-makers, building new relationships and reinforcing existing ones. Your participation will provide a valuable opportunity for your organization to promote its offerings and develop new business, as well as connect with a wide spectrum of MDA members, including practitioners in hospitals and clinical settings, foodservice managers, consultants, nutrition researchers, educators, and public health professionals.

We believe that your organization's participation in this conference will be a rewarding and satisfying experience, and we look forward to the opportunity to work with you. Please complete your sponsorship registration form by **April 25th, 2023**.

On behalf of the MDA Council and Organising Committee, we thank you for your support, and we look forward to seeing you at the 28th Malaysian Dietitians' Association Hybrid Conference!

Warm Regards,

Professor Dr Winnie Chee Siew Swee  
President  
Malaysian Dietitians' Association



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### PREMIUM SPONSORSHIP TIERS

The sponsorship can be in the form of outright contributions to the Conference. The sponsorship accumulated to the following amount will be provided with following:

	Gold Sponsor > RM40,000	Silver Sponsor > RM30,000	Bronze Sponsor > RM15,000
Recognition as prime sponsors for MDA 2023	✓	✓	✓
Logo at banner on the Virtual conference Lobby	✓	✓	✓
Acknowledgement on the backdrop in the main Ballroom	✓	✓	✓
Link with sponsor website at the MDA Conference 2023 website	✓	✓	✓
Promotional leaflet in e-conference bag	Up to 6	Up to 4	Up to 2

### SPONSORSHIP ITEM

1	<b>SPONSORED LUNCH SYMPOSIUM</b>	<b>RM 20,000.00</b>
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The lunch symposium will be conducted on the venue **physically** and **streaming** to the virtual platform.

*Topics and speaker details need to be sent **before 15 March 2023** and must be approved by the Organising Committee. The sponsoring company will bear the cost of the speakers' honorarium (if any).*

- Duration: 60 minutes

**The sponsor will be provided with the following:**

- Session recording and attendance tracking (Virtual Delegate)
- Survey feedback on specific topics, speakers and lectures



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<b>2</b>	<b>SPONSORED PRE-CONFERENCE WORKSHOP</b>	<b>RM 10,000.00</b>
<p>The pre-conference workshop must be a <b>physical workshop</b>.</p> <p><i>Topics and speaker details need to be sent before <b>15 March 2023</b> and must be approved by the Organising Committee.</i></p> <p>The sponsoring company will bear the following cost:</p> <ul style="list-style-type: none"> <li>● Speakers' honorarium (if any)</li> <li>● Venue</li> </ul> <p><b>The sponsor will be provided with the following:</b></p> <ul style="list-style-type: none"> <li>● ONE (1) Social Media Posting</li> </ul>		
<b>3</b>	<b>PHYSICAL EXHIBITION BOOTH</b>	<b>RM 10,000.00</b>
<p><b>The sponsor will be provided with the following:</b></p> <ul style="list-style-type: none"> <li>● <b>TWO (2)</b> exhibitor pass</li> <li>● Shell scheme booth/space (3m x 3m) <ul style="list-style-type: none"> <li>○ ONE (1) Reception Table</li> <li>○ TWO (2) Folding chair</li> <li>○ TWO (2) 40W Fluorescent light</li> <li>○ ONE (1) 4amp/230v Power point</li> <li>○ ONE (1) Dustbin</li> </ul> </li> <li>● <i>Optional: Customised booth at own costs</i></li> </ul>		
<b>4</b>	<b>VIRTUAL EXHIBITION BOOTH</b>	<b>RM 6,000.00</b>
<p><b>The sponsor will be provided with the following:</b></p> <ul style="list-style-type: none"> <li>● <b>ONE (1)</b> exhibitor login</li> <li>● Standard Chat function at booth</li> <li>● <b>ONE (1)</b> video advertisement</li> <li>● Up to <b>FOUR (4)</b> promotional leaflets in PDF format</li> <li>● Up to <b>TWO (2)</b> posters for the booth</li> <li>● Appointment Booking</li> </ul>		
<b>5</b>	<b>FULL-PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME BOOK</b>	<b>RM 4,000.00</b>
<ul style="list-style-type: none"> <li>● Run of Book</li> </ul>		



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6	<b>BRANDING ePOSTER AREA</b>	<b>RM2,000.00</b>
<p>Sole sponsorship for the ePoster area at the virtual platform.</p> <ul style="list-style-type: none"><li>• Sponsor branding at ePoster landing page (One company logo)</li></ul>		
7	<b>CONFERENCE BAG INSERT</b>	<b>RM3,000.00</b>
<ul style="list-style-type: none"><li>• ONE (1) promotional insert to be placed in the conference bag and digital briefcase</li></ul>		



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### SPONSORSHIP TERMS AND CONDITIONS

#### Payment Terms

- Upon receipt of the signed Sponsorship Agreement Form, the sponsor will receive an invoice and payment instructions.
- All invoices are payable within **sixty (60) days** of the invoice date.

#### Cancellation Policy

- The sponsor agrees and understands that notification of intent to cancel sponsorship must be provided in writing.
- Cancellation of sponsorship within **forty-five (45) days** prior to the event is subject to a **50% cancellation fee**.
- No refunds will be granted if cancellation occurs within **thirty (30) days** of the sponsored event.
- The sponsor will be obligated to pay any outstanding balance due on sponsorship as per this agreement.

#### Disclaimer

- The Organiser will not provide any database of the delegates to sponsors.



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### SPONSORSHIP APPLICATION FORM

Please complete the application form and email it to MDA 2023 secretariat at [conference@dietitians.org.my](mailto:conference@dietitians.org.my)

Company Name			
Contact Person			
Billing Address			
Tel		Email Address	

We agree to become a SPONSOR in the following category as per terms and conditions:

*Please tick (✓) where applicable:*

#	Sponsorship Packages	Please tick (✓)
1	Sponsored Lunch Symposium	
2	Sponsored Pre-conference Workshop	
3	Physical Exhibition Booth	
4	Virtual Exhibition Booth	
5	Full-page advertisement in the eConference Programme book (Run of Book)	
6	Branding at ePoster Area	
7	Conference Goodies Bag Insert	
8	Outright Sponsor	

Authorised Signature:

Name:

Company Stamp: