18th APFCB Congress 2027
Kuala Lumpur, Malaysia

18th Congress of the Asia-Pacific Federation for Clinical Biochemistry & Laboratory Medicine

Scientific Advances and Innovations - Embracing the Challenges of Laboratory Medicine

SAVE THE DATE

10-13 OCT 2027

Kuala Lumpur Convention Centre

WELCOME TO MALAYSIA AND THE 18TH ASIA-PACIFIC FEDERATION FOR CLINICAL BIOCHEMISTRY & LABORATORY MEDICINE 2027

On behalf of the Malaysian Association of Clinical Biochemists (MACB), it is my great pleasure to invite you to partner with us for the 18th Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB) Congress 2027, taking place from 10–13 October 2027 at the Kuala Lumpur Convention Centre, Malaysia.

As the premier laboratory medicine congress in the Asia-Pacific region, APFCB Congress 2027 will bring together leading clinicians, laboratory professionals, researchers, policymakers, and industry partners from across the region and beyond. The Congress provides a unique platform for knowledge exchange, scientific advancement, and meaningful industry engagement.

We invite your organisation to be part of this important event as a sponsor or exhibitor. Your support will not only enhance the success of the Congress but also provide valuable opportunities to showcase your innovations, strengthen brand visibility, engage with key decision-makers, and build lasting relationships with laboratory medicine professionals throughout the Asia-Pacific region.

Kuala Lumpur offers a world-class venue, excellent connectivity, and a vibrant multicultural setting, creating an ideal environment for scientific collaboration and business networking.

We look forward to welcoming you as a valued partner of APFCB Congress 2027 and working together to advance the future of laboratory medicine.

Warm regards,

Dr. Raja Elina Raja Aziddin
Organising Chairperson

WELCOME MESSAGE FROM THE PRESIDENT OF ASIA-PACIFIC FEDERATION FOR CLINICAL BIOCHEMISTRY & LABORATORY MEDICINE

We live in uncertain times, driven by technological change, geopolitical shifts, and ongoing environmental degradation. These have led to pressures on governments and communities to continually review investment and national budgets. As current or future leaders in laboratory medicine, it is our role to maintain our awareness of these issues, continually identify where they may impact our professional practice, and implement those changes to provide greater value, both economic and patient outcomes, to our countries.

Where do we find this knowledge that is accessible, accurate and presented to us in a relevant form? It is by attending selective meetings where the content has been specifically curated to provide us with that knowledge, from leading experts in our field.

This forthcoming Congress, with the theme "Scientific Advances and Innovations: Embracing the Challenges of Laboratory Medicine", meets those objectives.

The topics range from pre-conference workshops covering very specific issues to develop bench techniques, to symposia that address topics such as AI, Newborn screening, decision support, managing networks, sustainability, and patient safety.

However, acquiring knowledge is only part of the journey to lead change. We all need strong professional networks we can call on when we need assistance or advice. That is the benefit of attending a Congress of your peers. Discussing common problems often leads to better solutions than we can produce alone.

So join your professional community in Kuala Lumpur in October 2027 to learn from experts, meet colleagues and enjoy the generous hospitality of our Malaysian hosts.

Warm regards,

Professor Tony Badrick
President
Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB)

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APFCB CONGRESS 2027 OVERVIEW

Date	**10 – 13 October 2027**
Venue	Kuala Lumpur Convention Centre, **Kuala Lumpur, Malaysia**
Theme	**Scientific Advances and Innovations - Embracing the Challenges of Laboratory Medicine**
Attendees	**1,000+** Laboratory directors, pathologists and procurement decision-makers
Official Language	**English**
Organisers	**Malaysian Association of Clinical Biochemists (MACB)** **Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB)**

PREVIOUS CONGRESSES

CO-ORGANISERS

Malaysian Association of Clinical Biochemists (MACB)

The Malaysian Association of Clinical Biochemists (MACB) is the driving force behind this congress, dedicated to advancing the field of clinical biochemistry in Malaysia and beyond. Established with the goal of promoting excellence in laboratory medicine, MACB serves as a platform for professionals to collaborate, share knowledge, and foster innovation in clinical biochemistry.

Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB)

The Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB) is the leading regional organisation promoting excellence in laboratory medicine across the Asia-Pacific region. Representing 18 member societies, APFCB advances scientific collaboration, education, innovation, and quality practice through congresses, training programs, and strategic partnerships that support better healthcare outcomes.

APFCB MEMBERSHIP & REGIONAL REACH

18 FULL MEMBER SOCIETIES

6 AFFILIATE MEMBERS

18+ COUNTRIES & TERRITORIES

48+ YEARS OF LEGACY

FULL MEMBER SOCIETIES (18)

1. Malaysian Association of Clinical Biochemists (MACB)
2. Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB)
3. Chinese Society of Laboratory Medicine (CSLM)
4. Hong Kong Society of Clinical Chemistry (HKSCC)
5. Association of Clinical Biochemists of India (ACBI)
6. Indonesian Association for Clinical Chemistry (IACC)
7. Japan Society of Clinical Chemistry (JSCC)
8. Koran Society of Clinical Chemistry (KSCC)
9. Nepal Association for Medical Laboratory Sciences (NMLS)
10. Pakistan Society of Chemical Pathologists (PSCP)
11. Philippines Association of Medical Technologists (PAMET)
12. Singapore Association of Clinical Biochemists (SACB)
13. Association for Clinical Biochemistry, Sri Lanka (ACBSL)
14. Chinese Association of Clinical Biochemistry, Taiwan (CACB)
15. Thailand Association of Clinical Biochemistry (TACB)
16. Vietnamese Association of Clinical Biochemistry (VACB)
17. Mongolian Association of Health Laboratorians (MAHL)
18. Iranian Association of Clinical Laboratory Doctors (IACLD)

AFFILIATE MEMBERS (7)

1. Chinese Association of Clinical Laboratory Management (CACLM)
2. Association of Medical Biochemists of India (AMBI)
3. Macao Laboratory Medicine Association (MLMA)
4. Nepalese Association of Clinical Chemistry (NACC)
5. Philippine Council for Quality Assurance in Clinical Laboratories (PCQACL)
6. College of Community Physicians of Sri Lanka (CCPSL)
7. Chapter of Chemical Pathology and Metabolic Medicine, College of Pathologists, Academy of Medicine of Malaysia

Representing laboratory medicine professionals across the Asia-Pacific region.

APFCB CORPORATE MEMBERS

ABBOTT · BD · BECKMAN COULTER · BIO-RAD · DiaSys Diagnostic Systems · greiner BIO-ONE · mindray · QuidelOrtho · RCPAQAP The Royal College of Pathologists of Australasia Quality Assurance Programs · Roche · SIEMENS Healthineers · Snibe Diagnostic · Sukraa · sysmex · ThermoFisher SCIENTIFIC · Waters THE SCIENCE OF WHAT'S POSSIBLE.™

APFCB CONGRESS 2027 COMMITTEE

Core Committee

Congress Chairperson	**Dr Raja Elina Raja Aziddin**
Secretary	**Ms Chuo Peck Ham**
Treasurer	**Ms Chen Bee Chin**
Scientific Chair	**Dr Leslie Charles Lai Chin Loy**
Chair of Exhibition & Sponsorship	**Mr Mohd Hareeff Muhammed**
Chair of Social Functions & Events	**Ms Kamisah Karim**
Chair of Publication and Promotion	**Mr Abdullah Fahim Ahmad Hamdan**
Chair of Logistics	**Dr Nurulamin Abu Bakar**
Chair of Conference Management	**Ms Chuo Peck Ham**
Chair of Finance	**Ms Chen Bee Chin**

Scientific Committee

Dr Leslie Charles Lai Chin Loy *(Chair)*
Dr Loh Tze Ping *(Co-Chair)*
Assoc Prof Dr Pavai Sthaneshwar *(Vice Chair)*
Dr Nadiah Mohamed Zainuddin *(Secretary)*
Prof Christa Cobbaert *(IFCC Scientific Division Executive Committee Representative)*
Ms Chew Yee Yean
Assoc Prof Dr Intan Nureslyna Samsudin
Prof Dr Subashini C. Thambiah

Exhibition & Sponsorship Management Committee

Mr Abdul Razak Abdul Khalid
Mr Mohd Falihin Md Lazi
Mr Muhammad Anis Mohammed Rasni

Social Functions & Events Committee

Ms Roziela Abu Bakar
Dr Siti Zuleha Idris

Publication & Promotion Committee

Mr Firdaus Aziz
Ms Marina Shah Muhammad Zabri Tan

Conference Management Committee

Ms Yeoh Ai Chin

Finance Committee

Mdm Chen Bee Chin
Ms Vani a/p Munusamy

Logistic Committee

Ms Lim Kee Kee

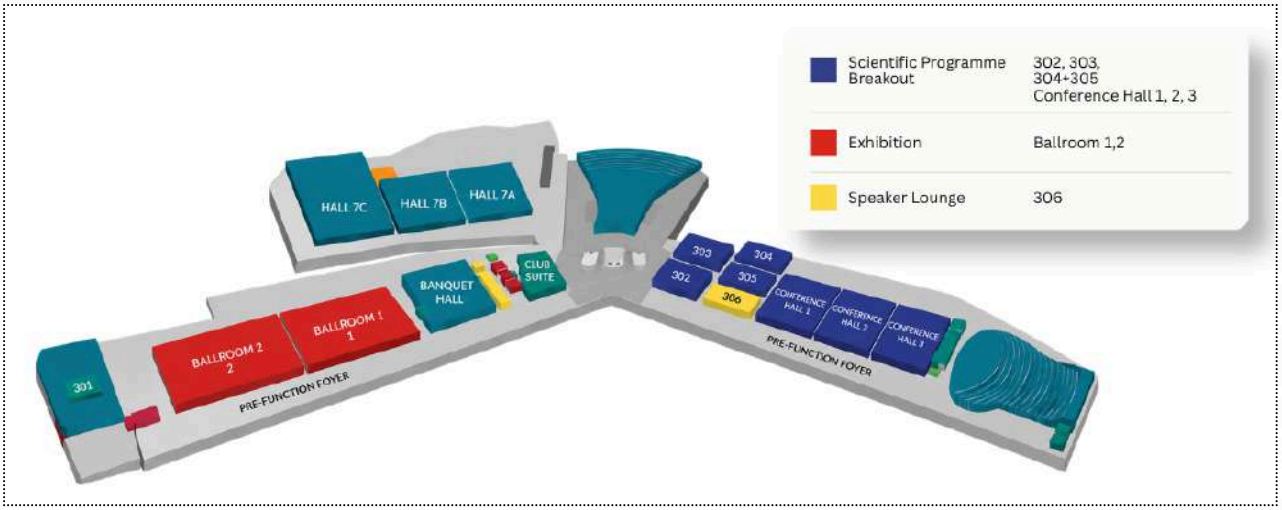
MALAYSIA

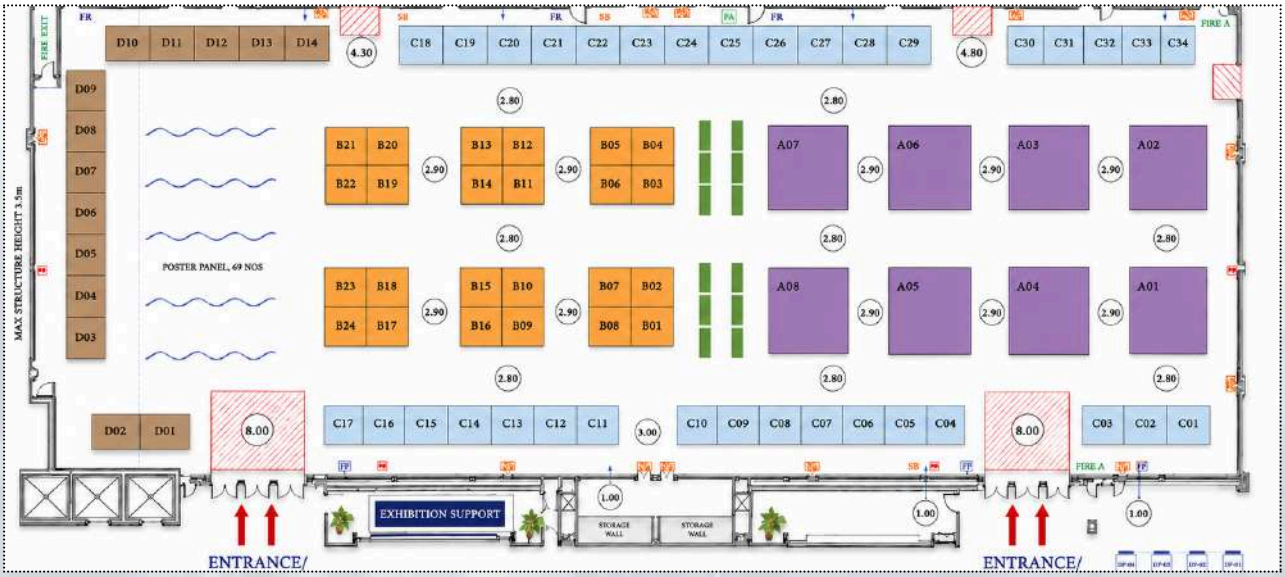
Malaysia is a vibrant and multicultural destination where modern cityscapes blend seamlessly with rich heritage, diverse cultures, and breathtaking natural landscapes. Located in the heart of Southeast Asia, Malaysia offers visitors world-class infrastructure, excellent connectivity, and warm hospitality. From the iconic Petronas Twin Towers and bustling streets of Kuala Lumpur to pristine tropical islands, ancient rainforests, and UNESCO World Heritage cities such as George Town and Melaka, there is something for every traveller. Renowned for its culinary diversity, Malaysia presents a unique fusion of Malay, Chinese, Indian, and indigenous flavours. With its safe environment, affordable travel options, and welcoming people, Malaysia provides the perfect setting for international delegates to combine professional engagement with memorable cultural and leisure experiences.

CONGRESS VENUE

Kuala Lumpur Convention Centre is recognised as one of the best convention centres in Asia, strategically located in the heart of Kuala Lumpur. As a world-class international convention centre, we are the preferred venue for global events, trade shows, and conventions. Offering state-of-the-art facilities, exceptional services, and versatile event spaces, we are designed to host international exhibitions, conferences, and corporate events in Malaysia.

Kuala Lumpur Convention Centre Floor Plan - Level 3





PROGRAMME OVERVIEW

4 PRE-CONGRESS WORKSHOPS

4 INTERNATIONAL PLENARY SESSIONS

33 SCIENTIFIC SYMPOSIA

4 CORPORATE SPONSORED SYMPOSIA

15 CORPORATE SPONSORED LUNCH SYMPOSIA (Across 3 Days)

3 POSTER SESSIONS (Daily)

PRE-CONGRESS WORKSHOPS

4 HANDS-ON WORKSHOPS

1. Laboratory Quality 4.0: Integrating Quality, Risk Management, and Data Intelligence to Improve Patient Care (ADLM-APFCB)
2. Protein Electrophoresis Workshop
3. Newborn Screening Workshop
4. POCT Workshop: Building Safe and Effective Point-of-Care Testing Programs (APFCB)

SCIENTIFIC SYMPOSIA

33 SCIENTIFIC SYMPOSIA

A diverse lineup of symposia delivered by leading international societies and expert organisations, including:

- APFCB
- IFCC
- ADLM
- AACC
- EFLM
- JSCC
- CACB
- KSCC
- HKSCC
- ACBI
- SACB
- MACC-A
- China
- Singapore
- Pakistan
- Philippines
- Sri Lanka
- India
- Malaysia
- and many more.

CORPORATE SPONSORED SYMPOSIA

4 CORPORATE SYMPOSIA

Dedicated sessions showcasing the latest scientific innovations, technologies and industry developments.

KEYNOTE LECTURE

KEYNOTE LECTURE

A distinguished global leader will deliver the keynote address, setting the stage for an inspiring and thought-provoking congress experience.

INTERNATIONAL PLENARY SESSIONS

4 INTERNATIONAL PLENARY LECTURES

Featuring globally renowned experts presenting the latest breakthroughs and future directions in laboratory medicine.

CORPORATE SPONSORED LUNCH SYMPOSIA

15 LUNCH SYMPOSIA

Industry-led educational sessions held during lunch across the three main congress days.

DAY 1	DAY 2	DAY 3
5 Lunch Symposia	5 Lunch Symposia	5 Lunch Symposia

POSTER SESSIONS (DAILY)

3 POSTER SESSIONS

Daily poster sessions showcasing the latest scientific research from around the Asia-Pacific region and beyond.

PROGRAMME BY NUMBERS

- **4** PRE-CONGRESS WORKSHOPS
- **4** INTERNATIONAL PLENARY SESSIONS
- **33** SCIENTIFIC SYMPOSIA
- **4** CORPORATE SPONSORED SYMPOSIA
- **15** CORPORATE SPONSORED LUNCH SYMPOSIA (Across 3 Days)
- **3** POSTER SESSIONS (Daily)

CUMULATIVE SPONSORSHIP

APFCB Congress 2027 adopts a flexible cumulative sponsorship model, allowing you to customise your participation. Choose from options such as exhibition stands, logo placements, industry sessions, and more. Once your total sponsorship meets the minimum amount for a tier, you will unlock exclusive tier benefits.

Pricing List

Sponsorship Items	Amount (USD)	Quantity
Example: Sponsorship Item Sample 1	*USD 10,000*	*1*
2mx3m Exhibition Booth (6sqm)	USD 7,000	
3mx3m Exhibition Booth (9sqm)	USD 10,000	
6m x 6m Exhibition Booth (Pavilion) (36sqm)	USD 20,000	
Add-on: Exhibitor Pass	USD 100	
Hospitality Suite (per room)	USD 18,000	
Networking / Recharging Lounge (Gold & above)	USD 18,000	
Pre-Congress Workshops (Exclusive)	USD 25,000	
Pre-Congress Workshops (Shared Sponsor)	USD 10,000	
Main Congress Lunch Symposium (Gold & above) - T1	USD 20,000	
Main Congress Lunch Symposium (Gold & above) - T2	USD 15,000	
Main Congress Lunch Symposium (Gold & above) - T3	USD 8,000	
Breakfast Symposium: Meet the Expert/Fireside Chat	USD 8,000	
Pre-Roll Video Advertisements (1 min)	USD 1,000	
Congress Bag	USD 20,000	
Congress Bag Insert	USD 1,000	
Congress Lanyards	USD 6,000	
Wellness/Sport Activity	USD 12,000	

Interpretation Service	USD 30,000	
Special Event – Congress Welcome Reception	USD 20,000	
Special Event – Faculty Dinner	USD 20,000	
Wi-Fi (dedicated Access ID & Password)	USD 15,000	
Coffee Breaks (with a placard at the break area)	USD 6,000	
Escalators Sticker (3 days)	USD 15,000	
Centre Core Hanging Banner	USD 18,000	
Corridor Hanging Banner	USD 10,000	
Pillar Wrap (2 columns)	USD 8,000	
Floor Stickers	USD 5,000	
Cardboard Seating Cubes	USD 5,000	
Mobile App - Push Notification	USD 5,000	
Mobile App - Banner on Newsfeed	USD 5,000	
Mobile App - Session Banner	USD 5,000	
Registration Hardware	USD 5,000	
Digital Poster Stand	USD 5,000	
Hotel Shuttles - Buggy	USD 8,000	
Others: _____ ** to be finalised with the Secretariat*		
TOTAL		

Sponsorship Application Form

To apply, complete this form and return it to contact@apfcbcongress 2027.org.

IMPORTANT: *Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received:*

CONTACT DETAILS		
Contact Person		
Position		
Organisation Name (display purpose - collaterals)		
Organisation Name (invoicing purpose)		
Address		
State	Postcode	
Country		
Email	(CC)	
Mobile Number (include country code)	Fax	
Website		
Signature	Company Stamp	
Name	Date	

Additional Benefit of being a Premium Sponsor

Diamond - USD 90,000+

- Recognition as a Diamond-level supporter in APFCB Congress 2027 communications and exhibition signage pre- and post-congress
- Ten (10) complimentary congress registrations
- Invitation for two (2) to attend the Faculty Dinner
- Opening Ceremony recognition
- Premium exhibition location
- Highlighted booth on the exhibitor floor plan
- Opportunity to provide a digital insert for delegates
- Largest logo placement across all congress materials
- One (1) dedicated social media post on @APFCB Congress 2027
- One (1) dedicated email promotion to all registered delegates via the APFCB Congress 2027 on behalf of the sponsor
- One (1) dedicated app notification to all registered delegates via the APFCB Congress 2027 Web/Mobile App on behalf of the sponsor
- Reduced rate for the lounge

Platinum - USD 70,000+

- Recognition as a Platinum-level supporter in APFCB Congress 2027 communications and exhibition signage pre- and post-congress
- Premium logo placement
- Opening Ceremony recognition
- Six (6) complimentary congress registrations
- Invitation for two (2) to attend the Faculty Dinner
- Highlighted booth on the exhibitor floor plan
- Opportunity to provide a digital insert for delegates
- One (1) dedicated social media post on @APFCB Congress 2027

Gold - USD 50,000+

- Recognition as Gold-level supporter in APFCB Congress 2027 communications and exhibition signage pre- and post-congress
- Four (4) complimentary congress registrations
- Invitation for one (1) to attend the Faculty Dinner
- Highlighted booth on the exhibitor floor plan
- Opportunity to provide a digital insert for delegates

Silver - USD 20,000+

- Recognition as a Silver-level supporter in APFCB Congress 2027 communications and exhibition signage pre- and post-congress
- Priority booth selection after higher tiers
- Three (3) complimentary congress registrations

Bronze - USD 15,000+

- Recognition as a Bronze-level supporter in APFCB Congress 2027 communications and exhibition signage pre- and post-congress
- Priority booth selection after higher tiers
- One (1) complimentary congress registration

SPONSORSHIP ITEMS

NOTES: All fees are in USD and are exclusive of any applicable taxes.

Booth / Area

1. **Exhibition Booth**

USD 7,000 *(6 sqm)*

USD 10,000 *(9 sqm)*

USD 20,000 *(36 sqm)*

Booth Inclusions

- High smooth finish walls (1 x back and 2 x side walls for middle booths)
- Exhibitor company name on fascia panel. Exhibitor logos can be printed on fascia signs at an additional cost
- 1 x 4 amp 240V AC power point per booth
- 1 table, 2 chairs, 2 spotlights
- Furniture and additional equipment are available for hire from exhibition suppliers at the exhibitor's own expense

Including:

- Acknowledgement of exhibitor/sponsor in the Congress Program Book and Website
- Companies may receive complimentary exhibitor badges depending on your booking:

6sqm	2 exhibitor badges included
9sqm	2 exhibitor badges included
Up to 18sqm	4 exhibitor badges included
Up to 27sqm	6 exhibitor badges included
Up to 36sqm	9 exhibitor badges included
48sqm +	12 exhibitor badges included

- Exhibitor badges only allow access to the exhibition hall during opening hours and during specific setup/dismantling hours.
- Exhibitor badges do not allow access to the scientific sessions or activities. These badges are intended for use only by the company.
- These exhibitor badges will display the name of both the exhibitor and the company. Additional exhibitor badges can be purchased for **USD 100 per badge** throughout the main congress.

Space Selection

Exhibition space selection priority will be granted based on total sponsorship investment, recognised sponsorship tier, receipt of payment, and submission of the completed sponsorship application form.

2. Hospitality Suite **USD 18,000**
Only available for Gold Sponsor and above *(per room)*

A dedicated space remote from the noise and distractions of the exhibition and coffee bar stations ensures you have the flexibility to host your customers, suppliers, guests, and peers in a quiet and suitable space.

- **Limited to four (4) gold sponsors and above** only, on a first-come, first-served basis.
- The sponsors will be provided with the following:
  - Use of a designated area from 10 – 13 October 2027
  - Coffee & tea will be provided
  - Logo to be included on the sponsor's page of the website
  - Two (2) exhibitor registrations (each registration includes access to the exhibition area and social functions)
  - Promotional items can be placed throughout the suite

Note: Additional refreshments (by sponsors, if provided) should adhere to venue guidelines and be borne by the sponsors.

Location and display of signage will be in accordance with the Scientific Programme arrangement.

3. Networking / Recharging Lounge **USD 18,000**
Only available for Gold Sponsor and above *(per area)*

The Networking & Recharging Lounge provides delegates with a comfortable space to relax, recharge their devices, conduct informal meetings, and connect with colleagues throughout the Congress. Strategically located within the congress area, the lounge serves as a popular gathering point, ensuring high visibility and continuous engagement with attendees.

- Exclusive branding within the sponsored lounge area
- Sponsor logo displayed on lounge signage
- Opportunity to incorporate corporate branding on lounge furniture and charging stations (subject to approval)
- Opportunity to place one company-provided pull-up banner within the lounge area
- Recognition in the Congress Programme (subject to production deadlines)
- Recognition on the Congress website and mobile app
- Opportunity to distribute promotional materials within the lounge area (subject to approval)

Industry Sessions

NOTES: The sponsoring company will bear the costs of organising the session, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

4. Pre-Congress Workshop (Exclusive/ Shared) — **USD 25,000** *(exclusive)*, **USD 10,000** *(shared)*

- Topics and speakers are to be specified by the Organising Committee, independent of the sponsoring company unless discussed/negotiated.
- If Shared, a minimum of 3 Companies is requested.
- Rental of the location will be covered by the Organiser.
- Lunch is to be provided by the Sponsor Company.
- All the details will need final approval from the Organiser.
- The sponsors will be provided with the following:
  - Specific acknowledgement – "Workshop supported by an educational grant from "Company" on the introductory slide during the workshop
  - Acknowledgement of sponsor in the printing (if any, known at the time of production) and digital collaterals
  - Approval to use the Congress logo on the invitation cards upon endorsement by the Organising Committee
  - To place branded collateral in the session room (sponsor to provide)
  - Three (3) complimentary passes for nominated guests to attend the workshop *(these passes are for the workshop day only; attendance at the main congress is not included).*
  - Tracking of pre-registrants and attendees (subject to GDPR)

5. Main Congress Lunch Symposium — **USD 20,000** (T1)
Only available for Gold Sponsor and above

Tier 1 (T1): 700-person hall capacity, one (1) session slot available per day — **USD 15,000** (T2)
Tier 2 (T2): 500-person hall capacity, two (2) session slots available per day
Tier 3 (T3): 220-person hall capacity, one (1) session slot available per day — **USD 8,000** (T3)

- Entitled to host the entire symposium which topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- A 60-minute live industry session, including preparation and set-up time, featuring presentations by speakers nominated by the sponsoring organisation and conducted in a dedicated session room at the Congress venue.
- Speaker's Travel Grant to be borne by the Sponsor Company
- Theatre set-up with stage, lectern, and speaker table
- Standard AV equipment and dedicated technical support during your session
- Five (5) session passes for your staff and faculty to access
- Up to 250 lunchboxes will be served during the session, the menu to be determined by the Organiser.
- The full industry schedule (session title and time/date) will be displayed on the website and web/mobile app.
- Acknowledgement of sponsor in the printing (if any, known at the time of production) and digital collaterals

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6. Breakfast Symposium: Meet the Expert/Fireside Chat **USD 8,000**

- Entitled to host the entire session which topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- A 30-minute live industry session, including preparation and set-up time, featuring presentations by speakers nominated by the sponsoring organisation and conducted in a dedicated session room at the Congress venue.
- Speaker's Travel Grant to be borne by the Sponsor Company
- Theatre set-up with stage, lectern and speaker table
- Standard AV equipment and dedicated technical support during your session
- Three (3) session passes for your staff and faculty to access
- Topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- The full industry schedule (session title and time/date) will be displayed on the website and mobile app.
- Acknowledgement of sponsor in the printing (if any, known at the time of production) and digital collaterals
- Use of the Congress logo on the invitation cards upon endorsement by the Organising Committee

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Additional Information for Industry Sessions

Catering

Meal is provided for all fully registered delegates during the main days of the congress. They will be served at the entrance of all session rooms 15 minutes before the start of the session. In an effort to reduce waste and ensure various dietary needs are considered, the APFCB Congress 2027 will manage catering at lunch and this is reflected in the symposium package fees.

Program and faculty

Industry content must be reviewed and approved by the APFCB Congress 2027 Organising Committee (LOC) which will ascertain the scientific value of the program. Companies will be notified of any need for revisions, which must be taken into consideration. All modifications must be approved by the LOC. The symposium program will only be added to the APFCB Congress 2027 website once the WOC has been approved and full payment has been received.

Publicity

7. Pre-Roll Video Advertisement **USD 1,000/video**

Elevate your brand with a 1-minute pre-roll video at APFCB Congress 2027, played during intermission / breaks. Multiple ads will loop in cycles for maximum exposure.

8. Congress Bag **USD 20,000**

Have your brand seen all around during the congress on complementary delegate bags. This opportunity supports sustainability efforts as many delegates take bags home to reuse, as well as the benefit of extended exposure even after the congress days.

- Logo on bag
- acknowledgement at the distribution station
- The material and design of the bags will be selected by the Organising Committee. An initial estimated quantity is 1,200 bags.

9. Congress Bag Insert **USD 1,000**

Enjoy the opportunity to publicise your product to the delegates; you may insert your one (1) A4-size page leaflet into the Congress Bags. The leaflets are to be provided by the sponsors. The contents and format of the leaflet must be approved by the Organising Committee.

10. Congress Lanyards **USD 6,000**

- The material and design of the lanyard will be selected by the Organising Committee. An initial estimated quantity is 2,000 lanyards.
- The sponsor will be provided with the following:
  The inclusion of the company's logo and name on the lanyard.

11. Wellness/Sports Activity **USD 12,000**

Inaugural introduction of a dedicated area in the congress with specialists delivering wellness activities is available to all delegates. This improves their overall congress experience and well-being. Activity separate from scientific sessions.

- Acknowledgement on website
- Acknowledgement during wellness activity

12. Interpretation Service **USD 30,000**

To actively engage all participants in sessions, the APFCB Congress 2027 is organising live interpretation service for the scientific program, so that non-English speaking delegates may follow the sessions better. Please enquire for more information.

- Sponsor visibility in the room before sessions
- Acknowledgement on pre- and post-congress communications
- Your logo on website

13. Special Event – Congress Welcome Reception (Exclusive) **USD 20,000**

The welcome reception is one of the highlights of the congress celebrating the start of APFCB Congress 2027. The reception takes place after the opening ceremony on October 10 in the exhibition hall and gives all delegates the opportunity to meet and network. Have your brand seen during this highly-attended event.

- Acknowledgement on the Congress website
- Acknowledgement during the welcome reception on tables
- Opportunity to place two (2) roll-up banners in the entrance of the exhibition hall during the reception (provided by sponsor)
- Branding at catering stations in the exhibition hall

14. Special Event – Faculty Dinner (Exclusive) **USD 20,000**

The Faculty Dinner is an invitation-only VIP celebratory event held in the honour of APFCB Congress 2027 Faculty bringing together 100+ key leaders.

- Recognised as supporter of the faculty dinner during the event and within invitations the faculty
- Opportunity to provide roll-up banner to be displayed during the gathering (provided by sponsor)
- Your logo in thank you card on tables
- Invitation to attend the faculty dinner

15. Wi-Fi (Exclusive) **USD 15,000**

Take delegates online as the supporter of Wi-Fi in the venue. The congress will have a dedicated free Wi-Fi connection that will be co-branded.

- Your logo on Wi-Fi connection page
- Acknowledgement in selected communications regarding Wi-Fi including e-blasts

- Acknowledgement on Wi-Fi display

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16. Coffee Breaks (Exclusive) **USD 6,000**

In between sessions, coffee breaks will be scheduled for delegates in the exhibition hall. Enable delegates to network and exchange whilst refreshing with coffee & tea. This sponsorship allows your company to brand coffee cups used during the break. Production and distribution costs are included in the support fee.

- Logo on the Congress website
- Acknowledgement at the coffee break stations
- Acknowledgement in announcements

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17. Escalators Stickers **USD 15,000**

Capture delegates' attention with prominent branding on the escalators leading to the session halls and exhibition area. Positioned along a high-traffic route, escalator branding provides continuous exposure and ensures your message is seen repeatedly throughout the Congress.

- Exclusive branding rights on designated escalator panels for the duration of the Congress (3 days)
- High-visibility placement along key delegate traffic routes
- Opportunity to display corporate branding, campaign messages, or product promotion (subject to approval)
- Recognition on the Congress website and mobile app

Please note: Production, installation, and removal costs are included in the sponsorship fee. All artwork is subject to venue and Organising Committee approval.

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18. Hanging Banner
Limited Opportunities

USD 18,000
Centre Core

USD 10,000
Corridor

Promote your brand with a premium Centre Core banner located in one of the Congress venue's highest-traffic areas.

- Exclusive branding at a designated Centre Core location
- High visibility throughout the Congress
- Ideal for corporate branding or promotional campaigns
- Recognition on the Congress website and mobile app

Includes: Banner production, installation, and removal.

Limited to three sponsors respectively. Allocation is on a first-confirmed basis. Final banner size and location are subject to venue approval.

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19. Pillar Wrap **USD 8,000**
2 columns

Showcase your brand on two strategically located pillars within the conference venue, creating a striking visual presence in a high-traffic area.

20. Floor Stickers **USD 5,000**
Only available for Gold Sponsor and above

Limited to 3 companies only. Direct delegates to your booth with branded floor stickers strategically placed throughout the exhibition hall. Production and installation are included.

21. Cardboard Seating Cubes **USD 5,000**

- Allow delegates to take a break and enjoy sitting down while your company message gains optimal visibility with the seating cubes. This sponsorship enables you to provide a clear message of your support to delegates in an original and practical way.
- Company logo displayed on two (2) sides; other sides are APFCB Congress 2027 branded
- Opportunity to provide QR code for display
- Location: Cubes will be placed in a high-traffic area of the venue for all delegates to use

22. Congress Mobile App - Push Notification **USD 5,000**

This sponsorship includes the option to schedule a push notification.

- Initial notification will be text-based, but it can be expanded when a user clicks on the notification pop-up, directing them to a full page in the app that features both text and an optional image.
- First-come, first-served basis.

23. Congress Mobile App - Banner on News Feed **USD 5,000**

Land a winning first impression with a custom banner at the top of the news feed. This banner can be linked to the sponsor's profile, a session, or a website.

- Graphic to be provided by the sponsor
- Multiple banners will be looped.
- First-come, first-served basis.

24. Congress Mobile App - Session banner or video **USD 5,000**

Make your sponsor's session stand out with a session banner. This can be an image that is optionally linked to any page of your choice, or a video that the user can watch without leaving the app, for instance, to show a product demonstration.

25. Registration Hardware **USD 5,000**

Gain visibility at one of the first touchpoints of the Congress by sponsoring the registration hardware used throughout the event. Your branding will be prominently displayed on self-service kiosks, registration counters, badge printers, and other registration equipment, ensuring repeated exposure as delegates check in and collect their credentials.

Please note: Branding production and installation are included in the sponsorship fee.

26. Digital Poster Stand **USD 5,000**

Enhance your brand visibility with a premium digital poster display positioned in a prominent location within the Congress venue. An effective platform to engage delegates throughout the event.

Benefits include:

- Display of sponsor's digital logo on the poster stand
- High-traffic placement within the Congress venue
- Recognition on the Congress website and/or mobile app

Please note: Final placement and display schedule will be determined by the organiser.

27. Hotel Shuttles - Buggy **USD 8,000**

Enhance delegate mobility while increasing your brand exposure through sponsorship of the official Congress hotel shuttle service and delegate buggies. Your branding will be prominently displayed on the vehicles, providing continuous visibility as delegates travel between designated locations and the Congress venue.

- Exclusive branding on designated shuttle vehicles and/or delegate buggies
- Recognition on the Congress website and mobile app
- High-frequency exposure throughout the Congress period

Please note: Vehicle branding production and installation are included in the sponsorship fee. Final branding locations are subject to venue and operational requirements.

TERMS & CONDITIONS

The Organisation
These terms and conditions are made between the Malaysian Association of Clinical Biochemists (MACB) and the organisation purchasing either sponsorship or exhibitor privileges (the Organisation).
The following are part of the contract between the exhibitor and/or sponsor and the Organisers, MACB. Exhibitors/sponsors must observe these rules. Any areas not covered are subject to Organisers' final decision.

Things you need to know
The following terms and conditions apply to your participation as a sponsor and/or exhibitor.

- You (the sponsor/exhibitor) by returning a completed, signed and dated form explicitly accept these terms and conditions.
- Details may change without notice. Please refer to the congress website for the latest information.
- Anderes Fourdy Events (AFE) representing the organising committee and the Host body does not accept responsibility for any errors, omissions or changes.
- You agree that the organisers and other authorised stakeholders may use your contact information for any relevant purpose such as administration or advising of future events. You may ask us to limit communication to necessary matters.

Financial facts
We will have no liability for any losses suffered or any damage caused by errors or omissions in any information or instructions provided to us by you.

- Entitlement is reserved upon booking form submission; and deliverables are provided upon payment made.
- A tax invoice which is payable within 14 days.
- You will not receive any sponsorship or exhibition entitlements until all payments are made.
- All sponsorship and exhibition prices are in USD.
- All sponsorship and exhibition fees are subject to an additional 8% Sales and Service Tax (SST).
- If you pay by credit card a payment processing fee may be applied.
- If you pay by electronic funds transfer you agree to pay any bank charges and must include these in the amount you transfer.
- In no event will MACB/ AFE will be liable to you or any third party for any:
    - Loss of profits, revenue, goodwill or business, business interruption, corruption, loss or alteration of data, downtime costs, loss of use, failure to realise anticipated savings or for any indirect or consequential loss of damage of whatsoever nature, however caused;
    - Viruses, worms, trojans or other malicious code introduced into, or transmitted to, your or any third party during the course of using the Services.

Cancellation

- Cancellation must be notified to MACB/ AFE in writing.
- Cancellation fees apply based on the date the refund request is submitted:
- Before 12 April 2027: Eligible for a 50% refund.
- Between 13 April 2027 and 4 July 2027: Eligible for a 25% refund.
- After 4 August 2027: No refund will be provided.
- Your non-payment does not cancel your contractual obligations to us.

- In the unlikely case that the event cancels, MACB will refund your full financial investment minus any expenses incurred to date of the cancellation. This includes, but not limited to, set up for your industry program involvement and any promotional exposure up until the time cancellation occurs.
- No exhibitor shall occupy allocated space until all payments have been made.
- The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide.

Representative & staffs

- Each exhibitor and sponsor must name at least one person to be the official Representative in Charge and responsible party. The Representative in Charge will receive all relevant materials relating to the APFCB Congress 2027. That representative shall be authorised to enter into such contracts as may be necessary for the fulfilment of obligations to the MACB and to other contractors and subcontractors.
- All exhibition staff must be fully registered — i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.
- All personnel are required to display proper name badges throughout move-in, conference hours, and move-out. Personnel may not initiate sales or marketing activities while in the room where a meeting session is taking place.

Print entitlements

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated conference spot colour/s OR mono depending on method of production.
- The sponsor must provide suitable material to meet our publication requirements and deadlines.
- Please provide all material at 300 DPI at 100% in PNG and eps (preferred for print) format including, where possible, RGB or Pantone colour equivalents.
- Wherever applicable, advertisements are to be supplied by the sponsor.
- Print or web recognition will be given when payment terms have been met.

Exhibitor's attention

- The commitment to exhibit space and full payment together constitute a contract for a right to use the space.
- No exhibitor or sponsor may assign, sublet, or grant licences for the whole or part of the booth without Hosts' prior approval of the terms thereof.
  Please email the Congress manager for further information.
- The exhibit area is proposed to supplement the professional meetings by providing delegates with various types of products, services, and information.
  The Host reserves the right to ask for removal of inappropriate items.
- You must maintain activity only from within the confines of your booth.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the conference managers.
- Any external supplier must confirm the venue's OH&S, insurance and other regulations. Advice can be sought with the appointed official contractor.

- All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.
- The Host will take reasonable precautions to safeguard the exhibit hall; however, the Host will not be liable for loss or damage to property or personnel from theft, fire, accident, or any other cause beyond its reasonable control. Organisations are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury.
- Organisation shall indemnify the Host against, and hold it harmless from, negligence of the Organisation in connection with the Organisation's conduct at the Exhibit Show.

Privacy Statement

APFCB Congress 2027 is committed to safeguarding personal data and maintaining the privacy of all participants. Personal information will be collected, processed, and stored in accordance with the Malaysian Personal Data Protection Act 2010 (PDPA) and other applicable data protection requirements.

We are committed to ensuring that all personal information provided to us is handled securely and responsibly. Your name and contact information, including electronic addresses, may be used by parties directly involved in the event, such as the organisers and approved stakeholders, for purposes including event promotion, networking, and administration for this and future related events.
If you do not consent to the use of your information for these purposes, please notify us in writing at your earliest convenience.

Non-sponsor events

- Ad-hoc or unapproved non-sponsor events held from 10 – 13 October 2027 are discouraged.
- Ad-hoc events that overlap with the APFCB Congress 2027 scientific, social or industry programs will not be approved and industry sponsors are encouraged to consider times outside of these when seeking approval to host.
- All industry sponsors must notify the APFCB Congress 2027 secretariat of planned events, meetings and hosted events during this window for review and approval from the APFCB Congress 2027 Congress Convenor. Details to be provided when seeking approval to host include:
- Time/duration of events
- Venue of event
- Intent of event (social, educational, medical advisory board)
- Number of invited/expected attendees

Your obligations

You acknowledge that our ability to be able to provide the Services to you without delay or interruption is dependent on your full and timely cooperation. You will (and will ensure that the Authorised Users will)

- Cooperate with and assist us in the supply of your content;
- Promptly provide us with full and accurate information, data and explanations as and when required;
- Comply with applicable laws and regulations (including the General Data Protection Regulation ("GDPR") with respect to user privacy, data collection, data retention, data transmission, data storage and the use of cookies.
- Comply with all reasonable directions and guidelines from us as advised from time to time.

18th APFCB Congress 2027
Kuala Lumpur, Malaysia

18th Congress of the Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine

Organised by:

MACB

Supported by:

Malaysia Convention & Exhibition Bureau

Meet in Malaysia
BE Greater, Together.

Visit Malaysia 2026 Truly Asia

Congress Secretariat

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contact@apfcbcongress2027.org

Address:
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MRANTI Technology Park Bukit Jalil,
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www.apfcbcongress2027.org

Scan to visit our website!