



2021

ASIAN PACIFIC DIGESTIVE WEEK

Vision of Excellence in Digestive Disorders & Sciences

■ 19 - 22 AUGUST 2021 | VIRTUAL APDW 2021

Organised by



Hosted by



Presented by



Asian Pacific Association of Gastroenterology



Asian Pacific Association for Study of the Liver



Asian Pacific Society
of Digestive Endoscopy



International Society for Digestive Surgery

Invitation to support APDW 2021

In light of the latest developments of the COVID-19 pandemic, the Organising Committee has decided to

convert the Asian Pacific Digestive Week 2021, Kuala Lumpur into a fully online, virtual conference. The

date of the conference remains unchanged, which is on 19 - 22 August 2021. The decision is made in the

interest of safety for all.

This will be the first time the Asian Pacific Digestive Week is held virtually which is the norm for most local

and international events nowadays. Despite the challenges of holding a virtual conference, we believe the

aim of the conference to disseminate knowledge in the advances in digestive diseases will remain intact and

the Organising Committee will strive to present an excellent scientific programme comprising postgraduate

course, Virtual Endoscopy Skill Workshops, live endoscopy workshops, interactive symposia and scientific

lectures showcasing the latest innovations and advancement.

The virtual conference will still enable your company and you to promote and showcase your products.

You will be able to engage the delegates in an interesting new format via

Live chat

Video call

Video display

Scientific paper, product catalogue downloads

Tracking of delegates

Email registration of delegates for future correspondence

The APDW 2021 Kuala Lumpur will definitely provide an excellent avenue for the biomedical industry to

participate in knowledge sharing via the stimulating and exciting academic programme planned by the

Scientific Committee.

We cordially invite you to come and join us for virtual APDW 2021 Kuala Lumpur. We promise you that it will

be a rewarding and satisfying outcome for your company and you.

Professor Dr Raja Affendi Raja Ali

President

Asian Pacific Digestive Week 2021

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SPONSORSHIP PACKAGES

	Diamond Sponsor (USD 350,000) Limited to 2	Platinum Sponsor (USD240,000) Limited to 6	Gold Sponsor (USD120,000)	Silver Sponsor (USD60,000)	Bronze Sponsor (USD30,000)	Regular Sponsor (USD5,000)
MAIN CONFERENCE						
Acknowledgment on conference email blast	✓	1	✓			
Logo on registration page	✓	✓	✓			
Logo at billboard on the Virtual conference Lobby	1	1	✓			
Logo at the landing page	✓					
Logo at banner on the Virtual conference Lobby	✓					
Recognition as official sponsors for APDW2021	1	1	1	1	1	
Link with sponsor website at the APDW2021 website	✓	✓	✓	1	✓	
Promotional leaflet in e-conference bag	5	4	3	2	1	
Brief introduction during opening ceremony	✓	✓	✓	✓		
FREE REGISTRATION						
Complimentary registration for BMI personnel to attend main conference	4	3	2	1		
Complimentary delegate registration for main conference	50	40	30	20	10	
POST-EVENT MARKETING						
Logo display in Virtual APDW 2021 Demand Learning Portal	Logo Display for 3 months	Logo Display for 3 months	Logo Display for 3 months			
MSGH website advertisement space for 1 year	✓					

	Diamond Sponsor (USD 350,000) Limited to 2	Platinum Sponsor (USD240,000) Limited to 6	Gold Sponsor (USD120,000)	Silver Sponsor (USD60,000)	Bronze Sponsor (USD30,000)	Regular Sponsor (USD5,000)
VIRTUAL EXHIBITION						
Booth Category	Premium	Executive	Deluxe	Standard	Standard	Standard
Logo displayed at exhibition hall entrance	✓					
Customisation of booths with provided design by conference or own design (at own cost)	1	1	1			
Tracking of delegates visiting the booth (statistics)	✓	✓	✓	✓	✓	✓
Standard chat function at booth	✓	✓	✓	✓	✓	✓
Video chat function at booth	✓	✓				
Appointment booking at booth	✓	✓	✓	✓	✓	✓
Number of Video Advertisement (at sponsor's own cost)	4	3	2	1	1	1
Promotional information leaflet (at sponsor's own cost)	unlimited	3	2	1	1	1
Interactive games (at sponsor's own cost)	✓	✓	✓	✓		
Recording and tracking of visitors' data	✓	✓	✓	✓		
Emails of visitors (if consented by visitors)	✓	✓	✓			

	Diamond Sponsor (USD 350,000) Limited to 2	Platinum Sponsor (USD240,000) Limited to 6	Gold Sponsor (USD120,000)	Silver Sponsor (USD60,000)	Bronze Sponsor (USD30,000)	Regular Sponsor (USD5,000)
SCIENTIFIC SESSIONS						
Slots of sponsored symposium / Live endoscopy / Virtual Endoscopy skill workshop	4	3	2	1		
Slots of sponsored lecture					1	

a) SPONSORED SYMPOSIUM

Topics and speaker details need to be sent before **1 April 2021** and must be approved by the Organising Committee. Duration: 60 minutes

Video loop thanking sponsor during breaks	Full screen	Full screen	Full screen	Full screen	
Recording and tracking of attendance	✓	✓	✓	✓	
Survey feedback on specific topics, speakers and lectures	1	1			
One video advertisement before and after the lecture	1	1	1	1	

b) **SUPPORTED LECTURES**

Scientific content, topics and speakers are decided by Organising Committee

Duration: 30 minutes

Video loop thanking sponsor during breaks	Full Screen					
Recording and tracking of attendance	✓	✓	✓	✓	✓	
One video advertisement before and after the lecture	✓	✓	✓	✓	✓	

c) LIVE ENDOSCOPY

Live endoscopy workshop with local and overseas endoscopy centres (a collaboration with renowned asian pacific centres)

Limit to 5 slots of 90 minutes.

Priority given to Diamond and Platinum Sponsors.

Lower third banner advertisement of sponsored device	√	✓	✓		
Special mention and display of logo during endoscopy session	Verbal mention and logo display	Only logo display			
Sponsor device descriptive airtime (5 minutes)	1				

d) VIRTUAL ENDOSCOPY SKILL WORKSHOP

Expert forum on skilled endoscopic procedure with video demonstration on pre-conference day (Day 0 - 19 August 2021)

Video loop thanking sponsor during breaks	Full screen	Full screen	Full screen		
Recording and tracking of attendance	✓	✓	✓		
Survey feedback on specific topics, speakers and lectures	✓	1			
One video advertisement before and after the lecture	✓	✓	1		
Complimentary registration in the Virtual Endoscopy Skill Workshop sponsored	50	40	30		

DIAMOND SPONSOR (USD 350,000)

MAIN conference

- Acknowledgement of sponsors on conference email blast.
- Sponsor's logo will be displayed at the registration page.
- Sponsor's logo will be displayed alongside the APDW logo at the landing page of the virtual conference.
- Sponsor's logo will be displayed on billboard and hanging banner at the virtual conference Lobby.
- Recognition as official sponsors for APDW2021.
- Sponsor's will be acknowledged in the APDW 2021 website with links direct to the sponsor's website.
- Maximum FIVE (5) Promotional leaflets in e-conference bag
- Brief introduction during opening ceremony

FREE REGISTRATION

- FOUR (4) complimentary registrations for BMI personnel to attend main conference
- FIFTY (50) complimentary delegate registrations for main conference

POST EVENT MARKETING

- Sponsor's logo will be displayed on the Post Virtual APDW 2021 On Demand Learning Portal for THREE (3) months
- MSGH Website advertisement space for ONE (1) year

VIRTUAL EXHIBITION - PREMIUM BOOTH

- Logo of sponsor will be display at exhibition hall entrance
- Customisation of booths with provided design by conference or own design (at own cost)
- Tracking of delegates visiting the booth (statistics)
- Standard and video chat function at booth
- Appointment booking at the booths
- Maximum FOUR (4) video advertisements and UNLIMITED promotional leaflets
- Interactive games (at sponsors own cost)
- Recording and tracking of visitors' profile data (provided consented by visitors)
- Emails of visitors (provided consented by visitors)

SCIENTIFIC SESSIONS

Sponsor may choose a maximum FOUR (4) slots from the scientific sessions mentioned below.

a. SPONSORED SYMPOSIUM

Topics and speaker details need to be sent before **1 April 2021** and must be approved by the Organising Committee. Duration: 60 minutes

The sponsor will be provided with the following:

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance (provided consented by delegates)
- Survey feedbacks on specific topics, speakers and lectures
- One video advertisement before and after the lectures

b. SUPPORTED LECTURE

Scientific content, topics and speakers are decided by Organising Committee Duration: 30 minutes

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance(provided consented by delegates)
- One video advertisement before and after the lectures

c. LIVE ENDOSCOPY

Live endoscopy workshop with local and overseas endoscopy centres (A collaboration with renowned Asia Pacific centres)

Duration: 90 Minutes

The sponsor will be provided with the following:

- Lower third banner advertisement of sponsored device
- Special mention and display of logo during endoscopy session
- Sponsor's device descriptive airtime for not more than 5 minutes

d. VIRTUAL ENDOSCOPY SKILL WORKSHOP

Expert forum on skilled endoscopic procedure with video demonstration on pre-conference day (Day 0 - 19 August 2021)

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance(provided consented by delegates)
- Survey feedbacks on specific topics, speakers and lectures
- One video advertisement before and after the lectures
- FIFTY (50) complimentary registrations for virtual endoscopy skill workshop sponsored

PLATINUM SPONSOR (USD 240,000)

MAIN CONFERENCE

- Acknowledgement of sponsors on email blast
- Sponsor's logo will be displayed at the registration page
- Sponsor's logo will be displayed on billboard at the virtual conference Lobby.
- Recognition as official sponsors for APDW2021.
- Sponsor's will be acknowledged in the APDW 2021 website with links direct to the sponsor's website.
- Maximum FOUR (4) promotional leaflets in e-conference bag
- Brief introduction during opening ceremony

FREE REGISTRATION

- THREE (3) complimentary registrations for BMI personnel to attend main conference
- FORTY (40) complimentary delegate registrations for main conference

POST EVENT MARKETING

• Sponsor's logo will be displayed on the Post Virtual APDW 2021 On Demand Learning Portal for THREE (3) months

VIRTUAL EXHIBITION - EXECUTIVE BOOTH

- Customisation of booths with provided design by conference or own design (at own cost)
- Tracking of delegates visiting the booth (statistics)
- Standard and video chat function at booth
- Appointment booking at the booth
- Maximum THREE (3) video advertisements and THREE (3) promotional leaflets
- Interactive games (at sponsors own cost)
- Recording and tracking of visitors' profile data (provided consented by visitors)
- Emails of visitors (provided consented by visitors)

SCIENTIFIC SESSIONS

Sponsor may choose a maximum THREE (3) slots from the scientific sessions mentioned below

a. SPONSORED SYMPOSIUM

Topics and speaker details need to be sent before 1 April 2021 and must be approved by the Organising Committee.

Duration: 60 minutes

The sponsor will be provided with the following:

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance (provided consented by delegates)
- Survey feedbacks on specific topics, speakers and lectures
- One video advertisement before and after the lectures

b. SUPPORTED LECTURE

Scientific content, topics and speakers are decided by Organising Committee

Duration: 30 minutes

The sponsor will be provided with the following:

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance (provided consented by delegates)
- One video advertisement before and after the lectures

c. LIVE ENDOSCOPY

Live endoscopy workshop with local and overseas endoscopy centres (a collaboration with renowned Asia Pacific centres)

Duration: 90 Minutes

The sponsor will be provided with the following:

- Lower third banner advertisement of sponsored device
- Sponsor's logo display during endoscopy session

d. VIRTUAL ENDOSCOPY SKILL WORKSHOP

Expert forum on skilled endoscopic procedure with video demonstration on pre-conference day (Day 0 - 19 August 2021)

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance(provided consented by delegates)
- Survey feedbacks on specific topics, speakers and lectures
- One video advertisement before and after the lectures
- FORTY (40) complimentary registrations for virtual endoscopy skill workshop sponsored

GOLD SPONSOR (USD 120,000)

MAIN CONFERENCE

- Acknowledgement of sponsors on conference email blast
- Sponsor's logo will be displayed at the registration page
- Sponsor's logo will be displayed on billboard at the virtual conference Lobby.
- Recognition as official sponsors for APDW2021.
- Sponsor's will be acknowledged in the APDW 2021 website with links direct to the sponsor's website.
- Maximum THREE (3) promotional leaflets in e-conference bag
- Brief introduction during opening ceremony

FREE REGISTRATION

- TWO (2) complimentary registrations for BMI personnel to attend main conference
- THIRTY (30) complimentary delegate registrations for main conference

POST EVENT MARKETING

Sponsor's logo will be displayed on the Post Virtual APDW 2021 On Demand Learning Portal for THREE (3)
months

VIRTUAL EXHIBITION - DELUXE BOOTH

- Customisation of booths with provided design by conference or own design (at own cost)
- Tracking of delegates visiting the booth (statistics)
- Standard chat function at booth
- Appointment booking at the booths
- Maximum TWO (2) video advertisements and TWO (2) promotional leaflets
- Interactive games (at sponsors own cost)
- Recording and tracking of visitors' profile data (provided consented by visitors)
- Emails of visitors (provided consented by visitors)

SCIENTIFIC SESSIONS

Sponsor may choose a maximum TWO (2) slots from the scientific sessions mentioned below

a. SPONSORED SYMPOSIUM

Topics and speaker details need to be sent before **1 April 2021** and must be approved by the Organising Committee. Duration: 60 minutes

The sponsor will be provided with the following:

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance (provided consented by delegates)
- One video advertisement before and after the lecture

b. SUPPORTED LECTURE

Scientific content, topics and speakers are decided by Organising Committee Duration: 30 minutes

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance (provided consented by delegates)
- One video advertisement before and after the lecture

c. LIVE ENDOSCOPY

Live endoscopy workshop with local and overseas endoscopy centres (A collaboration with renowned Asia Pacific centres)

Duration: 90 Minutes

The sponsor will be provided with the following:

• Lower third banner advertisement of sponsored device

d. VIRTUAL ENDOSCOPY SKILL WORKSHOP

Expert forum on skilled endoscopic procedure with video demonstration on pre-conference day (Day 0 - 19 August 2021)

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance(provided consented by delegates)
- One video advertisement before and after the lecture
- THIRTY (30) complimentary registration for virtual endoscopy skill workshop sponsored

SILVER SPONSOR (USD 60,000)

MAIN CONFERENCE

- Recognition as official sponsors for APDW2021.
- Sponsor's will be acknowledged in the APDW 2021 website with links direct to the sponsor's website.
- Maximum TWO (2) promotional leaflets in e-conference bag
- Brief introduction during opening ceremony

FREE REGISTRATION

- ONE (1) complimentary registration for BMI personnel to attend main conference
- TWENTY (20) complimentary delegate registrations for main conference

VIRTUAL EXHIBITION - STANDARD BOOTH

- Tracking of delegates visiting the booth (statistics)
- Standard chat function at booth
- Appointment booking at the booth
- Maximum ONE (1) video advertisement and ONE (1) promotional leaflet
- Interactive games (at sponsors own cost)
- Recording and tracking of visitors' profile data (provided consented by visitors)

SCIENTIFIC SESSIONS

Sponsor may choose a maximum ONE (1) slots from the scientific sessions mentioned below

a. SPONSORED SYMPOSIUM

Topics and speaker details need to be sent before **1 April 2021** and must be approved by the Organising Committee. Duration: 60 minutes

The sponsor will be provided with the following:

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance
- One video advertisement before and after the lecture

b. SUPPORTED LECTURE

Scientific content, topics and speakers are decided by Organising Committee

Duration: 30 minutes

- Full screen video loop thanking sponsors during breaks
- Recording and tracking of attendance
- One video advertisement before and after the lecture

BRONZE SPONSOR (USD 30,000)

MAIN CONFERENCE

- Recognition as official sponsors for APDW2021.
- Sponsor's will be acknowledged in the APDW 2021 website with links direct to the sponsor's website.
- Maximum ONE (1) promotional leaflet in e-conference bag

FREE REGISTRATION

• TEN (10) complimentary delegate registrations for the main conference.

VIRTUAL EXHIBITION - STANDARD BOOTH

- Recording and tracking of visitors' profile data (provided consented by visitors)
- Standard chat function at booth.
- Maximum ONE (1) video advertisement and ONE (1) promotional leaflet.
- Appointment booking at booth

SUPPORTED LECTURE

• ONE (1) slot of sponsored lecture of 30 minutes whereby content of lecture is decided by scientific committee

REGULAR SPONSOR (USD 5,000)

VIRTUAL EXHIBITION

- Tracking and recording booth visitors report / Recording and tracking of visitors' data (profile).
- Standard chat function at booth.
- Maximum ONE (1) video advertisement and ONE (1) promotional leaflet
- Appointment booking at booth

OTHER SPONSORSHIP ITEMS

The conference offers following items for individual sponsorship upon request:

- E-poster sponsorship.
- APDW Mobile App
- Sponsorship of "Calming" videos during intervals (not more than 30 sec)
- Sponsorship of Q+A system except for sponsored sessions
- Sponsorship of polling system except for sponsored sessions
- E-Networking Lounge

CANCELLATION AND REFUND POLICY

- The Organiser reserves the right to cancel APDW 2021 Kuala Lumpur at any time during the term of this
 Agreement and, in the event of such occurrence, undertakes to provide the Sponsor with notice of the same as
 soon as is reasonably practicable.
- 2. In the event that the Organiser cancels APDW 2021 Kuala Lumpur (pursuant to above), the Sponsor shall be entitled to either:
 - (i) credit for a future event organised by the Organiser of the Sponsor's choice (up to the value of the Sponsorship Fee); or
 - (ii) terminate this Agreement with immediate effect and obtain a refund (calculated in good faith) of an amount that reflects the total sums paid by the Sponsor at the date of cancellation minus the value of any Sponsorship Rights received by the Sponsor prior to the date of cancellation. Any such refund shall be paid by the Organiser within 60 days of receipt of confirmation from the Sponsor to terminate the Agreement.
- 3. All sponsorship and exhibition cancellation requests will be handled on a discretionary basis. Upon acceptance of the cancellation, refunds are applicable according to the following timelines:
 - Requests received on or before 31 May 2021: 75% refund less an administrative fee of the amount
 - Requests received on or after 31 May 2021: No refund

DISCLAIMER

 Whilst the Organiser shall make every effort to secure a high number of delegates to the conference, for the avoidance of any doubt, there will be no guarantee on the number of delegates at any point and no discounts or refunds are available if the number of delegates does not reach the projected levels.

2. The final details of contents offered under this prospectus are subjected to the availability and approval of the organising committee.

PAYMENT SCHEDULE

Please note the payment terms as mentioned below

1. 50% of the total amount as a deposit at the time of booking.

2. Balance of 50% amount should be paid before 30 June 2021.

Payment Method: Payment should be made by bank draft issued in favour of "APDW 2021 Kuala Lumpur"

Bank Name : Standard Chartered Bank

Beneficiary Bank : APDW 2021 Kuala Lumpur

Account Number : 873194782156

Bank Address : Lot 4&5, Level G2 Publika Shopping Gallery Solaris Dutamas 50480

Kuala Lumpur, Malaysia

Bank Swift Code : SCBLMYKXXX

Conference Secretariat

Asia Pacific Digestive Week 2021 Kuala Lumpur

c/o Anderes Fourdy Sdn Bhd G-3A, Incubator 1, Technology Park Malaysia Bukit Jalil, 57000 Kuala Lumpur. MALAYSIA.

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E: secretariat@apdwkl2021.org

W: www.apdwkl2021.org

NOTES





Sponsorship Application Form

Please complete the application form and email to APDW2021 Secretariat.

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:

