



18TH ANNUAL INTERNATIONAL CONGRESS OF THE ASIA PACIFIC HERNIA SOCIETY 2023

21-23 SEPTEMBER 2023

📍 PENANG, MALAYSIA #APHS2023

INVITATION TO SPONSOR

On behalf of the Asia Pacific Hernia Society (APHS) and the Malaysia Hernia Society (MHS), we welcome you to consider partnering with us for the 18th Annual APHS Congress to be held in Penang, Malaysia on the 21 - 23 September 2023.

APHS 2023 is comprised of an extensive network of innovative minds working towards illustrating the latest scientific breakthroughs in clinical, translational, and basic sciences, discussing what is new in dedicated sessions, presenting data on how to treat hernia, giving view to the transfer of results from bench to bedside, showing the practical aspects of our specialty in specific workshop discussions, offering debates, and, in essence, displaying the future of Hernia diagnosis.

The Scientific Program Committee are putting together an exciting scientific and educational program, covering the breadth and depth - specialising into Hernia. There will be a broad spectrum of international, national, and local experts and opinion leaders providing updates on the latest developments.

Opportunities are detailed within this prospectus for your consideration, and we would be happy to discuss how APHS 2023 can support your marketing objectives. With that, we cordially invite you to come and join us for APHS 2023 in Penang, Malaysia. We promise you that it will be a rewarding and satisfying outcome for your company and you and beyond thankful for your unwavering support showered on us.

Yours faithfully,



VIMAL K. VASUDEAVAN
Congress President, APHS 2023
President, Malaysia Hernia Society



ABDUL GAFOOR ABDUL MUBARAK
Organising Chair, APHS 2023

About APHS

The mission of the Asia-Pacific Hernia Society (APHS) is to provide a professional forum for the exchange of information and education regarding current and future methods of diagnosis and treatment of Abdominal Hernia, including hiatal, parastomal, and pelvic hernias.

Special attention is focused on basic science of biomaterials; metabolic disorders leading to hernia formation; diagnosis and treatment of hernia.

The Society will:

- Organise meetings for presentation and discussion of scientific material
- Support cooperation in educational activities around the Asia-Pacific Region

Support and undertake projects of scientific interest in the subject of hernia that will deserve the goal and the mission of the Society.

About MHS

The Malaysia Hernia Society (MHS) was registered in 2018 and remains the only surgical society aimed at training and promoting safe hernia practices. MHS is composed of surgeons, medical officers and trainees with voting rights limited to surgeons. Up to date MHS has more than 300 Members making it one of Malaysia's largest hernia society.

The founding President of MHS is Dr Vimal K Vasudeavan, a well established MIS surgeon with a keen interest in hernia surgery. As members of MHS you will enjoy access to our workshops and hands on training. You will also enjoy special discounted rates on international events which includes APHS.

Reasons to be involved

Heightened visibility. Significant exposure prior to the conference through the website and marketing materials. There is no better way to position your organisation to up to 800 hernia health professionals from around the world, especially Asian Pacific region.

Elevate your brand in the market with the opportunity to demonstrate your latest product developments and technology that assist healthcare professionals within hernia sector.

Direct access and engage healthcare professionals working in the hernia sector. Networking develops quality business relationships by having direct one to one engagement in a relaxed environment. Meet at one of our many social events, in the exhibition, or scientific sessions.

Build and improve relationships with current and potential clients throughout the Congress program and continue to build your reputation as a leader in the field.

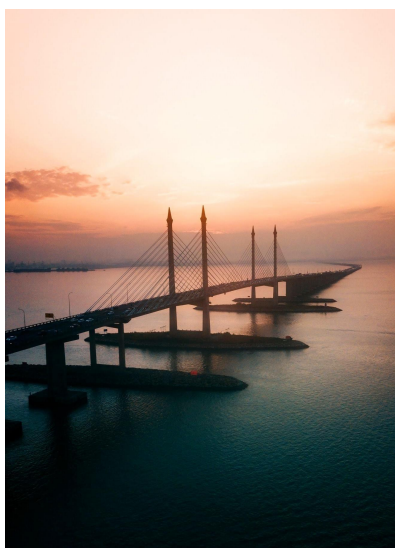
Support and contribute to the educational opportunities for the sector.

Destination

Penang

Penang, The Pearl of the Orient has a favoured strategic position in Southeast Asia, located in the Straits of Malacca. This makes Penang a focal point for international direct flights from China, Indonesia, Singapore, Thailand, Hong Kong, Taiwan and Myanmar:- easily accessible for our international delegates, and will appeal as a destination where we can facilitate knowledge-sharing, trade partnerships, education, investment, and long-lasting legacies for your organisation.

Her incomparable architecture, inspiring cuisine, colourful culture and sincere hospitality offers visitors an authentic and exceptional Asian experience.



Setia SPICE Convention Centre



APHS 2023 will be held at the World's 1st Hybrid Solar-Powered Convention Centre, the Setia SPICE Convention Centre, Penang. Located near the International Airport, this purpose built facility has the highest standard of conference facilities to address different needs from you.

Sponsorship Tier Summary

	Diamond USD 100,000	Platinum USD 70,000	Gold USD 40,000	Silver USD 25,000	Bronze USD 18,000
Display/Space					
Exhibition Booth	36sqm	18sqm	18 sqm	18 sqm	9 sqm
Priority Position in Exhibition	1st	2nd	3rd	X	X
Programme					
Pre-Congress Workshops	✓	✓	X	X	X
20-mins Sponsored Lecture	1	X	X	X	X
Publicity					
Logo at the Foyer LED Screen	✓	✓	✓	✓	X
Logo Sticker at Main/Foyer Entrance	✓	X	X	X	X
In-Session Video Advertisement	5 minutes	2 minutes	1 minute	30 seconds	X
Logo on Website	✓	✓	✓	✓	✓
Company Website Hyperlinked	✓	✓	✓	✓	✓
Acknowledgement in Programme Book	✓	✓	✓	✓	✓
A4 Page Advertisement in Programme Book* (first-come-first-served)	Back Inside/ Front Inside/ Back Outside	Specified	Full Running Page	½ Running Page	X
Plaque of Appreciation	✓	✓	✓	✓	✓
Bag Inserts	2 Leaflets	2 Leaflets	1 Leaflet	X	X
Logo Placement at Lanyard	X	✓	X	X	X

Logo Placement at Congress Bag	✓	X	X	X	X
Logo Placement in Mobile App	✓	X	X	X	X
Attendance					
Delegate Registrations (Main Congress only)	30	20	15	8	3
Exhibitor Pass(es)	8	4	4	4	2
Social Events Seat(s)	3	3	2	X	X

Individual Sponsorship Items

Pre-Congress Workshops	USD 10,000
Pre-Congress Lunch Symposium	USD 4,000
Main Congress Lunch Symposium	USD 7,500
3mx3m Exhibition Booth (sqm)	USD 6,000
Exhibitor Pass	USD 100
SOLD OUT Congress Bag	USD 5,000
Congress Lanyards	USD 4,000
2 pages Congress Bag Insert	USD 3,000
Full Page Advertisement in Programme Book (Specified Page)	USD 2,500
Full Page Advertisement in Programme Book (Running Page)	USD 2,000
Hospitality Suite (Daily, per session: 9am - 3pm 3pm - 6pm)	USD 10,000

Sponsorship Items

Exhibition Booth

- One (1) Standard Shell Scheme at 9sqm.
- The following will be provided in a standard exhibit stall (size 3m x 3m) the following:
 - Fascia plate with the name of the company
 - One table
 - Two chairs
 - One plug point
 - Carpet for the stall
 - Energy sufficient lightings
- Acknowledgement of exhibitor/sponsor in the Congress Program Book and Website
- Exhibitor Badge
 - Staff onsite is 2 per 9 sqm.
 - The persons in the exhibition area should be registered and it will be mandatory to wear the exhibitor ID badges provided for security reasons.
 - Extra exhibitor's ID badges are chargeable @ USD 100 per person.
- 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 (payment).
- Product to be exhibited
 - Exhibits can include pharmaceutical drugs, medical equipment, nutrition products, medical publications etc.

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

Pre-Congress Workshop

- Topics and speakers are to be specified by the Organising Committee, independent of the sponsoring company.
- 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 Final Announcement (if known at the time of printing) and Congress Program Book
 - Use of Congress logo on the invitation cards upon endorsement by the Organising Committee.
 - Option 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 to main congress is not included).
 - Tracking of pre-registrants and attendees (subject to GDPR and privacy laws)
 - Cost of the surgery equipment (if any) is not inclusive and should be borne by the Sponsor.

Pre-Congress Lunch Symposium

- Entitled to host the entire symposium which topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- Lunch will be served after the symposium to ensure delegates attendance in the symposium.
- The sponsors will be provided with the following:
 - Use of lecture hall in the Congress venue with standard audio-visual equipment
 - Inclusion of the symposium title, schedule and programme in the website and Congress Program Book after endorsement by Organising Committee (if known at the time of printing)
 - Acknowledgement of sponsor in the Congress Program Book
 - Use of Congress logo on the invitation cards upon endorsement by the Organising Committee
 - The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any)
 - Tracking of pre-registrants and attendees (subject to GDPR and privacy laws)

Main Congress Lunch Symposium

- Entitled to host the entire symposium which topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- Lunch will be served after the symposium to ensure delegates attendance in the symposium.
- 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 and Congress Program Book after endorsement by Organising Committee (if known at the time of printing)
 - Acknowledgement of sponsor in the Congress Program Book
 - Use of Congress logo on the invitation cards upon endorsement by the Organising Committee
 - Complimentary (1) insertion of invitation card into the Congress bags if the cards reach the Congress Secretariat no later than 17 September 2023. The design and printing costs of the cards are to be borne by the sponsor.
 - The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).
 - Tracking of pre-registrants and attendees (subject to GDPR and privacy laws).

20-mins Sponsored Lecture

- Entitled to the naming rights of the specific talk.
- Topics and speakers may be decided by the sponsor but must be approved by the Organising Committee.
- The sponsors will be provided with the following:
 - Inclusion of the session title, schedule and programme in the website and Congress Program Book after endorsement by Organising Committee (if known at the time of printing)
 - Acknowledgement of sponsor in the Congress Program Book
 - The sponsoring company will bear the costs of organising the symposium, speakers' travel expenses, hotel accommodation, registration fees and honoraria (if any).

Publicity - Advertisement in Program Book

Option to select the placement of a A4 full page advertisement, on first-come-first-serve basis with the payment made. Tier sponsors that miss the opportunity will be replaced next best placement according to the sorting below, otherwise, with a specified page advertisement.

Back Outside	USD 4,000
Front Inside	USD 3,000
Back Inside	USD 3,000
Inner Page (Specified)	USD 2,500
Inner Page (Run of Book)	USD 2,000

Publicity - Congress Bag Insert

- To allow the sponsor an opportunity to publicise their product to the delegates, Congress may insert up to 2 A4-sized page leaflets 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.
- The distribution of 700 copies must reach the Secretariat/Venue no later than 17 September 2023.

Other Publicity Items

- Logo Stickers: to be placed at the glass door according to tier (higher tier from the main to foyer entrance).
 - Location: Main Entrance and Foyer Entrance
 - Production Cost is borne by the Organising Committee
- In-Session Video Advertisement to be played at the start of each day during the Congress.
 - Format: MP4
- Website Acknowledgement
 - Sponsor & exhibitor listing with logo
 - Respective logo is hyperlinked to the website address provided by Sponsor

*All artwork for Congress production is required to be sent to the Secretariat by **1 September 2023**.*

Exclusive Sponsorship Items

SOLD OUT

Congress Bag

- The material and design of the bags will be selected by the Organising Committee. An initial estimate quantity is 700 bags.
- The sponsor will be provided with the following:
 - The inclusion of the company's logo and name on the bag.

Congress Lanyards

- The material and design of the bags will be selected by the Organising Committee. An initial estimate quantity is 700 lanyards.
- The sponsor will be provided with the following:
 - The inclusion of the company's logo and name on the bag.

Hospitality Suite

A dedicated space removed from the noise and distractions of the exhibition and coffee bar stations to ensure you have flexibility to host your customers, suppliers, guests and peers in a quiet and suitable space. It is open to all delegates and their accompanying persons.

- Limited to four (4) sponsors only:
 - 22 September: 9am - 3pm
 - 22 September: 3pm - 6pm
 - 23 September: 9am - 3pm
 - 23 September: 3pm - 6pm
- The sponsors will be provided with the following:
 - A designated area - rental will be borne by the Organising Committee
 - Two (2) Invitation Cards to the Opening Ceremony
 - Logo to be included on the sponsor's page of the website
 - Two (2) exhibitor registrations
(each registration includes one ticket to exhibition area to access all social functions)
 - Promotional items can be placed throughout the suite (subject to organisers approval).
 - Organisation can provide aprons and branded cups at sponsors expense.

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.

Terms & Conditions

The Organisation. These terms and conditions are made between the Asia Pacific Hernia Society (APHS), Malaysia Hernia Society (MHS) 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, APHS and MHS. 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 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 submission of booking form; and deliverables 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 prices include 6% GST.
- 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 APHS/ MHS/ 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 worm, trojan 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 APHS/MHS/AFE in writing.
- Cancellations made before 20 March 2023 will be refunded less a 50% cancellation fee.
- Cancellations received between 21 March 2023 and 20 June 2023 will be refunded less a 75% cancellation fee.
- Cancellations received after 20 June 2023 will not be entitled to a refund.

- Your non-payment does not cancel your contractual obligations to us
- In the unlikely case that the event cancels, APHS/MHS 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 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 APHS 2023. That representative shall be authorised to enter into such contracts as may be necessary for fulfillment of obligations to the APHS/MHS and to other contractors and subcontractors.
- All exhibition staffs 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, grant licences for the whole or part of the booth without Hosts' prior approval of the terms thereof. You may not assign, share, sub-let, or Please email the conference manager for further information.
- The exhibit area is purposed 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 conform to 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. The
- 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

In accordance with the EU

The General Data

Protection Regulation

2016/679 and Malaysian

Personal Data Protection

Act 2010, APHS 2023

recognises the importance

of this and respects the

privacy. We are committed

to ensuring that all customer

information provided to us is

protected from misuse.

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. Please advise in writing should you do not consent.

Non-sponsor events

- Ad-hoc or unapproved non-sponsor events held from

20 - 24 September are discouraged.

- Ad-hoc events that overlap with the APHS 2023 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 APHS 2023 secretariat of planned events, meetings and hosted events during this window for review and approval from the APHS 2023 Conference 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.

Sponsorship Application Form

To apply, complete this form and return to secretariat@aphs2023.com

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

CONTACT DETAILS

Title

Family Name

Given Name

Position

Organisation Name
(invoicing purpose)

Organisation Name
(marketing purpose)

Address

State

Postcode

Country

Mobile Number
(include country code)

Email
Address

Website

Bank Details

Account Number : 564418609804

Account Name : Pertubuhan Hernia Malaysia (Malaysia Hernia Society)

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

Sponsorship Items	Amount (USD/MYR)	Please tick (✓)
Tiers		
Diamond Sponsor	USD 100,000	<input type="checkbox"/>
Platinum Sponsor	USD 70,000	<input type="checkbox"/>
Gold Sponsor	USD 40,000	<input type="checkbox"/>
Silver Sponsor	USD 25,000	<input type="checkbox"/>
Bronze Sponsor	USD 18,000	<input type="checkbox"/>
Individual Items		
Pre-Congress Workshops	USD 10,000	<input type="checkbox"/>
Pre-Congress Lunch Symposium	USD 4,000	<input type="checkbox"/>
Main Congress Lunch Symposium	USD 7,500	<input type="checkbox"/>
3mx3m Exhibition Booth (sqm)	USD 6,000	<input type="checkbox"/>
Exhibitor Pass	USD 100	<input type="checkbox"/>
Congress Bag	USD 5,000	SOLD OUT
Congress Lanyards	USD 4,000	<input type="checkbox"/>
2 pages Congress Bag Insert	USD 3,000	<input type="checkbox"/>
Full Page Advertisement in Programme Book (Specified Page)	USD 2,500	<input type="checkbox"/>
Full Page Advertisement in Programme Book (Running Page)	USD 2,000	<input type="checkbox"/>
Hospitality Suite (per session)	USD 10,000	<input type="checkbox"/>
Outright Contribution		<input type="checkbox"/>
Others: _____		<input type="checkbox"/>

Please send completed application to APHS 2023 Industry Liaison, Cheah WY at secretariat@aphs2023.com or call +60 19 478 8232 with queries.



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Sponsorship Enquiries

For all sponsorship enquiries please contact:

Cheah WY

Industry Liaison

18th Annual Asia Pacific Hernia Congress (APHS 2023)

c/o Anderes Fourdy Events

T: +60 19 478 8232

E: secretariat@aphs2023.com

W: www.aphs2023.com