



Sponsorship & Exhibition Prospectus

Event Overview

Date : 24th – 27th October 2023
Venue : Borneo Convention Centre, Kuching, Sarawak
Theme : Future of Food in ASEAN: What's Next?

The Host - MIFT

The Malaysian Institute of Food Technology (MIFT) is a non-profitable organisation that was established in 1974 with 3 main goals which are:

- To stimulate scientific and technological research in various aspects of Food Technology;
- To provide a medium for exchange, discussion, publication, and dissemination on various aspects of Food Technology; and
- To promote the profession of Food Technology through raising educational standards, promoting the scientific approach to food, and increasing public awareness of the basic role of Food Technologists in industry.

All these objectives have the ultimate goal of promoting the application of science and technology to the improved production, processing, packaging, distribution, evaluation and utilization of food in order to provide better and more adequate foods for mankind.

The Event – ASEAN FOOD CONFERENCE

The ASEAN Food Conference (AFC) was first held in Singapore in 1982 and has since become a joint activity of ASEAN Committee on Science and Technology (COST) and the Federation of Food Science and Technology Institutes in ASEAN (FIFSTA).

It is held every 2 or 3 years which is hosted by an ASEAN country that has an Institute of Food Science and Technology represented in their country and a member of FIFSTA. Within ASEAN COST, the Sub Committee on Food Science and Technology (ASCFST) consisting of the National Focal Points of the 10 ASEAN member countries, is instrumental to advise on the organisation of the AFC as the project is under the purview of this sub- committee.

This event is one of the flagship projects for ASEAN COST in support of the Vientiane Action Programme endorsed by the ASEAN leaders at the ASEAN Summit in Vientiane in November 2004.

The last event hosted by Malaysia was in 2007 with the Ministry of Science, Technology and Innovation Malaysia as one of the supporting organizers. The target participants will be scientists, technologists, professionals, students, stakeholders in the food industry and other related industries, food business owners and managers, and those who are interested in food science and technology. This event will provide a platform for them to discuss on the latest research topics, results, innovations and applications in the region.

17TH AFC 2023 SPONSORSHIP & EXHIBITION

ENTITLEMENT & BENEFITS

| | Diamond MYR40,000 | Gold MYR20,000 | Standard MYR10,000 |
|---|-------------------------------------|-------------------------------------|--|
| Complimentary | | | |
| Exhibition Booth | 6m x 3m | 3m x 3m | 3m x 3m |
| Exhibitor Pass <i>(Extra Exhibitor Pass is available at MYR100 per pass)</i> | 5 | 3 | 2 |
| Conference Registration | 5 | 3 | - |
| Conference Bag | 5 | 3 | 1 |
| Invitation(s) to Opening Ceremony | 5 | 3 | - |
| Invitation(s) to attend Press Conference | 2 | 1 | 1 |
| Branding Opportunities | | | |
| Exhibitor listing in Conference Programme Book | ✓ | ✓ | ✓ |
| Logo with website linking on 17 th AFC 2023 official website | ✓ | ✓ | - |
| Logo placement on printed advertising and event materials | ✓ | ✓ | - |
| Press release to announce sponsorship | ✓ | ✓ | - |
| Insertions in Conference Bag | ✓ | ✓ | - |
| Bunting with company logo at Conference area | ✓ | ✓ | - |
| Video playback during tea break/lunch | 40 seconds | 30 seconds | - |
| Social media mentions | ✓ | ✓ | - |
| Recognition as main sponsor during Conference | ✓ | - | - |
| Advert in Programme Book | Full page within the programme book | Half page within the programme book | Quarter page within the programme book |

OTHER SPONSORSHIP OPTIONS

Tea Break Sponsorship – MYR8,000 each

- 4 Sponsorships available
- Sponsors to provide sponsorship for conference tea break.
- Name and logo to be featured in email flyer.
- Logo and website link to be featured on 17th AFC 2023 official website.
- Special mentions on social media.
- Distribution of marketing material during tea break.

Lunch Sponsorship – MYR30,000 each

- 2 Sponsorships available
- Sponsors to provide sponsorship for conference lunch.
- Name and logo to be featured in email flyer.
- Logo and website link to be featured on 17th AFC 2023 official website.
- Special mentions on social media.
- Distribution of marketing material during lunch.
- Visual/Audio presentation opportunity on screen at lunch area.

Dinner Sponsorship – MYR50,000

- 1 Sponsorship available
- Sponsors to provide sponsorship for conference dinner.
- Name and logo to be featured in email flyer.
- Logo and website link to be featured on 17th AFC 2023 official website.
- Special mentions on social media.
- Distribution of marketing material during dinner.
- Visual/Audio presentation opportunity on screen at dinner area.

Insertion- RM1,000.00 each

- Any marketing material will be inserted in the conference bag

General Sponsorship

- Sponsors can choose to supply any relevant in-kind sponsorship and the value will be matched to the appropriate financial tier.
- Relevant items include:

- | | | |
|--------------------------|---|-------------|
| <input type="checkbox"/> | 1. Lanyard and Conference Badges | - RM3,000 |
| <input type="checkbox"/> | 2. Conference Bags | - RM30,000 |
| <input type="checkbox"/> | 3. Programme Materials and Publications | - RM50,000 |
| <input type="checkbox"/> | 4. Bunting and posters | - RM32, 000 |
| <input type="checkbox"/> | 5. Gifts for Speakers and Moderators | - RM10,000 |
| <input type="checkbox"/> | 6. Marketing Cost | - RM30,000 |
| <input type="checkbox"/> | 7. Others (please specify) - _____ | |

Personalised Package

- Personalised sponsorship package is open for discussion.

Company and Product Advertising on Programme Book (Full color print and size according to programme book size)

- Back cover booklet (full page) - MYR10,000
- Back cover booklet (half page) - MYR5,000
- Inner front cover (full page) - MYR9,000
- Inner front cover (half page) - MYR4,500
- Inner back cover (full page) - MYR8,000
- Inner back cover (half page) - MYR4,000
- Full page (at any page within the book) * - MYR6,000
- Half page (at any page within the book) * - MYR4,000
- Quarter page (at any page within the book) - MYR2,000

*Reference for Diamond and Gold sponsors

Indicate which of the above:

Conference Session – MYR20,000

- 12 Sponsorships available
- Sponsors to provide sponsorship for conference session.
- Name and logo to be featured in email flyer.
- Logo and website link to be featured on 17th AFC 2023 official website.
- Special mentions on social media.
- Visual/Audio presentation opportunity on screen at the session 40seconds max.

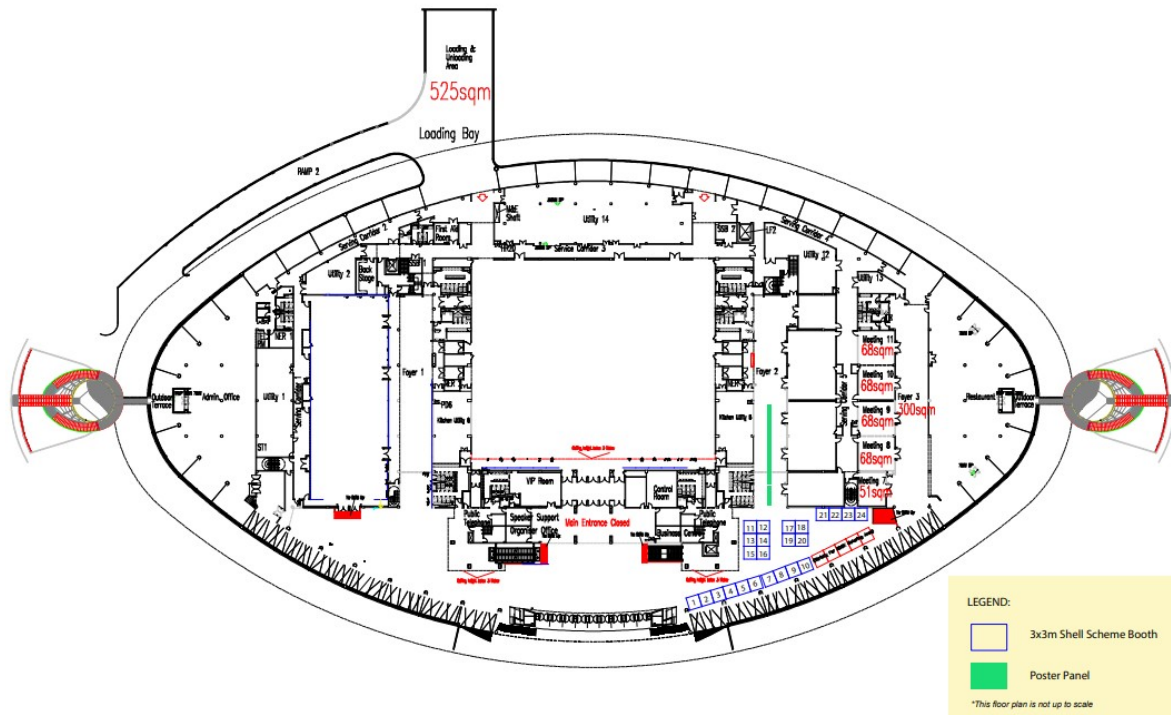
Keynote/Main Plenary Speakers – MYR10,000

- 4 Sponsorships available
- Sponsors to provide sponsorship for conference session.
- Name and logo to be featured in email flyer.
- Logo and website link to be featured on 17th AFC 2023 official website.
- Special mentions on social media.
- Visual/Audio presentation opportunity on screen at the session. 40seconds max

Preconference Workshop

- Subject to negotiation

EXHIBITION FLOOR PLAN



IMPORTANT GUIDELINES FOR EXHIBITORS AND AUTHORISED CONTRACTORS

Dear Sponsors/Exhibitors,

All cost for design and build will be borne by the exhibitor. The conference organiser will provide the bare space booth. Kindly adhere to the guidelines stated below. Sponsors/Exhibitors will hold on us to share the following information with their appointed Contractors.

BARE SPACE BOOTHS Exhibition Booth

1. All booth designs **MUST** be submitted to the Organiser & Official Contractor for approval.
2. All structures can only go up to a maximum height of 4 metres.
3. All bare space booths are **REQUIRED** to place a layer of PVC/plastic sheet before putting a layer of plywood underlay for the space taken.
4. Exhibitors whose booths are adjacent to another booth (booths that are not listed island booths) are to ensure that they provide their own wall panel. No Exhibitor will be allowed to take advantage of their exhibiting neighbour's back/side wall.
5. All booth designs submitted should include the following
 - Perspective view and top/front/right & left side/rear elevation
 - Layout plan with electrical and phone markings (if any)
 - Dimensions of the structure, that is, Length/Width/Height

Standard Shell Scheme Booth (3m x 3m) – RM5,000
Powerpoint, 2 LED/Fluorescent Tube/Waste Bin/2 Folding Chairs/1 Reception Table

Basic Tables and Chairs – RM1,500 for entire conference
1 Reception Table/2 Folding Chairs

17th AFC 2023 Sponsorship & Exhibition Form

Business Name : _____
 Business Address : _____

 Contact Person's Name : _____
 Email : _____
 Phone Number : _____

Please indicate Sponsorship with a ✓

| Diamond | | Company and Product Advertising on Programme Book | |
|--------------------------------------|--|---|--|
| Gold | | Back cover booklet (full page) | |
| Standard | | Back cover booklet (half page) | |
| Tea Break Sponsorship | | Inner front cover (full page) | |
| Lunch Sponsorship | | Inner front cover (half page) | |
| Dinner Sponsorship | | Inner back cover (full page) | |
| General Sponsorship | | Inner back cover (half page) | |
| Landyard and Conference Badges | | Full page (at any page within the book) | |
| Conference Bags | | Half page (at any page within the book) | |
| Programme Materials and Publications | | Quarter page (at any page within the book) | |
| Bunting and Posters | | Conference Session | |
| Gifts for Speakers and Moderators | | Keynote Speakers | |

| | | | |
|----------------|--|---|--|
| Marketing Cost | | Others (indicate amount in Total Sponsorship) | |
|----------------|--|---|--|

Total sponsorship : _____

For monetary sponsorship and advertisement packages, kindly bank in to the bank details stated below.

Payee : MALAYSIAN INSTITUTE OF FOOD TECHNOLOGY

Bank : MAYBANK

Account Number : 512222639555

All sponsorship and exhibition materials to be submitted within **14 days** after the signing of this Form. For monetary sponsorship and advertisement packages, kindly remit the payment to the bank details above within the Term. Please submit supporting documents along with this Sponsorship and Exhibition Form. Should you need more information, please do not hesitate to contact

Sharidah Yusoff +6012-302-1146 / yusoffsharidah@gmail.com

Norsalehah MIFT Secretariat +6012-577-0518 / norsalehah.mift@gmail.com

ACKNOWLEDGEMENT:

I acknowledge that I have read and agree to the terms and conditions as stated in the Agreement.

.....
Name:

.....
Company Stamp

Designation:

Date:

Sponsorship and Exhibition Agreement Terms and Conditions

1. INTRODUCTION

- 1.1 These terms and conditions and the Sponsorship and Exhibition Form to which they are attached together set out the terms on which you (the Sponsor/Exhibitor) agree to sponsor/exhibit for the Conference. Please read the Agreement carefully and make sure you understand it before signing. You understand that by signing the Sponsorship and Exhibition Form, you agree to be bound by the terms of the Agreement.
- 1.2 References to “us”, “we”, and “our” shall refer to the Organiser and references to “you” and “your” shall refer to the Sponsor/Exhibitor.

2. GRANT OF RIGHTS

- 2.1 We grant to you:
 - 2.1.1 The Sponsorship/Exhibition Rights (as defined on the Sponsorship and Exhibition Prospectus); and
 - 2.1.2 a non-transferable, non-exclusive, royalty-free licence to use the Conference logos and trade marks (the "Conference Marks") provided to you in accordance with clause 3.4 solely to promote your sponsorship of the Conference, during the Term (as defined at clause 6.1) and in accordance with the terms and conditions of this Agreement.
- 2.2 You grant to us a worldwide, non-exclusive, royalty-free, sub-licensable licence to use your logos and trade marks (the "Sponsor/Exhibitor Marks") provided to us in accordance with clause 3.3:
 - 2.2.1 during the Term to promote and exploit the Conference; and
 - 2.2.2 for a period of six months following the Conference in any report produced about the Conference and in any promotional materials for similar events.
- 2.3 In the event that you change the Sponsor/Exhibitor Marks at any time during the Term, you agree that we shall not be obliged to make any consequential changes to materials that include the Sponsor/Exhibitor Marks produced by us or on our behalf for or in connection with the Conference (including, but not limited to, reprinting promotional literature or publicity materials) unless you agree in writing in advance to meet the costs and expenses incurred by us arising from such change.

- 2.4 If for any reason, we are unable to deliver any of the Sponsorship/Exhibition Rights, we will inform you as soon as reasonably practicable. We may substitute alternative benefits in respect of the same Conference to an equivalent value of the relevant Sponsorship/Exhibition Rights without any liability to you.
- 2.5 You acknowledge and agree that you shall be solely responsible for all costs that you incur relating to your attendance at the Conference (including, without limitation, any travel costs, the costs of any temporary staff and any costs relating to the stand that you erect at the Conference).
- 2.6 You shall promptly comply with all reasonable instructions and directions issued by or on behalf of us in connection with the Conference and its promotion (including, without limitation, any instructions or directions given in relation to the use of the venue at which the Conference is being held). We shall not be responsible for any failure or delay in providing any of the Sponsorship/Exhibition Rights where such failure occurs directly or indirectly as a result of your failure or delay in complying with any of our reasonable instructions or directions

3. YOUR OBLIGATIONS

- 3.1 You undertake to support the Conference through appropriate marketing and promotional channels and to collaborate with us on any appropriate joint marketing or promotional projects relating to the Conference.
- 3.2 You undertake to exercise the Sponsorship Rights in accordance with the terms of this Agreement.
- 3.3 You shall, within seven days of signature of this Agreement by both parties, supply us with examples of the Sponsor/Exhibitor Marks in a suitable format.
- 3.4 You shall, prior to distributing any promotional materials referencing the Conference and/or using the Conference Marks (the "Sponsor/Exhibitor Materials") provide copies of the Sponsor/Exhibitor Materials to us for our approval (not to be unreasonably withheld). You undertake that you shall not distribute any Sponsor/Exhibitor Materials until you have received written confirmation from us that we approve the Sponsor/Exhibitor Materials. You are solely responsible for meeting all costs relating to the Sponsor/Exhibitor Materials, (including reprinting costs if our approval is not obtained prior to printing).
- 3.5 You undertake that any Sponsor/Exhibitor Materials will:
 - 3.5.1 Comply, without limitation, with all relevant laws and regulations in force that relate to the promotion of the Conference;
 - 3.5.2 Comply with any instructions or directions issued by or on behalf of us;

- 3.5.3 Not contravene any applicable law, infringe the rights of any third party or contain any inaccuracies of fact; and
- 3.5.4 Include any legal or good practice notices as required by us from time to time.

4. OUR OBLIGATIONS

- 4.1 In addition to the licence granted at clause 2.1, we shall provide the Sponsorship/Exhibition Rights and organise the Conference using reasonable skill and care and will consult with the Sponsor Representative (as set out on the Sponsorship and Exhibition Form) on aspects of the Conference where we deem it appropriate to do so.
- 4.2 The Sponsorship/Exhibition Rights are personal to you and we are not obliged to provide the Sponsorship/Exhibition Rights (or any part of them) to any other entity or person.

5. SPONSORSHIP FEE

- 5.1 In consideration of us providing the Sponsorship/Exhibition Rights, you shall pay to us the Sponsorship/Exhibition Fee (as set out on the Sponsorship/Exhibition Form) in accordance with the Payment Period (as set out on the Sponsorship/Exhibition Form).
- 5.2 If the Sponsorship/Exhibition Fee is not received by us when due, we reserve the right not to supply, or cease to supply, any or all of the Sponsorship/Exhibition Rights.

6. TERM AND TERMINATION

- 6.1 This Agreement shall take effect on the date that the last party signs the Sponsorship and Exhibition Form and shall continue until the completion of the Conference (the "Term"), unless terminated early in accordance with its terms.
- 6.2 Either party has the right at any time to terminate this Agreement immediately by giving written notice to the other in the event that the other:
 - 6.2.1 has committed a material breach of any of its obligations under this Agreement (including failure to pay any amounts due under this Agreement) and has not remedied any such breach (if capable of remedy) within fourteen (14) days of being required to do so by written notice.
- 6.3 Termination of this Agreement by either party for any reason shall be without prejudice to any rights or obligations that may have accrued as at the date of such termination.

- 6.4 Upon termination of this Agreement by us in accordance with this clause 6, all outstanding sums owing to us at the date of termination shall become due and payable without deduction or set-off. Where termination occurs before you have received all the Sponsorship/Exhibition Rights, we shall charge you such proportion of the Sponsorship/Exhibition Fee (calculated in good faith) as is reasonable to reflect the value of the Sponsorship/Exhibition Rights received by you prior to the date of termination.
- 6.5 Upon expiry or termination of this Agreement, the parties agree that:
- 6.5.1 Our obligations to provide any further Sponsorship/Exhibition Rights shall cease;
- 6.5.2 Any licences granted pursuant to this Agreement shall immediately cease.

7. CONFIDENTIALITY

- 7.1 Each party shall treat in confidence all information obtained from the other pursuant to this Agreement that is confidential in nature (which shall include details of the Sponsorship/Exhibition Fee) and shall use such confidential information solely for the purpose of exercising its rights or performing its obligations under this Agreement.
- 7.2 Each party shall only disclose such confidential information: (i) to those of its employees who may reasonably need to know the same to the extent required for the proper performance of this Agreement; and (ii) to the extent that such confidential information is required to be disclosed by law.

8. GENERAL

- 8.1 This Agreement contains the entire agreement and understanding between the parties and supersedes all prior agreements, understandings or arrangements (both oral and written) relating to the subject matter of this Agreement.
- 8.2 You acknowledge that you have not relied on, and shall have no remedy in respect of, any statement, representation, warranty, understanding, promise or assurance (whether negligently or innocently made) of any person other than as expressly set out in this Agreement.
- 8.3 This Agreement shall not create, nor shall it be construed as creating, any partnership or agency relationship between the parties.

[End of 17th AFC 2023 Sponsorship and Exhibition Prospectus]

