



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.

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 (Extra Exhibitor Pass is available at MYR100 per pass)	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:
 1. Lanyard and Conference Badges - RM3,000
 2. Conference Bags - RM30,000
 3. Programme Materials and Publications - RM50,000
 4. Bunting and posters - RM32,000
 5. Gifts for Speakers and Moderators - RM10,000
 6. Marketing Cost - RM30,000
 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

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

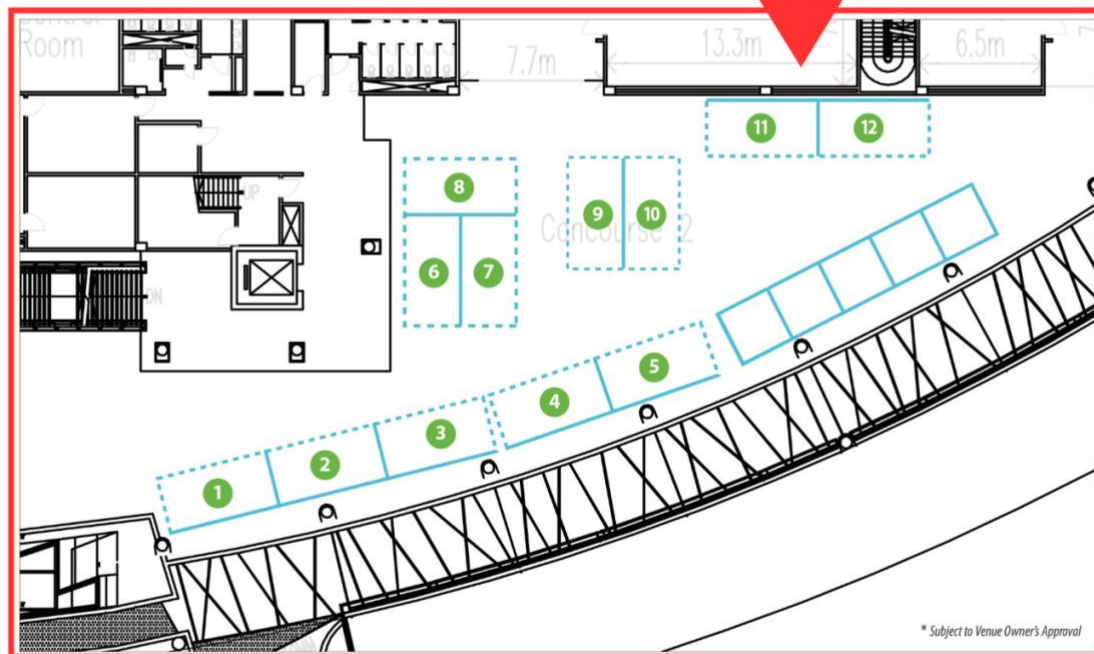
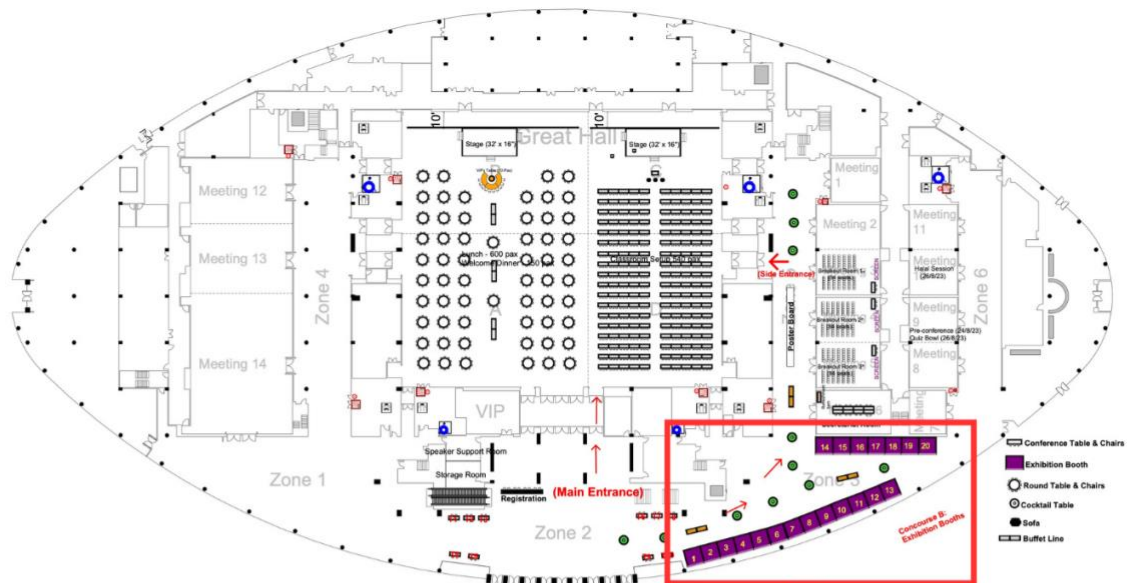
Preconference Workshop

- Subject to negotiation

Basic Table and Chairs – MYR1,500 for entire conference

- 1 Reception table and 2 folding chairs

EXHIBITION FLOOR PLAN



LEGEND:



6m x 3m shell scheme



3m x 3m shell scheme

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

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

ISLAND BOOTHS

At any side of the booth, it must be remain at least 40% leave open to avoid covering the sight of other exhibitor.

****Please email the booth designs to info@teem.com.my & kcbong@teem.com.my for approval.**

COVERED CEILING WITH BOOTH STRUCTURE

1. There should be no cover ceiling within the booth structure in compliance with fire safety regulations.
2. Should there be covered ceiling in any part of the booth structure, the Exhibitor/appointed Contractor is required to provide the fire retardant fabric sample and the certificate for approval.
3. Should the covered ceiling be carpentry work, the Exhibitor is required to install water sprinklers in their booth accordingly. Placing a fire extinguisher is also recommended.
4. Should any part of the design structure have the potential of initiating high density of heat produced in the exhibition ground and/or booth, the Exhibitor is required to install water sprinklers in their booth accordingly.

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	

Total sponsorship amount: _____

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:

Exhibitor Form 1

STANDARD SHELL SCHEME BOOTH

This form must be completed by Exhibitor with standard shell scheme booth.

Completed form and related payment shall be submitted before deadline.

DEADLINE:

Kindly complete & email this form to

Info@teem.com.my & kcbong@teem.com.my

before 1-Oct-2023

COMPANY NAME		BOOTH NO.	
ADDRESS		EMAIL	
		TEL	FAX
CONTACT PERSON		JOB TITLE	MOBILE
SIGNATURE	COMPANY STAMP		

PAYMENT DETAILS:

Banker: RHB Bank Berhad

Account Holder: T.E.E.M Event & Exhibition Management Sdn Bhd

Bank Swift Code: RHBBMYKL

Account Number: 2 – 11043 – 000754 - 75

NAME APPEARS ON FASCIA BOARD (MAX 30 CHARACTERS ONLY)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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NOTE: We will use the company's name submitted in your space application form if this form is not received by the stipulated deadline. Only one fascia name is allowed on each exhibiting stand unless approved by the Organiser. RM25.00 per letter will be charged for any additional or changing of name after the name has been put up.

Technical Specification



Full Size Booth (3m x 3m x 2.44) comes with:

- White Polyester Panels & Aluminum Epoxy Profile
- Fascia Name
- Carpet Within Booth Area (Where Applicable)
- Two Folding Chairs
- One Reception Table
- One Waste Basket
- One 13AMP/240V Socket Outlet

Technical Specification

Please contact our person in charge before deadline if there is any panel, fascia board you would like to be removed from your booth.

Exhibitor Form 2 ELECTRICAL & LIGHTING

Exhibitors with additional electrical & lighting order please complete this form & send to Official Service Contractor (OSC) before deadline.

DEADLINE:

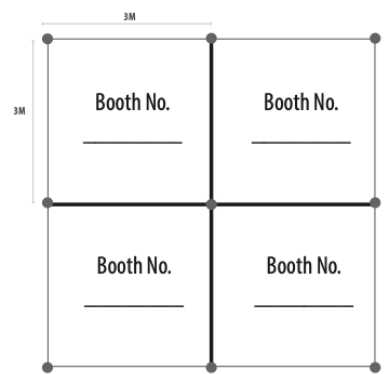
Kindly complete & email this form to
Info@teem.com.my & kcbong@teem.com.my
before 1-Oct-2023

COMPANY NAME		BOOTH NO.	
ADDRESS		EMAIL	
		TEL	FAX
CONTACT PERSON		JOB TITLE	MOBILE
SIGNATURE	COMPANY STAMP		

PAYMENT DETAILS:
Banker: RHB Bank Berhad
Account Holder: T.E.E.M Event & Exhibition Management Sdn Bhd
Bank Swift Code: RHBBMYKL
Account Number: 2 – 11043 – 000754 - 75

Item Description	Unit Cost		Qty Required	Total Cost (RM)
	Before 1-Oct-2023	1-Oct-2023 Onward		
40w Fluorescent Light	RM75.00	RM150.00		
10-12w Spotlight	RM100.00	RM200.00		
13 Amp/230v Power Point	RM80.00	RM160.00		
15 Amp/230v Power Point	RM120.00	RM240.00		
30 Amp/230v Power Point (Single Line)	RM1200.00	RM2400.00		
Single Line Connection (15Amp) c/w DB	RM950.00	RM1900.00		
Air Cooler	RM450.00	RM190.00		
Balloon Pump	RM95.00 (per day)	RM190.00		
12W LED Long Armed Spotlight	RM95.00	RM800.00		
400W Floodlight	RM400.00	RM1200.00		
LCD Projector (3000 Lumen)	RM600.00 (per day)	RM800.00		
40" LED TV c/w Stand	RM400.00 (per day)	RM1200.00		
59"/60" LED TV	RM600.00 (per day)	RM190.00		
15 Amp SPN Switch Socket Outlet	RM95.00	RM200.00		
Lighting Connection (Max 100w per fitting)	RM100.00			
Total (RM)				
30% Security Deposit of Total (Refundable)(RM)				
GRAND TOTAL (RM)				

Sketch your orders, such as power socket, spotlights and etc on the plan below

	SYMBOL — FLUORESCENT TUBE △ SPOTLIGHT/ FLOODLIGHT ⚡ ARMED SPOTLIGHT ⌚ POWER SOCKET ⊙ HALOGEN LIGHT ⊗ DOWNLIGHT ⊘ POWER POINT	REMARKS

- Note:
- All items ordered are on rental basis and Exhibitors will be held responsible for any loss or damage.
 - Orders will be fulfilled only when payment is made. First come first served basis as stock is limited.
 - 50% of your total amount will be charged if order is cancelled.

Electrical & Lighting Catalogue



40w Fluorescent Light



10-12w Spotlight



13 Amp/ 230v Powerpoint



Single Line Connection 13 Amp



15 Amp SPN Switch Socket Outlet



12W LED Long Arm Spotlight



Balloon Pump



400W Floodlight



LCD Projector (3000 Lumen)



40" LED TV c/w Stainless Steel Stand



Air Cooler

Exhibitor Form 3 ELECTRICAL & LIGHTING

Exhibitors with additional electrical & lighting order please complete this form & send to Official Service Contractor (OSC) before deadline.

DEADLINE:

Kindly complete & email this form to
Info@teem.com.my & kcbong@teem.com.my
before 1-Oct-2023

COMPANY NAME		BOOTH NO.	
ADDRESS		EMAIL	
		TEL	FAX
CONTACT PERSON		JOB TITLE	MOBILE
SIGNATURE	COMPANY STAMP		

PAYMENT DETAILS:
 Banker: RHB Bank Berhad
 Account Holder: T.E.E.M Event & Exhibition Management Sdn Bhd
 Bank Swift Code: RHBBMYKL
 Account Number: 2 – 11043 – 000754 - 75

Item Description	Unit Cost		Qty Required	Total Cost (RM)
	Before 1-Oct-2023	1-Oct-2023 Onward		
Folding Chair	RM20.00	RM40.00		
Chrome Chair	RM60.00	RM120.00		
Gilbert Chair	RM50.00	RM100.00		
Low Bar Stool	RM50.00	RM100.00		
Oscar Stool	RM50.00	RM100.00		
High Bar Stool	RM50.00	RM100.00		
High Bar Stool w Back Rest	RM65.00	RM130.00		
White High Bar Stool w Back Rest	RM65.00	RM130.00		
Stainless Steel Sofa	RM95.00	RM190.00		
Single-Seated Sofa	RM120.00	RM240.00		
Reception Table [1 1/2' x 3'] come w dark grey cloth skirting	RM60.00	RM120.00		
Reception Counter [1000mm(w)x1000mm(h)x500mm(d)]	RM150.00	RM300.00		
Showcase [1000mm(w)x900mm(h)x500mm(d)]	RM300.00	RM600.00		
Coffee Table	RM100.00	RM200.00		
Cocktail Table [] GLASS TOP [] ALUMINUM TOP	RM120.00	RM240.00		
Cocktail Table w Lycra Cover [] BLACK [] WHITE	RM150.00	RM300.00		
Glass Top Discussion Table	RM100.00	RM200.00		
Easel Stand (wood)	RM35.00	RM70.00		
Bunting Stand	RM35.00	RM70.00		
Zig Zag Brochure Stand	RM120.00	RM240.00		
Potted Plant (Max 3ft Height)	RM45.00	RM90.00		
Needle Punch Carpet c/w Underlay	RM60.00/ sq.m	RM120.00/ sq.m		
Total (RM)				
30% Security Deposit (Refundable)(RM)				
GRAND TOTAL (RM)				

Note:

- All items ordered are on rental basis and Exhibitors will be held responsible for any loss or damage.
- Orders will be fulfilled only when payment is made. First come first served basis as stock is limited.
- 50% of your total amount will be charged if order is cancelled.

Furniture Catalogue



Folding Chair



Chrome Chair



Gilbert Chair



Low Bar Stool



Oscar Stool



High Bar Stool



High Bar Stool w Back Rest



White High Bar Stool w Back Rest



Stainless Steel Sofa



Single-Seated Sofa



Reception Table (Come w Table Cloth)



Reception Counter



Showcase



Coffee Table



Cocktail Table
(Glass Top or Aluminum Top)



Cocktail Table
w Lycra Cover
(black or white)



Glass Top Discussion Table



Easel Stand



Bunting Stand



Zig Zag
Brochure Stand

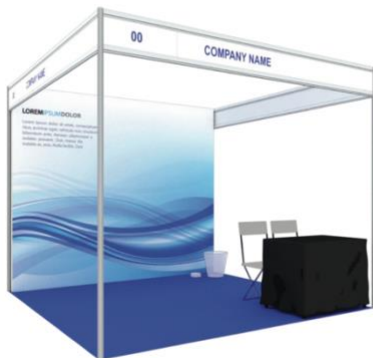
Booth Customisation Service



Extended Fascia Board



Full Colour Fascia Board



Booth Backdrop



Special Booth Design & Fabrication

For more details, please contact us.

Exhibition Rules & Regulations

NO SHOW

Any organization which, having signed a contract for exhibition space, fails to exhibit whether or not for any reason of the Exhibitor's own choosing and has not been released from the Contract by the Organiser shall be liable for the full amount payable as stated in the contract plus any additional costs incurred by the Organiser as a result of failure to exhibit. These terms cannot be varied under any circumstances.

TRANSFER

Exhibitors who have contracted for the participation of this event / exhibition are prohibited to sublet, transfer or substitute to any other parties where unauthorized to enter the exhibition ground.

LIMITATION OF LIABILITY

The Organiser, their volunteers or agents shall not be liable / responsible for:-

- (A) Safety of Exhibitors, staff, agents, Contractors or invitees during the exhibition.
- (B) Exhibits, articles or other property brought into the exhibition by Exhibitors, their staff, agents, Contractor, invitees or member of the public.
- (C) Any restriction or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, sighting of removal of exhibits, or for the failure of any services or amenities provided by the venue provider or other third parties.

EXHIBITOR'S INSURANCE

Exhibitors shall make sure that they are fully covered by insurance including, but not restricted to, all risks on their property, exhibits or articles of any kind, public liability and comprehensive protection against any loss or damage caused by any circumstances whatsoever whether by reason of fire, water, theft, accident or any other cause. The Exhibitor shall insure against, indemnify and hold the Organiser harmless in respect of all costs, claims, demands and expenses to which the Organiser may in any way be subject as a result of any loss or injury arising to any person (including members of the public or the Organiser's staff, agents or Contractors) or property howsoever caused as a result of any act or default of the Exhibitor, shall provide proof to the Organiser that the Exhibitor has adequate insurance coverage.

Exhibitors must ensure that their temporary staff and the staff, agents or Contractors are insured against claims for workman's compensation. The period for which such insurances shall be maintained shall run from the time the Exhibitor or any of his/her staff, agents or Contractors first enters the exhibition grounds, and to continue until he/ she has vacated from the exhibition grounds and all his/her exhibits and property have been removed.

FORCE MAJEURE

The Organiser shall not be liable to the Exhibitor by reason of any cancellation or part-time opening of the exhibition, either as a whole or in part, for any non-performance of their obligations under this contract or for any amendments or alterations to all or any of the Rules and Regulations of the Exhibition in each case to the extent that such concurrences is due to any circumstances not within their control.

ELECTRICAL INSTALLATION

All electrical wiring and installations are to be requested and carried out by the Official Service Contractor (OSC). No exception is permitted. The Organiser reserves the right

to disconnect any electrical connection that is dangerous and likely to be hazardous to visitors. Exhibitors requiring 24 hours electrical supply or suppliers must inform the Organiser within one (1) month prior to the exhibition.

DELIVERY OF EXHIBITS

The venue provider will only accept exhibits on behalf of Exhibitors who have made early arrangements by submitting the “Exhibits Transfer Acknowledgment” attached in this manual. Last minute arrangements will not be entertained.

FOOD AND BEVERAGE

No outside food is allowed to be brought into the Exhibition Ground at any time at all. The Organiser, together with venue provider will endeavour to set up sufficient restaurants, cafeteria and snack counters within the premise.

AUDIO VISUAL, DEMONSTRATION AND WORKING EXHIBITS

The Organiser reserves the rights to determine the acceptable sound level for working exhibits in the event of complaints by other Exhibitors. An Exhibitor intending to demonstrate equipment on his/her booth must:

- A) provide full details of any working machinery to the Organiser.
- B) secure and safeguard all operating machinery to avoid injury to visitors.
- C) make sure that no gas and arc welding are carried out in the exhibition ground. D) note that the use of naked flame is not permitted in the exhibition ground.

PROMOTION DURING THE EXHIBITION

Exhibitors are reminded not to place stickers, signs or posters anywhere in the exhibition ground other than within their own stand. Likewise, Exhibitor's representative(s) may not distribute brochures, invitations, etc. along the gangways, near the entrances or any other place other than within his own stand. This is unfair practice to other Exhibitors and an inconvenience to visitors. The organizer / event manager reserved the right to disqualify such Exhibitors from continuing participate and no refund shall be permitted.

SECURITY

Exhibitors and their staff will not be allowed in the exhibition ground after the show hours. If your displays are very valuable or sensitive and you wish to hire security personnel to attend to your stand exclusively during off show hours, please contact the Organiser for security services. Please note that you may not use personnel from any other security agency.

All personnel in the exhibition grounds must wear identification badges / pass at all times, Exhibitor Passes and Temporary Work Passes are available from Organiser's office at the venue of the exhibition.

For security and safety reasons, exhibit movement in or out of the exhibition ground during show hours is not permitted.

Security personnel will patrol the exhibition site in general, but their duties will not include specific attention to individual stands.

All precautions must be taken by the Exhibitor against fire and to protect the public. Exhibitors who because of nature of exhibits, require specific fire protection, must make arrangements at their own cost, for the provision of such equipment.

STAND BOUNDARIES AND DESIGN RESTRICTIONS

No Exhibitor may place any display material and exhibit or allow a dividing wall or any part of their stand design and fitting beyond their contracted boundary. Any design for a structure exceeding 2.5 metres in height must be submitted for approval in advance and will be considered on a case-to-case basis.

The maximum height allowed is 4 metres.

Open frontages: All stands, irrespective of height must have at least one-half of any frontages facing an aisle open.

The outer surface of booth construction must be surfaced and decorated if visible from the aisles.

All booth/ wall/structure must be able to stand without leaning or utilise other booth as “supporting” structure. Exhibitors are not allowed to utilise wall/ structure of neighbouring booth to display any item or collateral.

SOUND LEVEL

The Organiser reserves the right to determine the acceptable sound level of demonstrations for exhibits and/or audio-visual presentations in the event of justifiable complaints received from other Exhibitors.

STAND CLEANING

During the exhibition days, the Organiser will be responsible for the daily cleaning of gangways. The Exhibitor will be responsible for the general tidiness / cleanliness of own stand throughout the Exhibition. During the Build Up and Teardown periods, independent Contractors appointed by Exhibitors are responsible for their own stand building/ dismantling materials and rubbish. Debris must not be deposit into the venue’s garbage or disposal bins.

DAMAGE TO STAND STRUCTURES AND EXHIBITION PREMISES

No person under any circumstances shall cut into or through any floor covering, wall or any fittings in the Exhibition Ground nor alter any stand service structure unless authorized in writing by the Organiser. Any such damage to stand structure or exhibition premises will be charged to the Exhibitor. Failure to do so will result in penalty and the security bond will be forfeited plus all costs incur for clearing the debris arranged by the organizer / event manager.

OFFICIAL SERVICE CONTRACTORS/TECHNICAL SERVICES PROVIDER

The Organiser has appointed T.E.E.M. Event & Exhibition Management Sdn Bhd as the official Event Manager and Official Service Contractor (OSC)/Technical Services Provider for various services in order to ensure an efficient and regulated build-up and dismantling.

Unless otherwise stated;

A) Exhibitors may appoint their own stand building Contractors subject to approval from the Organiser and Official Service Contractor (OSC).

B) Exhibitors are responsible for making their own arrangements for services directly with the Organiser’s Contractors.

The services of Official Service Contractor (OSC) are for the convenience of Exhibitors, and the Organiser / Event Manager will accept no liability in respect of any contract entered into between Exhibitors and such Contractors for the negligence or default of any such persons, their staff and agents.

Where mechanical handling within the exhibition ground is required, only the Official Service Contractor (OSC) may be appointed by Exhibitors and the Organiser / Event Manager must be informed of the appointment accordingly.

STAND FITTING CONTRACTORS

Exhibitors may appoint their own Contractor for stand instruction, but not for electrical which must be carried out by the Organiser’s Official Service Contractor (OSC). Exhibitors are responsible and liable for their appointed Contractor’s observance of all Rules and Regulations, including the strict observance of the build-up and teardown schedule. The Organiser reserves the right to charge any such Exhibitor and/or Contractor who have violated any rule or regulation or delay in the

build-up or teardown, for additional works required as a result of the violation. All Non-Official Service Contractors must lodge a deposit of not less than RM100 per square metre with the Official Service Contractor (OSC) to serve as a performance bond as well as damage deposit. The deposit will be refunded after the deduction of services and damages. All Non-Official Service Contractors will need to pay RM45 per square metre (non-refundable) to the Official Service Contractor (OSC) for administration fees.

AUDIO VISUAL EQUIPMENT AND POTTED PLANTS

Exhibitors can rent audio visual equipment and potted plants from the Official Service Contractor (OSC).

CANCELLATION OF EXHIBITION SPACE

In the event of the Organiser / Event Manager agreeing to any request for release from the contract, the Exhibitor will be liable for all of the cost stated in the contract. These terms cannot be varied under any circumstances.

JURISDICTION

In the event of any occurrence not foreseen in these Rules and Regulations (inclusive of build-up and teardown hours), the decision of the Organiser / Event Manager shall be final.

STAND SHELL SCHEME BOOTH/ STAND

a. All items entitled in the shell scheme package are not interchangeable. No financial credit will be given by the Organiser for any of these entitlements not utilised. b. Changes to the standard shell stand structure requires approval of the Organiser. c. No Nailing/Pin, staple, hammering, glue & etc. on the white laminated panels, aluminium structures and any other rental item. Use Acrylic tape or binder clip ONLY identified by organizer. Acrylic tape can be purchased from organizer. Any damage to the above mentioned will be charged to the Exhibitors with penalty fee at our discretion.



PAYMENT

Payment schedule shall be in accordance with the specified conditions on the Exhibitor form. A refund deposit shall be paid to the Official Service Contractor (OSC) upon returning the Exhibitor form. In case of shortfall, Contractor will not carry out electrical works nor deliver the ordered item to the Exhibitor.

LATE/ ON-SITE ORDERS

a. On-site orders are based on first come first served basis and must accompany with CASH payment only. b. Late order shall be subjected to stock availability with immediate payment.

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]