



# THE 1<sup>ST</sup> PENANG MEDICAL EXPO & MALAYSIAN HEALTHCARE POLICY CONFERENCE (PMEX 2017)

10-12 NOVEMBER 2017, SETIA SPICE CONVENTION CENTRE, PENANG, MALAYSIA

## SPONSORSHIP & EXHIBITION PROSPECTUS

Organised by



In collaboration with



MMA Penang Branch



# MESSAGE FROM THE RIGHT HONOURABLE CHIEF MINISTER OF PENANG

Penang has not only been a state famous of its delicacies, but also for its efficient healthcare system. Holding our first Medical Expo at Setia SPICE is indeed appropriate for a state that attracted 60% of medical tourism revenue in Malaysia. I would like to welcome you to the 1st Penang Medical Expo & Malaysian Healthcare Policy Conference (PMEX 2017) organised by the State Government of Penang. This event will be held at Setia SPICE Convention Centre from 10th to 12th of November 2017.

This is the very first healthcare event in Penang which showcases the healthcare system in Penang. PMEX 2017 will help to establish Penang as one of the main players in reviewing and discussing healthcare policies with prominent medical professionals. Penang recorded a growth of 14.8% in medical tourists from 302,000 in 2015 to 347,000 in 2016, with revenue increasing by 17.3% from RM 390, 694, 625 in 2015 to RM 458, 262, 629 in 2016.

PMEX 2017 hopes to also provide a holistic approach towards healthcare and medical tourism to provide high quality medical treatment at affordable prices, ranging from diagnostic and testing to surgery, post-surgery and recuperative facilities. PMEX 2017 will also offer a range of services needed such as cosmetic surgery, hospices and welfare centers. Apart from stressing the need to expand doctors and nurses, highly qualified and expert health-care workers, capacity and capability building is important to ensure that the latest medical technology is available.

Penang's aspirations to be a medical city encompass the broad range of issues to be discussed. The building of more private hospitals as well as plans to build new ones is a vote of confidence to establish Penang as a medical city. The latest RM 2 billion investment by the Island Hospital group to build Malaysia's largest private hospital of 1,000 beds offers exciting prospects for the health care industry in Penang.

We hope this event would be fruitful to our participants and foster discussions that lead to a better reform of the healthcare system in Malaysia. We wish you a productive conference in our city of Penang and enjoy our state of Penang which is known for having the best food in the world, heritage and natural wonders.



## **LIM GUAN ENG**

Advisor, PMEX 2017

The Chief Minister of Penang

# INVITATIONAL ADDRESS

The 1st Penang Medical Expo & Malaysian Healthcare Policy Conference (PMEX 2017) organised by the State Government of Penang would like to invite you to our very first health event in Penang. The conference will be held from 10th to 12th November 2017 at the Setia SPICE Convention Centre.

One of the objectives of this event is to position Penang as the leading state for national health policy reviews and discussions, and as the Medical City of Malaysia. The event aims to put forth recommendations for necessary reform and review on the Malaysian healthcare system and to enhance the awareness of healthcare policies to the public. Through this event, we hope the public will be aware of the initiative of the government in developing good healthcare system and social welfare.

The theme of this inaugural event is “Healthcare in Malaysia: Time for Reform?” There are two major components in this event, namely the Penang Medical Expo and the Malaysian Healthcare Policy Conference.

The Penang Medical Expo serves as a platform for all interested parties from health-related sectors to communicate, exchange ideas, formulate solutions and create a healthcare network in Malaysia. As this is the first Penang Medical Expo, I would like to call upon generous sponsors to be part of this event. By participating as a sponsor or exhibitor, you will get the marketing platform to expand your business and create your brand awareness among the public. The Expo is targeting 100 organizations and is expected to attract thousands of visitors to join the Expo.

All public and private hospitals in or outside of Penang, medical educational and research institutions, medical devices companies, academics, federal and state agencies, health care/ wellness centres, non-governmental organisations, medical insurance firms or any other health-related organisations are cordially invited to join the forces. We would be honoured if health-related corporates are willing to be part of the main sponsors in ensuring this event to be a success.

A number of healthcare seminars will be addressed by futuristic and knowledgeable speakers to present their ideas on the medical and health industry which is essential as it would create the best platform for the public to engage in a discourse with prominent speakers.

The Malaysian Healthcare Policy Conference serves a major purpose on providing exposure to people on the importance of the local healthcare system. It is expected to gather at least 200 participants from Malaysia and around the region to review and to explore, thus to reform a better healthcare system for Malaysian.

It is also crucial for this event to get the response and buy-in from the public in order to integrate and promote more collaboration between health-related industries in Penang.

Once again, I would like to sincerely call upon and welcome all to join the 1st Penang Medical Expo & Malaysian Healthcare Policy Conference (PMEX 2017).

See you there!



## **DR. AFIF BAHARDIN**

Chairperson, PMEX 2017

Penang State Executive Councillor (For Health)

# WELCOME ADDRESS

The Penang Convention & Exhibition Bureau (PCEB), a Penang State Government bureau established to develop and strengthen the state's Business Events industry, is proud to be organising the 1st Penang Medical Expo & Malaysian Healthcare Policy Conference (PMEX 2017) in collaboration with the Penang Centre for Medical Tourism, Penang Institute, Invest Penang and Malaysia Medical Association Penang Branch.

Malaysia is among the top medical destinations in the world, winning the "Destination of the Year" for the third time in a row at the International Medical Travel Journal (IMTJ) Awards in 2017. Among other recognitions Malaysia has received is the top spot in the global ranking by InternationalLiving.com for best healthcare in the world.

We are indeed proud of the medical and healthcare industry of Penang as our state contributes 60% of the Malaysian medical tourism revenue. With Penang boasting numerous world-class medical facilities, PMEX 2017 will showcase the best of the state's healthcare offerings.

Furthermore, Penang's position as a leading second tier destination for Business Events makes the state attractive to medical conference, congress and exhibition owners. PMEX 2017 will have two major components – the Penang Medical Expo and the Malaysian Healthcare Policy Conference.

Over the years, Penang has played host to prominent medical Business Events, both national and international events. In 2016, the medical Business Events accounted for 10.6% of the national and international congresses in Penang with an estimated economic impact of RM 31 million, and 5.15% of the national and international corporate meetings with an estimated economic impact of RM 25 million.

PCEB is committed in branding and marketing Penang as a top destination for the convergence of thinkers, leaders, innovators and reformers of the medical and healthcare industry.

We look forward to collaborating with the national and global medical and healthcare community in creating internationally-recognised homegrown medical events and hosting international medical events here in Penang.

PCEB welcomes all our Team Penang partners to join the first ever PMEX, and together we shall towards realising Penang's aspiration of becoming a leading Global Medical City.

See you at PMEX!



## **ASHWIN GUNASEKERAN**

Vice Chairperson, PMEX 2017

CEO, Penang Convention & Exhibition Bureau

# PART I : ABOUT THE CONFERENCE

**Conference Date** : 10 – 11 Nov 2017 (Friday – Saturday)

**Conference Venue** : Ballroom 1, Setia SPICE Convention Centre

**Expected** : 200- 300 registered delegates.

## Conference Theme : **Healthcare in Malaysia: Time for Reform?**

### Major subjects to be discussed during the Conference:

- Healthcare Systems and the Government's Role
- Healthcare Development and Social Welfare
- Developing a Medical City
- Industry Talk- Health Technology and Services
- Health Financing
- Scientific Development of Healthcare in Malaysia

Join the Opening Speech on "Healthcare in Malaysia: Time to Reform?" by YBhg. Dato' Lee Kah Choon, Executive Director of Invest Penang and YAB. Mr. Lim Guan Eng, the Penang Chief Minister.

Keynote Address "A Sustainable Development Roadmap to Future Healthcare in Malaysia" by YBhg. Datuk Dr. Shahnaz Bt. Murad, Deputy Director General of Health Department.

More speakers' information will be announced soon. Please stay tuned... [www.penangmedicalexpo.org](http://www.penangmedicalexpo.org)

## Conference Registration Fee:

The below prices are in Malaysian Ringgit (MYR) and inclusive of GST

Registration Category	Early Bird Registration by 30 Sept 2017	Regular Registration by 11 Nov 2017
Full Registration	MYR 850	MYR 1,000
Day Registration	MYR 450	MYR 550
Student Registration	MYR 300	MYR 300

For detailed conference programme and registration, please visit PMEX 2017 website: [www.penangmedicalexpo.org](http://www.penangmedicalexpo.org).

## Who Should Attend The Conference?

- ✓ Healthcare professionals in private and public hospitals
- ✓ Policy makers and educational planners
- ✓ Faculty undergraduate and post graduate students
- ✓ CEOs of hospitals and administrators

# CONFERENCE SPONSORSHIP PACKAGES

The below sponsorship packages act as a guidelines and all packages are flexible. The Conference Secretariat would welcome and appreciate the opportunity to discuss this in detail with you.

All prices are shown in Malaysian Ringgit (MYR) and are nett.

SPONSORSHIP BENEFITS	PLATINUM MYR 30,000	GOLD MYR 25,000	SILVER MYR 15,000	BRONZE MYR 10,000
Logo publishes on Conference website	With hyper-link	With hyper-link	With hyper-link	With hyper-link
Logo publishes in Conference e-newsletters	✓	✓	✓	✓
Logo publishes on Conference e-backdrops	✓	✓	✓	✓
Logo included in post-Conference thank you email to all speakers & participants.	✓	✓	✓	✓
Acknowledgement as the premier sponsor in Conference handbook	✓	✓	✓	✓
Company write-ups publish on Conference website	300 words	200 words	100 words	–
Full Colour Advertisement in Conference handbook	2 pages	1 page	1 page	–
Exhibition Booth - With 2 complimentary exhibitor passes per 9sqm	18sqm Red Zone (4 passes)	18sqm Red Zone (4 passes)	9sqm Green Zone (2 passes)	9sqm White Zone (2 passes)
Complimentary Conference registration passes	3	2	1	–
Opportunity to conduct a Session at the Medical Expo	2 Sessions	1 Session		
Signage to be displayed during Conference lunch breaks (Sponsor may bring own company bunting to display at lunch area)	✓			



# MORE CONFERENCE SPONSORSHIP OPPORTUNITIES

DESCRIPTION	AMOUNT
<b>CONDUCT SEMINAR AT MEDICAL EXPO</b> - Opportunity to conduct a healthcare seminar during the medical expo	MYR 3,000
<b>DOCUMENT SPONSOR</b> - Delegate pack inserts (A4 size) 1-2 pages provided by sponsor*	MYR 2,000
<b>CONFERENCE DELEGATE BAG SPONSOR</b> - Logo will be printed on bags alongside with conference logo*	MYR 5,000
<b>CONFERENCE LANYARD SPONSOR</b> - Logo will be printed on lanyards alongside with conference logo*	MYR 5,000
<b>CONFERENCE NAME BADGE SPONSOR</b> - Logo will be printed on name badges alongside with conference logo*	MYR 4,000
<b>CONFERENCE NOTEPAD</b> - Logo will be printed on the cover of the notepads alongside with conference logo*	MYR 4,000
<b>CONFERENCE DELEGATE PENS</b> - Logo will be printed on pens alongside with symposium logo*	MYR 4,000
<b>ADVERTISEMENT IN CONFERENCE PROGRAMME BOOK</b> - Full colour A5 size advertisement. Artwork to be provided by sponsor.*	MYR 2,500

\* Subject to on time submission.

All prices are shown in Malaysian Ringgit (MYR) and are nett.

## PART 2 : ABOUT PMEX 2017

### **Expo Theme : Healthcare in Malaysia: Promoting Good Health**

#### **The Exhibition schedule:**

10 November 2017, Friday **10:00 – 20:00 hours**

11 November 2017, Saturday **10:00 – 20:00 hours**

12 November 2017, Sunday **10:00 – 17:00 hours**

**Venue** : Ballroom 3 & 4, Setia SPICE Convention Centre, Penang.

**Expected visitors** : 10,000

**Expo registration fee** : Free admission

#### **WHY EXHIBIT?**

- ❖ To make new contacts, generate new business and increase market share.
- ❖ To launch your latest products.
- ❖ Demonstrate products and services in a live environment.
- ❖ To raise market awareness of your company services and capabilities.
- ❖ Meet with existing customers and increase customer retention

#### **EXHIBITORS' PROFILES**

- ❖ Medical devices
- ❖ Hospital equipment & supplies
- ❖ Rehab equipment & supplies
- ❖ Laboratory, diagnostic equipment & supplies
- ❖ OTC products & supplies
- ❖ Health supplements
- ❖ Healthcare devices
- ❖ Fitness and wellness equipment & supplies
- ❖ Diagnostic products
- ❖ Hospital IT systems
- ❖ Medical education institutions



## PART 2 : ABOUT PMEX 2017

A series of healthcare seminars will be conducted for public during the 1st Penang Medical Expo. Topics are included but not limited to the following:

- ✓ Minimally Invasive Surgery in the 21st Century
- ✓ Common Mental Health Problems in Children & Adolescent in Penang
- ✓ Obesity and Preventative Health Strategies
- ✓ Cancer Prevention, Control and Awareness
- ✓ Breast Health & Beating breast cancer
- ✓ Heart Disease: Control and Awareness

**Interested companies are welcome to conduct healthcare seminars and to promote their brands at MYR 3,000 per seminar (45mins per slot).**

For more information about healthcare seminars, please refer to PMEX 2017 website at [www.penangmedicalexp.org](http://www.penangmedicalexp.org) or contact PMEX 2017 secretariat via email at [secretariat@penangmedicalexp.org](mailto:secretariat@penangmedicalexp.org) or through phone at +603 – 4252 9100.

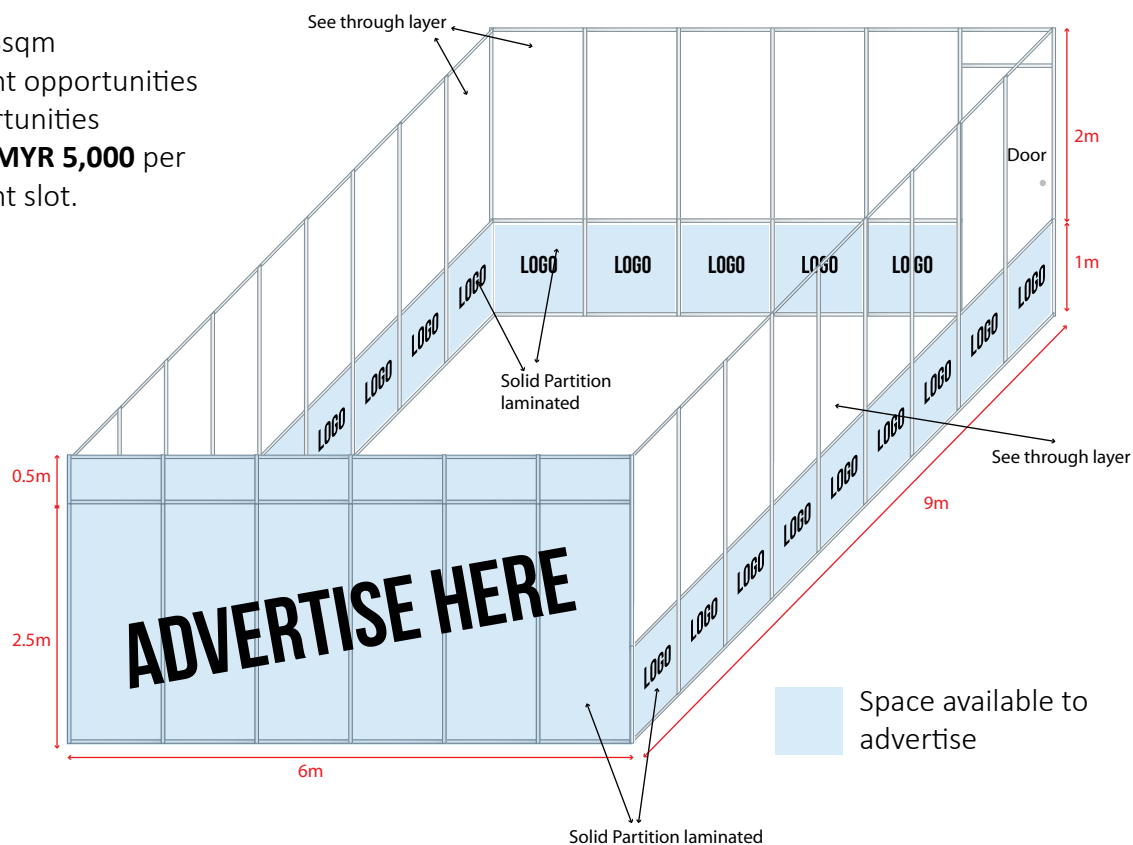
### The 1st Penang Medical Expo Healthcare Seminar Schedule:

Date : 10 Nov 2017 – 12 Nov 2017 (Friday – Sunday)

Time slots available : 1100 – 1145 hours, 1300 – 1345 hours, 1400 – 1445 hours, 1500 – 1545 hours

### Support healthcare seminar by decorating the seminar rooms with your brands:

- Advertise your brand at as low as **MYR 380** per logo on 1sqm inside/ outside wall of the seminar room.
- Taking the 18sqm advertisement opportunities (only 2 opportunities available) at **MYR 5,000** per advertisement slot.



## PART 2 : ABOUT PMEX 2017

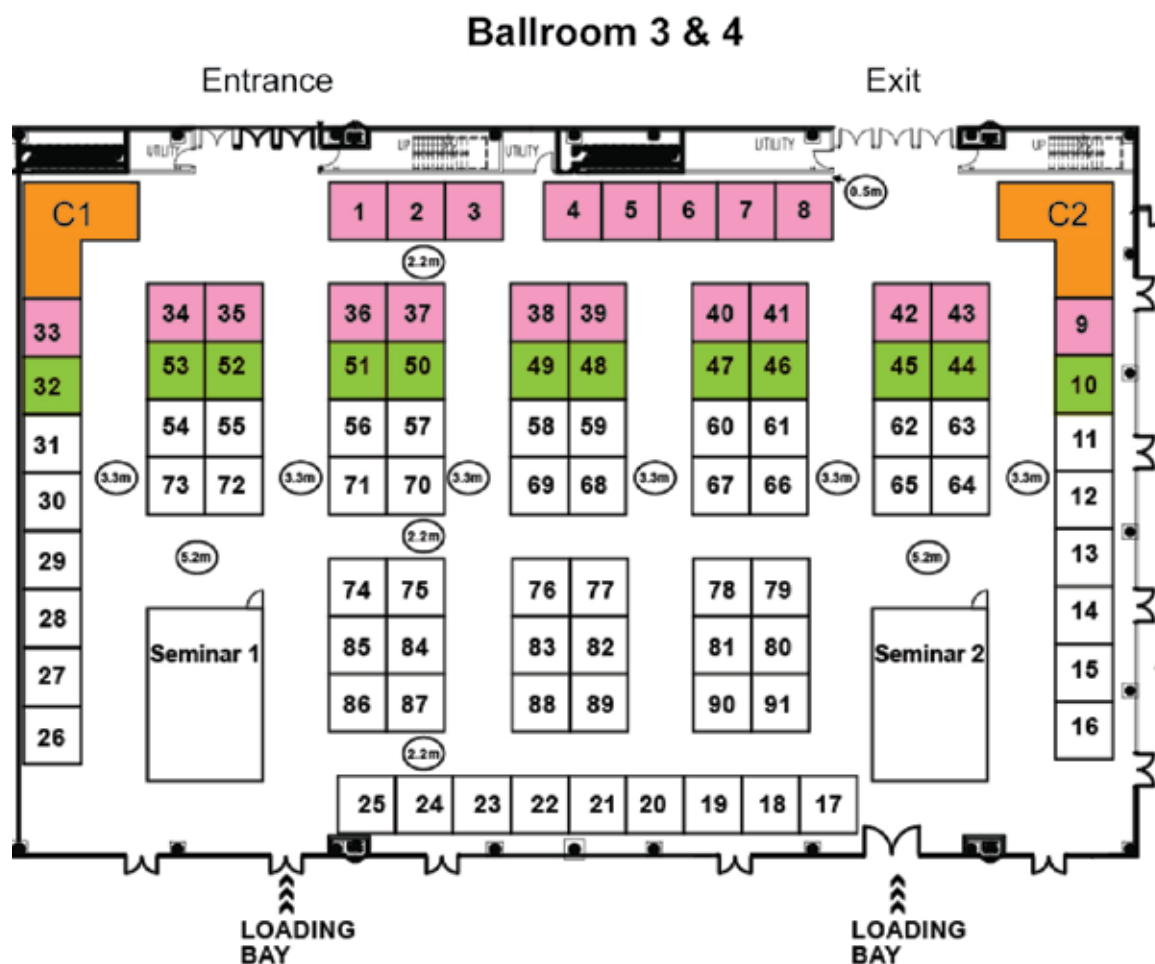
### 3M X 3M STANDARD SHELL SCHEME STAND

Rental Rates:

Regular locations (White)	<b>MYR 4,000</b> per booth
Semi-Premium locations (Green)	<b>MYR 4,800</b> per booth
Premium locations (Pink)	<b>MYR 5,500</b> per booth
Special Corner (Orange)	<b>MYR 12,500</b> per corner

\* All prices are shown in Malaysian Ringgit (MYR) and are nett.

### TENTATIVE FLOOR PLAN:



## PART 2 : ABOUT PMEX 2017

Each 3m x 3m Standard Shell Scheme Stand includes partitions, carpeted floor, one information counter, one waste basket, two folding chairs, fascia board with company's name in English, two 36W fluorescent tubes and one single phase 13amp power point.

The package also includes the following:

- ✓ Exhibitor's write up (100 words) to be published on event website
- ✓ Exhibitor Service Manual
- ✓ Company logo to appear as exhibitor within the exhibition section on PMEX 2017 website.
- ✓ Two Exhibitor passes per 9sqm stand space will be provided on complimentary. Additional pass will be charged accordingly at MYR 500 per pass.
- ✓ Cleaning of public areas and gangways

### RENTING RAW EXHIBITION SPACE

Exhibitors renting raw exhibition space will be entitled to the same benefits as those renting the Standard Shell Scheme Stand except for the partitions, carpeted floor, one information counter, one waste basket, two folding chairs and fascia board with company's name in English, two 36W fluorescent tubes and one single phase 13amp socket.

#### Charges on Raw Space

**MYR 2,000 per 9sqm**

NOTE: A minimum of 18sqm must be purchased when renting raw exhibition space at the Penang Medical Expo & Healthcare Policies Conference 2017. Height restrictions for custom design stands will apply. Custom design is subject to approval by the Organisers and Venue owner.

### SPACE ALLOCATION

Early booking is recommended to avoid disappointment. All exhibition allocation is based on first come first served basis with full payment received. For exhibition enquiries, please contact Ms. Victoria Foo (email address: [sponsorship@penangmedicalexp.org](mailto:sponsorship@penangmedicalexp.org) | Telephone: +603-4252 9100)

### TERMS & CONDITIONS

The Terms & Conditions are subject to change without prior notice. The following Terms and Conditions apply to ALL Sponsorship and Exhibition Packages:

#### A. Booking Confirmation & Delivery of Benefits

- All prices listed in this document are in Malaysian Ringgit (MYR) and are net.
- Applications are not considered until receipt of Sponsorship Booking Form by the PMEX 2017 Secretariat.
- Acceptance of Sponsorship Booking Form will be subject to Organising Committee final approval. Please note that the Organising Committee reserves the right to decline any application.

## PART 2 : ABOUT PMEX 2017

- A minimum of 50% non-refundable deposit must be forwarded with Booking Form and the final balance to be paid no later than 10 August 2017.
- Sponsorship Booking Forms received after 10 August 2017 must be accompanied with full payment.
- The Organising Committee and the Secretariat will take the upmost care to fulfil all listed benefits.
- The sponsor is responsible for any displays and banners supplied and erected at the exhibition/ conference and must coordinate with the secretariat prior to the event.
- Inclusion in the Conference printing material may be forfeited if sponsorship is not paid and has not been received prior to printing deadlines.
- Sponsors are responsible for the security of their own equipment and materials whilst at the Conference.
- Exhibition booths will be allocated based on first come first served with full payment received.
- Organiser reserves the rights to reallocate booths according without prior notice.

### B. Cancellation Policy

- Cancellation is subject to the request being received in writing and sent via email to [sponsorship@penangmedicalexpo.org](mailto:sponsorship@penangmedicalexpo.org) before 1st August 2017. 50% refund will be performed within 3 months after the event.
- Refund will not be entertained for cancellations received after 1st August 2017.





# THE 1<sup>ST</sup> PENANG MEDICAL EXPO & MALAYSIAN HEALTHCARE POLICY CONFERENCE (PMEX 2017)

## **PMEX 2017 SPONSORSHIP & EXHIBITION BOOKING FORM**

We would like to thank you for your contribution.

Please submit the booking form to:

**PMEX 2017 Secretariat:**

C/o: AOS Conventions & Events Sdn. Bhd. (Member of AOS Tourism & Hospitality Group)

Address : 39 & 40 Jalan Mamanda 9, Ampang Point, 68000 Selangor, Malaysia.

Office Number : +6(0)3- 4252 9100 | Fax Number : +6(0)3- 4257 1133

Email : [sponsorship@penangmedicalexpo.org](mailto:sponsorship@penangmedicalexpo.org)

**Contact Details:** (Please print clearly in block capitals)

Contact Name: Title: ( )		
Company Name:		
Designation:		
Billing Address:		Suburb:
State:	Postcode:	Country:
Telephone: +( )		Fax: +( )
Mobile: +( )		Website:
Email:		

**Please confirm our Sponsorship Package as follows:**

*All prices are shown in Malaysian Ringgit (MYR) and are nett*

DESCRIPTION	PRICE PER SLOT	QUANTITY	AMOUNT
Platinum Sponsor	MYR 30,000		
Gold Sponsor	MYR 25,000		
Silver Sponsor	MYR 15,000		
Bronze Sponsor	MYR 10,000		
Conduct Seminar at Penang Medical Expo	MYR 3,000		
Conference Document Sponsor	MYR 2,000		
Conference Delegate Bag Sponsor	MYR 5,000		
Conference Lanyard Sponsor	MYR 5,000		
Conference Name Badge Sponsor	MYR 4,000		
Conference Notepad	MYR 4,000		
Conference Delegate Pens	MYR 4,000		
Advertise in Conference Programme Book	MYR 2,500		
Advertise logo by seminar room (1sqm)	MYR 380		
Advertise by seminar room (18sqm wall)	MYR 5,000		
Exhibition Booth – Regular Locations (White Zone)	MYR 4,000		
Exhibition Booth – Semi-Premium Locations (Green Zone)	MYR 4,800		
Exhibition Booth – Premium Locations (Pink Zone)	MYR 5,500		
Exhibition Booth – Special Corner (Orange Zone)	MYR 12,500		
Exhibition Booth – Additional Pass	MYR 500		
Exhibition Raw Space: minimum MYR4,000/18sqm	MYR 4,000		
<b>Total</b>			



# THE 1<sup>ST</sup> PENANG MEDICAL EXPO & MALAYSIAN HEALTHCARE POLICY CONFERENCE (PMEX 2017)

## Payment Method

Please note that payment of sponsorship total is required with the sponsorship Booking Form.

Payment Method	Please Tick (✓)
1. Please send me <b>TAX INVOICE</b> to make payment. Swift bank transfer must be made without charges to beneficiary and payable to: Account name: <b>AOSCE-PMEX 2017</b> Name of Bank: Standard Chartered Bank Malaysia Berhad Back Address: KL Main Branch, Ground Floor, No. 36 Jalan Sultan Ismail, 50250 Kuala Lumpur Account number: <b>312193969732</b> Swift code: SCBLM-YK-XXXX	
2. I enclose a <b>CHEQUE</b> (Malaysian local cheque) for the amount of MYR _____ <i>Cheque made payable to AOSCE-PMEX 2017</i> (Account no. <b>312193969732</b> , Standard Chartered Bank Malaysia Berhad)	
3. Please charge to my <b>CREDIT CARD</b> for MYR _____  Name on card: _____  Card Number: _____ - _____ - _____ - _____  Card Type: VISA ( ) MasterCard ( ) Expiry Date: ____/____ CVC: _____  Signature: _____	

I have read the Terms and Conditions in this brochure and accept all of its conditions.	
Name (print):	Designation:
Signature:	Date:

For more information please contact the PMEX 2017 Secretariat:

### PMEX 2017 Secretariat:

C/o: AOS Conventions & Events Sdn. Bhd. (Member of AOS Tourism & Hospitality Group)

Address : 39 & 40 Jalan Mamanda 9, Ampang Point 68000, Selangor, Malaysia.

Office Number : +6(0)3- 4252 9100

Fax Number : +6(0)3- 4257 1133

Email : [sponsorship@penangmedicalexp.org](mailto:sponsorship@penangmedicalexp.org)



## NOTES

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[www.penangmedicalexpo.org](http://www.penangmedicalexpo.org)