Malaysia-International Dental Exhibition & Conference (MIDEC) 2017
28th–30th July 2017
Kuala Lumpur Convention Centre

DENTAL TRADE EXHIBITION & SPONSORSHIP PROPOSAL

Submission Deadline for Dental Trade Exhibition & Sponsor is 10th June 2017
Official Website www.mda.org.my
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The proposal contains twenty-sevent (27) pages, including the cover. Please contact us at the below telephone number & email address if you require further information/assistance.

MALAYSIAN DENTAL ASSOCIATION
Tel: 60 3 7887 6760
Email: mdaassoca@mda.org.my
Malaysia-International Dental Exhibition and Conference (MIDEC) 2017
28th–30th July 2017
Kuala Lumpur Convention Centre

ABOUT THE CONVENTION

Date : 28th July to 30th July 2017
Venue : Kuala Lumpur Convention Centre (KLCC)
Address : Kuala Lumpur City Centre
50088 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur, Malaysia

Expected Registration : 1,200–1500 local and international delegates
Expected Visitors to trade booth : 1,500–1800 dentists
No of booths available : 120 units of 9 square meter standard shell scheme booths

CONFERENCE PROGRAMME

1. Workshop/Masterclass Programme : 27th July 2017
2. Scientific Sessions : 28th to 30th July 2017
3. Trade Exhibition : 28th to 30th July 2017
4. Oral and Poster Presentation : 28th July 2017
5. Opening Ceremony : 29th July 2017

EXHIBITION INFORMATION

| Exhibition Build-Up | 27 July 2017, Thursday | 0800hrs – 1800hrs |
| Exhibitor Move-in | 27 July 2017, Thursday | 1400hrs – 1800hrs |
| Exhibition Operating Hours | 28 July 2017, Friday | 0800hrs – 1800hrs |
| | 29 July 2017, Saturday | 0800hrs – 1800hrs |
| | 30 July 2017, Sunday | 0800hrs – 1800hrs |
| Exhibition Tear Down | 30 July 2017, Sunday | 1800hrs – 0000hrs |

IMPORTANT AGENDA

Opening Ceremony
Date : 29th July 2017 (Saturday) at 11:30am
Venue : Plenary Theater Hall, Kuala Lumpur Convention Centre
Guest of Honour : Minister of Health Malaysia

Gala Dinner
Date : 29th July 2017 (Saturday) at 7:30pm
Venue : Impiana Hotel Kuala Lumpur
Guest of Honour : Minister of Health Malaysia

*The above schedule may subject to change.
SPONSORSHIP

The MIDEC 2017 sponsorship package has been designed to cater to the individual sponsor’s need and be able to maximize their exposure during this annual convention. There are 4 premier sponsor categories designed for the convention. Each category provides a specific level of exposure and benefit. Besides, the premier sponsor, there are others sponsorship package available to maximize company’s exposure.

Types of Sponsorship

<table>
<thead>
<tr>
<th>PREMIER SPONSORSHIP CATEGORIES</th>
<th>RM</th>
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<tbody>
<tr>
<td>1 Main Sponsor</td>
<td>120,000</td>
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<tr>
<td>2 Gold Sponsor</td>
<td>60,000</td>
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<tr>
<td>3 Silver Sponsor</td>
<td>30,000</td>
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<thead>
<tr>
<th>OTHER SPONSORSHIP AND ADVERTISEMENT PACKAGE</th>
<th>RM</th>
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</thead>
<tbody>
<tr>
<td>1 Speaker Sponsor</td>
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<tr>
<td>2 a Convention Keynote Speaker</td>
<td>18,000</td>
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<tr>
<td>2 b Convention Workshop Speaker</td>
<td>15,000</td>
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<tr>
<td>3 Company Logo Sponsor for Delegate Bag</td>
<td>5,000</td>
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<tr>
<td>4 Souvenir Programme Advertisement</td>
<td></td>
</tr>
<tr>
<td>5 a Back Cover</td>
<td>5,000</td>
</tr>
<tr>
<td>5 b Front/Back Inside Cover</td>
<td>3,000</td>
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<tr>
<td>5 c Full Page (A4) Colour</td>
<td>1,500</td>
</tr>
<tr>
<td>6 Advertisement in MDA Convention Apps</td>
<td>200</td>
</tr>
<tr>
<td>7 Delegate Bag Insert</td>
<td>500</td>
</tr>
<tr>
<td>8 Door Gifts &amp; Lucky Draw Prizes</td>
<td></td>
</tr>
<tr>
<td>9 Hanging Banner</td>
<td></td>
</tr>
<tr>
<td>9 a 4m X 2m (Horizontal Banner - double sided) X 1 unit</td>
<td>2,700</td>
</tr>
<tr>
<td>9 b 3.5m X 1.5m (Vertical Banner - double sided) X 2 units</td>
<td>3,500</td>
</tr>
</tbody>
</table>

TRADE EXHIBITION

<table>
<thead>
<tr>
<th>TRADE EXHIBITION</th>
<th>RM</th>
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<tbody>
<tr>
<td>9 Exhibition Booth Packages</td>
<td></td>
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<tr>
<td>a Corner Booth</td>
<td>6,500</td>
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<tr>
<td>3m X 3m Standard Shell Scheme Booth</td>
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<td>b One Side Open Booth</td>
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<td>3m X 3m Standard Shell Scheme Booth</td>
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<td>C Corner Booth</td>
<td>4,500</td>
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<td>2m X 3m Standard Shell Scheme Booth</td>
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<td>d One Side Open Booth</td>
<td>4,000</td>
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<tr>
<td>2m X 3m Standard Shell Scheme Booth</td>
<td></td>
</tr>
<tr>
<td>Table Top</td>
<td>RM 5,000</td>
</tr>
</tbody>
</table>

*The above sponsor packages are subject to 6% GST implemented by The Malaysia Government effective 1 April 2015*
MALAYSIA-INTERNATIONAL DENTAL EXHIBITION AND CONFERENCE (MIDEC) 2017
28th-30th July 2017
Kuala Lumpur Convention Centre

MAIN SPONSOR RM 120,000
The Main Sponsor is recognized as the lead sponsor of MIDEC 2017. This package ensures our most valuable contributors receive the highest exposure and visibility in the convention. In return, your organization will be given a unique opportunity to align with MIDEC 2017 which also allows your team to be invited in all activities providing maximum opportunity for networking and building rapport. As part of this package, the Main sponsor will enjoy the following benefits:

Trade Exhibition
1. Priority choice of 90 square meters (10 Booths) at prominent exhibition area. Additional booths at special package rate of RM 6000 per booth.

Scientific Program
1. Opportunity for 2 speakers to deliver presentation in the scientific session for 2 hours with self selected scientific topics. Topic subject to approval by local organizing Committee.
2. Priority to select the scientific program slot.
Remarks: Airfares, honorarium and accommodation of speakers will be borne by your company.

Social Events
1. 4 invitations to the Opening Ceremony.
2. 1 seat at the VIP table during Convention Gala Dinner

Publicity & Acknowledgement
1. 2 full color pages advertisement on the front page and back page cover of the Souvenir Programme.
2. Exhibition panel advertisement in the convention centre
3. 8 – 10 Bunting advertisement in the convention centre. Subject to space availability
4. Delegate bag promotion material insert. Subject to local organizing Committee’s approval.
5. Logo appearance on the exhibition floor plan panel.
6. Acknowledgement as Main Sponsor in all electronic and printed material related MIDEC 2017
7. Acknowledgement as Main Sponsor on MIDEC 2017 official website.
8. Online Social Media Exposure to thousands of potential clients. Using Facebook, Twitter, Linked in, Flicker and YouTube.
GOLD SPONSOR  RM 60,000
Recognition as a Gold Sponsor for MIDEC 2017. As a Gold sponsor, you have the opportunity to receive maximum exposure to delegates at an affordable rate. This is our most popular package. As part of this package, Gold Sponsor will receive the following benefits:

Trade Exhibition
1. 36 square meters (4 Booths) of exhibition area located at prominent area.

Social Events
1. 2 invitations to the Opening Ceremony.

Publicity & Acknowledgement
1. 1 full color page advertisement in the Souvenir Programme.
2. 4 - 6 Bunting advertisement in the convention centre. Subject to space availability
3. Delegate bag promotion material insert. Subject to local organizing Committee’s approval
4. Logo appearance on the exhibition floor plan panel.
5. Acknowledgement as Gold Sponsor in all electronic and printed material related MIDEC 2017.
7. Online Social Media Exposure to thousands of potential clients. Using Facebook, Twitter, Linked in, Flicker and YouTube.

SILVER SPONSOR  RM 30,000
Recognition as a Silver Sponsor for the MIDEC 2017. As a silver sponsor you have the opportunity to receive maximum exposure to delegates at an affordable rate. This is our most popular package. As part of this package, Silver Sponsor will receive the following benefits:

Trade Exhibition
1. 18 square meters (2 Booths) of exhibition area located at prominent area.

Social Events
1. 2 invitations to the Opening Ceremony.

Advertisement
1. 1 full color page advertisement in the Souvenir Programme.
2. 2 -4 Bunting advertisement at the convention centre. Subject to space availability
3. Delegate bag, promotion material insert. Subject to local organizing Committee’s approval
4. Logo appearance on the exhibition floor plan panel.
5. Acknowledgement as Silver Sponsor in all electronic and printed material related MIDEC 2017.
6. Acknowledgement as Silver Sponsor on MIDEC 2017 website.
7. Online Social Media Exposure to thousands of potential clients. Using Facebook, Twitter, Linked in, Flicker and YouTube.
SPEAKER SPONSOR
Provide a strong visibility to MIDEC 2017 delegates on the speaker sessions. The available speaker sponsor package as below:

a. Convention Keynote Speaker - RM 18,000
Sponsorship in supporting speaker invited by the organizing committee.

Benefits
- Recognition as a Speaker Sponsor for MIDEC 2017
- 1 page full colour advertisement in souvenir program
- Acknowledgement as Speaker Sponsor in all electronic and printed material related to MIDEC 2017
- Bunting advertisement in the plenary lecture halls. Subject to availability.
- 1 unit of Trade Exhibition Booth size 3’ X 3’
- Priority for booth selection after major sponsors

b. Convention Workshop Speaker - RM15,000
Sponsors can suggest names of speakers subject to organizing committee’s approval. Airfares, honorarium, accommodation and other expense of speakers will be borne by your company.

Benefits
- 1 hour of scientific session slot at the main conference
- To conduct a Workshop Session and limited attendance lecture. All the participant registration fee will be paid to the local organizing committee. The LOC will arrange & cover the cost of the venue.
- 1 page full colour advertisement in souvenir program
- Acknowledgement in all electronic and printed material related to MIDEC 2017
- Bunting advertisement in the plenary lecture halls. Subject to availability.
- Priority for booth selection after Keynote sponsor

MIDEC 2017 STRATEGIC PARTNER RM 20,000
Provide a strong marketing strategy to MIDEC 2017 delegates on your company’s visibility. Limit to only 5 partners for MIDEC 2017. The available strategic partner package as below:
- 2 complimentary one side open booths worth RM 12,720.00
- 3 dedicated email blast on MIDEC 201 company promotion worth RM 4,500 (Apr, May and Jun 2017)
- Company logo on back drop & souvenir programme as strategic partner.
- 3 lucky draw prizes from company for purchases above RM 500
- iPad mini from organizer as lucky draw grand prize choosing from 20 top purchasers from the company with receipt present to organizer worth RM 2,000
- 1 complementary Advertisement at souvenir programme worth RM 1,500
- Lucky draw promotion will be highlighted to members to promote the company
MIDEC 2017 delegates will receive a delegate bag upon their registration on the convention day. An estimation of 1,500 delegate bags to be distributed during the convention. 6 company Logos column of size 4cmX4cm are available for placing. The cost of each column is RM5,000.

As part of this package you will receive the following benefits:
- 1 insert in delegate bag indicating you are the sponsor of the delegate bag
- 1 page full colour advertisement in souvenir programme

**SOUVENIR PROGRAM ADVERTISEMENT**

MIDEC 2017 delegates will receive a copy of the Souvenir Program containing information about the convention. An estimation of 1,500 copies Souvenir Program will be distributed. The advertisement rates are as below:
- BACK COVER RM 5,000
- FRONT/ BACK INSIDE COVER RM3,000
- FULL PAGE (A4)COLOUR RM 1,500

**ADVERTISEMENT IN MDA CONVENTION APPS**

RM 200

Provide strong and high visibility to MIDEC 2017 delegates and it will remain 3 months before and after the convention (June, July and August 2017).

Sponsor benefits:
- The organization’s Name, Logo and product will prompt out once the delegate used the apps. Delegate can also locate your booth location.

**DELEGATE BAG INSERT**

RM 500

MIDEC 2017 delegates will receive a delegate bag upon their registration on the convention day. An estimation of 1,500 delegate bags to be distributed during the convention.

Sponsor benefits:
- Promotional material or items with company logo in the delegate bags

**EARLY BIRD LUCKY DRAW PRIZES**

On-line Early Bird Registrants will be eligible for Lucky Draw Prizes during the respective lunch breaks. The sponsoring organization will have the exclusive right to provide prizes bearing the sponsor’s logo and name. All Lucky Draw sponsors would be duly acknowledged in the Souvenir Programme.

Remarks: Acknowledgement in souvenir programme with confirmation of sponsorship before the souvenir program printing deadline. For sponsorship confirmation printing deadline, they would be acknowledged by the Chairman of the Scientific Session.
**HANGING BANNER (AT FOYER)**

Provide superb visibility to MIDEC 2017 delegates before entering the main exhibition hall and lecturer hall. It will remain till the completion of the convention. Using tarpaulin material to inkjet graphics and show logos complete with text.

a. 1 unit of Horizontal banner size 4m (L) X 2m (H) with double side printing per rod at RM 2,700.00
b. 2 units of Vertical banner size 3.5m (L) X 1.5m (H) with double sided printing per rod at RM 3,500.00

Sponsor benefits:
- The organization’s Name and Logo with high visibility appear on the Bunting at the foyer of the exhibition hall and lecturer hall.

**TRADE EXHIBITION**

Date: 28th to 30th July 2017  
Time: 8.00am to 6.00pm  
Venue: **Grand Ballroom, Level 3, Kuala Lumpur Convention Centre**

In the MIDEC 2017, there will be an open exhibition for all products and equipments related to the dental industry. It is an excellent opportunity for dentistry suppliers and manufacturers to showcase their latest products and research in this annual international convention. An anticipation, more than 1,500 industry practitioners and decision makers will be present in the convention.

The Exhibitor Package is customized for companies who wish to utilize the exhibition space by showcasing their products and services during the convention. These booths will receive high delegate traffic during lunch and tea breaks.

**Exhibition Booth Packages**

<table>
<thead>
<tr>
<th>Booth Package</th>
<th>Price (RM)</th>
<th>Price (USD)</th>
</tr>
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<tbody>
<tr>
<td><strong>Corner Booth</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,500*</td>
<td>USD 1,757*</td>
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<tr>
<td><strong>One Side Open Booth</strong></td>
<td></td>
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</tr>
<tr>
<td>3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,000*</td>
<td>USD 1,622*</td>
</tr>
<tr>
<td><strong>Corner Booth</strong></td>
<td></td>
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</tr>
<tr>
<td>2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,500*</td>
<td>USD 1,217*</td>
</tr>
<tr>
<td><strong>One Side Open Booth</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,000*</td>
<td>USD 1,082*</td>
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<td><strong>Table Top</strong></td>
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<tr>
<td></td>
<td>RM 5,000*</td>
<td>USD 1,352*</td>
</tr>
</tbody>
</table>

*The above booth pricings are subject to 6% GST implemented by The Malaysia Government effective 1 April 2015*
Booth Dimension and Details

Standard Shell Scheme
- The booth has a standard size of 3 metres x 3 metres or 3 metres x 2 metres
- Exhibition space includes stand construction system with real and dividing walls with 2500mm high using white aluminum systems and white melamine panels.
- Fascia board with black lettering.
- Flooring, existing hall carpet.
- Electrical includes 1 unit of 13amp single phase power point supply electrical connection and 2 units of 40 watt fluorescent tube.
- Furniture include 1 unit of information desk, 2 units of white folding chair, 1 unit of the waste paper basket.
- Each booth eligible to packed lunch box for 2 person

Table top booth
- Open concept without any white aluminium system and white melamine panels
- Electricals include 1 unit 13amp power point
- Furniture include 1 units of information desk, 1 unit lockable cabinet, 2 units offolding chair & 1 unit waste paper basket.

Special Exhibition Package for Regular:
MDA would like to express our sincere appreciation to all our trade supporters. *All exhibitors who participated in 24th MDA Scientific Convention and Trade Exhibition 2017 are entitled for a 5% rebate for the booth booked for MIDE 2017.
*Term & Condition applies

Special Advertisement Package for Trade Exhibitors:
A special advertisement package designed for Traders/Exhibitors who have signed up booth space. Traders/Exhibitor can advertise in the souvenir program book at RM 1,200.00 for 1 full page advertisement (A4 size).

Eligibility to Exhibit:
The Local Organizing Committee reserves the right to accept or reject any application on its sole discretion. The following is eligible for participation are Dental equipment & materials suppliers, dental machines traders, Banking and finance, leisure & holiday and miscellaneous related products and service providers.
Official Trade Booth Contractor:

**INNOGEN SDN BHD**
Contact Person : Mr Ken Chow  
Contact Details : 60 12 395 6638  
Tel : 60 3 8961 1108  
Fax : 60 3 8961 0687  
Email Address : kenchow@innogen.com.my  
Address : No.1, Jalan Perusahaan 1  
Taman Industri Selesa  
Jaya, 43300 Balakong,  
Selangor, Malaysia.  
Website : [www.innogen.com.my](http://www.innogen.com.my)
Malaysia-International Dental Exhibition
and Conference (MIDEC) 2017
28th–30th July 2017
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INNOGEN

The owners & design of the display/booth of INNOGEN, Sdn Bhd cannot be reproduced and/or copied. Any unauthorized use of this design is prohibited.
Malaysia-International Dental Exhibition and Conference (MIDEC) 2017
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Standard Shell Scheme Booth 3m X 3m

3 x 3M Standard Shell Scheme

Standard Scheme Booth 2m X 3m
Table Top Setup

**TABLE TOP DISPLAY**

- **Panel Glass**: 2000 MM

**Perspective View**

**INNOGEN**

Malaysia International Dental Exhibition and Conference (MIDEC) 2017
28th – 30th July 2017
Kuala Lumpur Convention Centre

**MIDEC 2017 DENTAL TRADE EXHIBITION & SPONSORSHIP PROPOSAL**
Kuala Lumpur Convention Centre

LEVEL 3 BANNER ROD PLACEMENT

Banner Rod
Foyer: Ground Level and Level 3

HANGING ROD FROM CEILING LVL
CABLE
WEIGHT ROD
WEIGHT ROD

HORIZONTAL

2000
4000

HORIZONTAL BANNER

CABLE
WEIGHT ROD
WEIGHT ROD

VERTICAL

3000
1500

VERTICAL BANNER
EXHIBITION BOOTH/HANGING BANNER BOOKING PROCEDURE

Dear Valued Traders and Exhibitors,

Thank you for showing keen interest in our upcoming MIDEC 2017. In this established annual dentistry convention, we expected a good turn up from local and international delegates. Based on our previous year data, we anticipate an overwhelming response from the prospective Traders/Exhibitors. In MIDEC 2017, there are limited booth spaces available which it usually sold out once the trade exhibition open for booking. To avoid confusion and disappointment, we are duty bound to set up ground rules to ensure that the booth allocation is done without any prejudice or biased.

Priority for Selection of Exhibition Booth/Hanging Banner
Selection of booths will strictly follow the following sequence:
   a) Selection of booths by Main Sponsor, follow by Gold, Silver Sponsor & Speaker sponsor
   b) Thereafter, selection of booths will be on a first come, first serve basis based on receipt of fully completed booking form with a 50% deposit payment of the total charges.

No pre-booking should be done through any Council members or Organizing Committee. Pre booking would not be entertained.

Custom Design Stands
Exhibitors who wish to construct their own stands must indicate this intention in the booking form. The design and floor plan are required to submit to organizer at least 3 months before the actual exhibition date. Custom design stands are subject to Organizer’s agreement and approval. All construction cost is to be borne by the exhibitor. Any application for raw exhibition space would require a minimum booking exhibition space of 18 square metres. Height restriction for custom design stands will apply depending on location.

Should there be additional requirements for sockets, lights, carpet and others furniture for the exhibition, it will be borne by exhibitor.

Procedures of Booking
1. The Booking Instructions Booklet will be uploaded onto the MDA website for reference and information.
2. Traders/Exhibitors must read through the Booking Instructions Booklet before making any booking.
3. Traders/Exhibitors are required to fill in the booking form “MIDEC 2017 Dental Trade Exhibition Booking Form” which available on the MDA website and page 21 & 23 in this proposal.
4. A complete Booking Form to be sent to MDA secretariat either by hand/ fax/ email.
5. In order to be qualified for the booth selection, Traders/Exhibitors must complete the Booking Form indicating top 6 choices of booth location with enclosed together a crossed cheque of 50% deposit payment of total charges made payable to:

   Account Name : MIDEC 2017
   Account Bank : Public Bank Bukit Damansara Branch
   Account No : 3-2031520-20
Please enclose bank-slip with company name and contact details of the person in charge, should you send in by fax or email in order to proceed with the booking.

6. The sequence of booth assignment will be based on the date and time MDA receives the completed booking form. All booth assignments based on a first come, first served basis.

7. A confirmation letter will be sent to notify the booking confirmation with choice of booth selection.

8. The Closing date for the booking will be 10th June 2017 at 5pm.

9. Should you have any further enquiries about this booking instruction, please contact the MDA, Dr Neoh Ein Yau at einyau.mda@gmail.com, Dr Edric Kho at cirde77@gmail.com, Hannah Lim at hannahlim.mda@gmail.com for assistance.

Exhibition booths will be reserved on a first come, first serve basis. The Organizer reserves the right to re-allocate, change the size and dimension of the exhibition booth and to undertake structural changes to the exhibition, as many as may be deemed necessary prior to the exhibition.

Deposit and Final Payment
A non refundable deposit of 50% of the total charges/Sponsorship fee must enclose with the booking form. The balance is due on 15th June 2017. A surcharge of 1.5% per week applies for all overdue payments.

Cancellation Policy
1. All cancellations must be made in writing to the MDA Secretariat before 1st June 2017. 50% of total booth fees would be deducted as administrative expenses.
2. Cancellation of exhibition space or a reduction in booth space after 1st June 2017, payment made will be forfeited and a full cancellation charges will be applied.
3. All refunds would only be issued at least 30 days after the Convention.

Payment Method
Local Companies are advised to make payment in Malaysian Ringgits via cheque.

Banking Details
Account Name : MIDEIC 2017
Name of Bank : Public Bank Berhad
Branch : Bukit Damansara Branch
Address : 36-40, Medan Setia 2, Plaza Damansara, Bukit Damansara, 50490 Kuala Lumpur
Account Number : 3-2031520-20
Swift Code : PBBEMYKL

Foreign companies are advised to make payment in US Dollar via cheque, US Bank draft or Telegraphic Transfer. MDA will issue quotation in US Dollar. Please note that, currency rate will be standardized which might not be the same as current currency exchange rate.
Please fax or email a copy of remittance, together with your company details:

**MALAYSIAN DENTAL ASSOCIATION**  
Block D-5-1, Level 5,  
Parklane Commercial Hub,  
Jalan SS7/26, Kelana Jaya,  
47301, Petaling Jaya,  
Malaysia.  
Tel : 603 7887 6760/603 7887 6762  
Fax  : 60 3 7887 6764  
E-mail : mdaassoca@mda.org.my  
Website : [http://www.mda.org.my](http://www.mda.org.my)
MEDICAL DEVICE AUTHORITY BY MINISTRY OF HEALTH MALAYSIA

Medical Device Authority is a government agency under the Ministry of Health Malaysia who act and protect the public health and safety. The agency strives to ensure that medical device in Malaysia are of high quality, effective and safe. Medical Device Act (Act 737) has been implemented and enforced to facilitating the medical industry.

Malaysian Dental Association (MDA) as part of the medical industry association’s player is complying the Medical Device Act (Act 737) in all our conferences.

For foreign exhibitor who wish to bring in your medical device which is new to the country is require to submit your medical device list as per the form in Appendix 1.

Please visit Medical Device Authority official website for update and more information. You may visit the following link: http://www.mdb.gov.my/mdb/

Dear Valuable Exhibitors,

Warmest Greetings from Malaysian Dental Association!

With the enforcement of the Medical Device Authority by the Ministry of Health Malaysia, all medical devices that are brought into the country shall require specification approval from the department prior to the MIDEC 2017 Trade Exhibition.

To ensure a smooth logistic and successful exhibition, you are required to provide Malaysian Dental Association the device information by completing the attached form. Please ensure the form is submitted to the Malaysian Dental Association by 1st Dec 2016. Malaysian Dental Association will then submit the listed devices and equipments to the Medical Device Authority for their approval.

An approval letter from the Medical Device Authority is required during the process of custom clearance by the Royal Malaysian Customs Department. Therefore, the Malaysian Dental Association would like to seek your kind co-operation to list all devices/equipments accordingly to avoid any unpleasant incident during custom clearance process.

Once again, we would like to thank you for your participation in the MIDEC 2017 Trade Exhibition! We are looking forward for a successful trade exhibition with you.

Best Regards,

MIDEC 2017 Sponsorship and Trade Committee
Malaysia-International Dental Exhibition and Conference (MIDECA) 2017
28th–30th July 2017
Kuala Lumpur Convention Centre

SPONSORSHIP FORM

Company Name: ...........................................................................
Address: ......................................................................................
Contact Name: .............................................................................
Designation: ..................................................................................
Phone: ...........................................................................................
Fax: .................................................................................................
Email: .............................................................................................

We would like to participate in the abovementioned event as below:
Please tick (√)

<table>
<thead>
<tr>
<th>NO</th>
<th>ITEMS</th>
<th>AMOUNT</th>
<th>SELECTION</th>
<th>TOTAL AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Main Sponsor</td>
<td>RM 120,000</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Gold Sponsor</td>
<td>RM 60,000</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Silver Sponsor</td>
<td>RM 30,000</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>Speaker Sponsor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>a Convention Keynote Speaker</td>
<td>RM 18,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>b Convention Workshop Speaker</td>
<td>RM 15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Company Logo Sponsor for Delegate Bag</td>
<td>RM 5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Souvenir Programme Advertisement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>a Back Cover</td>
<td>RM 5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>b Front/Back Inside Cover</td>
<td>RM 3,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>c Full Page (A4) Colour</td>
<td>RM 1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Advertisement in MDA Convention Apps</td>
<td>RM 200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Delegate Bag Insert</td>
<td>RM 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Door Gifts &amp; Lucky Draw Prizes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Hanging Banner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4m X 2m (Horizontal Banner - double sided) X 1 unit</td>
<td>RM 2,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.5m X 1.5m (Vertical Banner - double)</td>
<td>RM 3,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Malaysia-International Dental Exhibition and Conference (MIDEC) 2017
28th–30th July 2017
Kuala Lumpur Convention Centre

<table>
<thead>
<tr>
<th>No.</th>
<th>Trade Exhibition Booth</th>
<th>Corner Booth 3m X 3m Standard Shell Scheme Booth</th>
<th>RM</th>
<th>a</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Corner Booth</td>
<td>3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One Side Open Booth</td>
<td>3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,000</td>
<td>b</td>
</tr>
<tr>
<td></td>
<td>Corner Booth</td>
<td>2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,500</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>One Side Open Booth</td>
<td>2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,000</td>
<td>d</td>
</tr>
<tr>
<td></td>
<td>Table Top</td>
<td></td>
<td>RM 5,000</td>
<td>e</td>
</tr>
</tbody>
</table>

**GRAND TOTAL IN NETT**

*Please stated the sponsor item’s details and quantity for no. 8.
*The above sponsor packages are subject to 6% GST implemented by The Malaysia Government effective 1 April 2015.

For Diamond, Platinum, Gold, Silver and Speaker sponsor are eligible for booth entitlement. Please refer to sponsorship package.

Enclosed with booking form, bankdraft/ cheque......................... (bank draft/ cheque no.)/

Bank-Slip/ for the amount RM......................................................made payable to:

*Minimum amount required is 50% of Grand Total to be eligible for booking.

### Banking Details

- **Account Name**: MIDEC 2017
- **Name of Bank**: Public Bank Berhad
- **Branch**: Bukit Damansara Branch
- **Address**: 36-40, Medan Setia 2, Plaza Damansara, Bukit Damansara, 50490 Kuala Lumpur
- **Account Number**: 3-2031520-20
- **Swift Code**: PBBEMYKL

Signature and Company Stamp : ..........................................................

Date : ..........................................................

We will contact you to discuss your requirements in detail upon us receiving of this booking form.
Please fax or email copy of remittance to:

MALAYSIAN DENTAL ASSOCIATION
Block D-5-1, Level 5,  
Parklane Commercial Hub,  
Jalan SS7/26, Kelana Jaya,  
47301, Petaling Jaya,  
Malaysia.  
Tel: 603 7887 6760/603 7887 6762  
Fax: 60 3 7887 6764  
E-mail: mdaassoca@mda.org.my
# TRADE EXHIBITION

We……………………………………………………………………(Company Name) would like to participate in the abovementioned event as below:

Please tick (√)

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Description</th>
<th>Price (RM)</th>
<th>Price (USD)</th>
<th>No of Booth:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner Booth 3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,500 + 6% GST RM 390 = RM 6,890.00 USD 1,757 + 6% GST USD 105 = USD 1,862.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Side Open Booth 3m X 3m Standard Shell Scheme Booth</td>
<td>RM 6,000 + 6% GST RM 360 = RM 6,360.00 USD 1,622 + 6% GST USD 97 = USD 1,719.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corner Booth 2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,500 + 6% GST RM 270 = RM 4,770.00 USD 1,217 + 6% GST USD 73 = USD 1,290.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Side Open Booth 2m X 3m Standard Shell Scheme Booth</td>
<td>RM 4,000+ 6% GST RM 240 = RM 4,240.00 USD 1,082 + 6% GST USD 65 = USD 1,147.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table Top</td>
<td>RM 5,000 + 6% GST RM 300 = RM 5,300.00 USD 1,352 + 6% GST USD 81 = USD 1,433.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hanging Banner 4m (L) X 2m (H) (Horizontal Banner - double sided) X 1 unit</td>
<td>RM 2,700 + 6% GST RM 162 = RM 2,862.00 USD 730 + 6% GST USD 44 = USD 774.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hanging Banner 3.5m X 1.5m ( Vertical Banner - double sided) X 2 units</td>
<td>RM 3,500 + 6% GST RM 210 = RM 3,710.00 USD 946 + 6% GST USD 57 = USD 1,003.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Preferred booth:**

Please tick (√)

☐ 1st choice ☐ 2nd choice ☐ 3rd choice

☐ 4th choice ☐ 5th choice ☐ 6th choice

We would like to custom design our booth.
A deposit of 50% of the total amount is required before your company is eligible to choose for a booth space. All booth space is on a first come, first serve basis. MDA reserves the right to change and make final booth allocation where circumstances dictate.

**SOUVENIR PROGRAMME ADVERTISEMENT SPECIAL EXHIBITOR RATE**

We…………………………………………………………………….(Company Name) would like to advertise in Souvenir Programme/ Promotional Flyer:

Please tick (✓)

[ ] Full Page Colour (A4 size) RM 1,200 + 6% GST RM 78 = **RM1,272.00**

*The above sponsor packages are subject to 6% GST implemented by The Malaysia Government effective 1 April 2015.*

Enclosed with registration form, a cheque………………….. (Cheque no.) for the amount RM………… made payable to:

**Banking Details**

Account Name : MIDEC 2017
Name of Bank : Public Bank Berhad
Branch : Bukit Damansara Branch
Address : 36-40, Medan Setia 2, Plaza Damansara, Bukit Damansara, 50490 Kuala Lumpur
Account Number : 3-2031520-20
Swift Code : PBBEMYKL

Thank you

Yours truly,

……………………………

(Company Name and Company Stamp)

Company’s representative or authorized person

Name : ………………………………………………….
Contact No : …………………………………………………
Email : ………………………………………………….
ADDITIONAL INFORMATION FOR EXHIBITOR

1. Parking Facilities:

Parking facilities available around Kuala Lumpur Convention Centre. Kindly refer attachment for parking location.

- KLCC Convention Centre/ Traders Hotel
- Mandarin Oriental Hotel : http://www.mandarinoriental.com/kualalumpur/
- Impiana KLCC Hotel & Spa : http://kualalumpurhotels.impiana.com.my/
- Pavilion Mall (300m) : http://www.pavilion-kl.com/viewpage/about-us#carPark
- Suria KLCC (400m) : http://www.suriaklcc.com.my/about-us/contact-us.dot

*The parking facilities in Kuala Lumpur Convention Centre is operated by a third party entity, which is KLCC Parking Management SdnBhd

2. Packed Meal:

Packed meal is available for ordering provided by Kuala Lumpur Convention Centre at RM 9.00++ (RM10.50Nett). Ordering can be done directly with the Kuala Lumpur Convention Centre. Kindly contact Ms Hannah for the ordering form.
Thank you for Supporting
Malaysia-International Dental Exhibition and Convention (MIDEC)2017

Enquiries and Questions
Our team is always on standby to assist you with any enquiries you may have in regards to sponsoring or exhibiting at our convention.

Our Packages Don’t Meet Your Needs?
If you are interested in supporting the conference, however, our package do not suit your individual needs, please feel free to speak to us and we would be happy to discuss some alternative options for you.

Contact Details
For Exhibition and Sponsorship Enquiries, please contact:
Dr Neoh Ein Yau at einyau.mda@gmail.com
Dr Edric Kho at cirde77@gmail.com
Ms Hannah Lim at hannahlim.mda@gmail.com

Malaysian Dental Association
Block D-5-1, Level 5,
Parklane Commercial Hub,
Jalan SS7/26, Kelana Jaya,
47301, Petaling Jaya,
Malaysia.
Tel: 603 7887 6760/603 7887 6762
Fax: 60 3 7887 6764
E-mail: mdaassoca@mda.org.my
Website: http://www.mda.org.my