

Sponsorship

Sponsorship Opportunities

There are 5 tiers of Sponsorship. Differing benefits and rewards are accorded to each sponsorship tier. Specific packages have been developed for your convenience. However, custom made solutions can also be made available, please contact sponsorships@dynamicmerit.com with your request as soon as possible. Below are the standard services for all sponsors. Please see next page for more detailed services for each tier.



ELITE SPONSOR

RM240,000/USD80,000



PLATINUM SPONSOR

RM130,000/USD45,000



GOLD SPONSOR

RM90,000/USD30,000



SILVER SPONSOR

RM60,000/USD20,000



BRONZE SPONSOR

RM45,000/USD15,000

Additional Information

- Prime booth location including services
- Newsletter: **10,000** copies printed and distributed
- Abstract Book: **10,000** copies printed and distributed
- Conference book: **10,000** copies printed and distributed
- Conference Newspaper: **18,000** copies over three (3) days printed and distributed
- Opportunity to place inserts into **3,000** congress bags
- Complimentary Congress Passes
- Inclusion into Honor Roll throughout conference and social events accordingly

Elite Sponsors



ELITE SPONSOR

RM240,000/USD80,000

ITEM	DESCRIPTION
1. Exhibition booth <ul style="list-style-type: none"> - Size - Inclusive of 	36 square meters (Island Booths) Storage Cabinet, Discussion table, Reception Table, Chairs, Waste Basket, Power point & etc.
2. Advertisements <ul style="list-style-type: none"> - Newsletter (Full Color) - Conference Newspaper (Full Color)* - Abstract Book (Full Color)* - Conference Book (Full Color)* 	Full page advertisement in all issues * First come first serve choice of Inside Front Cover, Inside Back Cover, Back Cover & Center Spread
3. Additional Write Up Page	Dedicated info page on all of the above for Elite Sponsor 's product or services
4. Corporate Website Link	Elite Sponsor's Logo and direct link on 1st WCHA website
5. Profile On Website	Dedicated page on 1st WCHA website on Elite Sponsor's product or services
6. E-Mail Blast	Pre Conference and Post Conference E-Mail Blast
7. Complementary Passes <ul style="list-style-type: none"> - Exhibition Passes - Congress Passes - Accompanying Persons' Social Event 	12 passes 10 passes 5 passes
8. Onsite Advertising <ul style="list-style-type: none"> - Directional Carpet Stickers - Banners - LCD Screen Ads - Congress Bag Inserts - Flyer Shelves - Delegate Item 	5 strategically placed directional carpet stickers 1 x Foyer + 1 x Hall 10 Rounds Per Hour 3 items Branding on flyer shelf First come first serve choice of Lanyard, Pen & Notepad, CD-ROM or Pocket Program
9. Hospitality Lounge Access	4 Day Access to Hospitality Lounge 1

Platinum Sponsor



PLATINUM SPONSOR

RM130,000/USD45,000

ITEM	DESCRIPTION
1. Exhibition booth <ul style="list-style-type: none">- Size- Inclusive of	18 square meters (Corner Booths) Storage Cabinet, Discussion table, Reception Table, Chairs, Waste Basket, Power point & etc.
2. Advertisements <ul style="list-style-type: none">- Newsletter (Full Color)- Conference Newspaper (Full Color)- Abstract Book (Full Color)- Conference Book (Full Color)	Full Page run of page (ROP) advertisement
3. Corporate Website Link	Platinum Sponsor's logo and direct link on 1st WCHA website
4. E-Mail Blast	Post conference E-Mail blast only
5. Complementary Passes <ul style="list-style-type: none">- Exhibition Passes- Congress Passes- Accompanying Persons' Social Event	8 passes 8 passes 4 passes
6. Onsite Advertising <ul style="list-style-type: none">- Directional Carpet Stickers- Banners- LCD Screen Ads- Congress Bag Inserts	3 strategically placed directional carpet stickers 1 x Hall 5 Rounds Per Hour 1 item
9. Hospitality Lounge Access	4 Day Access to Hospitality Lounge 1

Gold Sponsor



GOLD SPONSOR

RM90,000/USD30,000

ITEM	DESCRIPTION
1. Exhibition booth <ul style="list-style-type: none"> - Size - Inclusive of 	9 square meters (Standard Booths) Reception Table, Chairs, Waste Basket, Power point & etc.
2. Advertisements <ul style="list-style-type: none"> - Newsletter (Full Color) - Conference Newspaper (Full Color) - Abstract Book (Full Color) - Conference Book (Full Color) 	Full Page run of page (ROP) advertisement Half Page run of page (ROP) advertisement Full Page run of page (ROP) advertisement
3. Corporate Website Link	Gold Sponsor's logo and direct link on 1st WCHA website
4. E-Mail Blast	Post conference E-Mail blast only
5. Complementary Passes <ul style="list-style-type: none"> - Exhibition Passes - Congress Passes - Accompanying Persons' Social Event 	6 passes 6 passes 3 passes
6. Onsite Advertising <ul style="list-style-type: none"> - Directional Carpet Stickers - LCD Screen Ads - Congress Bag Inserts 	2 strategically placed directional carpet stickers 2 Rounds Per Hour 1 item

Silver Sponsor



SILVER SPONSOR

RM60,000/USD20,000

ITEM	DESCRIPTION
1. Exhibition booth <ul style="list-style-type: none">- Size- Inclusive of	9 square meters (Standard Booths) Reception Table, Chairs, Waste Basket, Power point & etc.
2. Advertisements <ul style="list-style-type: none">- Newsletter (Full Color)- Conference Newspaper (Full Color)- Abstract Book (Full Color)- Conference Book (Full Color)	Full Page run of page (ROP) advertisement Half Page run of page (ROP) advertisement Full Page run of page (ROP) advertisement
3. Corporate Website Link	Silver Sponsor's logo and direct link on 1st WCHA website
4. E-Mail Blast	Post conference E-Mail blast only
5. Complementary Passes <ul style="list-style-type: none">- Exhibition Passes- Congress Passes- Accompanying Persons' Social Event	4 passes 4 passes 2 passes
6. Onsite Advertising <ul style="list-style-type: none">- LCD Screen Ads- Congress Bag Inserts	1 Round Per Hour 1 item

Bronze Sponsor



BRONZE SPONSOR

RM45,000/USD15,000

ITEM	DESCRIPTION
1. Exhibition booth <ul style="list-style-type: none"> - Size - Inclusive of 	9 square meters (Standard Booths) Reception Table, Chairs, Waste Basket, Power point & etc.
2. Advertisements <ul style="list-style-type: none"> - Newsletter (Black & White) - Conference Newspaper (Black & White) - Abstract Book (Black & White) - Conference Book (Full Color) 	Full Page run of page (ROP) advertisement Half Page run of page (ROP) advertisement Full Page run of page (ROP) advertisement Full Page run of page a (ROP) advertisement
3. Corporate Website Link	Bronze Sponsor's logo and direct link on 1st WCHA website
4. E-Mail Blast	Post conference E-Mail blast only
5. Complementary Passes <ul style="list-style-type: none"> - Exhibition Passes - Congress Passes 	3 passes 2 passes
6. Onsite Advertising <ul style="list-style-type: none"> - Congress Bag Inserts 	1 item

Exhibition—Shell Scheme

The 1st World Congress on Healthy Ageing will hold an exhibition space of 4800 sqm. Booths are well located with very good visibility. Book your preferred location as soon as possible. Booth assignment is on a 'first come first served' basis.

There will be 153 booths of different sizes made available to exhibitors. Special request can be accommodated based on request. Lunch and coffee breaks will be offered in several locations throughout the exhibition space.



6m x 6m Island Booth



6m x 3m Corner Booth



3m x 3m Standard Booth

DESCRIPTION	36 sqm (Island)	18 sqm (Corner)	9 sqm
Partitions	None	1 (Back Only)	3 (Left/ Right/ Back)
Carpeting	✓	✓	✓
Branding	Top Fascia & Light Box 4 Facing	Top Fascia 2 Facing	Top Fascia 1 Facing
Furniture	TBC	1 Reception, 2 Chairs, 1 Bin	1 Reception, 2 Chairs, 1 Bin
Power point 13 amp	TBC	2	1
Conference Book Listing	✓	✓	✓
Free Half Page Advertisement	All Print	All Print	All Print
Exhibitor Badges	12	6	3
Price (RM)	51,000	27,000	15,000
Price (USD)	17,000	9,000	5,000

For any other request on size and booth, please contact us at info@dynamicmerit.com

Advertising Opportunities (i)

Printed Materials

6,000 copies of the Abstract Book, Conference Book and Conference Newspaper will be printed and distributed to participants. It will include the final scientific program and workshops/ symposia schedules, program at-a-glance, abstracts of the lectures, exhibition floor plan & directory respectively.

DESCRIPTION	Abstract Book	Conference Book	Conference Newspaper
Inside Front Cover Full Page*	RM10,500 (USD3,500)	RM6,300 (USD2,100)	RM7,500 (USD2,500)
Inside Back Cover Full Page*	RM8,400 (USD2,800)	RM5,250 (USD1,750)	RM6,300 (USD2,100)
Outside Back Cover Full Page*	RM16,650 (USD5,500)	RM8,400 (USD2,800)	RM9,600 (USD3,200)
Run of Page (ROP)	RM4,200 (USD1,400)	RM3,150 (USD1,050)	RM3,600 (USD1,200)
Centre Spread*	RM14,700 (USD4,900)	RM7,350 (USD2,450)	RM8,700 (USD2,900)
Half Page	RM3,150 (USD1,050)	RM2,100 (USD700)	RM2,400 (USD800)
Quarter Page	–	–	RM1,500 (USD500)

*Reserved to Elite Sponsors on a first come first serve basis.

Size Chart

	Abstract/ Conference Book	Conference Newspaper
Full Page	A4 (297 mm x 210 mm) Potrait	370 mm x 260 mm Potrait
Centre Spread	A3 (297 mm x 420 mm) Landscape	370 mm x 540 mm Landscape
Half Page	A5 (148 mm x 210 mm) Landscape)	180 mm x 260 mm Landscape
Quarter Page	–	180mm x 130 mm Potrait

Instructions

File type: JPEG or EPS or TIF or PDF (High Definition 300 dpi)

Advertisements must be submitted by 31th January 2012 by email or CD-Rom

Advertising Opportunities (ii)

On Site

We have designed strategically placed on site advertising opportunities for you to drive more traffic to visit your booth for all four (4) days of the exhibition. Below are the unique opportunities that are available. Rates include manufacturing, installing and dismantling of all advertisements but do not include the creation and realization of any artwork

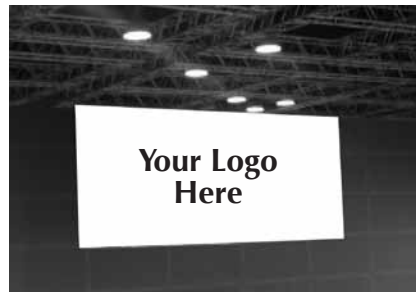
DESCRIPTION	PRICE (RM)	PRICE (USD)
*Banners (Foyer)	RM9,000 per unit	USD3,000
*Banners (Hall)	RM7,500 per unit	USD2,500
Carpet Stickers	RM3,000 per unit	USD1,000
LCD Screen Ad	TBC	TBC
**Banner Pillars	RM12,000 per unit (6)	USD2,450 per unit (6)

* Please see Appendix 2

** Please see Appendix 3



Banners at Foyer



Banners in Hall



Banner Pillars

Other Sponsorship Opportunities (i)

Delegate Lunch Area

All our delegates will be gathered in predetermined areas for their lunch. About 3000 delegates will be having their meals at an area sponsored by you. Sponsorship will include mention of company name and also logo on the following materials:

- Naming Rights
- Exclusive branding of area
- Table top stickers
- Napkins

RM31,500 (USD10,500)

Official Speakers Dinner

All of our speakers will be invited to a special night for them at the end of the congress. About 20 of the industry's opinion leaders will be gathered together in a convivial atmosphere. Sponsorship will include mention of company and also logo in all dinner related materials:

- Naming Rights
- Invitation Letters
- Exclusive on site branding
- Opening speech

RM60,000 (USD20,000)

Official Gala Evening

The official gala evening will be held on Monday, 19th March 2012 at KLCC Convention Centre's Grand Ballroom. A total of 3,000 guests will be attending the Gala Evening and your sponsorship will include mention of company name and also logo in all related materials:

- Naming Rights
- Invitation Letters
- Exclusive on site branding
- Opening speech

RM450,000 (USD150,000)

Speakers

We also offer you the exclusive opportunity to sponsor the **Keynote Speaker** and **Plenary Speakers** to the 1st World Congress on Healthy Ageing.

- Exclusive access to speaker
- Sponsorship of speakers' travel, accommodation and also honorarium fee

Price on application for this item

Hospitality Lounge

There will be one Hospitality Lounge available for sponsors or exhibitors through out the Congress.

- Exclusive on site branding
- Unlimited access
- Room setting of your choice (Theatre, classroom, cocktail, meeting)

RM31,500 (USD10,500)

T Shirts

Have your brand seen walking around the whole Congress with exclusive branding on the back of staff T Shirts working at the Congress. There will be an estimated 150 staff wearing your logo on the back of their T Shirts.

RM9,000 (USD3,000)

Other Sponsorship

Other Sponsorship Opportunities (ii)

Symposiums & Workshops

We have a number of symposiums and workshops available for all four (4) days of the congress. You can have a dedicated room to run a symposium or workshop as part of our program.

DESCRIPTION	PRICE (RM)	PRICE (USD)
Symposium (1,5 hours)	RM42,000	USD14,000
Workshop (1.5 hours)	RM31,500	USD10,500
Lunch Symposium (1 hour)	RM100,000	USD33,500
Dinner Symposium (Excluding Meals)	RM 31,500	USD10,500
Breakfast Symposium (Excluding Meals)	RM 31,500	USD10,500

Congress Materials

All participants will receive the following items that can have your logo on them

DESCRIPTION	PRICE (RM)	PRICE (USD)
Congress Bag	RM62,100	USD20,700
Congress Bag Inserts	RM1,050 per item	USD350 per item
Pocket Programme (Reserved for Elite Sponsor)	RM 31,500	USD10,500
Lanyard (Reserved for Elite Sponsor)	RM 31,500	USD10,500
Notepad with Pen (Reserved for Elite Sponsor)	RM 31,500	USD10,500
CD-ROM (Reserved for Elite Sponsor)	RM 31,500	USD10,500

*Pictures shown are for illustration purposes only. Actual product may differ.



Other Sponsorship

Other Sponsorship Opportunities (iii)

World Congress on Healthy Ageing Golf Tournament

Our golf tournament will be held at The Mines Resort & Golf Club, Jalan Kelikar, The Mines Resort City, 43300 Seri Kemangan, Selangor. A unique transformation of the World's largest open cast tin mine into a golf course was painstakingly transformed from a wasteland and polished into a 246-acre, 18-hole work-of-art in year 1993

Notable achievements:

1. Golf Digest—Top 100 Course Outside the US
2. Golf Digest—#2 Course in Malaysia
3. Asian Golf Monthly Readers' Choice Award—Top 10 Course in Asia
4. Asian Golf Monthly Readers' Choice Award—#2 Course in Malaysia
5. Omega Tour Best Host Venue
6. International Association of Golf Tour Operators Nominee for Best Emerging Golf Destination

Tournaments

Site of World Cup of Golf
Site of Kuala Lumpur Open



Packages

Rights & Benefits	Presenting Sponsor cash sponsorship of RM30,000	Platinum Sponsor cash sponsorship of RM10,000	Sponsorship of RM5,000 in cash or kind
Print Exposure	<input type="checkbox"/> Naming rights to the event <input type="checkbox"/> Logo branding in tournament posters and entry forms	<input type="checkbox"/> Logo branding in tournament posters and entry forms	<input type="checkbox"/> Logo branding in tournaments posters and entry forms
Media Exposure	<input type="checkbox"/> Large logo branding on event print ads <input type="checkbox"/> Large logo branding on official website <input type="checkbox"/> Website link <input type="checkbox"/> Featured articles in golf magazines and major dailies	<input type="checkbox"/> Logo branding on event print ads <input type="checkbox"/> Logo branding on official website <input type="checkbox"/> Featured articles in golf magazines and major dailies	<input type="checkbox"/> Logo branding on event print ads <input type="checkbox"/> Logo branding on official website <input type="checkbox"/> Featured articles in golf magazines and major dailies
On-Ground Exposure	<input type="checkbox"/> Large logo branding on backdrops, buntings, banners, A-boards etc <input type="checkbox"/> Products/ service display during tournament	<input type="checkbox"/> Logo branding on backdrops, buntings, banners, A-boards etc <input type="checkbox"/> Products/ service display during tournament	<input type="checkbox"/> Logo branding on backdrops, buntings, banners etc
Marketing Opportunity	<input type="checkbox"/> Branding on all tournament goodies <input type="checkbox"/> Opportunity to adopt novelty prizes <input type="checkbox"/> Database mining	<input type="checkbox"/> Opportunity to adopt novelty prizes	
Sponsors' Slot	<input type="checkbox"/> 12 complimentary playing slots <input type="checkbox"/> Opportunity to give away prizes	<input type="checkbox"/> 5 complimentary slots to play in the tournament	<input type="checkbox"/> 2 complimentary slots to play in the tournament

*Please contact us direct at sponsorship@dynamicmerit.com for sponsorship of the golf tournament.

TERMS AND CONDITIONS OF SALE

Exhibitor Bound

A company who applies for and is allocated exhibit space ("Exhibitor") hereby agrees to be bound by all the terms and conditions herein contained.

Dates

The organiser reserves the right to change the date time and venue of the Congress subject always to reasonable notice being given to the Exhibitors and without incurring any liability towards any Exhibitor.

Sales

Exhibitors are entitled to conduct sales activities in a professional and businesslike manner. The organiser shall have the right to restrict or prohibit sales activities which the organiser may in its sole and absolute opinion deem unacceptable. Each Exhibitor shall be solely responsible for collecting and remitting all sales tax. Under no circumstances shall the organiser be liable or responsible for or in relation to any services products or goods sold by any Exhibitor. For the avoidance of doubt, no representation or warranty or statement made by any Exhibitor or its agents employees servants or otherwise shall be deemed to be a representation warranty or statement made by the organiser.

Payment

All purchase orders shall be accompanied with a deposit in MYR/USD of 50% of the total rental fee (inclusive of GST) provided always that full payment must be made on or before 31st December 2011.

Conflicting Events

Exhibitors shall not sponsor and/or participate in conflicting events of a similar or identical nature to that of the Congress during and throughout the period of the Congress.

Exhibit Space

The organiser shall have the right to accept or refuse the sale of any Exhibit space in its sole and absolute discretion and without any obligation to give any reasons therefor. The organiser further reserves the right to accept or deny access to any Exhibitor or participant of the Congress provided always that any registration fees paid by such persons whose access shall have been denied shall be refunded.

Booth Placement

The layout plan and booth placement shall be determined at the sole and absolute discretion of the organiser. The organiser shall have the right to modify the layout plan and booth placement from time to time and without any obligation to give any reasons therefor.

Unavailability of Booth Space

In the event an application for booth space is accepted but the organiser shall for whatever reason be unable to provide an Exhibitor with booth space, the Exhibitor hereby agrees that its sole and exclusive remedy shall be confined to the refund of all monies paid for or in connection with the Exhibitor's application for booth space, and thereafter the organiser shall be released from any and all further obligations and/or liabilities of whatever nature and howsoever arising therefrom.

Booth Installation and Removal

Exhibitors are solely responsible for and shall at their sole cost and expense set up their respective booths, and dismantle the same upon the conclusion of the Congress. Exhibitors shall at all times take all reasonable care to ensure that no loss or damage is caused to the official venue or any part thereof in the installation and/or dismantling of the their respective booths. Exhibitors shall be solely liable for any such loss or damage howsoever caused.

Occupation of Booth

An Exhibitor whose application is accepted shall be obliged to occupy and maintain the Exhibit booth during and throughout the duration of the Congress and to pay all fees in respect thereof. For the avoidance of doubt, any monies paid by an Exhibitor for and in relation to its application for booth space shall be forfeited in the event that Exhibitor fails refuses or is otherwise unable to occupy the allocated booth for whatever reason.

Booth Activities

An Exhibitor and/or physician(s) appointed by an Exhibitor are entitled to conduct demonstrations and/or presentations for and in relation to the Exhibitor's equipment, products or services. An Exhibitor shall only use closed-sound systems, and any exhibit which in the sole and absolute opinion of the organiser has excessive noise levels may be closed with

immediate effect. Exhibitors shall be solely responsible for obtaining all relevant licenses to use copyrighted music.

Advertising

An Exhibitor shall only be entitled to distribute approved advertising and/or promotional material in whatever form to attendees within the vicinity of the Exhibitor's booth. An Exhibitor shall not distribute any advertising and/or promotional material in any part of the Congress venue which is not approved by the organiser.

Lasers

Exhibitors shall ensure that lasers shall be operated with due care and in a manner which conforms to established industry safety standards. Exhibitors shall at all times ensure that lasers shall not under any circumstances pose a risk to the health and safety to persons within the vicinity of the Exhibitor's booth. The organiser shall have the right to remove or prohibit the use of lasers which in the sole and absolute opinion of the organiser may pose a health and safety risk.

Badges

Exhibitors shall ensure that their representatives shall wear their respective official Exhibitor's badge for admission to the exhibit hall and during and throughout the duration of the Congress. Representatives in breach of this condition may be refused admission to the exhibit hall.

No Transfer or Sub-Renting

Exhibitors shall not transfer nor sub-rent any booth or space allocated to them at the Congress.

Photography and Videotaping

Photography and videotaping are prohibited without the express approval by the organisers.

Insurance

Exhibitors shall be solely responsible for procuring and maintain adequate insurance cover including but not limited to insurance against injury to persons or damage to or loss of property. The Exhibitors hereby waive any and all claims of whatever nature and howsoever arising whether known or unknown against the organisers and its agents employees servants or insurers.

Exclusion of Liability

The Organiser expressly excludes liability for any and all claims liabilities losses damages of whatever nature and howsoever incurred or arising including but not limited to injury to persons or loss of or damage to property whether caused by the negligence of the Organiser or its agents employees servants or otherwise.

Compliance with Laws

Exhibitors shall be solely responsible for obtaining and maintaining at its own expense all necessary licenses permits approvals registration and other consents for any demonstrations and/or presentations for and in relation to the Exhibitor's equipment, products or services, and shall comply and cause their servants employees or agents to observe and comply with all written laws, by-laws, rules, regulations and directives of the appropriate authorities affecting the Congress as well as to accord with the rules, regulations and instructions as may from time to time be prescribed by the organisers.

Cancellation

In the event the Congress is cancelled due to circumstances beyond the control of the Organiser, all monies paid by Exhibitioners for or in connection with the Congress shall remain with the Organiser.

Reservation of Rights

The organiser reserves all its rights against any Exhibitor which in the opinion of the organiser has breached any of the terms and conditions herein contained.

Governing Law and Disputes

This Agreement shall be governed by and construed in accordance with the laws of Malaysia and the parties agree to submit to the jurisdiction of the Courts in Malaysia.