

# **SPONSORSHIP KIT**





The International Malaysia Law Conference ("IMLC"), a flagship event of the Malaysian Bar, has its origins in the Malaysian Law Conference, which began in 1971.

The inaugural Malaysian Law Conference was declared open by the then-Prime Minister of Malaysia, Tun Abdul Razak Hussein, on 15 July 1971. With the rapid advancement of the Malaysian economy and the meteoric rise of Asia, the Malaysian Law Conference evolved to keep up with the times.

In 2012, the Malaysian Law Conference was re-imagined as the International Malaysia Law Conference, a turning point in the history of the series, establishing a new paradigm in the present era of increasing globalisation.

The IMLC logo consists of a segmented circle with gradients of shades of blue. The breaking sections of the circle represent how the law affects, and is affected by, three large sectors: government, economy and society. The emblem symbolises a congregation of minds and sharing of ideas in one fluid and dynamic environment.



Delegate Registration
 Sandy Thomas Soc Year / No.

Sandy Thoong See Yean / Nurul Farina bt Anuar (+603-2050 2120 / 2072; imlc2023@malaysianbar.org.my)

- Conference Sponsorship, Exhibition and Advertising
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# Navigating the Present, Exploring the Future

Innovation. Technology. Digitalisation. Specialisation. Where are our lawyers at? Are they ideally positioned to fully leverage the opportunities created by the challenges of a demanding present and future? Are they ably equipped to tap into and harness the positive potential of the expanding domestic and global markets?

IMLC 2023 is poised to address the concerns and hurdles legal practitioners face, with the determination to equip them for a rewarding future and to provide a vision for robust growth. We want our lawyers to be **inspired and empowered**, **steadfast yet versatile**, **resolute and unafraid**, and at the ready to **embrace the transformations** in the evolving legal landscape.

In line with the theme "Navigating the Present, exploring the Future", IMLC 2023 is conceptualised by a silver globe, with Malaysia highlighted in gold. The globe is overlapped by a golden hibiscus or bunga raya, the national flower of Malaysia.

How do these relate to the theme?

Gold and silver signify a premium conference and its enduring qualities.

Gold is the colour of courage, passion and wisdom — traits that lawyers need to possess.

The hibiscus or bunga raya signifies the Malaysian identity on the global legal platform.

The word "bunga" in Malay means "flower", while "raya" in Malay means "celebratory" or "grand". The Hibiscus rosa-sinensis is literally known as the "celebratory flower" in Malay.

The five petals of the hibiscus signify the five Rukun Negara or National Principles (declaration of national philosophy) of Malaysia.

The globe symbolises a positive shift in mindset in order to navigate one's world differently, and explore beyond one's perceived reality — resulting in a broad view of potentials, without being constrained by apparent but limiting solutions.

# Gold Sponsorship | RM150,000

Become the pre-eminent sponsor of IMLC 2023, a privilege available exclusively to one organisation. This platform will empower you to leverage your organisation's presence and be distinctly recognised by participants of IMLC 2023. As the one and only Gold Sponsor, you will enjoy the following preferential benefits:

# **Exclusive Privilege | Sponsored Sessions**

Your organisation will be given the privilege to sponsor 2 sessions, which includes:

- Input into the content for your sponsored sessions
- ❖ 1 speaker of your choice for your sponsored sessions

## **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference opening and closing backdrops
- ❖ Logo on opening digital slide for all conference sessions
- ❖ Logo on front cover of, and in, commemorative booklet
- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in conference newsletter (if published)
- Special mention in any media release
- Name and logo in conference schedule

## **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ Profile of your organisation on conference website (100 words)
- 2 overhead hanging banners at conference venue
- 3 dedicated buntings to be displayed at the venues for all sponsored sessions (to be provided by sponsor)
- ❖ 4-page advertising space in a prominent section of commemorative booklet
- 2-page advertising space in a prominent section of conference newsletter (if published)
- ❖ 2 inserts in conference bag (materials to be provided by sponsor)
- Distribution of your organisation's materials within the session venue during the session (materials to be provided by sponsor)

#### **Exhibition Platform**

An exhibition space located in a prime section of the exhibition area will be reserved for your organisation, to provide maximum and effective exposure of your products and services to the legal community.

### **Complimentary Passes**

Enjoy unparalleled access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 10 delegate passes
- 10 Gala Dinner passes
- 10 Social Event passes

# Conference Sponsorship

# Silver Sponsorship | RM75,000

There will be up to only 2 silver sponsors, who will enjoy the following benefits:

#### **Distinctive Privilege**

Your organisation will be given the privilege to sponsor 1 session (subject to availability), which includes:

- Input into the content for your sponsored session
- 1 speaker of your choice for your sponsored session

#### **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- Special mention in any media release
- Name and logo in conference schedule

#### **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 1 overhead hanging banner at conference venue
- 2-page advertising space in a prominent section of commemorative booklet
- 1-page advertising space in a prominent section of conference newsletter (if published)
- ❖ 1 insert in conference bag (materials to be provided by sponsor)
- 2 dedicated buntings to be displayed at the session venue during the sponsored session (to be provided by sponsor)
- Distribution of your organisation's materials within the session venue during the sponsored session (materials to be provided by sponsor)

#### **Exhibition Platform**

An exhibition space located in a prime section of the exhibition area will be reserved for your organisation, to provide key exposure of your products and services to the legal community.

#### **Complimentary Passes**

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 8 delegate passes
- 8 Gala Dinner passes
- 8 Social Event passes

# Bronze Sponsorship | RM55,000

Bronze sponsors will enjoy the following benefits:

# **Distinctive Privilege**

Your organisation will be given the privilege to sponsor 1 session (subject to availability), which includes:

- ❖ Input into the content for your sponsored session
- ❖ 1 speaker of your choice for your sponsored session

## **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- Name and logo in conference schedule

# **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ 1 small overhead hanging banner at conference venue
- ❖ 1-page advertising space in commemorative booklet
- ½-page advertising space in conference newsletter (if published)
- ❖ 1 insert in conference bag (materials to be provided by sponsor)
- 1 dedicated bunting to be displayed at the session venue during the sponsored session (to be provided by sponsor)
- ❖ Distribution of your organisation's materials within the session venue during the sponsored session (materials to be provided by sponsor)

# **Exhibition Platform**

An exhibition space located in a key section of the exhibition area will be reserved for your organisation, to provide effective exposure of your products and services to the legal community.

# **Complimentary Passes**

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 4 delegate passes
- 4 Gala Dinner passes
- 5 Social Event passes

# Plenary Sponsorship | RM40,000

A plenary sponsor's contribution is a direct acknowledgement of support for the speaker's ideas and work. Each plenary speaker will cover a theme that is highlighted in the conference, and will speak for approximately 45 minutes. There will be a limited number of plenary sponsors, who will enjoy the following benefits:

### **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- Name and logo in conference schedule

## **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ 4 dedicated buntings to be displayed at the session venue during the plenary session (to be provided by sponsor)
- ❖ 1-page advertising space in commemorative booklet
- Distribution of your organisation's materials within the session venue during the plenary session (materials to be provided by sponsor)

#### **Exhibition Platform**

An exhibition space located in a key section of the exhibition area will be reserved for your organisation, to provide effective exposure of your products and services to the legal community.

### **Complimentary Passes**

Enjoy exceptional access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 2 delegate passes
- 5 delegate single-day passes
- 2 Gala Dinner passes
- ❖ 3 Social Event passes

# Session Sponsorship | RM35,000

Sessions are smaller and more interactive, and have a more specific theme or topic. As a session sponsor, you play an important role by demonstrating that you support the further development of the selected topics and ideas discussed at the session. Session sponsors will enjoy the following benefits:

# **Distinctive Privilege**

- Input into the content for the sponsored session
- 1 speaker of your choice for your sponsored session

## **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- Name and logo in conference schedule

### **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- 4 dedicated buntings to be displayed at the session venue during the sponsored session (to be provided by sponsor)
- Distribution of your organisation's materials within the session venue during the sponsored session (materials to be provided by sponsor)
- ❖ ½-page advertising space in commemorative booklet

### **Complimentary Passes**

Enjoy special access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 2 delegate passes
- ❖ 4 delegate single-day passes
- 2 Gala Dinner passes
- 2 Social Event passes

# Delegate Bag Sponsorship | RM70,000

This platform will enable your organisation's presence to be distinctly visible throughout the three-day conference. As a Delegate Bag Sponsor, you will enjoy the following benefits:

# **Exclusive Privilege**

Your organisation's full-colour logo will be prominently featured on the delegate bag (front).

### **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- Name and logo in conference schedule

# **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ 1-page advertising space in commemorative booklet
- 1 insert in conference bag (materials to be provided by sponsor)

#### **Exhibition Platform**

An exhibition space located in a key section of the exhibition area will be reserved for your organisation, to provide effective exposure of your products and services to the legal community.

# **Complimentary Passes**

Enjoy special access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 2 Gala Dinner passes
- 3 Social Event passes

# Gala Dinner | RM40,000

The Gala Dinner will be held on the second evening of the conference. It is the perfect avenue for sponsors to showcase their products and services, and for networking.

The maximum number of joint sponsors for this event is 2.

### **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- ❖ Logo on Gala Dinner invitation card
- Logo on Gala Dinner signage
- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- ❖ Name and logo in conference schedule

#### **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- \* Airtime at the Gala Dinner
- Exhibition space at the Gala Dinner venue
- 4 dedicated buntings to be displayed at the Gala Dinner venue (to be provided by sponsor)
- Distribution of your organisation's materials within the Gala Dinner venue (materials to be provided by sponsor)
- ½-page advertising space in commemorative booklet

# **Complimentary Passes**

Enjoy special access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 2 delegate single-day passes
- 5 Gala Dinner passes

# Welcome Cocktail Reception | RM25,000

The Welcome Cocktail Reception will take place on the first evening of the conference as its first social space. It provides a unique opportunity to share ideas and expand networks in a casual yet elegant setting.

The maximum number of joint sponsors for this event is 2.

# **Exposure**

Your organisation's brand will be given visual prominence in the following areas:

- Logo on Welcome Cocktail Reception signage
- Logo on conference programme board
- Logo on conference hanging banner
- Logo on conference website
- Logo in commemorative booklet
- Logo in conference newsletter (if published)
- ❖ Name and logo in conference schedule

# **Advertising Avenues**

These additional advertising avenues are available to further enhance awareness of your organisation's identity:

- ❖ Airtime at the Welcome Cocktail Reception
- Exhibition space at the Welcome Cocktail Reception venue
- 4 dedicated buntings to be displayed at the Welcome Cocktail Reception venue (to be provided by sponsor)
- Distribution of your organisation's materials within the Welcome Cocktail Reception venue (materials to be provided by sponsor)
- ½-page advertising space in commemorative booklet

### **Complimentary Passes**

Enjoy special access to the conference, and the prospect of abundant networking opportunities with leaders in the legal industry, with the following complimentary passes:

- 2 delegate single-day passes
- 5 Welcome Cocktail Reception passes

# Conference Sponsorship Packages

Category	Gold	Silver	Bronze	Plenary	Session	Delegate Bag
Sponsorship amount	RM150,000	RM75,000	RM55,000	RM40,000	RM35,000	RM70,000
Maximum number of sponsors	1	2	-	-	-	-
Logo on conference opening and closing backdrops	Yes	-	-	-	-	-
Logo on opening digital slide for all conference sessions	Yes	-	-	-	-	-
Logo on front cover of commemorative booklet	Yes	-	-	-	-	-
Profile of organisation on conference website (100 words)	Yes	-	-	-	-	-
Session sponsorship*	2 sessions	1 session	1 session	-	1 session	-
Overhead hanging banner at conference venue	2	1	1	-	-	-
Special mention in any media release	Yes	Yes	-	-	-	-
Bunting at plenary / sponsored / non-sponsored session	3	2	1	4	4	-
Advertisement in conference newsletter (if published)	2 pages	1 page	½ page		-	-
Advertisement in commemorative booklet	4 pages	2 pages	1 page	1 page	½ page	1 page
Insert in conference delegate bag	2	1	1	-	-	1
Booth space in exhibition area at conference venue	Yes	Yes	Yes	Yes	-	Yes
Logo on conference programme board	Yes	Yes	Yes	Yes	Yes	Yes
Logo on conference hanging banner	Yes	Yes	Yes	Yes	Yes	Yes
Logo on conference website	Yes	Yes	Yes	Yes	Yes	Yes
Logo in commemorative booklet	Yes	Yes	Yes	Yes	Yes	Yes
Logo in conference newsletter (if published)	Yes	Yes	Yes	Yes	Yes	Yes
Name and logo in conference schedule	Yes	Yes	Yes	Yes	Yes	Yes
Distribution of materials	Yes	Yes	Yes	Yes	Yes	-
Complimentary delegate pass	10	8	4	2	2	-/
Complimentary delegate single- day pass		-	-	5	4	-
Complimentary Gala Dinner pass	10	8	4	2	2	2
Complimentary Social Event pass	10	8	5	3	2	3

<sup>\*</sup>Session sponsor is entitled to provide input into the content of the session and nominate 1 speaker for the session Note: All materials provided by sponsors are subject to approval by the IMLC 2023 Organising Committee

# Social Event Sponsorship Packages

Category	Gala Dinner	Welcome Cocktail Reception
Sponsorship amount	RM40,000	RM25,000
Maximum number of sponsors	2	2
Exhibition space at Social Event	Yes	Yes
Bunting at Social Event venue	4	4
Airtime at Social Event	Yes	Yes
Logo on invitation card	Yes	-
Logo on signage for Social Event	Yes	Yes
Advertisement in commemorative booklet	½ page	½ page
Logo on conference programme board	Yes	Yes
Logo on conference hanging banner	Yes	Yes
Logo on conference website	Yes	Yes
Logo in commemorative booklet	Yes	Yes
Logo in conference newsletter (if published)	Yes	Yes
Name and logo in conference schedule	Yes	Yes
Distribution of corporate materials	Yes	Yes
Complimentary delegate single-day pass	2	2
Complimentary Gala Dinner pass	5	-
Complimentary Welcome Cocktail Reception pass	- 30	5

Note: All materials provided by sponsors are subject to approval by the IMLC 2023 Organising Committee

# **Flaunt Your Brand!**

Publicity about IMLC 2023 will be circulated widely and frequently, especially to the 22,000 Members of the Malaysian Bar, as well as other professional bodies, industry associations and foreign Bar associations.

# **Exhibition**

The IMLC 2023 Exhibition will run concurrently with the conference, and will be showcased to all participants.

Exhibitors are encouraged to utilise this platform to display their innovative products, services and initiatives, particularly those aimed at capturing the interest of the legal profession.

Exhibition booths are priced at RM7,500\* each.

Benefits
Logo on exhibition information board
Logo on conference website
Logo in commemorative booklet
Logo on conference newsletter (if published)
3 exhibitor passes per booth
Food and beverage

\*Returning exhibitors from IMLC 2018 benefit from a discounted rate of RM7,000

# **Advertisement Avenues**

In addition to the visibility provided through the sponsorship options detailed on the preceding pages, the following advertising avenues (subject to availability) can give your organisation the desired exposure.

# **IMLC 2023 Commemorative Booklet**

All IMLC 2023 participants will receive the commemorative booklet, which will also be available for download from the conference website. This booklet will be the main source of reference for information relating to the conference, including content, programme, speakers, and exhibitors.

#### **IMLC 2023 Conference Newsletter**

The conference newsletter, if published, will be available to all IMLC 2023 participants, and will provide selected highlights of the conference proceedings.

Position of Advertisement	Commemorative Booklet (RM)	Conference Newsletter (RM) (Per Issue)
Inner Front Cover	8,000	4,000
Inner Back Cover	7,000	3,000
Full Page	4,000	2,000
Half Page	2,000	1,500
Quarter Page	-	1,000

# Terms and Conditions

## **Application**

Application for sponsorship can be made in writing by completing and returning the Sponsorship Booking Form on pages 15 and 16, along with a 50% deposit payment, to the Bar Council.

Contact Person Erin Samuel (+603-2050 2037; erin@malaysianbar.org.my)

Sangheetha K (+603-2050 2038; sangheetha@malaysianbar.org.my)

Postal Address Wisma Badan Peguam Malaysia 2 Leboh Pasar Besar 50050 Kuala Lumpur Malaysia

Your application for sponsorship is subject to the approval of the IMLC 2023 Organising Committee. A confirmation of approval and our tax invoice will be sent to your organisation. Your organisation's details, as provided in the form, will be used to advertise all planned activities.

# **Terms of Payment**

50% of the total payment is due with the completed Sponsorship Booking Form. The remaining 50% is due by 2 May 2023. Payment can be made by cheque, bank draft, direct deposit, Internet banking, or credit card. Please email a copy of the transaction slip to us for verification. Please note that all bank charges are to be borne by your organisation.

# **Cancellation Policy (Exhibitors Only)**

Only cancellations in writing will be accepted.

- For notices of cancellation received on or (1) **before** 31 May 2023:
  - If the exhibitor is able to find another exhibitor as a replacement, the exhibitor will be entitled to a full refund of the payment made. However, an administrative fee of RM500 will be charged.
  - If the exhibitor is unable to find a replacement, the exhibitor is entitled to a reimbursement of 50% of the payment made.
- (2)For notices of cancellation received after 31 May 2023:
  - If the exhibitor is able to find another exhibitor as a replacement, the exhibitor will be entitled to a full refund of the payment made. However, an administrative fee of RM1,000 will be charged.
  - If the exhibitor is unable to find a replacement, the exhibitor is entitled to a reimbursement of 30% of the payment made.

### **Acceptance of Terms and Conditions**

The terms and conditions for sponsorship, advertising and exhibiting are contained in this Sponsorship Kit. Please note that the signing of the Sponsorship Booking Form indicates acceptance of all terms and conditions contained in this booklet.



11–13 July 2023 Kuala Lumpur

Full Name of Organisation



# SPONSORSHIP BOOKING FORM

For more assistance, please contact:

# Erin Samuel +603-2050 2037 erin@malaysianbar.org.my

Sangheetha K +603-2050 2038 sangheetha@malaysianbar.org.my

We, the undersigned, would like to sponsor the items marked below, in accordance with the terms and conditions contained in the IMLC 2023 Sponsorship Kit.

	ublicity and acknowledgements)		
Name of Contact Person			
Address			
Postcode	State	Country	
Telephone	E-mail		
Fax	 Website		
Brief Profile of Organisat			

We would like to participate in the following:

Item	Price (RM)	Quantity	Total Price (RM)
CONFERENCE SPONSORSHIP			
Gold Sponsorship	150,000	Exclusive	
Silver Sponsorship <sup>1</sup>	75,000		
Bronze Sponsorship	55,000		
Plenary Sponsorship	40,000		
Session Sponsorship	35,000		
Delegate Bag Sponsorship	70,000		
Others (eg merchandise)			
SOCIAL EVENT SPONSORSHIP			
Gala Dinner Sponsorship²	40,000		
Welcome Cocktail Reception Sponsorship <sup>2</sup>	25,000		

<sup>&</sup>lt;sup>1</sup> Maximum of 2 sponsors

<sup>&</sup>lt;sup>2</sup> Maximum of 2 joint sponsors

Item	Price Per Package (RM)	Quantity	Subtot	tal (RM)
EXHIBITION PLATFORM				
Exhibition Booth*	7,500			
ADVERTISEMENT AVENUES				
Commemorative Booklet				
Inner Front Cover	8,000			
Inner Back Cover	7,000			
Full Page	4,000			
Half Page	2,000			
Conference Newsletter (Per Issue)				
Inner Front Cover	4,000			
Inner Back Cover	3,000			
Full Page	2,000			
Half Page	1,500			
Quarter Page	1,000			
Returning exhibitors from IMLC 2018 get booth	s at a discounted rate of RM7 000			
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You hereby expressly consent that the personal information that you provide to the IMLC 2023 Organising Committee, whether now or in the future, may be used, recorded, stored, disclosed or otherwise processed by or on behalf of the IMLC 2023 Organising Committee for the purposes of facilitation and organisation of this conference, research and audit, maintenance of relevant databases for the promotion of this conference, and such ancillary services as may be relevant.

