



# ASIA FOR ANIMALS

Education and Engagement Bring Change

October 11-14, 2023 | Borneo Convention Centre Kuching  
[www.asiaforanimals.com/conference](http://www.asiaforanimals.com/conference)

## SPONSORSHIP KIT



## AfA SPONSORSHIP TIERS

	DIAMOND	GOLD	SILVER	STANDARD
	USD 20,000 AND ABOVE	USD 15,000	USD 10,000	USD 5,000
<b>Exhibition Site</b> <ul style="list-style-type: none"> <li>Standard and Silver tiers gets a standard shell scheme</li> <li>Gold and Diamond tiers will only be provided with the exhibition space. The booth design is to be customised based on the exhibitor's preference and the exhibitor themselves will bear the cost of the booth design. However, you are free to use our existing booth contractor if you choose to do so. To obtain more information, please contact the secretariat.</li> </ul>	9m x 9m	6m x 6m	6m x 3m	3m x 3m
<b>Exhibitor Passes</b> <ul style="list-style-type: none"> <li>passes permits only exhibition area</li> </ul>	5	4	3	2
<b>Conference Delegate Passes</b> <ul style="list-style-type: none"> <li>all exhibition area including conference</li> </ul>	5	4	3	2
<b>Conference Bag</b>	5	4	3	2
<b>Invitation(s) to Opening Ceremony</b>	5	3	2	1
<b>Invitation(s) to Conference Dinner</b> <ul style="list-style-type: none"> <li>October 13, 2023</li> </ul>	5	4	3	2
<b>Invitation(s) to attend Press Conference</b> <ul style="list-style-type: none"> <li>October 11, 2023</li> </ul>	3	2	1	-

## AfA SPONSORSHIP TIERS

BRANDING OPPORTUNITIES				
	DIAMOND	GOLD	SILVER	STANDARD
	USD 20,000 AND ABOVE	USD 15,000	USD 10,000	USD 5,000
Exhibitor Listing in Conference Programme Book	●	●	●	●
Logo with website linking on AfA 2023 official Conference webpages	●	●	●	
Logo placement on printed advertising and event materials	●	●	●	
Insertion in Conference Bag <i>Note: Any collaterals/marketing materials to be provided by the sponsors</i>	●	●	●	
Official company bunting at Conference area <i>Note: Any collaterals/marketing materials to be provided by the sponsors</i>	●	●	●	
Corporate video playback during tea break/ lunch	●	●	●	
Recognition as main sponsor during conference	●			
One full-page advert in Conference Programme Book <i>Note: Any collaterals/marketing materials to be provided by the sponsors</i>	●			

## OTHER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPTIONS AND ENTITLEMENT	SLOTS AVAILABLE	PRICE PER SLOT (USD)	BULK PRICE (USD)
<b>CONFERENCE LUNCH</b>			
<ul style="list-style-type: none"> <li>• Company logo will be printed on table tent cards during lunch</li> <li>• Logo with website linking to be featured in AfA 2023 official Conference webpages.</li> <li>• Distribution of marketing material during lunch</li> <li>• Corporate video playback during lunch session.</li> <li>• Logo will be in sponsor's listing logo</li> </ul>	3	3,000	N/A
<b>CONFERENCE TEA BREAK</b>			
<ul style="list-style-type: none"> <li>• Company logo will be printed on table tent cards during tea break</li> <li>• Logo with website linking to be featured in AfA 2023 official Conference webpages</li> <li>• Distribution of marketing material during tea break</li> </ul>	6	1,300	2,100 (2 times per day)
<b>CONFERENCE BAG</b>			
<ul style="list-style-type: none"> <li>• Company logo to be printed on conference bag</li> <li>• Logo with website linking to be featured in AfA 2023 official Conference webpages</li> <li>• Marketing material insertion in conference bag</li> </ul>	1	5,500	N/A
<b>CONFERENCE NAME BADGE AND LANYARD</b>			
<ul style="list-style-type: none"> <li>• Company logo to be printed on badge and lanyard</li> <li>• Logo with website linking to be featured in AfA 2023 official conference website</li> </ul> <p><i>Conference lanyard design and quantity to be approved by the Organising Committee</i></p>	1	1,800	N/A

## OTHER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPTIONS AND ENTITLEMENT	SLOTS AVAILABLE	PRICE PER SLOT (USD)	BULK PRICE (USD)
<b>A FULL PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME BOOK (BACK COVER)</b>			
Soft copy of final advertisement to be provided by the Sponsor *  Trim Size: 297mm x 210mm Bleed Size: 303mm x 216mm Type Area: 270mm x 190mm PDF Size: 317mm x 230mm	1	2,000	N/A
<b>A FULL PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME BOOK (INSIDE COVER)</b>			
Soft copy of final advertisement to be provided by the Sponsor *  Trim Size: 297mm x 210mm Bleed Size: 303mm x 216mm Type Area: 270mm x 190mm PDF Size: 317mm x 230mm	1	800	N/A
<b>A FULL PAGE ADVERTISEMENT IN CONFERENCE PROGRAMME BOOK (RUNNING PAGE)</b>			
Soft copy of final advertisement to be provided by the Sponsor *  Trim Size: 297mm x 210mm Bleed Size: 303mm x 216mm Type Area: 270mm x 190mm PDF Size: 317mm x 230mm	1	500	N/A
<b>PRODUCT / CATALOGUE INSERTION IN THE CONFERENCE BAG</b>			
Materials to be delivered to the Organising Committee before 15 <sup>th</sup> July 2023	1	300	N/A
<b>PERSONALIZED PACKAGE</b>			
A personalized sponsorship package is open for discussion			

\* Note: send softcopy to email(s) found on the last page



## TERMS & CONDITIONS

### 1. INTRODUCTION

- 1.1 These terms and conditions and the Sponsorship Form to which they are attached together set out the terms on which you (the Sponsor) agree to sponsor the Event. Please read the Agreement carefully and make sure you understand it before signing. You understand that by signing the Sponsorship Form, you agree to be bound by the terms of the Agreement.
- 1.2 References to “us”, “we”, and “our” shall refer to the Organizer and references to “you” and “your” shall refer to the Sponsor.

### 2. GRANT OF RIGHTS

- 2.1 We grant to you:
  - 2.1.1 The Sponsorship Rights (as defined in the Sponsorship Kits); and
  - 2.1.2 a non-transferable, non-exclusive, royalty-free license to use the Event logos and trade marks (the “Event Marks”) provided to you in accordance with clause 3.4 solely to promote your sponsorship of the Event, during the Term (as defined at clause 6.1) and in accordance with the terms and conditions of this Agreement.
- 2.2 You grant to us a worldwide, non-exclusive, royalty-free, sub-licensable license to use your logos and trade marks (the “Sponsor Marks”) provided to us in accordance with clause 3.3:
  - 2.2.1 during the Term to promote and exploit the Event; and
  - 2.2.2 for a period of six months following the Event in any report produced about the Event and in any promotional materials for similar events.
- 2.3 In the event that you change the Sponsor Marks at any time during the Term, you agree that we shall not be obliged to make any consequential changes to materials that include the Sponsor Marks produced by us or on our behalf for or in connection with the Event (including, but not limited to, reprinting promotional literature or publicity materials) unless you agree in writing in advance to meet the costs and expenses incurred by us arising from such change
- 2.4 If for any reason, we are unable to deliver any of the Sponsorship Rights, we will inform you as soon as reasonably practicable. We may substitute alternative benefits in respect of the same Event to an equivalent value of the relevant Sponsorship Rights without any liability to you.
- 2.5 You acknowledge and agree that you shall be solely responsible for all costs that you incur relating to your attendance at the Event (including, without limitation, any travel costs, the costs of any temporary staff and any costs relating to the stand that you erect at the Event).

- 2.6 You shall promptly comply with all reasonable instructions and directions issued by or on behalf of us in connection with the Event and its promotion (including, without limitation, any instructions or directions given in relation to the use of the venue at which the Event is being held). We shall not be responsible for any failure or delay in providing any of the Sponsorship Rights where such failure occurs directly or indirectly as a result of your failure or delay in complying with any of our reasonable instructions or directions.

### 3. YOUR OBLIGATIONS

- 3.1 You undertake to exercise the Sponsorship Rights in accordance with the terms of this Agreement.
- 3.2 You shall, within seven days of the signature of this Agreement by both parties, supply us with examples of the Sponsor Marks in a suitable format.
- 3.3 You shall, prior to distributing any promotional materials referencing the Event and/or using the Event Marks (the "Sponsor Materials") provide copies of the Sponsor Materials to us for our approval (not to be unreasonably withheld). You undertake that you shall not distribute any Sponsor Materials until you have received written confirmation from us that we approve the Sponsor Materials. You are solely responsible for meeting all costs relating to the Sponsor Materials, (including reprinting costs if our approval is not obtained prior to printing)
- 3.4 You undertake to exercise the Sponsorship Rights in accordance with the terms of this Agreement.
- 3.5 You shall, within seven days of signature of this Agreement by both parties, supply us with examples of the Sponsor Marks in a suitable format.
- 3.6 You shall, prior to distributing any promotional materials referencing the Event and/or using the Event Marks (the "Sponsor Materials") provide copies of the Sponsor Materials to us for our approval (not to be unreasonably withheld). You undertake that you shall not distribute any Sponsor Materials until you have received written confirmation from us that we approve the Sponsor Materials. You are solely responsible for meeting all costs relating to the Sponsor Materials, (including reprinting costs if our approval is not obtained prior to printing).
- 3.7 You undertake that any Sponsor Materials will:
- 3.7.1 comply, without limitation, with all relevant laws and regulations in force that relate to the promotion of the Event;
  - 3.7.2 comply with any instructions or directions issued by or on behalf of us;
  - 3.7.3 not contravene any applicable law, infringe the rights of any third party or contain any inaccuracies of fact; and
  - 3.7.4 include any legal or good practice notices as required by us from time to time.

## 4. OUR OBLIGATIONS

- 4.1 In addition to the license granted at clause 2.1, we shall provide the Sponsorship Rights and organize the Event using reasonable skill and care and will consult with the Sponsor Representative (as set out on the Sponsorship Form) on aspects of the Event where we deem it appropriate to do so.
- 4.2 The Sponsorship Rights are personal to you and we are not obliged to provide the Sponsorship Rights (or any part of them) to any other entity or person.

## 5. SPONSORSHIP FEE

- 5.1 In consideration of us providing the Sponsorship Rights, you shall pay to us the Sponsorship Fee (as set out on the Sponsorship Form) in accordance with the Payment Period (as set out on the Sponsorship Form).
- 5.2 If the Sponsorship Fee is not received by us when due, we reserve the right not to supply, or cease to supply, any or all of the Sponsorship Rights.
- 5.3 Sponsorship form must be returned to us on July 30, 2023. (Any late order, surcharge will be imposed).

## 6. TERM AND TERMINATION

- 6.1 This Agreement shall take effect on the date that the last party signs the Sponsorship Form and shall continue until the completion of the Event (the "Term"), unless terminated early in accordance with its terms.
- 6.2 Either party has the right at any time to terminate this Agreement immediately by giving written notice to the other in the event that the other:
  - 6.2.1 has committed a material breach of any of its obligations under this Agreement (including failure to pay any amounts due under this Agreement) and has not remedied any such breach (if capable of remedy) within fourteen (14) days of being required to do so by written notice.
- 6.3 Termination of this Agreement by either party for any reason shall be without prejudice to any rights or obligations that may have accrued as at the date of such termination.
- 6.4 Upon termination of this Agreement by us in accordance with this clause 6, all outstanding sums owing to us at the date of termination shall become due and payable without deduction or set-off. Where termination occurs before you have received all the Sponsorship Rights, we shall charge you such proportion of the Sponsorship Fee (calculated in good faith) as is reasonable to reflect the value of the Sponsorship Rights received by you prior to the date of termination.
- 6.5 Upon expiry or termination of this Agreement, the parties agree that:
  - 6.5.1 our obligations to provide any further Sponsorship Rights shall cease;
  - 6.5.2 any licenses granted pursuant to this Agreement shall immediately cease.



## 7. CONFIDENTIALITY

- 7.1 Each party shall treat in confidence all information obtained from the other pursuant to this Agreement that is confidential in nature (which shall include details of the Sponsorship Fee) and shall use such confidential information solely for the purpose of exercising its rights or performing its obligations under this Agreement.
- 7.2 Each party shall only disclose such confidential information: (i) to those of its employees who may reasonably need to know the same to the extent required for the proper performance of this Agreement; and (ii) to the extent that such confidential information is required to be disclosed by law.

## 8. FORCE MAJEURE

- 8.1 "Force Majeure" means any circumstances beyond the reasonable control of either Party (including, without limitations, any governmental action, act of God, strike, terrorism, lock out or other forms of industrial action).
- 8.2 If any Party is affected by Force Majeure which affects or may affect the performance of any of its obligations under this Agreement, it shall forthwith notify the other Party of its nature and extent.
- 8.3 No Party shall be deemed to be in breach of this Agreement, or otherwise be liable to the other Party, by reason of any delay in performance, or the non-performance, of any of its obligations hereunder, to the extent that the delay or non-performance is due to any Force Majeure of which it has notified the other Party, and the time for performance of that obligation shall be extended accordingly.

## 9. CANCELLATION

- 9.1 The Organizer reserves the right to cancel, postpone or reschedule events due to government restrictions or unforeseen circumstances. In case of cancellation of AfA 2023, 10% may be charged and a refund will be made within 14 days via the same method payment was made, unless requested otherwise.
- 9.2 Any cancellation of registration should be communicated in writing and will be subject to the following conditions;
  - 9.2.1 All cancellation requests should be made in writing via email to the secretariat at [operations@placeborneo.com](mailto:operations@placeborneo.com)
  - 9.2.2 All cancellation requests will be handled on a discretionary basis. Upon acceptance of the cancellation, refunds are applicable according to the following timeline:
    - i. Cancellation before 10th August 2023 – 70% refund
    - ii. Cancellation after 10th August 2023 – No refund
    - iii. The refund is subject to a 10% administrative fee
    - iv. All refunds will be made after the conference
    - v. All bank services charges/convenience fees/administrative fees/taxes will be deducted from the conference registration refunds..
    - vi. Registration fee may be transferred to another individual; payment invoice for the new registration will be revised to reflect the new registrant.

## 10. GENERAL

- 10.1 This Agreement contains the entire agreement and understanding between the parties and supersedes all prior agreements, understandings or arrangements (both oral and written) relating to the subject matter of this Agreement.
- 10.2 You acknowledge that you have not relied on, and shall have no remedy in respect of, any statement, representation, warranty, understanding, promise or assurance (whether negligently or innocently made) of any person other than as expressly set out in this Agreement.
- 10.3 This Agreement shall not create, nor shall it be construed as creating, any partnership or agency relationship between the parties will be revised to reflect the new registrant.



## AfA 2023 SPONSORSHIP FORM

Organization / Company Name: \_\_\_\_\_

Organization / Company Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Sponsorship Tier (Please tick ✓)

- Diamond | USD 20,000
- Gold | USD 15,000
- Silver | USD 10,000
- Standard | USD 5,000
- Conference Lunch | USD 3,000
- Conference Tea Break (per slot) | USD 1,300
- Conference Tea Break (bulk) | USD 2,100
- Conference Bag | USD 5,500
- Name Badge and Lanyard | USD 1,800
- Full Advertisement (Back Cover) | USD 2,000
- Full Advertisement (Inside Cover) | USD 800
- Full Advertisement (Running Page) | USD 500
- Product / Catalogue Insertions | USD 300
- Personalized Package (please state below)

\_\_\_\_\_

\_\_\_\_\_

Total Sponsorship Amount (USD):



## STANDARD BOOTH FORM

Standard Booth (3m x 3m) includes;

- 1 nos 13amp Power Point
- 1 nos Fluorescent Light
- 1 unit of Exhibition Table
- 2 unit of Foldable Chairs
- 1 unit of waste paper basket
- 1 lot of Fascia Name (max. 30 letterings)

NO.	EXHIBITOR NAME	NRIC/PASSPORT NO.	CONTACT NO.
1			
2			
3			
4			

NO.	PROPOSED LIST OF ITEMS TO BE DISPLAYED	PRICE (IF ANY )
1		
2		
3		
4		
5		
6		
7		
8		



**NOTE**

- i. Products not listed MAY NOT be allowed to be displayed at the exhibition. (Please attach additional sheet if necessary)
- ii. Once your application has been approved, an invoice will be issued. Kindly remit the payment within The stated period to confirm your participation. Bank details are stated below;

Beneficiary Name: Sarawak Society for The Prevention of Cruelty to Animals (SSPCA)  
Bank Name: CIMB  
Account Number: 8005274525  
Bank Address: Jalan Tunku Abdul Rahman, 93100  
Swift Code: CIBBMYKLXXX  
Company/Business Name: Kuching Society for The Prevention of Cruelty to Animals  
Business Registration Number: PPM-001-13-09111962

All sponsorship materials to be submitted within 30 days after signing this form. For monetary sponsorship, kindly remit the payment to the bank details above within terms. Please submit supporting documents along with this Sponsorship Form. Should you need more information, please do not hesitate to contact the person below:

- 1. Ms. Emma Zainal Abidin at [operations@placeborneo.com](mailto:operations@placeborneo.com) or at +60 82 555 189
- 2. Ms. Selbenaide Helbat at [selbenaide@placeborneo.com](mailto:selbenaide@placeborneo.com) or at +60 82 555 189

**ACKNOWLEDGMENT**

I acknowledge that I have read and agreed to the terms and conditions as stated in the Agreement.

.....

Name :

Designation:

Date:

