



SPONSORSHIP BOOKLET

ASIA PACIFIC DENTAL STUDENTS ASSOCIATION
MALAYSIAN DIVISION

2024/25

PREPARED FOR :

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Asia Pacific Dental Students Association Malaysian Division (APDSA MD) is an association founded in 2017, comprising a committee board and dental students all over Malaysia as its members. APDSA MD is a non-profit organisation which collaborates with other non-government organisations such as the Malaysian Dental Student Association (MDSA) and Malaysia Dental Association (MDA) in organising various events for the dental community in Malaysia.

The foundation of this association aims to foster and strengthen friendships among dental students in Malaysia and dental students all around the Asia Pacific region. We also act as the bridge between Asia Pacific Dental Student Association (APDSA) and Malaysian dental students. Every year, we organise events with the aim of benefiting dental students and engaging more local dental students at the national and international levels.

OBJECTIVES | MISSION | VISION

APDSA Malaysia Division aims to:

- Promote dental health in the Asia Pacific region.
- Foster and strengthen friendships among dental students in Malaysia and in the Asia Pacific region
- Encourage and facilitate cultural exchange among dental students in Malaysia and in the Asia Pacific region
- Provide learning opportunities for dental students in Malaysia and in the Asia Pacific region

MISSION

To inspire and empower dental students in Malaysia and in the Asia Pacific region to connect, learn and achieve more together.

VISION

To be a leading dental students' association in Malaysia to represent Malaysian dental students in the Asia Pacific region.

OUR TARGET AUDIENCE

18 Countries of the APDSA Members :



APDSA Malaysia



APDSA Singapore



APDSA Hong Kong



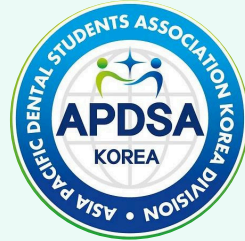
APDSA New Zealand



APDSA Australia



APDSA Japan



APDSA South Korea



APDSA Taiwan



APDSA Thailand



APDSA Cambodia



APDSA Vietnam



APDSA Indonesia



APDSA Brunei



APDSA Philippines



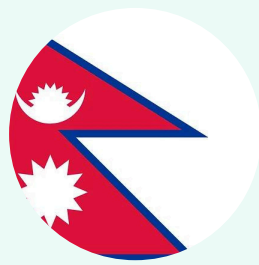
APDSA Myanmar



APDSA Republic of Laos



APDSA Pakistan



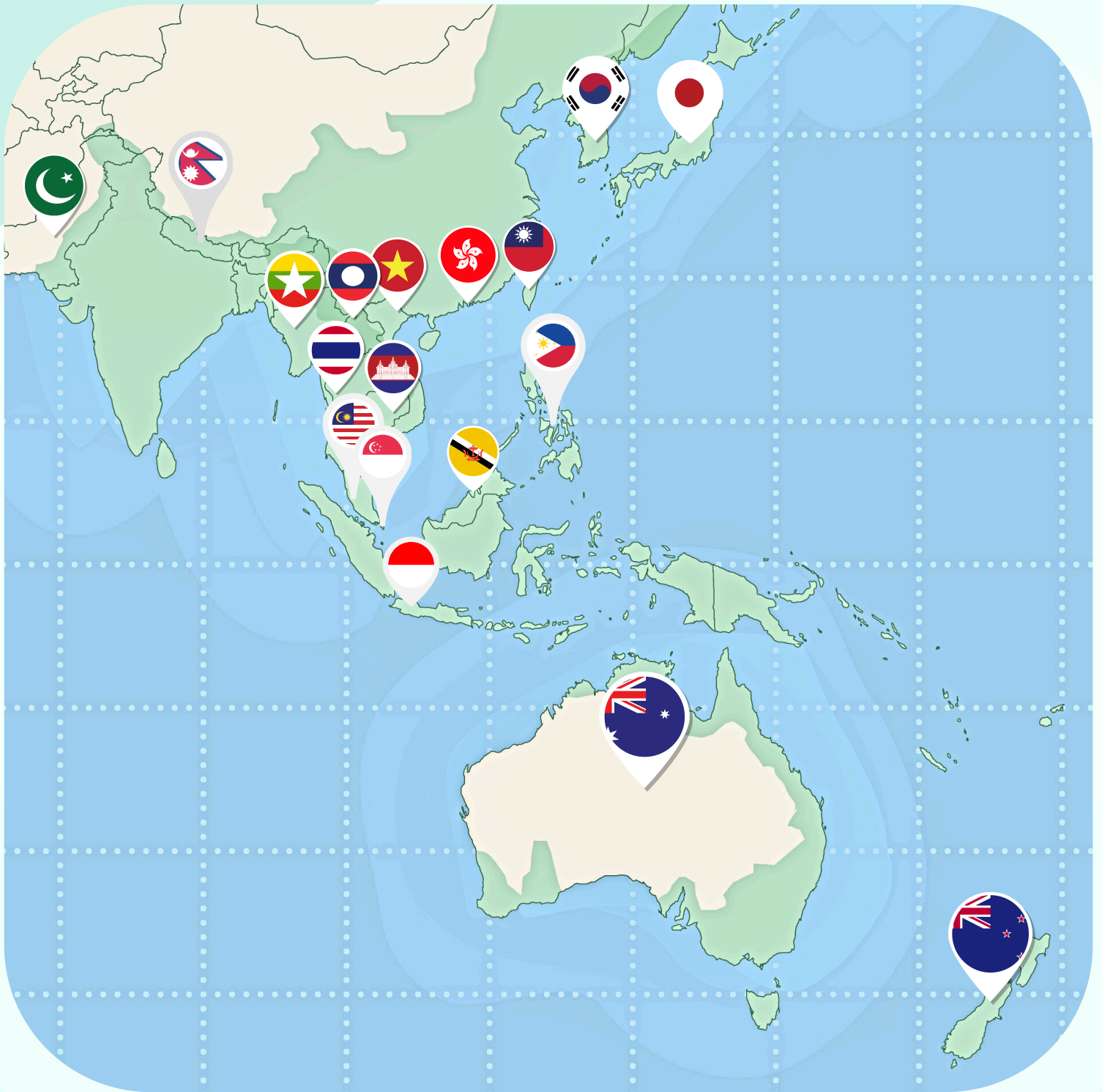
APDSA Nepal (Pending)

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OUR TARGET AUDIENCE

18 Countries of the APDSA Members :

Malaysia, Singapore, Hong Kong, New Zealand, Australia, Japan, South Korea, Myanmar, Thailand, Cambodia, Taiwan, Indonesia, Brunei, Vietnam, Philippines, Republic of Laos, Pakistan, Nepal (Pending)



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OUR TARGET AUDIENCE

Our audience consists of males and females across the Asia Pacific region, in the age group between 18-55. This range comes from the rich diversity of our association and our community involvement. The lower end of the age spectrum consists of university students attending and participating in our events, with a passion for oral health and eagerness to contribute to society with the latest knowledge and products that improve public health.

Our higher end of the age spectrum includes our guests and speakers, mainly dentists and oral health professionals with valuable knowledge and experience in the oral health field. They may be lecturers of reputable universities, or dedicated government oral health workers, while some have their own dental practices.

Our target group all have great interest in knowing, learning, applying and spreading the latest and best oral health practices, products, techniques and advancements that improve dental public health.

OUR TARGET AUDIENCE

13 Dental Universities in Malaysia :

Universiti Malaya (UM), Universiti Kebangsaan Malaysia (UKM), Universiti Sains Malaysia (USM), Universiti Sains Islam Malaysia (USIM), Universiti Teknologi MARA (UiTM), International Islamic University Malaysia (IIUM), AIMST University, International Medical University (IMU), Lincoln University College (LUC), MAHSA University, Manipal University College Malaysia (MUCM), Penang International Dental College (PIDC), SEGi University



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ORGANISATION STATISTICS



<https://www.apdsamd.org/>

>600

website visits annually



[@apdsamalaysia](https://www.instagram.com/apdsamalaysia)

2,335

followers



[APDSA Malaysia](https://www.facebook.com/APDSAMalaysia)

2,636

followers



SPONSORSHIP BOOKLET

TYPES OF SPONSORSHIP

CASH SPONSORSHIP

- Annual Sponsorship Package
- Event Sponsorship Package

PRODUCT SPONSORSHIP

- Goods in-kind
- Dental products
- Gifts and souvenirs
- Promotional materials
- Refreshments
- Vouchers and Coupons

LOCAL BUSINESS SPONSORSHIP

CUSTOMISED SPONSORSHIP

Our association offers complete sponsorship package customisation. We understand that every sponsor may need different types of benefits and has different targets. Therefore, a pre-set tiered package may not be suitable. Our team can organize a customised plan according to each sponsor's needs.

ANNUAL SPONSORSHIP PACKAGES

For sponsors who seeks year-round exposure across all major events and consistent digital engagement (social media, email, and newsletters)

Note : Applicable to all events held in 1-year duration

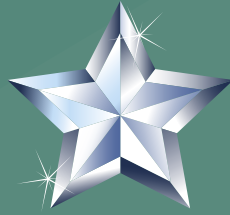
ANNUAL SPONSORSHIP PACKAGES



SILVER SPONSOR ★★★

RM3500 & ABOVE

- ✓ Printed logo on participant lanyard, name tag
- ✓ VIP Gift
- ✓ Company logo on event backdrop, slideshow, posters, banners
- ✓ Play 1 minute promotional video during event in loops
- ✓ Verbal acknowledgement of company name in opening and closing ceremony



PLATINUM SPONSOR ★★★

RM 6500 & ABOVE

- ✓ Customized exclusive event booth space to showcase product
- ✓ 5 minutes speech slot from company representative during events
- ✓ Printed logo on APDSA MD Committee T-shirt, lanyard, name tag
- ✓ VIP Gift
- ✓ Company logo on event backdrop, slideshow, posters, banners
- ✓ Play 5 minutes promotional video during event in loops
- ✓ Verbal acknowledgement of company name & chair person during opening and closing ceremony



GOLD SPONSOR ★★★

RM5500 & ABOVE

- ✓ 3 minutes speech slot from company representative during events
- ✓ Printed logo on participant T- shirt, lanyard, name tag
- ✓ VIP Gift
- ✓ Company logo on event backdrop, slideshow, posters, banners
- ✓ Play 3 minutes promotional video during event in loops
- ✓ Verbal acknowledgement of company name in opening and closing ceremony

*Remarks : Bunting to be provided by the sponsor

**Remarks : Company logo display sizes is according to tier, highest tier with biggest logo followed by second and tertiary tier

ANNUAL SPONSORSHIP PACKAGES

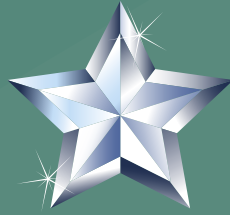


SILVER
SPONSOR



RM3500 & ABOVE

- ✓ Bunting display during event (Foyer only)
- ✓ Thank you post on Instagram & FB page (after event)
- ✓ Acknowledgement and display of company logo on official website (Logo & Company write-up presented under 'Silver Sponsor')
- ✓ Help to distribute company's promotional brochures and flyers
- ✓ Promote subscription to company's mailing list (after obtaining participant consent)



PLATINUM
SPONSOR



RM 6500 & ABOVE

- ✓ Bunting display during event (Stage of Auditorium, Auditorium entrance & Foyer)
- ✓ Thank you post on Instagram & FB page (before & after event)
- ✓ Dedicated page on APDSA MD website with full company write-up and media assets (Logo & Company write-up presented under 'Platinum Sponsor')
- ✓ Help to distribute company's promotional brochures and flyers
- ✓ Promote subscription to company's mailing list (after obtaining participant consent)



GOLD
SPONSOR



RM5500 & ABOVE

- ✓ Bunting display during event (Auditorium entrance & Foyer)
- ✓ Thank you post on Instagram & FB page (before & after event)
- ✓ Acknowledgement and display of company logo on official website (Logo & Company write-up presented under 'Gold Sponsor')
- ✓ Help to distribute company's promotional brochures and flyers
- ✓ Promote subscription to company's mailing list (after obtaining participant consent)

*Remarks : Bunting to be provided by the sponsor

**Remarks : Company logo display sizes is according to tier, highest tier with biggest logo followed by second and tertiary tier

EVENT SPONSORSHIP PACKAGES

For sponsors who seeks for high visibility for a single event, with immediate impact, such as speaking opportunities and product promotions

Note : Applicable to single event only

EVENT SPONSORSHIP PACKAGES



SILVER SPONSOR ★★★

LESS THAN RM1000

- Printed logo on participant name tag
- Company logo on event backdrop, slideshow, posters, banners
- Play 1 minute promotional video during event in loops
- Honorary mention in opening and closing ceremony



PLATINUM SPONSOR ★★★

RM3000 & ABOVE

- Speech slot 30 mins opening ceremony
- Printed logo on participants T-shirt, lanyard, welcoming bag, name tag
- Company logo on event backdrop, slideshow, posters, banners
- Play 5 minutes promotional video during event in loops
- Honorary mention in opening and closing ceremony



GOLD SPONSOR ★★★

RM1000 & ABOVE

- Printed logo on participant lanyard, welcoming bag, name tag.
- Company logo on event backdrop, slideshow, posters, banners
- Play 3 minutes promotional video during event in loops
- Honorary mention in opening and closing ceremony

*Remarks : Bunting to be provided by the sponsor

**Remarks : Company logo display sizes is according to tier, highest tier with biggest logo followed by second and tertiary tier

EVENT SPONSORSHIP PACKAGES



SILVER
SPONSOR



LESS THAN RM1000

- Bunting display during event (Foyer only)
- 1 full page advertisement in event e-booklet
- Thank you post on Instagram & FB page (after event)
- Acknowledgement and display of company logo on event official website (Logo & Company write-up presented under 'Silver Sponsor')



PLATINUM
SPONSOR



RM3000 & ABOVE

- Bunting display during event (Stage of Auditorium, Auditorium entrance & Foyer)
- 4 full page advertisement in event e-booklet
- Thank you post on Instagram & FB page (before & after event)
- Acknowledgement and display of company logo on event official website (Logo & Company write-up presented under 'Platinum Sponsor')



GOLD
SPONSOR



RM1000 & ABOVE

- Bunting display during event (Auditorium entrance & Foyer)
- 2 full page advertisement in event e-booklet
- Thank you post on Instagram & FB page (after event)
- Acknowledgement and display of company logo on event official website (Logo & Company write-up presented under 'Gold Sponsor')

*Remarks : Bunting to be provided by the sponsor

**Remarks : Company logo display sizes is according to tier, highest tier with biggest logo followed by second and tertiary tier

PRODUCT SPONSORSHIP

BENEFITS	
Company logo on event slideshow	✓
Instagram post acknowledgement (presenting the company logo)	✓
Company name in APDSA MD website under the specific event column	✓
Certificate of Appreciation	✓

*Note: Your company logo size on our Instagram post will depend on the value worth for the sponsored product.

LOCAL BUSINESS SPONSORSHIP

Special opportunity for local business owners who want to be involved in the community.

This opportunity is event-based, where business owners can participate in amounts as low as RM 100 and above.

BENEFITS	
Business logo on event slideshow	✓
Instagram post acknowledgement (presenting the company logo)	✓
Instagram or Facebook account tag	✓
Company name in APDSA MD website under the specific event column	✓
Certificate of Appreciation	✓

OUR PREVIOUS EVENTS

45th APDSA Annual Congress Malaysia

6th-10th August 2018

The Asia Pacific Dental Students Association (APDSA) Annual Congress is a yearly event organised to bring together dental students from APDSA member nations in the region. Every year, over 300 students, professors, and graduate doctors from more than 13 countries in the region attend the congress, with the hosting of the congress rotated amongst member countries. In the year 2018, the Annual Congress was hosted by Malaysia. Dental students from across the Asia Pacific region forged new friendships while learning from dentists and leaders within the dental industry through various lectures and workshops. Other highlights of the event included the Oral and Poster Scientific Research Competition, Dental Quiz, Soap Carving Competition, and Cultural Night.

Mid-Year Meeting Vietnam

12th - 15th December 2019

APDSA Mid-Year Meeting 2019 was held in Ho Chi Minh City, one of the biggest cities in Vietnam. With the theme "Give Smiles, Change Life", APDSA Vietnam being the host of the event has brought together dental students from across the Asia Pacific region to be a part of multiple exciting activities including the Lend-A-Hand Project, dental clinical workshop, cooking class, city tour, and food tour. The Lend-A-Hand Project served as a platform to introduce sign language as an effective way to break communication barriers with hearing-impaired patients. A total of 22 participants from Malaysia returned home with contentment.

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OUR PREVIOUS EVENTS

S.M.I.L.E (Share Miracles In Life Everyday) Outreach Project

18th - 19th May 2019

S.M.I.L.E Outreach Programme was organised with collaborative efforts of the Student Bureau of Melaka-Manipal Medical College (MMMC), Asian Medical Students' Association (AMSA) Malaysia & AMSA MMMC. A round 140 dental students gained insightful knowledge from our invited esteemed speakers such as Dr. Ng Chin Siau, Dr. Lee Soon Boon, Dr. Prashanti Eachempati, and Dr. Pia Balchin. The outreach programme was carried out at Singham's Live & Lifecare Centers where dental screening, restoration, extraction, and basic medical checkups were provided for the underprivileged.

46th APDSA Annual Congress Thailand

1st - 5th August 2019

The Asia Pacific Dental Students Association (APDSA) Annual Congress is a yearly event organised to bring together dental students from APDSA member nations in the region. Every year, over 300 students, professors, and graduate doctors from more than 13 countries in the region attend the congress, with the hosting of the congress rotated amongst member countries. In the year 2019, the Annual Congress was hosted by Thailand. Dental students from across the Asia Pacific region forged new friendships while learning from dentists and leaders within the dental industry through various lectures and workshops. Other highlights of the event included academic sessions, the APDAXC competition, scientific research competitions, and various workshops covering multiple fields in dentistry such as implantology, restorative dentistry, endodontics, and prosthodontics. The cultural night filled with performances from all involved countries definitely gave a great ending to the congress.

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OUR PREVIOUS EVENTS

Dental Seminar Series

23rd November 2019

Dental Seminar Series was a workshop held at KL Sentral focusing on careers in dentistry, effective and ethical management of patient care, adverse outcomes of unethical dental treatments, and how to avoid a complaint or claim. It was an honour for us to collaborate with Dental Protection by the Medical Protection Society (MPS) in organising this wonderful event joined by a total of 70 participants. We would like to extend our heartfelt appreciation to Dr. James Foster and Mr. Kim Lee from MPS for their informative and inspiring talk. In the event, participants certainly gained valuable insights into common ethical and medicolegal issues and where to get help should these issues be brought up.

Serve For Smiles

5th June 2020

Serve for Smiles was a new virtual community project organised by the Malaysian Dental Students' Association (MDSA) and Asia Pacific Dental Students Association, Malaysian Division (APDSA MD), in collaboration with Junior Chamber International Kuala Lumpur West (JKI KL West). With the fund raised from our previous collaboration in Weekend Online Webinar (WOW), we aimed to promote oral health awareness and provide assistance to the underprivileged communities in Kuala Lumpur by empowering the caregivers with the correct oral hygiene practices and dietary advice via the Google Meet platform.

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OUR PREVIOUS EVENTS

Weekend Online Webinar (WOW)

18th October - 26th December 2020

WOW was a programme organised by APDSA MD in collaboration with MDSA, which aimed to provide learning opportunities from experienced speakers for the Asia Pacific countries' students in the comforts of their homes due to the unprecedented COVID-19 pandemic. This webinar consisted of dental photography, academic lectures, forum discussion, and virtual workshops. With a total number of participants of more than 2,000, this programme was a huge success. We would like to extend our deepest gratitude to the speakers for their sharing. All participants clearly benefited and gained valuable information from this webinar.

OSCE Study Group

9th, 23rd, and 30th January 2021

OSCE Study Group is an effective two-way session which provides learning opportunities from volunteer tutors and experienced supervising doctors. In this session, there were three mock OSCE stations in every group. All participants benefited from tips and tricks in practice for the OSCE-type examination. We are really grateful to have all the tutors and supervising doctors from all dental universities, which helps us to make this study group into reality.

OUR PREVIOUS EVENTS

Online Case Discussion Clinic

26th - 27th June 2021

Online Case Discussion Clinic is an initiative to provide learning opportunities from experienced supervising doctors in the comforts of their homes to dental students. With the guidance of our supervisors, all 63 participants discussed the clinical cases provided under the supervision of experienced doctors and two sessions were conducted. A huge thanks to AP Dr. Seow Liang Lin, Dr. Mandy, Dr. Tanay Vijaykumar Chaubal, Dr. Yeoh, Dr. Nora, and Dr. Haikal Halil for their time and sharing, which were really beneficial for all participants to improve their clinical experience.

2nd International Webinar 2022

20th August

The 2nd International Webinar, focused on crucial topics in oral and maxillofacial surgery, including odontectomy, tumors, and cysts. The webinar featured esteemed speakers such as Dr. Fredy Mardiantoro from Brawijaya University, Indonesia, who discussed odontectomy, and Prof. Dr. Riaz Ahmed Warraich from the University of Lahore, Pakistan, who covered tumors and cysts. Moderated by experts from Indonesia and Pakistan, the event was free and open to dental students, dentists, residents, and specialists. Participants also had the opportunity to earn international certificates by engaging through social media and attending the session. The event was a collaborative effort between APDSA Malaysia, the University of Lahore, and Dens Up Corporation.

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OUR PREVIOUS EVENTS

47th APDSA Annual Congress Cambodia

27th - 28th August 2021

The Asia Pacific Dental Students Association (APDSA) Annual Congress is a yearly event organised to bring together dental students from APDSA member nations in the region. Every year, over 300 students, professors, and graduate doctors from more than 13 countries in the region attend the congress, with the hosting of the congress rotated amongst member countries. The 47th APDSA Annual Congress was hosted by APDSA Cambodia and was previously planned to be held in 2020. However, due to the COVID-19 pandemic, the event was postponed to 2021 and was the first virtual annual congress. The highlighted events included webinars, dental quizzes, and cultural night.

48th APDSA Annual Congress Taiwan

1st- 4th September 2022

The Asia Pacific Dental Students Association (APDSA) Annual Congress is a yearly event organised to bring together dental students from APDSA member nations in the region. After online events were ingrained during the pandemic era, the Annual Congress of 2022 was held in Taiwan, with participation from Malaysia, Thailand, Indonesia, Hong Kong, and Pakistan. The 2022 Annual Congress offered a hybrid of online and offline activities. Offline participants experienced city tours, optional tours, lectures, workshops, dental quizzes and debates, cultural evenings, and after parties, while online participants joined lectures, dental quizzes and debates only.

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OUR PREVIOUS EVENTS

Share Amazing Work (SAW Competition)

October-December 2022

The "Share Amazing Work" (SAW) dental photography contest, organized by APDSA Malaysia, invited undergraduate dental students from across Malaysia to showcase their skills in dental photography, with the theme "Direct Restoration." Participants demonstrated their ability to capture detailed and aesthetically focused dental work, reflecting the importance of photography in modern dentistry. The event, with a registration fee of RM 10, provided an exciting opportunity for students to enhance their photography expertise while sharing their outstanding work with peers and professionals in the field.

OSCE Study Group

14th-15th January 2023

The OSCE Study Group, was a valuable learning opportunity for dental students preparing for their Objective Structured Clinical Examinations (OSCE). Conducted via Zoom, the peer-assisted study group offered participants a chance to engage in mock OSCE stations, followed by discussions and feedback sessions with tutors and supervising doctors. The sessions also included practical tips and role-playing exercises designed to enhance students' performance in OSCE-type exams. This interactive learning experience was highly appreciated by participants, who benefited from the supportive and collaborative environment.

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OUR PREVIOUS EVENTS

49th APDSA Annual Congress Indonesia 2023

1st-5th August 2023

The APDSA Annual Congress is an important event that brings together dental students, professors, and graduate doctors from across the Asia Pacific region. With participants from more than 17 countries, the congress offers a platform for over 400 attendees to exchange knowledge, ideas, and foster professional relationships. The APDSA Annual Congress 2023 was held in Bali, Indonesia featuring a variety of events, including scientific research competitions, seminars, workshops, and cultural activities. The event was packed with exciting activities designed to enhance both academic and social connections among future dental professionals across member countries.

Workshop & Lecture Series

17th December 2023

The workshop & lecture series featured across various dental disciplines. Prof. Dr. Seow Liang Lin discussed managing complications in fixed prosthodontics, while Dr. Ha Kien Oon covered the evolution of dental implants. A/P Dr. Firdaus Bin Hariri and team led a suturing workshop, focusing on precision techniques, and Dr. Noor Hayati Binti Azami introduced advanced root canal methods using ProTaper Gold. Finally, Associate Professor Dr. Noor Azlin Yahya simplified composite veneer techniques, guiding participants in shade selection, bonding, and finishing for natural-looking restorations. These sessions enhanced attendees' skills in prosthodontics, implantology, suturing, endodontics, and cosmetic dentistry.

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OUR PREVIOUS EVENTS

Mid-Year Meeting & Lend-a-Hand Project

December 2023

The APDSA Mid-Year Meeting (MYM) & Lend-A-Hand Project (LHP) 2023 brings together dental students from 16 member countries to engage in cultural exchange, teamwork, and community service. Hosted in Malaysia after a 9-year gap, the event focuses on skill-building through workshops, lectures, and social activities, fostering global perspectives and social responsibility. Beyond enhancing dental knowledge, MYM & LHP encourages students to form lasting professional connections, broaden their understanding of global healthcare, and contribute to meaningful community development.

OSCE Study Group 2024

27th April 2024

The OSCE Study Group, organized by APDSA MD, is a peer-assisted learning platform designed to help Year 4 and 5 dental students prepare for the Objective Structured Clinical Examination (OSCE). Taking place on 27th April 2024, this study group will be conducted via Zoom and features role-play exercises, tips and tricks for OSCE preparation, and mock OSCE stations with supervising doctors. The session provides a focused environment for students to enhance their clinical skills and gain expert insights, ensuring they are well-prepared for their exams.

OUR PREVIOUS EVENTS

APDSA Webinar Series 3.0

28th June 2024

The APDSA Webinar Series 3.0 on flexible dentures, led by A/P Dr. Lim Ghee Seong, an expert in restorative dentistry, provided an insightful session designed for dental professionals and students aiming to expand their knowledge of the latest advancements in flexible denture technology. Participants had the opportunity to learn directly from an experienced specialist, gaining valuable insights into the field and receiving an E-Certificate for their participation. It was a great chance for attendees to enhance their expertise in restorative dentistry.

50th APDSA Annual Congress Thailand 2024

1st-5th August 2024

The APDSA Annual Congress is an important event that brings together dental students, professors, and graduate doctors from across the Asia Pacific region. With participants from more than 17 countries, the congress offers a platform for over 400 attendees to exchange knowledge, ideas, and foster professional relationships. This year's congress will mark the 50th anniversary of the event and will be held in Thailand. The last congress hosted in Thailand was in 2019, and the 2024 event promises to continue the tradition of offering enriching experiences through workshops, lectures, and cultural exchanges. The Annual Congress is a significant occasion that rotates between member countries, promoting unity and collaboration among the dental community across the region.

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UPCOMING EVENTS (MALAYSIA)

7th-8th
December

**Lend-a-Hand Project
2024**

2/3,26/27
October
2024

**Weekend Online Webinar
2024**

April
2025

**OSCE Study Group
2025**

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THANK YOU

WE LOOK FORWARD TO WORKING WITH YOU

