

insight 2018

MEDICAL TRAVEL MARKET INTELLIGENCE CONFERENCE

BUILDING TRUST TOWARDS EXCELLENCE

3RD AND 4TH SEPTEMBER 2018 | ALOFT, KUALA LUMPUR SENTRAL

SPONSORSHIP BROCHURE



WHAT IS IN IT FOR YOU?







Want to be in front of the leading inspiring leaders of Malaysia's booming medical travel industry? That is precisely what you will get by becoming a sponsor in the insigHT2018 conference.

insigHT, the leading medical travel market intelligence conference in the region, provides more than just a forum for thought leaders and medical travel experts to collaborate, innovate and share knowledge to foster the development of the industry. It is an experience where new connections and lasting opportunities are created.

This year, insigHT presents the theme of "Building Trust Towards Excellence". Emphasising on building our greatest asset, trust, the conference will explore how this indispensable component fortifies networks, partnerships, relationships and initiatives, while opening avenues to create new opportunities throughout the value chain. With a strong vision to see insigHT become a reputable international conference by 2020, this conference is held annually to highlight progressive trends, research and best practices. This is a good platform to strengthen the local and regional healthcare travel ecosystem through long-term development within the industry.

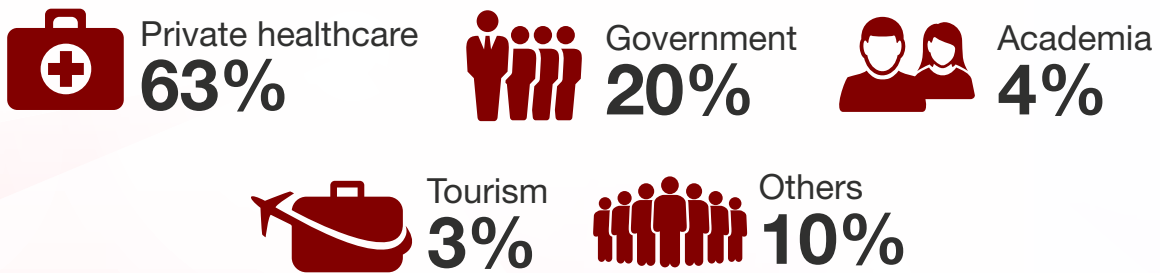


HOW CAN insight HELP YOU TO GROW YOUR BUSINESS?

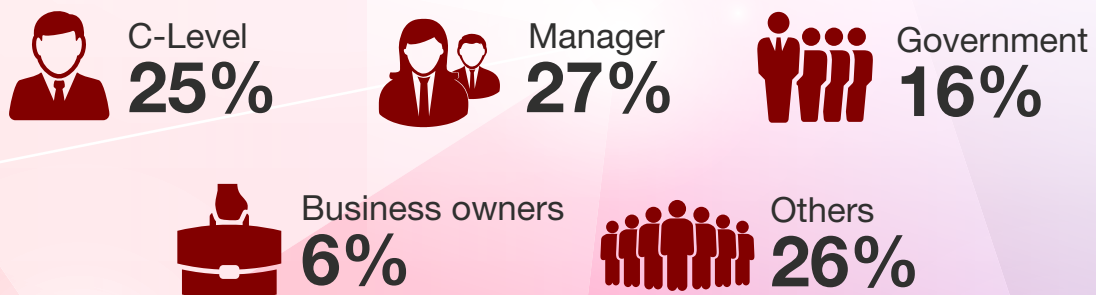
-  Thought leadership opportunities
-  Masterclass for leaders
-  Raise your brand profile within the healthcare community
-  Connect with your target audience
-  On site & post-event exposure
-  Be seen within the exclusive branding booths

WHO IS ATTENDING ?

The Right People



The Right Level



The Region



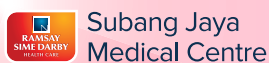
(Based on insight2017 attendance)

ATTENDED BY THE LEADERS IN MEDICAL TRAVEL

Previous attendees include:



Elite Member Hospitals:



And over 50 Ordinary Members, private hospitals and private organisations in Malaysia involved

SPONSORSHIP PACKAGE

Platinum **RM50,000**

Benefits

Conference Speaking Slot

1 x 20 minutes in conference

Complimentary Conference Pass

2 Conference Passes
(3rd – 4th September 2018)

Sponsor Booth

- 1 table and 2 chairs
- 2 booth passes
- Placements of up to 3 buntings at the booth area and lunch venue

Conference Goodie Bag

- Promotional items included in a goodie bag

Conference Kit

- Prominent visibility of your branding on our goodie bag, lanyard, and tag printing

Brand Visibility

- Emcee announcement
 - Brand
 - Tagline
 - 3 line description
- Logo appears on conference and sponsor backdrop, and e-backdrop
- Logo and brief in programme book

Scheduled Social Media Promotion

- 3 x 20 seconds corporate video promo (within guidelines)
- 5 MHTC Social Media shout-outs (Facebook, LinkedIn, Youtube, Twitter, Instagram)
- 2 months of video ads at Malaysia Healthcare's Medical Concierge and Lounge & MHTC Meet and Greet Services
(1 month before & 1 month after insigHT)

Diamond **RM30,000**

Benefits

Conference Speaking Slot

1 x 10 minutes in conference

Complimentary Conference Pass

1 Conference Passes
(3rd – 4th September 2018)

Sponsor Booth

- 1 table and 2 chairs
- 2 booth passes
- Placements of up to 3 buntings at the booth area and lunch venue

Conference Goodie Bag

- Promotional items included in a goodie bag

Brand Visibility

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For customised sponsorship packages, please contact us for more information.

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MALAYSIA HEALTHCARE TRAVEL COUNCIL (MHTC)

Malaysia Healthcare Travel Council is an agency under the purview of the Ministry of Health, Malaysia, entrusted with the responsibility of curating the country's healthcare travel scene.

MHTC's dual role in the healthcare travel industry; the first is to facilitate industry players and service providers into a more focused development strategy. Secondly, MHTC promotes the healthcare travel industry through our brand, Malaysia Healthcare and the tagline "Quality Care for Your Peace of Mind".

For more information, please visit our website at www.mhtc.org.my.

MALAYSIA HEALTHCARE GLOBAL RECOGNITION AWARD

International Living

Global Retirement Index 2015, 2016 and 2017

- Malaysia – "Best Country in the World for Healthcare"

International Medical Travel Journal – Medical Travel Awards 2015 – 2018

- Winner: Health and Medical Tourism: Destination of the Year – Malaysia (2015 – 2017)
- Highly Commended: Health and Medical Tourism: Destination of the Year – Malaysia (2018)
- Winner: Health and Medical Tourism: Cluster of the Year (2017 – 2018)

2017 and 2018 Asia Pacific Healthcare & Medical Tourism Awards

2016 Global Health and Travel Consumers Choice Awards

2016 Frost & Sullivan Asia Pacific Healthcare and Tourism Awards



8th Annual World Medical Tourism and Global Healthcare Congress

2015 Public Private Partnership Medical Travel
Destination of the Year Award

2011 – 2017 MasterCard-CrescentRating Global Muslim Travel Index

- Top Country for Muslim Travel

World's Best Hospitals for Medical Tourists by the Medical Travel Quality Alliance 2017

- Prince Court Medical Centre

Reader's Digest Asia Gold Trusted Brand Award 2015 (Private Healthcare)

- KPJ Healthcare
- Ramsay Sime Darby Health Care
- Pantai Hospital Kuala Lumpur

Nomad Capitalist's "Five Best Countries for Medical Tourism" 2014

Top ranked country for medical tourism



This conference is organized by:

Malaysia Healthcare Travel Council

(an initiative by Ministry of Health Malaysia)

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