



**MALAYSIAN SOCIETY FOR LACTIC ACID BACTERIA**  
C/O DEPARTMENT OF BIOPROCESS TECHNOLOGY  
FACULTY OF BIOTECHNOLOGY & BIOMOLECULAR SCIENCES  
UNIVERSITI PUTRA MALAYSIA  
43400 UPM SERDANG, SELANGOR, MALAYSIA  
TEL: 603-97691050/603-97691782/603-97696709  
FAX: 603-97697510/603-97697590/603-97690913  
mslacticacidbacteria@gmail.com

---

**Our ref: MSLAB/ACLAB2022/TF001**

**27 October 2021**

Dear Sir/Miss/Madam

**Sponsorships Request for the 12<sup>th</sup> Asian Conference on Lactic Acid Bacteria (ACLAB12) 2022**

We are delighted to inform you that the Malaysian Society for Lactic Acid Bacteria (MSLAB) will be organising the 12<sup>th</sup> Asian Conference on Lactic Acid Bacteria (ACLAB12) in Kuching, Sarawak, from 19 to 22 September 2022, under the auspices of the Asian Federation of Societies for Lactic Acid Bacteria (AFSLAB). The main objective of ACLAB12 is to disseminate cutting edge developments of LAB. The conference theme of ACLAB12, "Evidence-based LAB: advances, opportunities & challenges", will encompass 8 themes of scientific sessions. ACLAB12 will continue to be the primary platform to showcase the fast development of LAB-based research, technology, network and collaboration with various stakeholders

This highly anticipated Conference will gather researchers, academicians, students, product legislation authorities and industry representatives. We are expecting more than 300 local and international participants to take part in the event. Therefore, we would like to cordially invite you to support us by taking up this opportunity in the Conference by sponsoring the various avenues/packages listed in the 'ACLAB12 Sponsorship Form'. Your participation and support for ACLAB12 are highly appreciated.

Please do not hesitate to contact us at [aclab12fcommittee@gmail.com](mailto:aclab12fcommittee@gmail.com) should you have any inquiries.

We look forward to receiving your strong support soon.

Thank you.

Yours sincerely,

.....  
**PROF. DR. FOO HOOI LING**  
ACLAB12 CHAIRPERSON  
PRESIDENT  
MALAYSIAN SOCIETY FOR LACTIC ACID BACTERIA

## **ABOUT ACLAB12 CONFERENCE**

Asian Conference for Lactic Acid Bacteria (ACLAB) is an annual event which is one of the activities supported by the esteemed Asian Federation of Societies for Lactic Acid Bacteria (AFSLAB). It is a platform for academia and industry as well as product legislation authorities to come together and discuss the current advances in lactic acid research and applications.

Various topics on lactic acid bacteria will be discussed at the conference in line with the theme of 2022, “Evidence-based LAB: Advances, Opportunities and Challenges’. They include:

- Clinical development of LAB
- Microbe host interactions
- Next-generation and innovation of LAB
- Food, agriculture and aqua-based LAB
- Fermentation and metabolism of LAB
- Industrial and regulatory approval of probiotics and application of LAB in other related areas
- Genetics and Genomics of LAB/Other areas

The ACLAB12 will be held on the 20<sup>th</sup> to 22<sup>nd</sup> September in Kuching, Sarawak and the conference aims to provide the opportunity for researchers from academia and industry to assemble, discuss and exchange latest research information on the roles and industrial applications of lactic acid bacteria, to publish the outcome of the conference meeting, to showcase Asia as a hub for lactic acid bacteria industries and to champion advocacy of lactic acid bacteria awareness among Asian population and its importance to economy and region policy. The delegates of the conference are not limited to lactic acid bacteria scientists but also students, technologists, and those directly and indirectly involved in the lactic acid bacteria industry.

## **SPONSORSHIP OPPORTUNITIES**

The ACLAB12 2022 organiser welcomes the support of companies and organisations with interest to contribute to the betterment of the science and technology field of lactic acid bacteria. Sponsors are exposed to benefits such as branding and networking opportunities.

# 12<sup>th</sup> Asian Conference on Lactic Acid Bacteria (ACLAB12) 2022

Kuching, Sarawak, Malaysia

19 to 22 September 2022

## ACLAB12 Sponsorship Options

### BENEFITS OF GENERAL SPONSORSHIP

<b>Benefits</b>	<b>Diamond (MYR)</b>	<b>Platinum (MYR)</b>	<b>Gold (MYR)</b>	<b>Silver (MYR)</b>	<b>Bronze (MYR)</b>
	<b>16,000</b>	<b>14,000</b>	<b>12,000</b>	<b>10,000</b>	<b>8,000</b>
<b>Complimentary</b>					
<i>Exhibition booth (3 m x 3 m)</i>	✓	✓	✓	✓	✓
<i>Invitation(s) to opening ceremony and conference dinner</i>	2	2	1	1	1
<i>Conference package</i>	2	2	1	1	1
<b>Branding Opportunities</b>					
<i>Standing banners (provided by the Sponsor) at Conference Hall entrance throughout conference duration</i>	2	1	1	1	-
<i>Advertisement in conference program booklet with company logo and description</i>	✓	✓	✓	-	-
<i>Opportunity for distribution of company's promotional items</i>	✓	✓	✓	-	-
<i>Logo and website link to be featured on ACLAB official website</i>	✓	✓	✓	✓	✓
<i>Name and logo to be featured in conference program booklet</i>	✓	✓	✓	✓	✓
<i>Logo placement on printed advertising and event materials</i>	✓	✓	✓	✓	✓
<i>One (1) Affiliate Membership of the Malaysian Society for Lactic Acid Bacteria</i>	2 years	2 years	1 year	1 year	1 year

## OTHER SPONSORSHIP OPTIONS

### Tea Break Sponsorship – MYR 5,000 each

- Four (4) sponsorships are available
- Sponsors to provide sponsorship for conference tea break
- Name and logo to be featured in the conference program booklet
- Logo and website link to be featured on ACLAB official website.
- Distribution of marketing material during tea break.

### Lunch Sponsorship – MYR 10,000 each

- Two (2) sponsorships are available
- Sponsors to provide sponsorship for conference lunch
- Name and logo to be featured in the conference program booklet.
- Logo and website link to be featured on ACLAB official website
- Distribution of marketing material during lunch
- Visual/audio presentation opportunity on-screen at lunch area.

### ACLAB12 Conference Dinner – MYR 2,000 per Table

- 20<sup>th</sup> September 2022
- 10 people per table

### Industrial Talk Package – MYR 3,000

- Two (2) slots are available
- Industrial talk slot (10 min)

### Exhibition Booth (with 1 conference package) – MYR 3,500

- 2 days (20-21 September 2022)
- 3 m x 3 m Shell scheme booth
- 1 table
- 2 chairs
- Lighting
- Rubbish bin
- One 13 Amp power point for each booth

### Advertisement Packages in Conference Program Book (Colour)

ADVERT TYPE	PRICE (MYR)	SLOTS
OUTSIDE BACK COVER	2,000	1
INSIDE FRONT COVER	1,800	1
INSIDE BACK COVER	1,500	1
FULL PAGE	1,200	Unlimited
HALF PAGE	800	Unlimited

# Sponsorship Agreement - Terms and Conditions

## 1. INTRODUCTION

- 1.1. These terms and conditions and the Sponsorship Form to which they are attached set out the terms on which you (the Sponsor) agree to sponsor the Conference. 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 Organiser 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 on the Sponsorship Kit); and
  - 2.1.2 A non-transferable, non-exclusive, royalty-free license to use the Conference logos and trade marks (the "Conference Marks") provided to you in accordance with clause 3.4 solely to promote your sponsorship of the Conference, 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 trademarks (the "Sponsor Marks") provided to us in accordance with clause 3.3:
  - 2.2.1 during the Term to promote and exploit the Conference; and
  - 2.2.2 for a period of six months following the Conference in any report produced about the Conference 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 Conference (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 for the same Conference 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 Conference (including, without limitation, any travel costs, the costs of any temporary staff and any costs relating to the stand you erect at the Conference).

- 2.6 You shall promptly comply with all reasonable instructions and directions issued by or on behalf of us in connection with the Conference and its promotion (including, without limitation, any instructions or directions given in relation to the use of the venue at which the Conference 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 support the Conference through appropriate marketing and promotional channels and to collaborate with us on any appropriate joint marketing or promotional projects relating to the Conference.
- 3.2 You undertake to exercise the Sponsorship Rights in accordance with the terms of this Agreement.
- 3.3 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.
- 3.4 You shall, prior to distributing any promotional materials referencing the Conference and/or using the Conference Marks (the "Sponsor Materials") provide copies of the Sponsor Materials to us for our approval (not to be unreasonably withheld). You undertake not to distribute any Sponsor Materials until you have received written confirmation 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).
- 3.5 You undertake that any Sponsor Materials will:
  - 3.5.1 comply, without limitation, with all relevant laws and regulations in force that relate to the promotion of the Conference;
  - 3.5.2 comply with any instructions or directions issued by or on behalf of us;
  - 3.5.3 not contravene any applicable law, infringe the rights of any third party or contain any inaccuracies of fact; and
  - 3.5.4 include any legal or good practise notices as required by us from time to time.

### **4. OUR OBLIGATIONS**

- 4.1 In addition to the license granted in clause 2.1, we shall provide the Sponsorship Rights and organise the Conference using reasonable skill and care. We will consult with the Sponsor Representative (as set out on the Sponsorship Form) on aspects of the Conference 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.

## **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 Conference (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 (which shall include details of the Sponsorship Fee) and shall use such confidential information solely to exercise its rights or perform 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. GENERAL**

- 8.1 This Agreement contains the entire Agreement and understanding between the parties. It supersedes all prior agreements, understandings or arrangements (both oral and written) relating to the subject matter of this Agreement.
- 8.2 You acknowledge that you have not relied on and shall have no remedy for 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.
- 8.3 This Agreement shall not create, nor shall it be construed as creating, any partnership or agency relationship between the parties.

Kindly contact Dr Leslie Than at 03-97692373 or email [aclab12fcommittee@gmail.com](mailto:aclab12fcommittee@gmail.com) for more details on the sponsorship package.



# ACLAB12 Sponsorship Form

Business Name : .....

Business Address : .....

.....

.....

Name of Contact Person : .....

Email : .....

Phone Number : .....

- Please indicate sponsorship level :  
(tick '✓' where appropriate)
- Bronze
  - Silver
  - Gold
  - Platinum
  - Diamond
  - Tea Break Sponsorship
  - Lunch Sponsorship
  - Industrial Talk Packages

Total Sponsorship Amount : .....

Kindly fill in the information below for advertisement packages:

- Please indicate advertisement package:  
(can tick '✓' one or more)
- Outside Back Cover
  - Inside Front Cover
  - Inside Back Cover
  - Full Page
  - Half Page

For monetary sponsorship and advertisement packages, kindly bank in to the bank details stated below.

Payee : Malaysian Society For Lactic Acid Bacteria  
Bank : MAYBANK  
Account Number : 562142429900  
Swift code : MBBEMYKL  
Bank address : Maybank, Lot 231-233 Jalan 18/23, Taman Seri Serdang 43300  
Seri Kembangan Selangor, MALAYSIA

All sponsorship materials to be submitted within 30 days after signing this Form. For monetary sponsorship and advertisement packages, kindly remit the payment to the bank details above within the Term. Please submit supporting documents along with this Sponsorship Form. Should you need more information, please do not hesitate to contact Dr. Leslie Than at 03-97692373 or [aclab12fcommittee@gmail.com](mailto:aclab12fcommittee@gmail.com)

**ACKNOWLEDGEMENT:**

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

.....

Name:

.....

Company Stamp

Designation:

Date:

**For use by organisers**

Date received		Application no.		Invoice date	
---------------	--	-----------------	--	--------------	--