



PARTNERSHIP PROSPECTUS

21ST ANNUAL SCIENTIFIC MEETING COLLEGE OF PATHOLOGISTS ACADEMY OF MEDICINE MALAYSIA

*Breaking Boundaries:
Advancing The Next Generation of Diagnostic Pathology*



22 - 23 July 2026



GRAND RENAI HOTEL, KOTA BHARU
KELANTAN



<https://asmcpath2026.my/>



21stasm2026@gmail.com

ABOUT THE EVENT

21st Annual Scientific Meeting
College of Pathologists, Academy of Medicine Malaysia 2026

21ST ANNUAL SCIENTIFIC MEETING, COLLEGE OF PATHOLOGIST, ACADEMY OF MEDICINE OF MALAYSIA (21ST ASM CPATH AMM)



The College of Pathologists, Academy of Medicine Malaysia (CPathAMM) will organize its 21st Annual Scientific Meeting (ASM) from 22–23 July 2026 at the Grand Renai Hotel, Kota Bharu, Kelantan. The ASM serves as a prestigious platform for pathologists, scientists, medical officers, and technologists to share updates in diagnostic pathology, innovations in laboratory medicine, and collaborative approaches to advancing patient care. With the theme "Breaking Boundaries: Advancing the Next Generation of Diagnostic Pathology," the 2026 ASM aims to explore emerging technologies, evolving diagnostic strategies, and the integration of precision medicine into pathology practice.

The meeting will highlight the pivotal role of pathologists in the multidisciplinary healthcare team and in shaping future healthcare systems.

This event will include keynote lectures, symposia, workshops, and interactive panel discussions led by local and international experts. Participants will have opportunities to exchange knowledge, foster research collaboration, and present scientific work through oral and poster presentations.

The ASM also serves as a continuing professional development platform, supporting the lifelong learning of pathology professionals. Emphasis will be placed on innovative diagnostic tools, artificial intelligence in pathology, and quality assurance in laboratory services. Hosting the meeting in Kota Bharu offers a unique opportunity to engage professionals in the East Coast region and promote greater inclusivity. Through this annual gathering, CPathAMM continues to demonstrate its commitment to advancing the standards and impact of diagnostic pathology in Malaysia and the region.



*Breaking Boundaries:
Advancing The Next Generation of Diagnostic Pathology*

ABOUT THE EVENT

21ST ANNUAL SCIENTIFIC MEETING, COLLEGE OF PATHOLOGIST, ACADEMY OF MEDICINE OF MALAYSIA (21ST ASM CPATH AMM)

Are you ready for the highly anticipated event in the world of pathology?

Get ready to mark your calendars for the upcoming 21st ASM CPath AMM in 2026!

This event is jointly organized by Universiti Sains Malaysia, Health Campus in conjunction with CPath AMM.

An incredible line-up of speakers is scheduled for our upcoming event! We have invited experts and local talents in the field of diagnostic pathology to share their latest findings, cutting-edge concepts, and exciting breakthroughs.

Bringing together a diverse group of professionals, including Pathologist, Medical Officers, Science Officers and Medical Laboratory Technologists from across the nation, this event is sure to be a hub of knowledge, innovation and networking opportunities with an expected participant of 400 pax.

Come and join us!

HIGHLIGHTS

- Keynote speakers include highly esteemed professors and academicians.
- Four main plenary sessions, each representing a different discipline (Haematology, Transfusion Medicine, Anatomic Pathology, Chemical Pathology, Medical Microbiology, Immunology, Genetic Pathology, Forensic Pathology)
- Eight breakout sessions (30 minutes each) per discipline.
- Oral presentation sessions and a poster session for free paper submissions.
- Opportunities for international speakers (one per discipline, optional).



OBJECTIVE OF THE EVENT

1. To showcase emerging innovations and transformative trends in diagnostic pathology and laboratory medicine, emphasizing new trends and technologies.
2. To encourage the adoption of cutting-edge tools, including AI, genomics, and molecular diagnostics, in advancing pathology practice workflows.
3. To strengthen interdisciplinary cooperation while supporting continuous learning and career growth in the pathology field.
4. To offer opportunities for early-career researchers and trainees to share their findings and gain academic exposure.
5. To build strong professional networking among pathology experts from diverse regions and specializations, both locally and internationally, fostering future collaborations.

PARTNERSHIP BENEFITS

JOIN US AT THE 21ST ASM CPATH AMM IN 2026. EVENT PARTNERSHIPS ARE A POWERFUL WAY TO BOOST YOUR BRAND VISIBILITY, REACH NEW AUDIENCE AND GENERATE LEADS.

● INCREASED BRAND VISIBILITY

Depending on the package, partnership benefits include prominent logo placement, promotion, and other opportunities to showcase your brand. This can be a great way to get your company's name in front of potential customers and build brand loyalty.

● NETWORKING OPPORTUNITIES

Your company will obtain the chance to meet with the potential customers, build relationship with industry leaders, and learn about the latest trends, problems and issues in the industry.

● LEAD GENERATION

By joining the event, your company can generate leads by meeting the participants from a variety of background in diagnostics pathology. This can be a great way to cultivate relationships and convert prospects into customers.

● TAX EXEMPTION

The sponsorship contribution to the conference qualifies for tax exemption under the applicable tax regulations.

Don't miss out on this exciting opportunity!

PARTNERSHIP PACKAGES

DIAMOND



● Talk Slot

1. 30 minutes of talk (1 slot) in the Main Conference Hall
2. Topic for the talk will have to be approved by the 21st ASM CPath AMM 2026 Organizing Committee and in line with our meeting theme.
Note: The sponsor will bear the costs of organizing the symposium which includes speaker's travel expenses, hotel accommodation, registration, honorarium (if any) and others.

● Booth Slot

3. One (1) indoor exhibition booth (main) – 10 ft x 10ft x 2 units (booth)

● Advertisement

4. Advertisement Live three (3)-minute promotional video. Played one (1) time in the Main Conference Hall before the Lunch Symposium (D1).
5. Advertisement in meeting programme e-book (softcopy): One (1) full-page inside front cover (colour) and three (3) running fullpage (colour). Company's logo on e-book programme. Three (3) inserts or printed materials in the meeting bag.

● Acknowledgement

6. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in websites. Five (5) free-standing company buntings (provided by company); will be displayed at conference hall and breakout rooms.
7. Acknowledgement certificate.

● Complimentary Ticket And Exhibitor Pass

8. Complimentary Conference Tickets: 5-pax
9. Exhibitor Pass:
 - a. Complimentary Meals for 4-pax (coffee-break and lunch).
 - b. Conference Kit (4 sets)
 - c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

PLATINUM



● Talk Slot

1. Lunch Symposium (Day 2) 30-minute slot of Lunch Symposium (including Q&A) in the Main Conference Hall.
2. Topic for the talk will have to be approved by the 21st ASM CPath AMM 2026 Organizing Committee and in line with our meeting theme.
Note: The sponsor will bear the costs of organizing the symposium which includes speaker's travel expenses, hotel accommodation, registration, honorarium (if any) and others.

● Booth Slot

3. One (1) indoor exhibition booth - 10ft X 6ft x 2 units (booth)
4. Live two (2)-minute promotional video. Played one (1) time in the Main Conference Hall before the Lunch Symposium.

● Advertisement

5. Advertisement in meeting programme e-book (softcopy QR code): One (1) full-page inside front page (colour) and two (2) running full-page (colour). One (1) insert or printed material in the meeting bag.

● Acknowledgement

6. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in websites. Four (4) free-standing company buntings (provided by company); will be displayed at conference hall and breakout rooms.
7. Acknowledgement certificate.

● Complimentary Ticket And Exhibitor Pass

8. Complimentary Conference Tickets: 4-pax
9. Exhibitor Pass:
 - a. Complimentary Meals for 4-pax (coffee-break and lunch).
 - b. Conference Kit (4 sets)
 - c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

TITANIUM



● Booth Slot

1. One (1) indoor exhibition booth - 10 ft x 10ft x 1 unit (booth)

● Advertisement

2. Advertisement - One (1) running full-page of advertisements in meeting programme e-book (colour). One (1) insert or printed material in the meeting bag.

● Acknowledgement

3. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in website.
4. Acknowledgement certificate.

● Complimentary Ticket And Exhibitor Pass

5. Complimentary Conference Tickets: 2-pax, Two (2) free-standing company buntings (provided by company); will be displayed at conference hall and breakout rooms.
6. Exhibitor Pass:
 - a. Complimentary Meals for 2-pax (coffee-break and lunch).
 - b. Conference Kit (2 sets)
 - c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

GOLD



● Booth Slot

1. One (1) indoor exhibition booth - 10ft X 6ft x 1 unit (booth)

● Advertisement

2. Advertisement - One (1) running full-page of advertisements in meeting programme e-book (colour). One (1) insert or printed material in the meeting bag.

● Acknowledgement

3. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in website.

4. Acknowledgement certificate.

● Exhibitor Pass

5. Exhibitor Pass:

- a. Complimentary Meals for 2-pax (coffee-break and lunch).
- b. Conference Kit (2 sets)
- c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

SILVER



● Booth Slot

1. One (1) indoor exhibition booth - 10ft X 6ft x 1 unit (booth)

● Advertisement

2. Advertisement - Half (1/2) running full-page of advertisements in meeting programme e-book (colour). One (1) insert or printed material in the meeting bag.

● Acknowledgement

3. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in website.
4. Acknowledgement certificate

● Exhibitor Pass

5. Exhibitor Pass:
 - a. Complimentary Meals for 2-pax (coffee-break and lunch).
 - b. Conference Kit (2 sets)
 - c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

BRONZE



● Booth Slot

1. One (1) indoor exhibition booth - 6ft X 6ft x 1 unit (booth)

● Advertisement

2. Advertisement - Half (1/2) running full-page of advertisements in meeting programme e-book (colour). One (1) insert or printed material in the meeting bag.

● Acknowledgement

3. Acknowledgements in the opening and closing ceremony of the meeting. Publicity as sponsor in website.
4. Acknowledgement certificate

● Exhibitor Pass

5. Exhibitor Pass:
 - a. Complimentary Meals for 2-pax (coffee-break and lunch).
 - b. Conference Kit (2 sets)
 - c. Digital e-book version - QR Code

PARTNERSHIP PACKAGES

SPECIAL PACKAGE (APPOINTED SPEAKER)



● Advertisement

1. Advertisement - Half (1/2) running full-page of advertisements in meeting programme e-book (colour). QR Code for programme e-book.
2. Publicity as sponsor in website. Company logo is allowed to be inserted into sponsored speaker slide presentation.
3. Company need to bear government tax imposed on international speaker.

● Acknowledgement

4. Acknowledgement certificate

PARTNERSHIP PACKAGES

ADDITIONAL PACKAGE



● PACKAGE 1

● Advertisement

1. Advertisement - Half (1/2) running full-page of advertisements in meeting programme e-book (colour). QR Code for programme e-book.
2. Publicity as sponsor in website.



● PACKAGE 2

● Advertisement

1. Advertisement - Quarter (1/4) running full-page of advertisements in meeting programme e-book (colour). QR Code for programme e-book.
2. Publicity as sponsor in website.

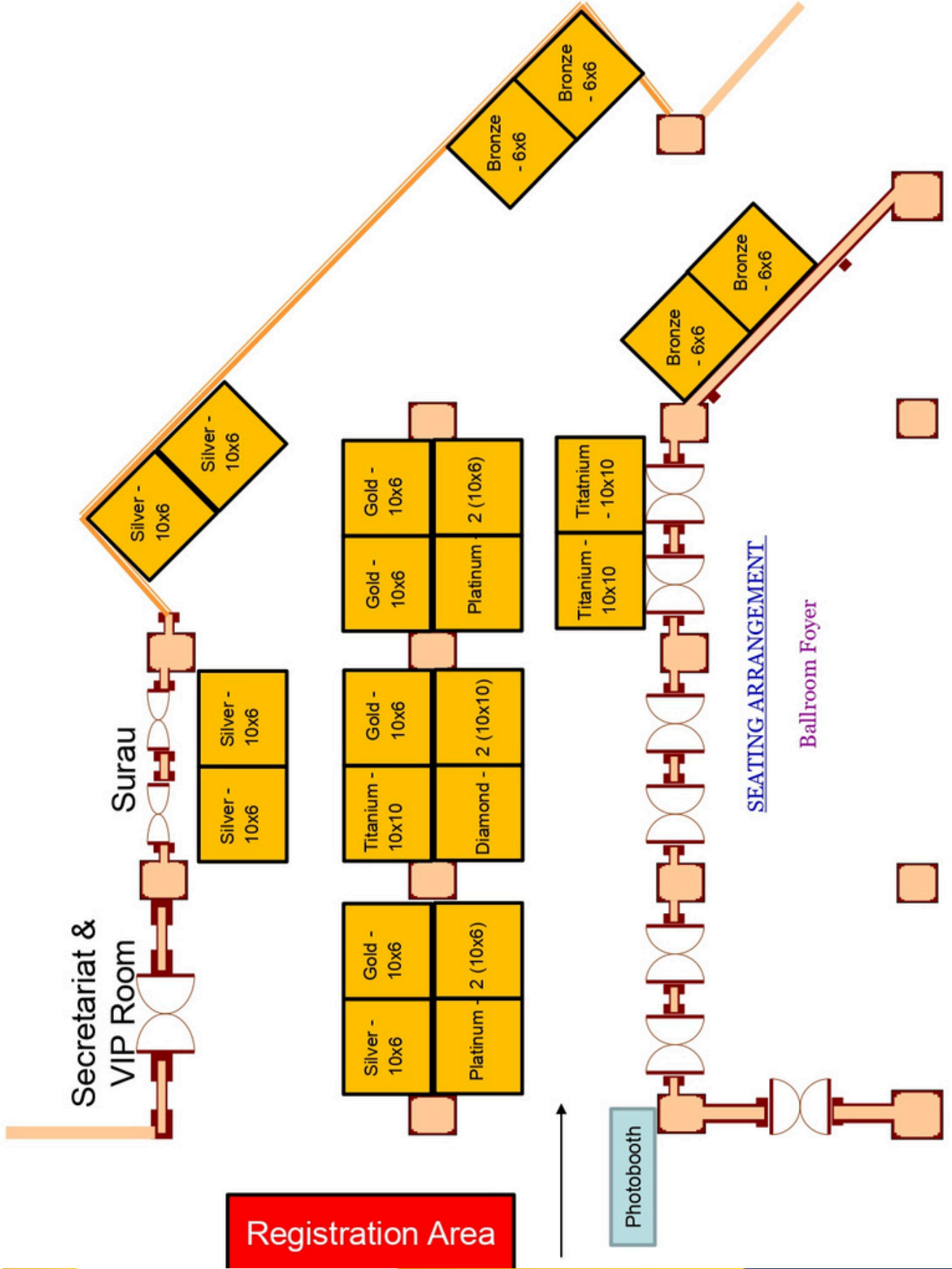


● PACKAGE 3

● Advertisement

1. Advertisement - Quarter (1/4) running full-page of advertisements in meeting programme e-book (colour). QR Code for programme e-book.
2. Publicity as sponsor in website.

EXHIBITOR LAYOUT



SUMMARY OF PARTNERSHIP & EXHIBITION PACKAGE

PACKAGE	DIAMOND (1)	PLATINUM (2)	TITANIUM (3)	GOLD (4)	SILVER (5)	BRONZE (6)	SPECIAL PACKAGE (APPOINTED SPEAKER)	ADDITIONAL PACKAGE		
								RM3000.00	RM2000.00	RM1500.00
Value	RM60,000.00	RM50,000.00	RM30,000.00	RM15,000.00	RM10,000	RM7,000.00	Open/flexi value*	RM3000.00	RM2000.00	RM1500.00
Advertisement Live promotional video	3 minutes (once)	2 minutes (once)								
Lunch Talk		1 slot (20 minutes)								
Slots presentation (talk to be approved by ASM committee)	1 slot (30 minutes)									
Advertisement in e-Programme Book	1 full page - Coloured (inside front cover) 3 running coloured fullpage	1 full page - Coloured (inside front page) 2 running coloured fullpage	1 running coloured fullpage	1 running coloured fullpage	Half running coloured fullpage	Half running coloured fullpage	running coloured half page	running coloured half page	running coloured quarter page	running coloured quarter page
Exhibition Booth	2 unit with size 10ft x 10ft	2 unit with size 10ft X 6ft	1 unit with size 10ft x 10ft	1 unit with size 10ft x 6ft	1 unit with size 10ft x 6ft	1 unit with size 6ft x 6ft				
Complimentary Conference Tickets	5	4	2	Nil	Nil	Nil				
Exhibitor Pass (Meals / meeting bags)	4 pax	4 pax	2 pax	2 pax	2 pax	2 pax				
Logo on Conference Website, Conference e-book	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Acknowledge in opening and closing ceremony	YES	YES	YES	YES	YES	YES				
free-standing company bunting (provided by company)	5 (conference hall & breakout rooms)	4 (conference hall & breakout rooms)	2 (conference hall)							

● TERMS & CONDITIONS

- Applications should be completed and sent to 21stasm2026@gmail.com together with proof of payment.
- Payment shall be made by bank transfer or cheque.
- Refunds or discounts do not apply for facilities not used or required.
- All exhibitors are held responsible to cover the expenses for any liability or property damage on their booth and venue.

● LIABILITY

The Academy of Medicine of Malaysia, College of Pathologist Malaysia shall not be held responsible for any loss, damage or injury that may occur to the exhibitor, exhibitor's employees (public or other) or property from any cause whatsoever prior, during and subsequent to the exhibition. The exhibitor, on contracting for space or an exhibition stand, expressly releases all parties and the venue from, and agrees to indemnify against, any and all claims for such direct and indirect loss, damage or injury. Exhibitors shall indemnify and hold harmless the venue, and all parties from all liability (damage, incident).

LET'S CONNECT

For further information, you may visit our programme website at <https://asmcpath2026.my>, email us at 21stasm2026@gmail.com, or reach out directly to our Organizing Committee representatives listed below:

- ☎ AP Dr. Tuan Salwani Tuan Ismail +6013-6647129 / tusti@usm.my
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JOIN US AS A SPONSOR

THANK YOU FOR YOUR SUPPORT!

✉ 21stasm2026@gmail.com

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