



19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

SPONSORSHIP PROSPECTUS



International
Pharmaceutical
Students' Federation
Asia Pacific Regional Office



Organised by:
NUS Pharmaceutical Society



Contents

Executive Summary	3
Purpose	4
About APPS.....	5
Profile of Participants	7
Benefits – Why Partner with Us?.....	9
Sponsorship Packages	11
About IPSF	16
About NUSPS	17
Contact Us	18
Annex	19



Executive Summary

APPS is a high profile and impactful regional symposium under the International Pharmaceutical Students' Federation (IPSF), with an expected attendance of 400 pharmacy and pharmaceutical science students from 18 student associations across the Asia-Pacific (AP) region. This prospectus succinctly explains APPS' aims and gives an overview of events which would be of relevance to you as a potential partner. **Most importantly, potential mutual benefits of this partnership are also outlined fittingly with various tiers of sponsorships that might be suitable to the needs and priorities of your company.**

You may find more information about IPSF, NUS Pharmaceutical Society (NUSPS) and APPS in the annex together with proposed programme outlines and programme highlights for a detailed understanding of APPS 2020 in achieving our aims & objectives of building regional capacity, pushing boundaries in education and grooming global leaders of tomorrow.

19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

National University of Singapore



Purpose

This proposal seeks to build a partnership and obtain sponsorship from you and your company for the 19th IPSF Asia Pacific Pharmaceutical Symposium 2020. This symposium is supported and endorsed by the NUS Department of Pharmacy, and the International Pharmaceutical Students' Federation (IPSF).

Across the Asia-Pacific region there has been a shift in key trends, providing countless opportunities and being perfectly positioned for an extraordinary amount of growth in the near future. With many pharmaceutical companies having their headquarters here in Singapore, this is a golden opportunity to engage these future talents on home ground - especially since the last APPS was held in Singapore in 2001, making this a rare event.

Meaningful and highly valued support from your organisation is monumental for the success of APPS 2020 and in achieving our shared goals and visions. We look forward to creating a successful and meaningful APPS next year in 2020, and we hope that you can consider our sponsorship proposal favourably.

Warmest Regards,
On behalf of 19th IPSF Asia Pacific Pharmaceutical Symposium Singapore 2020

Chairpersons,

Mr. Myat Thu Kyaw
(Chairperson of Programmes)

Ms. Tan Su Min, Jabelle
(Chairperson of Internal Affairs)

Mr. Teh Kee Siang
(Chairperson of International Relations)

19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

National University of Singapore



About APPS

19th IPSF Asia Pacific Pharmaceutical Symposium 2020 is an annual week long symposium that brings together over 400 future pharmacists from around the AP region to learn, develop competencies and take concrete actions through a series of impactful educational and capacity building programmes, meaningful community and public engagement, problem-solving opportunities, and impressive social programmes for networking and international exchange.



19TH IPSF APPS 2020

SINGAPORE

The theme of our symposium is ‘APPS 2020: Envisioning our Potential as Millennial Pharmacists’, focusing on overcoming the current challenges of the new millennium (e.g. antimicrobial resistance and non-communicable diseases), understanding paradigm shifts in health and healthcare, and finally harnessing the potential of emerging health technologies.

APPS 2020 serves as an incubator and culmination of futuristic ideas and ambitions of young professionals alike from around the region after a week of learning, networking, and engaging in meaningful discussion with stakeholders and partners in the region.



The week-long programme consists of:

- 4 full panel symposia discussing pertinent health and healthcare issues that impact the AP region
- 28 workshops that build skills and knowledge on related sub-topics to the theme
- A Healthcare Innovation Challenge pertaining to Personalised Therapy
- A Public Health Campaign on Mental Health
- A Pharmaceutical Convention
- Multiple site visits
- A Patient Counselling Event
- A Clinical Skills Event
- Various social nights for networking and building connections

In addition to the symposium, a pre-symposium leadership training and a post-symposium tour will be organised alongside with the main symposium.¹ More details about the programmes can be found in the Annex.

¹ The pre-symposium training and post-symposium tour plans fall outside of the scope of the invitation of partnership. Potential partners who are interested in finding out more about these two programmes outside of symposium may find out more through email and website: <http://www.ipsfapps2020.com>



Profile of Participants

APPS participants come from 18 countries across the Asia-Pacific (AP) region:

- Australia
- Bangladesh
- Hong Kong
- Indonesia
- India
- Japan
- Malaysia
- Nepal
- New Zealand
- Pakistan
- Papua New Guinea
- Philippines
- Singapore
- South Korea
- Taiwan
- Thailand
- Uzbekistan
- Vietnam





With APPS having attractive composite programmes running during the event, we attract the brightest minds of the region who are keen on broadening their skill sets beyond the textbook and seeking international exposure. They are arguably the action-taking, key leaders of pharmacy and pharmaceutical industry.

All delegates would first undergo an internal selection within their country student associations before being able to register as a participant to APPS. During APPS, key country student association leaders from AP region also gather for APPS during the annual regional meeting hosted by IPSF Asia Pacific Regional Office.

Estimated Number of Attendees:

- Local: **150**
 - Committee Members: 100
 - Local Delegates: 50
- International: **250**

Projected Attendees Chart



■ Committee Members ■ Local Delegates ■ International Delegates



Benefits – Why Partner with Us?

1. A Targeted & Niche Audience

- APPS is projected to have 400 pharmacy and pharmaceutical science students from various countries around the region and beyond. With a niche pool of audience, companies can meet their marketing goal strategically without the expense and uncertainty associated with general advertising.

2. Promote Greater Brand Awareness

- 3000 user outreach, 400 likes on Facebook, and 618 follows on Instagram has been reached for APPS' online social media. These numbers are projected to increase in the coming months leading up to the actual event. Alternatively, the IPSF APRO social media account has a 8000 following on Facebook, and 1800 Instagram followers.
- All sponsors will be acknowledged through post-event posts on APPS Social Media, IPSF APRO Social Media and IPSF APRO Newsletter, providing huge potential reach for your brand and organisation.
- Should sponsorship agreement be made before 31st January 2020, your organisation logo will be included in the official emails to 28 Pharmacy Students' Organisations with estimated outreach to 55,000 active members in the region.

3. Strategic Engagement with Future Talents

- Networking opportunities with future leaders and the brightest minds in the pharmaceutical industry across the Asia-Pacific region, as well as other participating companies, makes APPS a potential platform for your company to form meaningful connections and exchange ideas, potentially shaping the future of our region's healthcare and pharmaceutical landscape. This is especially during the pharmaceutical convention, where the participants and companies can gather under a roof, providing a myriad of networking opportunities.



4. Shape Brand Perception

- APPS is a valuable opportunity for your company to alter or boost your image to enable your brand to be more competitive in the market by increasing visibility of your company. Additionally, your company will be featured on APPS banners and merchandise. With various other potential pharmaceutical companies coming together in APPS to display their logo and brand on banners, social media and other merchandise, you will definitely benefit by exhibiting yours as well.
- The face-to-face interaction with a fixed number of participants during APPS would help to display the sincerity and genuine image of your company, which would be more effective in gaining brand supporters compared to traditional advertising.

5. Alignment with your Company's Values & Mission

- The spirit of innovation and social entrepreneurship discussed and exposed during the symposium imparts critical values to the participants and without values aligned, we hope that you can be involved as well. This is an opportunity for your company to give back to society and increase international awareness of the Pharmacy profession in both the healthcare and pharmaceutical industry scene.

6. Enhancing Business Relationships

- APPS will be inviting many other prominent players in the industry, individuals and companies alike, making it a platform to solidify key business relationships and connect with like-minded individuals, including forming professional networking and contact with companies in related fields.



Sponsorship Packages – Summary

Item	Bronze* (SGD 4,000)	Silver (SGD 8,000)	Gold (SGD 12,000)	Platinum (SGD 18,000)
Logo printed on APPS event booklet and event website	✓	✓	✓	✓
Company/ Product logo on folder	✓	✓	✓	✓
Post event acknowledgement of sponsorship on APPS Facebook or Instagram	One post in total	One post in total	Two posts in total	Two posts in total
Inclusion of company logo in IPSF APRO newsletter in 1 page dedicated to APPS 2020	✓	✓	✓	✓
Acknowledgement of sponsors during opening ceremony and Gala Night	✓	✓	✓	✓
Logo printed on APPS stage backdrop**	✓	✓	✓	✓
Exhibition Space		<ul style="list-style-type: none"> • One booth • 4 complimentary exhibitor passes 	<ul style="list-style-type: none"> • One booth • 4 complimentary exhibitor passes • 15 min floor stage presentation airtime 	<ul style="list-style-type: none"> • One booth • 4 complimentary exhibitor passes • 15 mins floor stage presentation airtime
Addition of sponsor-provided leaflet/ merchandise in delegates' goodie bag			✓	✓
Addition of company logo on email banner for early sponsorship before 31st January 2020			✓	✓
Logo printed on event t-shirt				✓
Lunch Symposium*** <ul style="list-style-type: none"> • 20 min Presentation • 20 min combined panel Q&A 				✓

*For bronze tiers, sponsorships can be partial in the form of goods/ items with a total nett worth of maximum \$1000. The remaining value should be topped up in cash.

**Size of logo increases based on sponsorship tiers

***Limited availability on a first come first serve basis.



Sponsorship Tiers Breakdown

Bronze Sponsor (SGD \$4,000)	Sponsorship Entitlement	Usual Value (SGD)
	Logo printed on APPS event booklet, event website	\$2,500
	Company/ Product logo on folder	\$2,000
	Post event acknowledgement of sponsorship on APPS and APRO Facebook or Instagram <ul style="list-style-type: none"> • ONE post in total 	\$1,000
	Inclusion of company logo in IPSF APRO newsletter in 1 page dedicated to APPS 2020	\$3,000
	Logo printed on APPS stage backdrop*	\$2,000
	Acknowledgement of sponsors during Singapore Night and Gala Night	\$1,000
	Usual Total Value	\$11,500

Silver Sponsor (SGD \$8,000)	Sponsorship Entitlement	Usual Value (SGD)
	Logo printed on APPS event booklet, event website	\$2,500
	Company/ Product logo on folder	\$2,000
	Post event acknowledgement of sponsorship on APPS and APRO Facebook or Instagram <ul style="list-style-type: none"> • ONE post in total 	\$1,000
	Inclusion of company logo in IPSF APRO newsletter in 1 page dedicated to APPS 2020	\$3,000
	Logo printed on APPS stage backdrop*	\$2,000
	Acknowledgement of sponsors during Singapore Night and Gala Night	\$1,000
	Exhibition Space <ul style="list-style-type: none"> • One booth • FOUR complimentary exhibitor passes 	\$4,000
	Usual Total Value	\$15,500

*Size of logo increases based on sponsorship tiers



Gold Sponsor (SGD \$12,000)	Sponsorship Entitlement	Usual Value (SGD)
Logo printed on APPS event booklet, event website	\$2,500	
Company/ Product logo on folder	\$2,000	
Post event acknowledgement of sponsorship on APPS and APRO Facebook or Instagram • TWO posts in total	\$2,000	
Inclusion of company logo in IPSF APRO newsletter in 1 page dedicated to APPS 2020	\$3,000	
Logo printed on APPS stage backdrop*	\$2,000	
Acknowledgement of sponsors during opening ceremony and Gala Night	\$1,000	
Exhibition Space • One booth • FOUR complimentary exhibitor passes • 15mins floor stage presentation airtime	\$5000	
Addition of sponsor-provided leaflet/ merchandise in delegates' goodie bag	\$1,500	
Addition of company logo on email banner for early sponsorship before 31st January 2020	\$3,000	
Usual Total Value	\$19,000 (+ \$3,000)	

*Size of logo increases based on sponsorship tiers

19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

National University of Singapore



Platinum Sponsor (> SGD \$18,000)	Sponsorship Entitlement	Usual Value (SGD)
	Logo printed on APPS event booklet, event website	\$2,500
	Company/ Product logo on folder	\$2,000
	Post event acknowledgement of sponsorship on APPS and APRO Facebook or Instagram <ul style="list-style-type: none"> • TWO posts in total 	\$2,000
	Inclusion of company logo in IPSF APRO newsletter in 1 page dedicated to APPS 2020	\$3,000
	Logo printed on APPS stage backdrop*	\$2,000
	Acknowledgement of sponsors during opening ceremony and Gala Night	\$1,000
	Exhibition Space <ul style="list-style-type: none"> • One booth • FOUR complimentary exhibitor passes • 15mins floor stage presentation airtime 	\$5,000
	Addition of sponsor-provided leaflet/ merchandise in delegates' goodie bag	\$1,500
	Logo printed on event t-shirt	\$4,000
	Lunch Symposium** <ul style="list-style-type: none"> • 20 minutes Presentation • 20 minutes combined panel Q&A 	\$5,000
	Addition of company logo on email banner for early sponsorship before 31st January 2020	\$3,000
	Usual Total Value	\$28,000 (+ \$3,000)

*Size of logo increases based on sponsorship tiers

**Limited availability on a first come first serve basis.

19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

National University of Singapore



Email Banner

Platinum & Gold: Company logo of sponsors who make sponsorship payments before 31st January 2020 would be added to APPS' email banner. 4 email blasts would be made to all Pharmacy associations across the Asia- Pacific Region during the period from January to May 2020.

→ Potential outreach: **55,000 pharmacy students across 18 countries in the Asia-Pacific Region**

Sample:

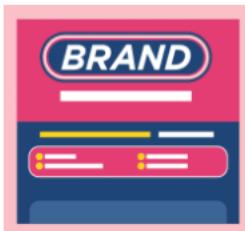


Teh Kee Siang

Chairperson (International Relations)
19th IPSF Asia Pacific Pharmaceutical Symposium Singapore 2020
NUS Pharmaceutical Society
Mobile: +65 9650 1123



Proudly Sponsored By:





About IPSF

International
Pharmaceutical
Students' Federation



The **International Pharmaceutical Students' Federation (IPSF)** is the leading international advocacy organisation that represents more than 350,000 pharmacy students and recent graduates from over 90 countries, with our influence reaching up to 700,000 pharmacy students and other healthcare students worldwide. IPSF aims to promote and advocate for improved public health through the provision of information, education, networking and a range of publications and professional initiatives.

The first IPSF regional office, Asia Pacific Regional Office (APRO), was founded in 1999. IPSF APRO represents more than 55,000 members from 18 countries in 28 member associations. These include: *Australia, Bangladesh, Hongkong, Indonesia, India, Japan, Malaysia, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, South Korea, Taiwan, Thailand, Uzbekistan, Vietnam.*



About the NUS Pharmaceutical Society



The **NUS Pharmaceutical Society (NUSPS)** is the official student organisation for NUS Pharmacy students. According to the 2018 QS World University Rankings by the subject of Pharmacy and Pharmacology, the National University of Singapore (NUS) is ranked 8th in the world and 1st in Asia.

NUSPS currently holds full membership privileges and was the founding member of IPSF Asia Pacific Regional Office (APRO). On top of that, NUSPS was the first organisation globally to have hosted a regional symposium. NUSPS seeks to welcome all pharmacy students under IPSF within the Asia-Pacific region and beyond to experience Singapore's state-of-the-art infrastructure and facilities, diverse cultures and traditions, and world-class healthcare system.

19th Asia Pacific Pharmaceutical Symposium

28th June – 4th July 2020

National University of Singapore



Contact Us



Instagram: [@nusps.apps2020](https://www.instagram.com/nusps.apps2020)



Facebook: <https://www.facebook.com/ipsfapps2020>



Website: <https://www.ipsfapps2020.com>

For any other enquiries, please contact us at: apps2020.spd@gmail.com



Annex

Date	Event
25 th – 28 th June 2020	Leaders-In-Training (LIT)
28 th June – 4 th July 2020	Asia-Pacific Pharmaceutical Symposium (APPS)
4 th July – 6 th July 2020	Post-Symposium Tour

Leaders-In-Training (LIT): 25th – 28th June 2020

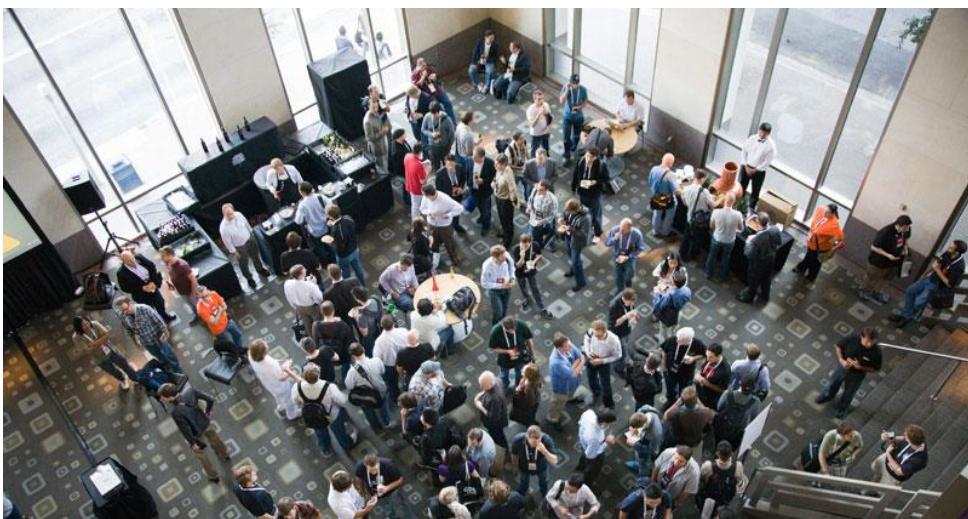


Leaders-in-Training (LIT) 2020 is a leadership training programme held before the main APPS. It is designed to develop and equip leaders with essential skills and values required to take on future roles in pharmacy practice, global health issues and policy making. Some of the essential skills identified are: leadership, management, advocacy, confidence and effective communication. Workshops and activities will be designed to inculcate these skills and values. LIT is limited to 25 participants to provide an effective training for each and every participant conducted by certified facilitators from IPSF.



APPS 2020 Activities: 28th June – 4th July 2020

1. Pharmacy & Health Convention



This convention, with the theme of 'Empowering Millennial Pharmacists for a Future-Ready Workforce', aims to provide networking space, consolidate learning, and generate a deeper understanding of the local and regional pharmacy landscape. Clinical, industry, community, global health and research partners including sponsors will be invited to set up booths, and stage to share curated knowledge.

Sponsorship Benefit:

- *Platinum & Gold:* Sponsors set up one booth with four complimentary exhibitor passes and 15 min presentation airtime
- *Silver:* Sponsors set up one booth with four complimentary exhibitor passes

→ Expected Outreach: **400 APPS Participants**



2. BEYOND! Pharma-thon



Inspired by the spirit of a hackathon, the Beyond! Pharma-thon aims to incorporate the idea generation and intensive analysis elements of hackathon beyond the confines of its conventional domain, into a healthcare setting. Amidst the paradigm shifts and rapid changes in the pharmaceutical landscape, the pharma-thon challenges participants to innovate and explore possible avenues for personalized therapy to be implemented in Singapore's healthcare setting, improving the holistic state of healthcare.

3. Mental Health Campaign



With rising trend and awareness around mental health issues in Singapore and Asia, future millennial pharmacists must play a part in its advocacy, prevention and management. During this campaign, participants will go out in public to raise awareness on mental health issues in the community. Through public outreach we aim to allow participants to apply the knowledge gained during the symposium, pick up a nuanced understanding of public perceptions surrounding mental health issues in Singapore and of course generating impact.



4. Symposia Series on Relevant Issues surrounding this Generation



Four full panel symposia will cover various issues that millennial pharmacists face: Antimicrobial Resistance (AMR), non-communicable diseases including chronic diseases and mental health conditions, and the emergence of technology and artificial intelligence. Participants will discuss actionable responses to the challenges and ways of leveraging on existing efforts and projects. Fruitful interdisciplinary discussion will be facilitated between panellists from different sectors of pharmacy and pharmaceutical science.

Sponsorship Benefit:

- *Platinum*: Sponsors are entitled 20 minutes airtime + up to 20 mins of combined Q&A during lunch symposia on topics that are:
(1) relevant to the theme and/or sub-theme, **and**
(2) complementary to the four full panel symposia.

➔ Expected Outreach: **400 APPS Participants during lunch**



5. Social Nights- Singapore Night, International Night, Gala Dinner



Welcome Night

To highlight the start of APPS, Singapore Night would consist of bonding activities and performances. Local cuisines served will also allow delegates to indulge in Singapore gastronomic experience and revitalise before Day 1.

International Night

To end off the second day of the event, International Night comprises of a cocktail of performances and booths set up by participants, which highlight various cultural aspects of Singapore.

Gala Dinner

Themed “Secret Garden”, Gala dinner is the last of the social highlights that all the participants will be able to enjoy in Singapore. During Gala Dinner, APPS committee will extend our formal thank-you. The dinner also includes an open auction for all participants and a formal handover of the APPS gavel.

Sponsorship Benefits:

- *Platinum, Gold, Silver & Bronze:* Sponsor acknowledgement in the thank-you speech during Gala dinner

➔ Expected Outreach: **400 APPS Participants**



6. Engaging and Hands-on Workshops & Seminars



Focused on an interactive and intimate learning environment as well as hands-on learning experience, 28 workshops/seminars aims to provide the participants complementary set of learning opportunities that pairs well with their existing curriculum or four symposia above. Topics covered may include AMR, vaccine hesitancy, climate change, social entrepreneurship, data literacy, and even cultural workshops celebrating local Singapore culture.

➔ Expected Outreach: **30-50 APPS Participants per Workshop / Seminar**



7. Professional Development Projects



Patient Counselling Event (PCE)

PCE is a competition that facilitates pharmacy students to apply their patient counselling skills in the context of a case scenario. They learn how to effectively counsel, build rapport, and facilitate shared decision making between provider and patient. At APPS 2020, the participant of the PCE competition will simulate being the pharmacist counselling a patient coming into the pharmacy with a prescription. Participants will be graded, judged and prizéd by a panel of judges.

Clinical Skills Event (CSE)

As the world of pharmacy is constantly changing, keeping one's clinical skills up to date is paramount. The clinical skills event focuses on improving pharmacy students' use of their clinical knowledge to solve and to improve a patient's drug therapy. Delegates from various countries will also be able to learn from other delegates from other countries key critical clinical practices and different therapeutic approaches in different countries. CSE will take place in the fun medium of game stations and game show to achieve the objectives in an innovative and creative way.



8. Opening and Closing Ceremony

APPS 2020 will start with an opening ceremony that consists of a flag ceremony showcasing the various countries in the Asia-Pacific Regional Office (APRO). Organising Committee and leaders from IPSF APRO will introduce themselves formally to the participants. Participants will then be introduced to the theme of APPS 2020, and a projection of the week ahead.

The closing ceremony of APPS 2020 will consist of an award ceremony for the winners of the various competitions in APPS. There will also be the announcement and promotion of APPS 2021. The newly elected Regional Working Group of IPSF APRO will also be announced. Lastly, there will be a closing speech to wrap up the programme.

Sponsorship Benefit:

- *Platinum, Gold, Silver, Bronze:* Sponsors will be publicly acknowledged in the opening and closing speech.

➔ Expected Outreach: **400 APPS Participants**

9. Site visits



APPS 2020 will be conducting site visits to research labs, hospitals, community pharmacies and pharmaceutical companies. The site visit aims to introduce the delegates to Singapore's state-of-the-art healthcare system and advanced pharmaceutical landscape. Through the site visits, pharmacy students will get to learn about Singapore's healthcare and pharmaceutical industries.

➔ Expected Outreach: **20-30 Participants per visit**



10. Regional Assembly



Regional Assembly is the supreme decision-making body of the IPSF APRO, which consist of representatives from IPSF APRO member organizations. Official Delegates appointed by each APRO member organisations will present their annual reports, elect future Regional Working Group members, vote for the host of future APPS, and approve programme budgets and motions.



Post Symposium Tour (PST): 4th – 6th July 2020



Singapore is often known as the “Little Red Dot”. Although small in geography, she has plenty to offer in terms of sightseeing, food and adventure. In the 3D2N programme, participants of PST will be touring around Singapore - from iconic Gardens by the Bay to heartland HDB and local foot hunts. Creating lasting memories, and strong personal ties, PST seeks to end APPS on a high note after being hosted by our warm and friendly local Singaporean pharmacy students.

→ Expected Outreach: **60 Participants**



19TH IPSF APPS 2020

SINGAPORE