

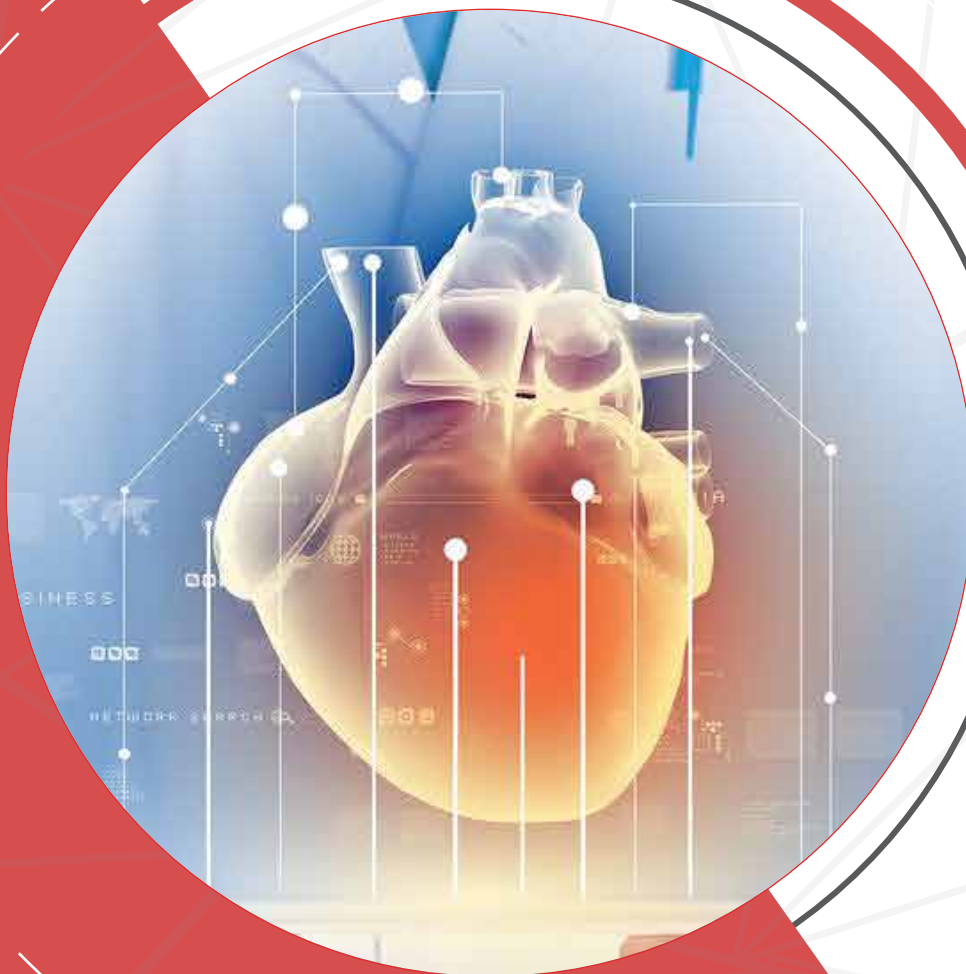


2nd ANNUAL INTERNATIONAL HEART FAILURE CONFERENCE

24th-25th November, 2016 | InterContinental Hotel, Abu Dhabi, UAE

SPONSORSHIP PROSPECTUS

Under the auspicious of





SPONSORSHIP INVITATION LETTER

Dear Sir or Madam,

On the behalf of the organizing Committee, It gives us great pleasure to invite you to participate as a sponsor in "2nd International Heart Failure Conference from Prevention to Treatment" which will be held on 24 - 25 November, 2016 at Intercontinental Hotel, Abu Dhabi, UAE.

The program will provide a comprehensive update on the prevention, diagnosis and management of Heart Failure (HF). The program includes lectures presented by experts in the field.

The list of topics includes an update on the most recent guidelines for the management of risk factors. New approaches for the management of acute and chronic Heart Failure, Hypertension and Heart Failure, Dyslipidemia, Diabetes and Heart Failure, Adult Congenital Heart Disease, Use of biomarkers for diagnosis and prognosis, Diagnosis and Management of HF due to Valvular Disease, Sleep Apnea, Cardio-oncology, Newly approved devices for remote hemodynamic monitoring, arrhythmias, and Use of electrophysiological devices and cardiac assist devices for the treatment of severe HF.

The program was designed to provide a high level and clinically relevant update with the goal of improving the care of patients with heart failure.

This meeting will offer a superb opportunity for physicians and Medical specialists to attend expert updates and to share best practices and experiences and to network with new and established colleagues, creating and strengthening clinical collaborations.

We are confident that Healthcare Professional will enjoy the event and take away many valuable learning experiences with a wealth of new ideas and resources that they can apply to advance patient care in their daily practice.

Please find enclosed the list for the different categories of sponsorship to choose among.

Looking forward to hearing from you soon as your participation is very important to the success of this important event.

Thanks and best regards,

Organizing Committee
2nd Annual International Heart Failure Conference





ORGANIZING & SCIENTIFIC COMMITTEE

SCIENTIFIC COMMITTEE



Dr. Feras Bader, MD, MS, FACC
Chairman, Scientific Committee
Associate Professor of Medicine and Cardiology
Consultant Cardiologist- Advanced Heart Failure
and Transplant
Cleveland Clinic Abu Dhabi, UAE



Dr. Samer Ellahham, MD, FACC, FAHA, FACP
Chief Quality Officer,
Senior Cardiovascular Consultant,
Cleveland Clinic, SKMC, Abu Dhabi, UAE



Dr. Hani Sabbour, MD
Cardiology Consultant,
Sheikh Khalifa Medical City
Abu Dhabi, UAE



E Murat Tuzcu, MD
Professor of Medicine
Chief Academic Officer
Chief, Department of Cardiovascular Medicine
Cleveland Clinic, Abu Dhabi

ORGANIZING COMMITTEE



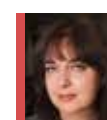
Dr. Abdul Razzak Alkaddour, MD
Chairman, Organizing Committee
Consultant Cardiologist, Head of Preventive
Cardiology and Rehabilitation
Sheikh Khalifa Medical City,
Abu Dhabi, UAE



Dr. Samer Ellahham, MD, FACC, FAHA, FACP
Chief Quality Officer,
Senior Cardiovascular Consultant,
Cleveland Clinic, SKMC, Abu Dhabi, UAE



Dr. Abdullah M. A. Shehab, MD, PhD
Associate Professor of Medicine,
Department of Internal Medicine,
FMHS UAE University, Al Ain
Consultant Interventional Cardiologist at
Al-Noor and Al Ain Hospitals, Al Ain, UAE



Dr. Kornelia Kotseva, MD
Consultant Cardiologist,
Imperial College Healthcare NHS Trust,
London, United Kingdom



Dr. Osman El-Labban, BSc, MB BCH, MRCGP
Family Medicine Consultant / Head of Family
Medicine Department, Al Zahra Hospital
Dubai, UAE



Khaled Afify
General Manager, Mena Conference
Abu Dhabi, UAE





WHO SHOULD ATTEND

This conference is intended for:

- Clinical Cardiologists
- Cardiac Surgeons
- Pediatric Cardiologists
- General Internists
- Cardiovascular Interest
- Primary Care Physicians
- General Practitioners,
- Family Physicians
- Radiologists
- Emergency Medicine
- Nephrologists
- Nutritionists
- Geriatrics,
- Pharmacists
- Nurses and all allied healthcare professionals who care for patients with acute and chronic cardiovascular conditions.
- other Medical Specialists
- Medical Students





BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the International Heart Failure Conference, 2016.

We offer comprehensive sponsorship packages which include exhibit space and various branding opportunities. Sponsorship allows you to achieve your objectives before, during, and long after the event. Make sure your company stand form the crowd and get maximum exposure to qualified decision-makers from the industry with our value-added opportunities!

Our team is ready to tailor a package that suits your needs, reflects your company image and fits in with your budget. Please find below various sponsorship categories:

WHY INTERNATIONAL HEART FAILURE CONFERENCE?

- Align your brand with region's largest cardiology conference and influence the audience that matters most to you
- Connect with key industry decision makers, researchers and clinicians
- Maximum exposure at a premier Conference dedicated to Heart Failure Medicine.
- Exhibit and distribute your marketing and promotional materials
- Increase your Brand equity and promote new product and services
- Build new Business and maintain existing relationships
- Learn about best practices of the field from around the world!

SPONSORSHIP PACKAGES	
LEAD	\$ 40,000
DIAMOND	\$ 35,000
PLATINUM	\$ 27,000
GOLD	\$ 20,000
SILVER	\$ 13,500
BRONZE	\$ 8,500
EXHIBITOR	\$ 6,000



SPONSORSHIP AT A GLANCE

Level of Sponsorship	Lead	Diamond	Platinum	Gold	Silver	Bronze	Exhibitor
Pre-Conference Benefits							
Conference Website: Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Primarily Program Booklet: Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Marketing Collaterals (e-brochures, e-flyer & Roll ups) Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Profile on website	300 words	200 words	100 words	No	No	No	No
Hyperlink to your corporate website	Yes	Yes	Yes	Yes	Yes	No	No
Preconference Email Blasts:	Yes	Yes	Yes	Yes	No	No	No
At Conference Benefits							
Exhibitor Space	14 sq m	14 sq m	12 sq m	10 sq m	8 sq m	6 sq m	6 sq m
Free Delegate Pass	30	25	20	12	8	5	0
Additional Delegate Registration Discount	Yes	Yes	Yes	Yes	No	No	No
Industry Symposium Opportunity	Yes	No	No	No	No	No	No
Nominate Speakers	Yes	Yes	No	No	No	No	No
Nominate Chair Person on Plenary Session	Yes	Yes	Yes	No	No	No	No
Workshop Sponsorship	No	Yes	No	No	No	No	No
Public Relations & Media: Acknowledgement in where ever possible	Yes	Yes	Yes	Yes	No	No	No
Exhibitor Pass	7	6	5	4	3	2	1
Registration Area Sponsorship	Yes	No	No	No	No	No	No
Logo on Roll ups and Signages	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on the Backdrop	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Delegate Bag Insert	Yes	Yes	Yes	No	No	No	No



LEAD SPONSOR

\$40,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Lead Sponsor
- Company logo and 300 words profile featured on the website as Lead Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Lead Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

- 30 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 14 (7X2) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to nominate two speaker on company's behalf (Subject to approval)
- Opportunity to organize satellite symposium (Subject to approval)
- Opportunity to nominate a chairperson for a plenary session
- Company Logo/highlighted as Lead Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- Insert of printed literature into delegate bag (max. 2 A4 inserts)
- 7 complimentary passes for Company Representatives
- Option to purchase additional 25 registrations at the early bird registration fee till the date of the conference
- Registration area sponsorship opportunity
- Recognition with certificate of appreciation from the Chair persons at the Conference



DIAMOND SPONSOR

\$35,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Diamond Sponsor
- Company logo and 200 words profile featured on the website as Diamond Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Diamond Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

- 25 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 14 (7X2) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to nominate a speaker on company's behalf (Subject to approval)
- Opportunity to nominate a chairperson for a plenary session
- Opportunity to sponsor workshop
- Company Logo/highlighted as Diamond Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- Insert of printed literature into delegate bag (max. 1 A4 insert)
- 6 complimentary passes for Company Representatives
- Option to purchase additional 15 registrations at the early bird registration fee till the date of the conference
- Recognition with certificate of appreciation from the Chair persons at the Conference



PLATINUM SPONSOR

\$27,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Platinum Sponsor
- Company logo and 100 words profile featured on the website as Platinum Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Company Logo highlighted as the Platinum Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

- 20 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
 - 12 (6X2) sqm Exhibition space in a premium location of your choice for networking
 - Opportunity to nominate a chairperson for a plenary session
 - Company Logo/highlighted as Platinum Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
 - Logo on signage at registration and exhibition areas
 - Insert of printed literature into delegate bag (max. 1 A4 insert)
 - 5 complimentary passes for Company Representatives
 - Option to purchase additional 10 registrations at the early bird registration fee till the date of the conference
 - Recognition with certificate of appreciation from the Chair persons at the Conference
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GOLD SPONSOR

\$20,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Gold Sponsor
- Company logo featured on the website as Gold Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Company Logo highlighted as the Gold Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

- 12 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 10 (5X2) sqm Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as Gold Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- 4 complimentary passes for Company Representatives
- Option to purchase additional 05 registrations at the t early bird registration fee till the date of the conference
- Recognition with certificate of appreciation from the Chair persons at the Conference





SILVER SPONSOR

\$13,500

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Silver Sponsor
- Company logo to feature on the E- brochure.
- Reciprocal website hot link to the company's website from Conference website.

CONFERENCE OPPORTUNITIES:

- 8 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 8 (4X2) sqm Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as Silver Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- 3 complimentary passes for Company Representatives
- Recognition with certificate of appreciation from the Chair persons at the Conference





BRONZE SPONSOR

\$8,500

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Bronze Sponsor
- Company logo to feature on the E- brochure.

CONFERENCE OPPORTUNITIES:

- 5 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 6 (3X2) sqm Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as Bronze Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- 2 complimentary passes for Company Representatives
- Recognition with certificate of appreciation from the Chair persons at the Conference





EXHIBITOR

\$ 6,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Exhibitor
- Company logo to feature on the E- brochure.

CONFERENCE OPPORTUNITIES:

- 06 (3X2) sqm Exhibition space of your choice for networking
- Company Logo/highlighted as Exhibitor Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- 1 complimentary passes for Company Representatives
- Recognition from the Chair persons at the Conference





ADDITIONAL SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR

\$18,000

- Company logo Branded on Delegate Bags given to every Attendees upon registration.
- Logo placement on conference Book and other conference collaterals with acknowledgement as Supporting Sponsor
- Company logo and profile to be featured on event website with acknowledgement as Supporting Sponsor
- Company Logo on the E-Brochure
- Reciprocal website hot link to the company's website from Conference website.
- Insert of Corporate Literature into delegate bag (max. 2 A4 insert)

LANYARD SPONSOR

\$10,000

- Company Logo exclusively will be printed on the lanyard
- Conference lanyards to be given to all attendees upon registration.
- Company's logo and profile to be featured on the website as Supporting Sponsor.
- Reciprocal hot link to your website from the event website.
- 5 Complimentary delegates pass

PHOTO BOOTH SPONSOR

\$6,000

- Exclusive sponsor of photo booth
- Sponsor logo included on photo paper
- Logo placement on conference Book and other conference collaterals with acknowledgement as Supporting Sponsor
- Company logo and profile to be featured on event website with acknowledgement as Supporting Sponsor
- Company Logo on the E-Brochure



ADDITIONAL SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR

\$4,000

- Help all conference attendees get connected at the Conference as the Official WiFi sponsor.
- Company logo on signage the includes Wi-Fi login instruction
- Wi-Fi Network Branded with company logo
- 2 complimentary conference registrations
- Logo and link placement on event registration website
- Sponsorship recognition in conference program

EXHIBITION STAND INFORMATION

The Exhibition Stands will include the following items:

- Shell Scheme Stand in aluminum white powder coated profile with white infill panel
- (2 sided walls for corner booths and 3 sided walls for aisle booth)
- Blue Fascia board with white text displaying exhibitor name and stand no. (English) in computer cut vinyl sticker.
- 100w track spotlights & 250w power socket
- Round table with a laminate top, 76cmH X 90cm D.
- Black stackable chairs
- Waste bin





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Sponsor Booking Form

In order to ensure that all sponsors communicate their requirements, we recommend filling in the booking form below.

Kindly fill in the form below with all your requirements and submit to Mena conference.

For further inquiries or any clarifications please contact:

Mr. Afsal

Event Coordinator

P: +971 2 4919888

M: +971 565033747

E: afsal@menaconference.com

Sponsorship Requirements

Kindly indicate which type of sponsorship package you are interested in:

- | | | |
|-----------------------------------|-------|----------|
| ☐ Lead | | \$40,000 |
| ☐ Diamond | | \$35,000 |
| ☐ Platinum | | \$27,000 |
| ☐ Gold | | \$20,000 |
| ☐ Silver | | \$13,500 |
| ☐ Bronze | | \$8,500 |

Advertising Opportunities

If you are interested in purchasing value adding branding opportunities, kindly check all that apply:

- | | | |
|---|-------|----------|
| ☐ Delegate Bag Sponsor | | \$18,000 |
| ☐ Lanyard Sponsor | | \$10,000 |
| ☐ Photo Booth Sponsor | | \$6,000 |
| ☐ Wi-Fi Sponsor | | \$4,000 |

Conference Passes

Kindly indicate the quantity required for additional company representatives above your free allowance per space booked and delegate passes:

Item	Amount	No's
☐ Representative Pass	AED 500	
☐ Delegate Pass (early bird)	AED 1000	

Payments

Please choose one of the following mode of payment:

- ☐ By cheque payable to MENA
- ☐ By Credit card
- ☐ By Bank Transfer

Sponsoring Company:

.....

Contact Name:

Designation:

Address:

P.O. Box:

City: Country:

Tel:

Mobile:

Fax:

E-mail:

Website:

Upon submitting the booking form, please note that MENA event coordinator will get back to you for confirmation including a contract for your final revision within 7-10 days.

Name:

Date:

Signature

Thank you for your booking confirmation

شركة الشرق الأوسط وشمال أفريقيا للمؤتمرات ذ.م.م.

mena

CONFERENCE



2nd ANNUAL INTERNATIONAL HEART FAILURE CONFERENCE

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EXHIBITOR BOOKING FORM

This is an application form (please tick a box):

☐ Booth Space including shell scheme. Minimum space 3 x 2 mtrs (6 sqm)

Stand No.

☐ Booth space only. Minimum space 3 x 2 mtrs (6 sqm)

(For Organiser Use only)

100% Amount must be paid upon signing the contract.

Shell Scheme Stand (\$ 1000 per sqm):

Space required (sqm) Total
..... x \$1000

Space Only Stand (\$ 950 per sqm):

Space required (sqm) Total
..... x \$950

Grand Total: \$

- Applications received before 30th October 2016 must be accompanied by 50% deposit to confirm reservation of space (with the balance payable on 1st November 2016).
- Applications received after 10th November 2016 must be accompanied by full payment in order to be considered.

Payments

Please choose one of the following mode of payment:

- ☐ By Online (www.menaconference.com)
- ☐ By cheque payable to MENA
- ☐ By Credit card
- ☐ By Bank Transfer

Bank Transfer

Account Name: Middle East North Africa Conference

Bank Name: Bank of Baroda, Hamdan St, Abu Dhabi, UAE

Bank Account No.: 90020200006131

Swift Code: BARBAEADADH

Iban No.: AE290110090020200006131

Exhibiting Company:

.....

Contact Name:

Designation:

Address:

P.O. Box:

City: Country:

Tel:

Mobile:

Fax:

E-mail:

Website:

We agree to abide by all provisions, rules and regulations, which are part of this contract.

Name:

Date:

Signature

Organizing Office

شركة الشرق الأوسط وشمال أفريقيا للمؤتمرات ذ.م.م.



For registration and further information, please contact:

Mr. Afsal

Event Coordinator

Phone: +971 2 4919888

Mob : +971 565033747

Email: afsal@menaconference.com

Venue & Floor Plan

Intercontinental is Located on the shores of the pristine Arabian Gulf, this 5-Star facility offers elegance and convenience to its guests. Business travelers will appreciate its close proximity to Abu Dhabi's downtown area, and the Abu Dhabi International Exhibition Centre. Enjoy a leisurely stroll down by the hotel's contemporary marina. For a unique shopping experience, Abu Dhabi offers an array of venues, from the Hemisphere Gallery that showcases the work of local artists, to the Women's Handicraft Centre where you can observe the locals creating their handicrafts. There is also Hamdan Street which is considered the main shopping thoroughfare. The Cultural Foundation offering a bit of Abu Dhabi's history, Al Houson Palace which is the oldest building in Abu Dhabi and the home to its rulers until 1960, the Gold Souk, Al Lulu Island, and many of Abu Dhabi's Malls are also found near the InterContinental Hotel Abu Dhabi.



Intercontinental Hotel, Abu Dhabi

T: +971-2-6666888

E: intercontinental.abudhabi@ihg.com

www.ihg.com/intercontinental

Category	NOs	Booth Size
Lead	1	7x2 meter
Diamond	1	7x2 meter
Platinum	1	6x2 meter
Gold	1	5x2 meter
Silver	2	4x2 meter
Bronze	2	3x2 meter
Booth	9	3x2 meter
17		





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Organized by

شركة الشرق الأوسط وشمال أفريقيا للمؤتمرات ذ.م.م.

mena

CONFERENCE

For Registration and
more inquiries, please contact:

Mr. Afsal

Event Coordinator

P: +971 2 4919888

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