

Under the Patronage of His Excellency
Sheikh Nahayan Mabarak Al-Nahayan
Minister of Culture & Knowledge Development

5th International **Oncology** Conference



October 12-13, 2017
Jumeirah at Etihad Towers,
Abu Dhabi, UAE

SAVE THE DATE

SPONSORSHIP PROSPECTUS



**“ Navigating Cancer Care by
early Detection and Prevention ”**

Organized by





SPONSORSHIP INVITATION LETTER



Dear Partners,

On the behalf of the scientific and organizing committee, it gives us great pleasure to invite you to the **"5th International Oncology Conference"** to be held on **12-13 October, 2017** at Jumeirah Etihad Towers Hotel in Abu Dhabi, UAE.

Following the resounding success of the 4th edition of the International Oncology Conference 2016, this year's event offers a superb opportunity for medical, surgical oncologists, pathologists, radiologists, radiation therapists and other healthcare professionals in the Gulf and the Middle East region to attend expert updates and to share best practices and experiences to discuss the latest evidence and developments in the management and treatment of various cancer diseases including breast, colon, lung, gynecological, urological and pediatric cancers.

The program will emphasize on the theme **"Navigating cancer care by early detection and prevention"** to highlight the importance of screening, early diagnosis and prevention of cancer leading to successful treatment outcomes. The conference will also scope issues and challenges in this critical field in order to raise awareness and consider ways towards better care for cancer patients.

The meeting will feature prominent national and international speakers, renowned teaching faculty and thought leading experts from major cancer institutes across the globe to discuss your challenging cases and to encourage exchange of knowledge, experience and best practices to fight and prevent cancer, making tangible difference for our patients.

The 5th International anticipates more than 1000 participants around the region with thought provoking key note lectures, oral presentations, poster presentations, clinical cases and hands-on workshops.

We encourage you to join us for one of the exciting events we are planning, and experience firsthand the pride we take to provide better care for our cancer patients in the UAE and the region.

This is an established international conference which will provide a very important exposure to sponsors. The conference provides a vital opportunity to promote your company, products and services. In terms of sponsorship, we offer exposure that will help position your brand and its strengths, and most importantly, feature your support to medical advancement in the UAE.

The sponsorship packages come with a diverse portfolio of promotional opportunities. We would be more than happy to provide you with more information and on how we could best tailor these to suit your needs.

Being an important partner to us, we would encourage your participation in this important conference. We have enclosed a sponsorship commitment letter that details the different levels of participation from which you can choose how you would like to participate in the event and support our efforts.

We appreciate your support in the past and hope you continue to partner with us in this important work

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

Thanks and best regards,

Shamsheer vp

Dr. Shamsheer Vayalil
Conference President
Managing Director, VPS Healthcare, UAE



ORGANIZING COMMITTEE

- **Dr. Charles F. Stanford**, Chair Organizing Committee, Senior Director- VPS Healthcare, Abu Dhabi - UAE
- **Mr. Khaled Afify**, General Manager – MENA Conference, Abu Dhabi - UAE
- **Mr. Shijoth C.V**, Head-Biomedical and Projects, VPS Healthcare, Abu Dhabi - UAE
- **Mr. Ka. Jeye Pandiyan**, Materials Manager, VPS Healthcare, Abu Dhabi - UAE
- **Mr. Arsalan Sheikh**, Director Supply Chain, VPS Healthcare, Abu Dhabi - UAE
- **Mr. Nick Champness**, Director for Diagnostics, VPS Healthcare, Abu Dhabi - UAE
- **Mr. Yasser Jahangir**, Manager-Administration, Medeor 24x7 International Hospital Al Ain, VPS Healthcare, Abu Dhabi - UAE
- **Ms. Bhavana**, Purchase Supervisor, VPS Healthcare, Abu Dhabi - UAE

SCIENTIFIC COMMITTEE

- **Dr. Yasmine Maher Ahmed**, Chair, Scientific Committee - Medical Director and Head of Radiology Department, Medeor 24x7 International Hospital, Al Ain-UAE
- **Dr. Muhammad Wasif Alam**, Director Public Health and Safety Department, Dubai Health Authority, Dubai - UAE
- **Dr. Aladdin Maarraoui**, Chair of Medical Oncology Department, Consultant Medical Oncology Mafraq Hospital, Abu Dhabi - UAE
- **Dr. Norbert W Dreier MD**, Head of Department Oncology / Hematology, Burjeel Hospital, Abu Dhabi, UAE
- **Dr. Rajesh Paraswani**, Specialist Radiologist and Head of Department, LLH Hospital Musaffah, Abu Dhabi - UAE
- **Dr. Shereen Atef**, Consultant Clinical Pathologist National Reference Laboratory, UAE





BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the **5th International Oncology Conference, 2017**.

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 ONCOLOGY CONFERENCE?

- Align your brand with region's largest Oncology event and influence the audience that matters most to you
- Connect with key industry decision makers, researchers and clinicians
- Maximum exposure at a premier exhibition dedicated to Oncology.
- 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!

TARGET AUDIENCE

- General Practitioners
- Family Physicians/ Internist
- Obstetrics and Gynecologists
- Gastroenterologists
- Urologists
- Pulmonologists
- Emergency Medicine
- Radiologists
- Pathologists
- Medical, Surgical and Radiation Oncologists
- Pharmacists & Nurses
- Governmental and Non Governmental Cancer Control Officials
- Researchers and Other Professionals Interested in the Treatment of Cancers

SPONSORSHIP PACKAGES	
LEAD	\$ 100,000
DIAMOND	\$ 70,000
PLATINUM	\$ 40,000
GOLD	\$ 30,000
SILVER	\$ 20,500
BRONZE	\$ 13,500
EXHIBITOR	\$ 7,000



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	27 sq m	18 sq m	16 sq m	10 sq m	8 sq m	6 sq m	6 sq m
Free Delegate Pass	50	35	25	20	12	7	3
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

\$100,000

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:

- 50 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 27 (9X3) 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

\$70,000

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:

- 35 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 18 (9X2) 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

\$40,000

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:

- 25 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 16 (8X2) 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



GOLD SPONSOR

\$30,000

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:

- 20 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



\$20,500

SILVER SPONSOR

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:

- 12 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



\$13,500

BRONZE SPONSOR

PRE CONFERENCE OPPORTUNITIES:

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

CONFERENCE OPPORTUNITIES:

- 6 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 06 (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

\$ 7,000

PRE CONFERENCE OPPORTUNITIES:

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

CONFERENCE OPPORTUNITIES:

- 3 complimentary delegate passes for the conference, providing that they are eligible to attend the conference• 3 x 2 m 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

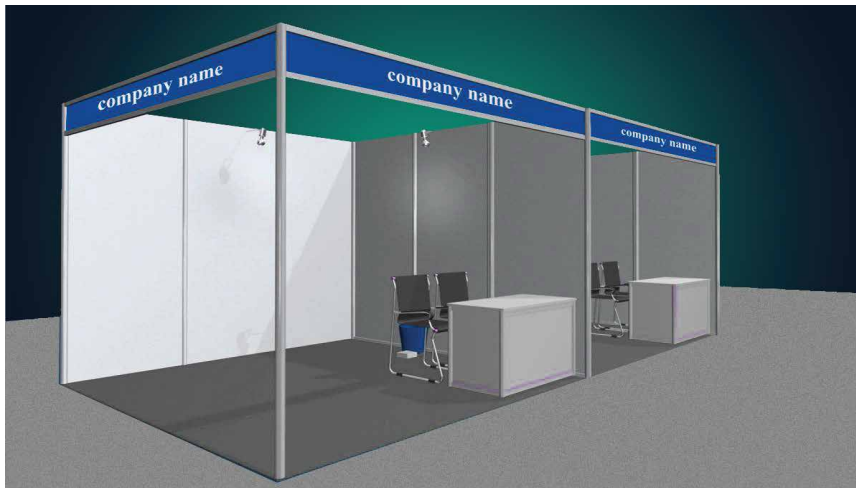
\$4,000

- 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



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.

Sponsorship Requirements

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

- | | |
|--|------------|
| ☐ Lead | \$ 100,000 |
| ☐ Diamond | \$ 70,000 |
| ☐ Platinum | \$ 40,000 |
| ☐ Gold | \$ 30,000 |
| ☐ Silver | \$ 20,500 |
| ☐ Bronze | \$ 13,500 |
| ☐ Exhibitor | \$ 7,000 |

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 750	
☐ Doctors Pass (early bird)	AED 1000	
☐ Non - Doctors Pass (early bird)	AED 600	

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

VENUE

A Unique Destination in the Capital

Rising majestically from its beachside setting, Jumeirah at Etihad Towers' dramatic sculptural form and spectacular design set a new standard for luxury hotels in Abu Dhabi.

The complex is made up of five towers – three residential towers, one office tower, and the Jumeirah at Etihad Towers hotel. This multi-award winning luxury hotel in Abu Dhabi features a number of unique venues for social events, outstanding conference and meeting facilities, and 382 elegant rooms and suites, which afford some of the most stunning views of the Arabian Gulf.

Whether you prefer to spend your time cooling off in one of our three swimming pools, strolling along the glorious private beach, treating yourself to some of the best retail therapy to be found in the Middle East, or being pampered in the Talise Spa, you'll find our service is second to none.

Our serviced residences – which benefit from the top-tier facilities offered by Jumeirah at Etihad Towers – are Abu Dhabi's most exclusive and prestigious, providing spectacular views of the surrounding cityscape and Arabian Gulf.

Each of the 199 inspirationally designed, fully serviced residences is lavishly appointed, offering the height of elegant living. From intimate studios to expansive three bedroom options, you can choose exactly the right accommodation to suit your needs at our Abu Dhabi Hotel. Rest assured, all have been designed to cater for your every requirement.

Shop at the world-renowned Avenue at Etihad Towers and sample the dizzying choice of international cuisines, fine beverages and imaginative cocktails available at the Jumeirah at Etihad Towers restaurants and bars. Make use of exceptional leisure facilities and activities and hold a successful social event, meeting or conference at any of our unique venues.

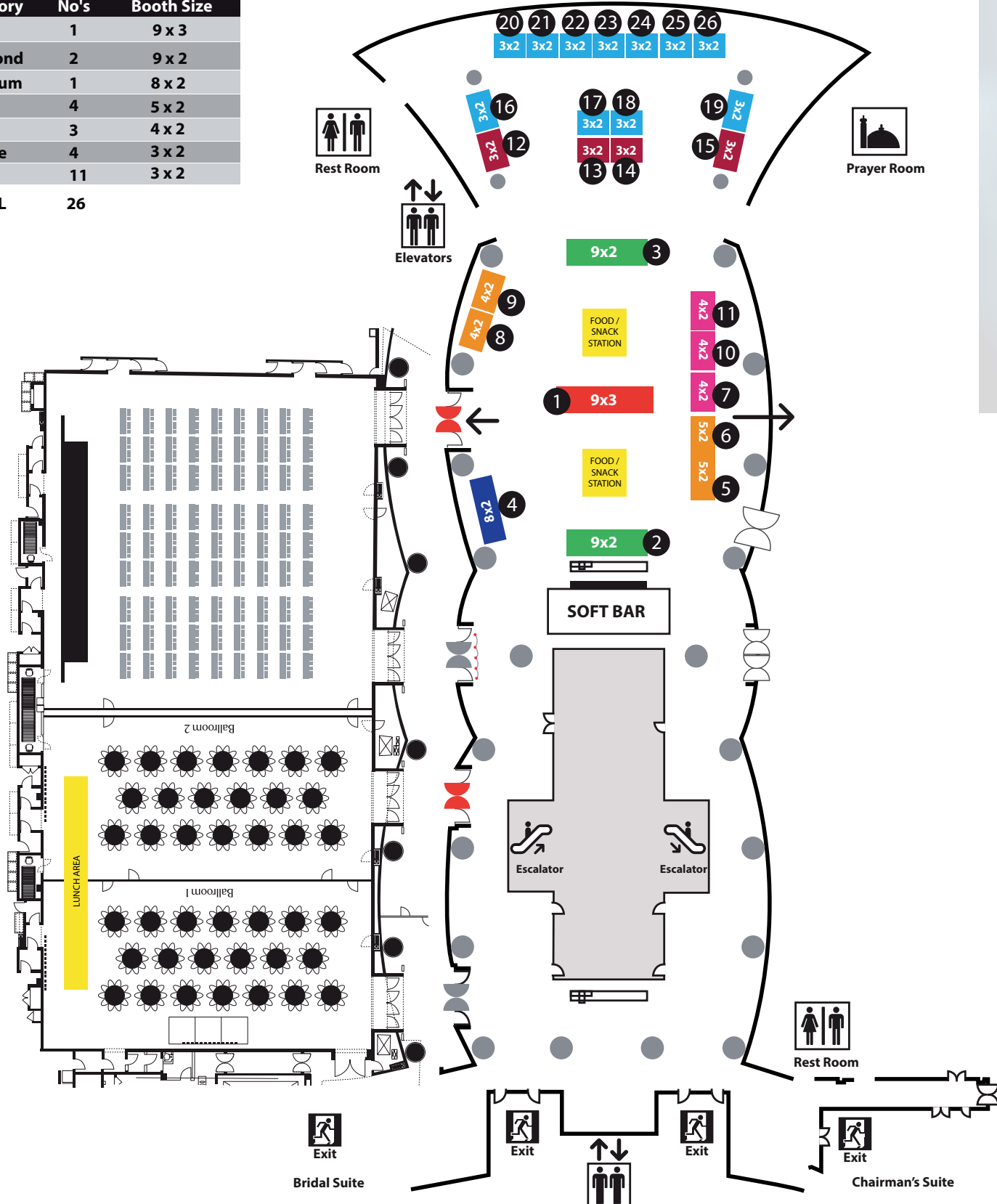
Jumeirah's luxury hotel in Abu Dhabi sets a new standard when it comes to our guests experiences. Staying at our suites or serviced residences is a particularly exclusive way to sample it for yourself.





FLOOR PLAN

Category	No's	Booth Size
1. ■ Lead	1	9 x 3
2. ■ Diamond	2	9 x 2
3. ■ Platinum	1	8 x 2
4. ■ Gold	4	5 x 2
5. ■ Silver	3	4 x 2
6. ■ Bronze	4	3 x 2
7. ■ Booth	11	3 x 2
TOTAL	26	





October 12-13, 2017
Jumeirah at Etihad Towers,
Abu Dhabi, UAE

**“ Navigating Cancer Care by
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For sponsorship opportunities and registration, please contact:

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



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