



8th SEHA International Neonatology Conference

On "Hottest Topics in Neonatal Medicine"

THE REGION'S LARGEST NEONATOLOGY CONFERENCE

8th - 10th March, 2018
Jumeirah at Etihad Towers
Abu Dhabi, UAE

SAVE
THE
DATE

SPONSORSHIP PROSPECTUS

Managed by

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www.menaconference.com



8th SEHA International

Neonatology Conference

On “Hottest Topics in Neonatal Medicine”

SPONSORSHIP INVITATION LETTER



Dr. Aiman Rahmani



Dr. Junaid Khan

Dear Colleagues,

On behalf of the scientific committee, it gives us immense pleasure to invite you to participate as a sponsor in the **8th International Neonatology Conference on "Hottest Topics in Neonatal Medicine"**, which will be held on **8 - 10 March 2018** at Jumeirah Etihad Towers, Abu Dhabi, UAE.

In line with the spirit of the successful seventh edition, that was held on March 2017, the goal for this year's conference is to present the latest scientific evidence on the care, treatment and follow up of neonates and to create a platform for communication between leading experts and professionals in the field of Neonatology.

The conference is designed to meet the needs of Neonatologists, Paediatricians and other related specialties, including physicians-in-training who wish to expand their understanding and increase the knowledge in Neonatal-Prenatal Medicine.

The main theme of the conference is **"Current Trends of Neonatologists to Create a Better Health to the New-Born"**. The 8th Neonatology Conference 2018 anticipates more than 800 participants around the region with thought-provoking Keynote Lectures, Oral Presentations and Poster Presentations.

Once more, the conference is going to be a multidisciplinary program of neonatal and perinatal research and practice, giving the opportunity to interact and share clinical and research experiences with colleagues in the Neonatology community.

Prominent international speakers from all the fields of Neonatology and Pediatrics will provide comprehensive, up-to-date, research-based answers to the most frequent questions that arise at patient's bedside in everyday practice. Abu Dhabi is a splendid venue for this meeting and will give all the delegates the opportunity to enjoy the beautiful weather at this time of the year.

We encourage you to join us for one of the exciting presentations and events we are planning, and experience firsthand the pride we take to improve health for neonates 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 also comes with a diverse portfolio of promotional opportunities. We would be more than happy to provide you with further information on how we could best tailor these packages to suit your needs.

Being our important partner, we encourage your participation in this important conference. We have enclosed a sponsorship prospectus 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 participation in the past and hope you continue to partner with us in this work

Yours sincerely,

Dr. Aiman Rahmani
Chair of Conference
Tawam Hospital, Abu Dhabi, UAE

Dr. Junaid Khan
Co-Chair of Conference
Al Rahba Hospital, Abu Dhabi, UAE



COMMITTEE

SCIENTIFIC COMMITTEE:

Dr. Junaid M. Khan - Chair Scientific Committee, Al-Rahba Hospital, Abu Dhabi, UAE

Members:

- **Dr. Aiman Rahmani**, Tawam Hospital, Al Ain, Abu Dhabi, UAE
- **Dr. Bibian Nwanyioma Ofoegbu**, Corniche Hospital, Abu Dhabi, UAE
- **Dr. Laila Obaid**, Mafraq Hospital, Abu Dhabi, UAE
- **Dr. Maqbool Qadir**, Al-Rahba Hospital, Abu Dhabi, UAE
- **Dr. Mohammed Khasawneh**, Tawam Hospital, Al Ain, Abu Dhabi, UAE
- **Ms. Raziya Hamaydeh**, Tawam Hospital, Al Ain, UAE

ORGANIZING COMMITTEE:

Dr. Aiman Rahmani - Chair Of Organizing Committee, Tawam Hospital, Al Ain, Abu Dhabi, UAE

Members:

- **Dr. Junaid M. Khan**, Al-Rahba Hospital, Abu Dhabi, UAE
- **Dr. Osama Hamud**, Al Ain Hospital, Al Ain, UAE
- **Dr. Bibian Nwanyioma Ofoegbu**, Corniche Hospital, Abu Dhabi, UAE
- **Dr. Mohamed Abdellatif Elhoussein**, Al-Gharbia Hospital, Madinat Zayed, UAE
- **Ms. Omana Jacob**, Mafraq Hospital, Abu Dhabi, UAE
- **Ms. Rizwana Altaf**, SEHA, Abu Dhabi, UAE





CONFERENCE DETAILS

CONFERENCE HIGHLIGHTS:

- Neonatology
- Birth Complications
- Neonatal Nutrition
- Neonatal Infections
- Neonatal Surgery
- Ethical Issues and Neonatology in Future

TARGET AUDIENCE

- Neonatologists
- Pediatricians
- Medical Residents and Fellows
- Obstetrics & Gynecologists
- ER Physicians
- Family Physicians
- General Practitioners
- Pharmacists
- Respiratory Therapists
- Nurses, Midwives and all healthcare professionals that are interested in Neonatal Medicine

IMPORTANT DATES!

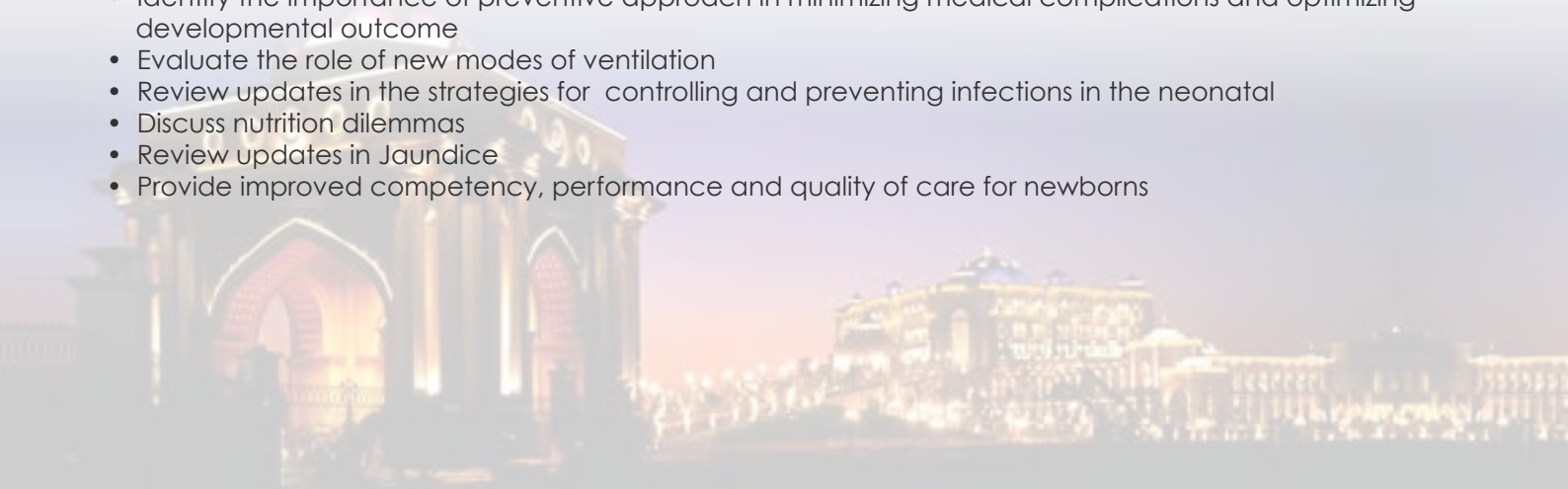
- **30th October, 2017**
Abstract Submission Deadline
- **1st January, 2018**
Early Bird Registration Closes
- 1800 AED
Early Bird Registration Fee

KEY FEATURES

- Presentation by renowned speakers from over the world
- Poster presentations and world class exhibits
- Interactive Sessions
- Platform for global networking
- Connecting scientific community

CONFERENCE OBJECTIVES:

Upon completion of this educational activity, participants will be able to:

- Overview the recent developments in the neonatal-perinatal medicine
 - Discuss the most pressing neonatal conditions and the latest updates in common neonatal disorders
 - Discuss therapeutic controversies and implications for clinical practice
 - Review pathophysiology and problem-based in neonatal medicine
 - Discuss new developments in treating conditions that are associated with morbidity and mortality in the neonate
 - Identify the importance of preventive approach in minimizing medical complications and optimizing developmental outcome
 - Evaluate the role of new modes of ventilation
 - Review updates in the strategies for controlling and preventing infections in the neonatal
 - Discuss nutrition dilemmas
 - Review updates in Jaundice
 - Provide improved competency, performance and quality of care for newborns
- 



BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the International Neonatology Conference 8th - 10th March, 2018.

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 NEONATOLOGY CONFERENCE?

- Align your brand with region's largest Neonatology 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 Neonatology.
- 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	\$ 6,500



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
Pre-conference E-mail Blasts	Yes	Yes	Yes	Yes	No	No	No
At Conference Benefits							
Delegates Registration (Educational Grant)	30	25	20	12	8	5	3
Exhibit Space	27 sq m	27 sq m	12 sq m	8 sq m	8 sq m	6 sq m	6 sq m
Additional Delegate Registration Discount	Yes	Yes	Yes	Yes	No	No	No
Industry Symposium Opportunity	Yes	No	No	No	No	No	No
Sponsor Speakers (Educational Grant)	Yes	Yes	No	No	No	No	No
Sponsor Chairperson on Plenary Session (Educational Grant)	Yes	Yes	Yes	No	No	No	No
Workshop Sponsorship	No	Yes	No	No	No	No	No
Public Relations & Media Acknowledgement wherever 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 the 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:

Educational Grant (\$15,000)

- 30 Delegates registration

Exhibition & Promotion for the Industry (\$25,000)

- 27 (9X3) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to sponsor two speakers on company's behalf (Subject for approval)
- Opportunity to organize satellite symposium (Subject for approval)
- Opportunity to sponsor 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 chairpersons 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 the website
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Diamond Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

Educational Grant (\$13,000)

- 25 Delegates registration

Exhibition & Promotion for the Industry (\$22,000)

- 27 (9X3) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to sponsor a speaker on company's behalf (Subject for approval)
- Opportunity to sponsor 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 chairpersons 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 the Conference website
- Company Logo highlighted as the Platinum Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

Educational Grant (\$12,000)

- 20 Delegates registration

Exhibition & Promotion for the Industry (\$15,000)

- 12 (6X2) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to sponsor 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 chairpersons at the Conference



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 the Conference website
- Company Logo highlighted as the Gold Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

Educational Grant (\$8,000)

- 12 Delegates registration

Exhibition & Promotion for the Industry (\$12,000)

- 8 (4X2) 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 5 registrations at the early bird registration fee till the date of the conference
- Recognition with certificate of appreciation from the chairpersons 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 the Conference website.

CONFERENCE OPPORTUNITIES:

Educational Grant (\$6,000)

- 8 Delegates registration

Exhibition & Promotion for the Industry (\$7,500)

- 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 chairpersons 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:

Educational Grant (\$3,500)

- 5 Delegates registration

Exhibition & Promotion for the Industry (\$5,000)

- 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 Chairpersons at the Conference



EXHIBITOR

\$ 6.500

PRE CONFERENCE OPPORTUNITIES:

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

CONFERENCE OPPORTUNITIES:

Educational Grant (\$2,600)

- 3 Delegates registration

Exhibition & Promotion for the Industry (\$3,900)

- 6 (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 Representative
- Recognition from the chairpersons at the conference



ADDITIONAL SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR

\$10,000

- Company logo branded on Delegate Bags given to every attendee 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 the Conference website.
- Insert of Corporate Literature into delegate bag (max. 2 A4 insert)

LANYARD SPONSOR

\$10,000

- Company Logo exclusively 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 passes

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 that includes Wi-Fi login instruction
- Wi-Fi Network branded with company logo
- 2 complimentary conference registration
- 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 number
(English) in computer cut vinyl sticker.
- 100W track spotlights & 250W power socket
- Round table with a laminated top, 76cmH X 90cm D.
- Black stackable chairs
- Waste bin





8th SEHA International Neonatology Conference

On "Hottest Topics in Neonatal Medicine"

Sponsor Booking Form

In order to ensure that all sponsors communicate their requirements, we recommend filling in the booking form below 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 |
| ☐ Exhibitor | | \$ 6,500 |

Advertising Opportunities

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

- | | | |
|---|-------|----------|
| ☐ Delegate Bag Sponsor | | \$10,000 |
| ☐ 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 Passes	AED 500	
☐ Delegate Passes (early bird)	AED 1800	

In compliance with the UAE Government mandate, VAT will be applicable at a standard rate of 5%

Payments

Please choose one of the following modes of payment:

- ☐ Cheque Payable to MENA
☐ Credit Card
☐ 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 a MENA Event Coordinator will get back to you for confirmation including a contract for your final revision within 7-10 days.

Name:

Date:

Signature

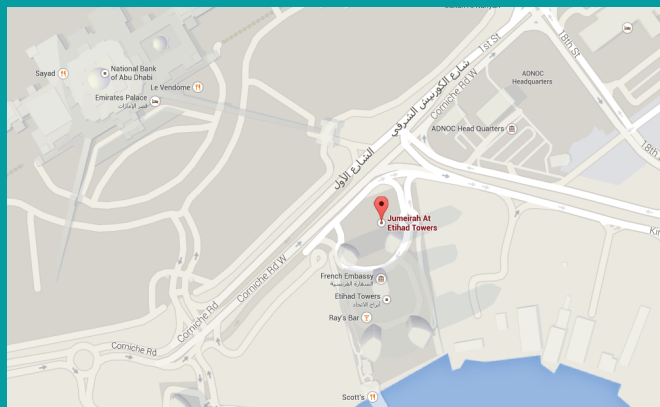
Thank you for your booking confirmation

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

MENA CONFERENCE

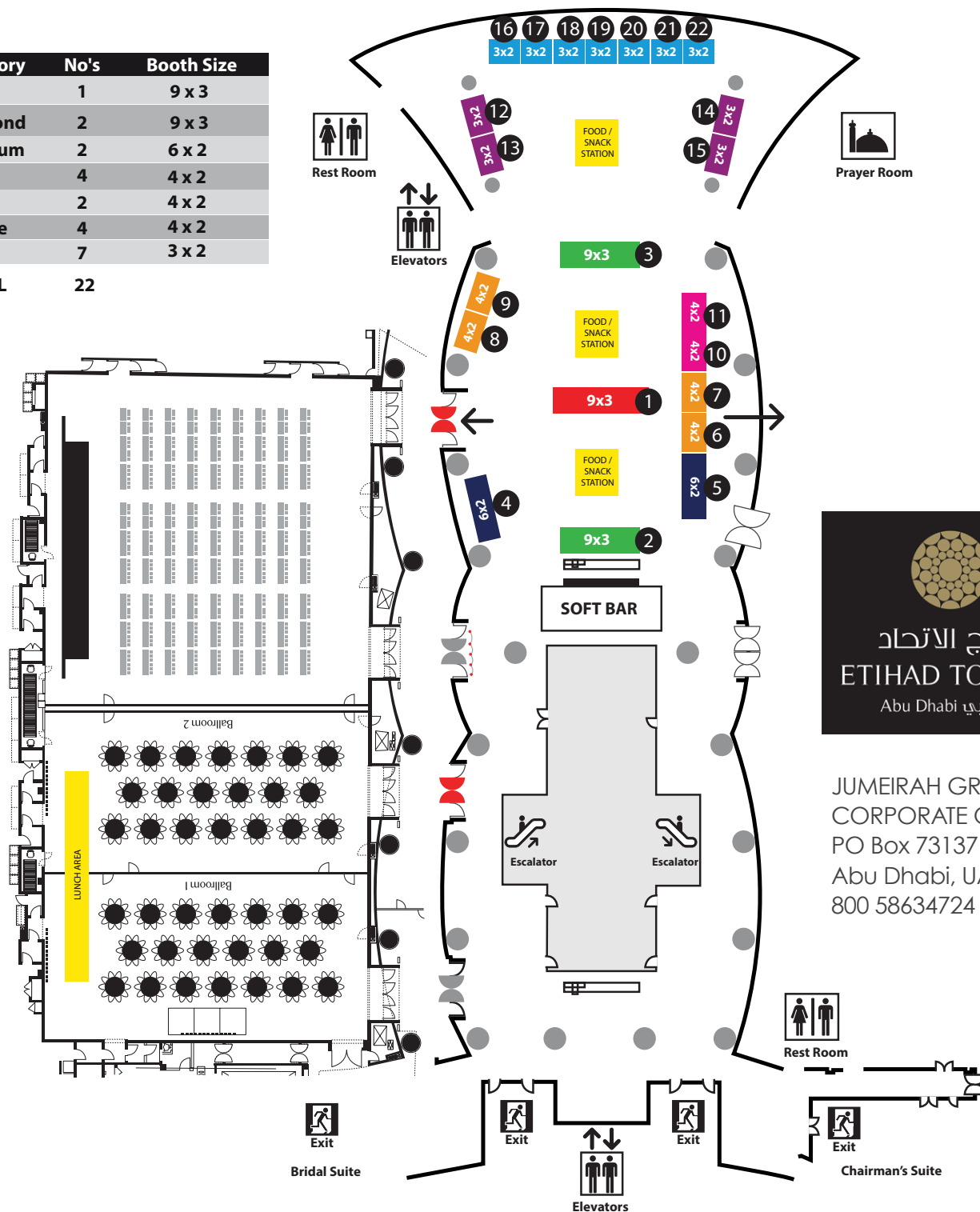
Venue & Floor Plan

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.



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

TOTAL 22



JUMEIRAH GROUP
CORPORATE OFFICE
PO Box 73137
Abu Dhabi, UAE
800 58634724



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Organized by

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

mena

CONFERENCE

For Registration and
more inquiries, please contact:

Mr. Afsal

Event Coordinator

P: +971 2 4919888

M: +971 565033747

E: afsal@menaconference.com