

Destination Partner



CONVENTION
BUREAU

AHIMA World Congress Middle East Healthcare Information Summit



14 AHIMA
CEUs



19-20 October 2017
Rosewood Hotel
Abu Dhabi, UAE



Rosewood Hotel
Abu Dhabi, UAE

SPONSORSHIP PROSPECTUS

HAAD Accreditation is
in process



SPONSORSHIP INVITATION LETTER



Dear Colleague,

On behalf of the AHIMA World Congress and the summit organizing committee, it gives me great pleasure to invite you to participate as a sponsor for the **first AHIMA World Congress Middle East Healthcare Information Summit**, taking place **19-20 October 2017**, at the Rosewood Hotel, in Abu Dhabi, UAE. This summit builds on a six year legacy of HIM Congress events in this region.

As you may know, AHIMA is one of the leading health information management (HIM) and informatics associations in the world, with more than 100,000 active members and credential holders in more than 60 countries. Your participation in its first international event will be a winning combination of benefits and recognition to your organization, AHIMA members and credential holders, and the entire health information industry in the UAE, the Middle East region, and the world.

The summit provides opportunities to build relationships with key industry decision makers and leaders in the Middle East and internationally. It is also designed to provide exposure for the Summit sponsors, partners, and supporters to a large number of consumers, decision makers and business leaders. Among the fields represented by the attendees are health information management, informatics, data analysis, clinical documentation improvement (CDI), coding, administration, policy making, insurance, direct patient care (doctors and nurses), and technology services.

Your organization's participation will be a great asset to the summit, which will help prepare health information professionals for the changing demands in healthcare delivery, including appropriate data and information capture, use, processing, sharing and reporting. In addition to General Sessions covering broadly applicable topics and developments relevant to all participants, there will be concurrent track sessions each day. **The tracks will cover medical coding, CDI, health data analytics, and informatics, focusing on their applications and impact on revenue cycle, recovery, and quality, and enable participants to tailor educational sessions to meet their own professional needs.**

Depending on your sponsorship level, there is an opportunity to sponsor one of our focused post-summit workshops on 21 October. These workshops may cover training and certification exam preparation for AHIMA's coding, clinical documentation, data analysis, and informatics credentials, and DRGs.

This Sponsorship Prospectus lists the different sponsorship packages. Our sponsorship team is available **to help you tailor a package that suits your needs**, reflects your company's brand, and fits into your budget.

To discuss sponsorship opportunities, please contact:

Ms. Johnilyn

Tel: +971 2 491988, Mobile: +971 56 5033782,

e-mail: Johnilyn@menaconference.com

We look forward to working with you.

Alexandre Bouché

Alexandre Bouché, MBA, MA
Organizing Committee Co-Chair
Global Managing Director
AHIMA World Congress



Scientific Committee

Deborah Green - MBA, RHIA - **Co-Chair**
AHIMA, AHIMA World Congress

Melanie Endicott -
MBA/HCM, RHIA, CHDA, CDIP, CCS, CCS-P, FAHIMA - **Co-Chair**
AHIMA, AHIMA World Congress

Cheryl Cato - MBA, CAE
AHIMA, AHIMA World Congress

Alexandre Bouché - MBA, MA
AHIMA, AHIMA World Congress

Dr. Sobih Abdurahman - CCA, CPPM, CPC-A
Emirates International Hospital (EIH)

Jameel Ahmed - MBA, RHIA, CCS
SEHA, AWC UAE Chapter

Shaheen Banu - CCA
AHIMA-Approved ICD-10-CM/PCS Trainer
Al Rahba Hospital, AWC UAE Chapter

Dr. Prasanth Dasigandla - CCS, CCS-P, CPMA
MEHIM, AWC UAE Chapter

Pamela Gyles - MSc
Nation Hospital, AWC UAE Chapter

Linda D. Jewell - RHIT, CHC
CCAD, AWC UAE Chapter

Farheen Mashhood Kirmani - CCS-P, CPMA, MBBS
ADNOC MSU, AWC UAE Chapter

Sarah Sebai - MBBCH, CCST, CCA
SEHA, AWC UAE Chapter

Sirajunnisha Siddiquekhan - CCS, BPT, MPT, EMBA, DHCI
SKSH, AWC UAE Chapter

Susan Young - CHIM, CTR
3M Gulf Ltd.

Deil-Mathew Batalla - RMC, MMI
Nova Vita Group

Dr. Pavani Pally - CCS, CCS-P, CPMA
AHIMA-Approved ICD-10 Trainer
Ahalia Medical Group, AWC UAE Chapter

Organizing Committee

Alexandre Bouché - MBA, MA - **Co-Chair**

Linda D. Jewell - RHIT, CHC - **Co-Chair**

Cheryl Cato, MBA, CAE

Michelle Broberg, CCS

Pamela Gyles, MSc

Jonasele Gonzales, CCS, RN, CPC

Jameel Ahmed, MBA, RHIA, CCS

Benjamin Poku, PhD

Tasneem Abuelkhair, CHPS

Shaheen Siddiqua Banu, CCA

Sirajunnisha Siddiquekhan, CCS, BPT, MPT, DHCI, EMBA

Binu John, CCA

Rhay Arwin B. Gatbonton, CCS, CCS-P

Dr. Pavani Pally, CCS, CCS-P, CPMA

Sarah Sebai, MBBCH, CCST, CCA



KEY TOPICS

- HIM Best Practices
- Clinical Coding
- Health Informatics
- Information Governance
- Clinical Documentation Improvement
- Health Data Analytics
- Research and Education
- Revenue Cycle Management
- Leadership
- Information Technology
- Quality (Documentation Standards, Coding and Documentation Audits)
- Clinician (CDI, Training, Coding)

KEY FEATURES

- State of the art lectures
- Presentations by renowned speakers from different parts of the world
- Poster presentations and world class exhibits
- Interactive sessions
- Case discussions
- Hands-on workshops
- Platform for global networking
- Connecting scientific community

TARGET AUDIENCE

- Healthcare Stakeholders
- Payers
- Providers
- Vendors and Auditors
- Coding Professionals
- Health Information Managers
- Insurers
- Data Analysts
- Administrators
- Doctors, Pharmacists, and Other Healthcare Professionals
- Chief Financial Officers (CFOs)
- Finance and Revenue Cycle Personnel
- Registration Personnel
- Clinical Researchers, Policy Makers and Regulators
- Government and Health Authority Officials



BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the AHIMA World Congress Middle East Healthcare Information Summit 2017.

We offer a variety of sponsorship packages, which include exhibit space and branding opportunities. Sponsorship allows you to achieve your objectives before, during, and long after the event. Make sure your company stands out from the crowd and receives 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's image, and fits your budget. Our sponsorship categories are listed below.

WHY AHIMA WORLD CONGRESS MIDDLE EAST SUMMIT?

- Align your brand with the region's health information event and influence the audiences that matter most to you
- Connect with key industry decision makers
- Maximum exposure at a premier exhibition dedicated to healthcare information
- Exhibit and distribute your marketing and promotional materials
- Increase your brand equity and promote new products and services
- Build new and maintain existing business relationships
- Learn about best practices in the field from around the world!

SPONSORSHIP PACKAGES	
PREMIER	\$ 50,000
DIAMOND	\$ 40,000
PLATINUM	\$ 25,000
GOLD	\$ 15,000
EXHIBITOR	\$ 10,000



SPONSORSHIP BENEFITS

Level of Sponsorship	Premier	Diamond	Platinum	Gold	Exhibitor
Pre-Conference Benefits					
Conference Website: Logo displayed as sponsor by tier	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Program Booklet: Logo displayed as sponsor by tier	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Marketing Collaterals (e-brochures, e-flyer, and roll ups) Logo displayed as sponsor by tier	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsor Profile on Website	300 words	200 words	100 words		
Hyperlink to Your Corporate Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pre-Conference E-mail Blasts Logo displayed as sponsor by tier	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
On-site Conference Benefits					
Exhibitor Space	21 sq m	14 sq m	12 sq m	8 sq m	6 sq m
Free Delegate Passes	30	20	10	5	2
Additional Delegate Registration Discount	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Host Your Own Event (non-competing topic and time)	<input checked="" type="checkbox"/>				
Dedicated Sponsor Educational Session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Workshop Sponsorship (of your choice on 21 October, based on availability)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Public Relations & Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exhibitor Passes	7	6	5	4	3
Registration Area Sponsorship	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo on Roll-ups and Signages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Backdrop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Delegate Bag Insert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		



PREMIER SPONSOR

\$50,000

PRE-CONFERENCE OPPORTUNITIES:

- Logo placement on conference book with acknowledgement as Premier sponsor
- Company logo and profile (300 words) featured on the website as Premier sponsor
- Company logo featured 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 featured as Premier Sponsor on pre-conference newsletters

ON-SITE CONFERENCE OPPORTUNITIES:

- Thirty complimentary delegate passes for the conference
- 21(7X3) sqm exhibit space in a premium location of your choice for networking
- Opportunity to host your own educational session (non-competing topic and time)
- Company logo featured as Premier Sponsor on all conference collateral (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)
- Seven complimentary passes for company representatives
- Option to purchase additional 25 registrations at the early bird registration fee until the date of the conference
- Registration area sponsorship opportunity
- Recognition with certificate of appreciation from the chairpersons at the conference
- Opportunity to sponsor workshop on 21 October of your choice, based on availability



DIAMOND SPONSOR

\$40,000

PRE-CONFERENCE OPPORTUNITIES:

- Logo placement on conference book with acknowledgement as Diamond sponsor
- Company logo and profile (200 words) featured on the website as Diamond sponsor
- Company logo featured 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 featured as Diamond Sponsor on pre-conference newsletters

ON-SITE CONFERENCE OPPORTUNITIES:

- Twenty complimentary delegate passes for the conference
- 14(7X2) sqm exhibit space in a premium location of your choice for networking
- Opportunity to host your own educational session (non-competing topic and time)
- Company logo featured as Diamond Sponsor on all conference collateral (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)
- Six complimentary passes for company representatives
- Option to purchase additional 15 registrations at the early bird registration fee until the date of the conference
- Registration area sponsorship opportunity
- Recognition with certificate of appreciation from the chairpersons at the conference
- Opportunity to sponsor workshop on 21 October of your choice, based on availability



PLATINUM SPONSOR

\$25,000

PRE-CONFERENCE OPPORTUNITIES:

- Logo placement on conference book with acknowledgement as Platinum sponsor
- Company logo and profile (100 words) featured on the website as Platinum sponsor
- Company logo featured 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 featured as Platinum Sponsor on pre-conference newsletters
- Acknowledgment in all PR and media campaigns for the event

ON-SITE CONFERENCE OPPORTUNITIES:

- Ten complimentary delegate passes for the conference
- 12(6X2) sqm exhibit space in a premium location of your choice for networking
- Company logo featured as Platinum Sponsor on all conference collateral (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)
- Five complimentary passes for company representatives
- Option to purchase additional 10 registrations at the early bird registration fee until the date of the conference
- Registration area sponsorship opportunity
- Recognition with certificate of appreciation from the chairpersons at the conference
- Opportunity to sponsor workshop of your choice on 21 October, based on availability



GOLD SPONSOR

\$15,000

PRE-CONFERENCE OPPORTUNITIES:

- Logo placement on conference book with acknowledgement as Gold sponsor
- Company logo featured on the website as Gold sponsor
- Company logo featured 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 featured as Gold Sponsor on pre-conference newsletters
- Acknowledgment in all PR and media campaigns for the event

ON-SITE CONFERENCE OPPORTUNITIES:

- Five complimentary delegate passes for the conference
- 8(4X2) sqm exhibit space in a premium location of your choice for networking
- Company logo featured as Gold Sponsor on all conference collateral (banners, roll-ups, and pop-ups) throughout the conference
- Logo on signage at registration and exhibition areas
- Four complimentary passes for company representatives
- Option to purchase additional 5 registrations at the early bird registration fee until the date of the conference
- Recognition with certificate of appreciation from the chairpersons at the conference



EXHIBITOR

\$ 10,000

PRE-CONFERENCE OPPORTUNITIES:

- Logo placement on conference book with acknowledgement as Exhibitor
- Company logo to feature on the e- brochure
- Acknowledgment in all PR and media campaigns for the event

ON-SITE CONFERENCE OPPORTUNITIES:

- Two complimentary delegate passes for the conference
- 6(3X2) sqm exhibit space of your choice for networking
- Company logo featured as Exhibitor Sponsor on all conference collateral (banners, roll-ups, and pop-ups) throughout the conference
- One complimentary pass for company representatives
- Recognition from the chairpersons at the conference



ADDITIONAL SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR

\$10,000

- Company logo branded on delegate bags given to each attendee
- Logo placement on conference book and other conference collateral with acknowledgement as Supporting Sponsor
- Company logo and profile 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 inserts)

LANYARD SPONSOR

\$7,500

- Company logo printed exclusively on the lanyard
- Conference lanyard given to each attendee at registration
- Company's logo and profile featured on the website as Supporting Sponsor
- Reciprocal hot link to your website from the event website
- Five complimentary delegate passes

PHOTO BOOTH SPONSOR

\$5,000

- Exclusive sponsor of photo booth
- Sponsor logo included on photo paper
- Logo placement on conference book and other conference collateral with acknowledgement as Supporting Sponsor
- Company logo and profile featured on event website with acknowledgement as Supporting Sponsor
- Company logo on e-brochure



ADDITIONAL SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR

\$3,000

- Help all conference attendees get connected as the official Wi-Fi sponsor
- Company logo on Wi-Fi login instructions signage
- Wi-Fi network branded with company logo
- Two complimentary conference registrations
- Logo and link to company website
- Sponsorship recognition in conference program

EXHIBITION STAND INFORMATION

Exhibition stands include the following items:

- Shell scheme stand in aluminum white powder coated profile with white infill panel
Two-sided walls for corner booth and three-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 and 250w power socket
- Round table with a laminate top, 76cm H X 90cm D
- Black stackable chairs
- Waste bin



Sponsor Booking Form

To ensure all sponsorship requirements are communicated, please complete the booking form below and submit to MENA Conference.

For further inquiries or any clarifications please contact:

Ms. Johnilyn

Tel: +971 2 4919888, Mobile: +971 56 5033782 | Email: johnilyn@menaconference.com

Sponsorship Opportunities

Kindly indicate the type of sponsorship in which you are interested

- Premier \$50,000
- Diamond \$40,000
- Platinum \$25,000
- Gold \$15,000
- Exhibitor \$10,000

Advertising Opportunities

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

- Delegate Bag Sponsor \$10,000
- Lanyard Sponsor \$7,500
- Photo Booth Sponsor \$5,000
- Wi-Fi Sponsor \$3,000

Conference Passes

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

Category / Standard rates in AED	Amount	No's
<input type="checkbox"/> Early Bird registration (Until 31 August, 2017)	AED 1,200	
<input type="checkbox"/> Late registration (After 31 August, 2017)	AED 1,500	
<input type="checkbox"/> Students	AED 500	
<input type="checkbox"/> Groups 10+ (discount pricing per participant)	AED 950	
<input type="checkbox"/> AHIMA Members – 20% off (ID required)	AED 960	
<input type="checkbox"/> AHIMA Credential Holders - 10% off (ID required)	AED 1080	

Payment Options

Please choose one of the following modes of payment:

- Check 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 a MENA event coordinator will contact you to confirm your sponsorship and to issue a contract for your review within 7-10 days.

Name:

Date:

Signature

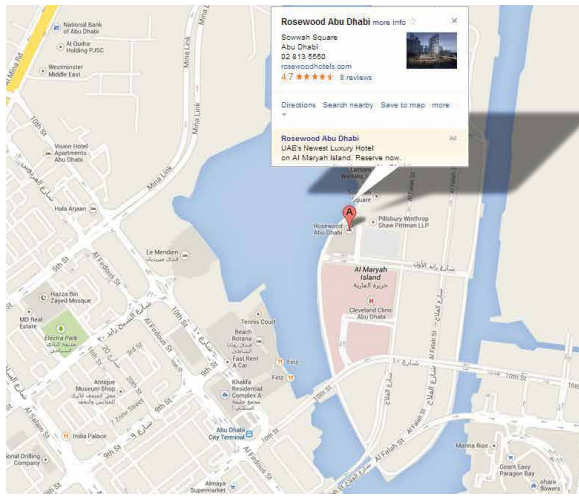
Thank you for your booking confirmation

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



Venue and Floor Plan

Rosewood Abu Dhabi first opened its doors in May 2013, marking the first presence of the Rosewood Hotels & Resorts brand in the United Arab Emirates. Defining new standards, this five-star hotel offers locals and tourists a distinct and personalized luxury lifestyle experience in the heart of city.



روزوود أبو ظبي

ROSEWOOD
ABU DHABI

Rosewood Abu Dhabi
T: +971 2 813 5550
E: abudhabi.concierge@rosewoodhotels.com
<http://www.rosewoodhotels.com/>

Category	NOs	Booth Size
■ Premier	1	7x3 meter
■ Diamond	2	7x2 meter
■ Platinum	1	6x2 meter
■ Gold	3	4x2 meter
■ Exhibitor	12	3x2 meter
TOTAL	19	





Destination Partner



AHIMA World Congress

Middle East Healthcare Information Summit

19-20 October, 2017 | Rosewood Hotel | Abu Dhabi, UAE



Organizing Office

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



For inquiries, please contact:

Ms. Johnilyn
Event Coordinator

Phone: +971 2 4919888

Mob : +971 56 5033782

Email: johnilyn@menaconference.com