

مستشفى  
برجيل

burjeel  
hospital

the art of healing

A unit of VPS Healthcare



**SPONSORSHIP PROSPECTUS**

# Updates in Pediatrics

**HAAD accreditation  
is under process**

**29 September, 2017**

Intercontinental Hotel  
Abu Dhabi, UAE



## SPONSORSHIP INVITATION LETTER

Dear Partners,

On behalf of the Organizing Committee, we would like to personally welcome you to the **1st Burjeel Pediatric Department conference**, taking place on **September 29, 2017** at Intercontinental Hotel in Abu Dhabi, United Arab Emirates.

The aim of our conference is to provide the attendees with the updates in Pediatrics and to provide clinicians with valuable insight and take-home message that ameliorates treatment in most common pediatric cases. In addition, it enables the exchange of ideas and information among pediatricians of various facilities and sub-specialties.

The 1st Burjeel Pediatric Department conference scientific program deals with the most common problems in the profession and by allowing ample time for speaker audience discussion provides an effective forum for discussing and debating various topics.

This worthwhile meeting will provide an important exposure to sponsors. The program 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.

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

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

Thank you for joining and for contributing to the success of our conference

*Hala Elhagrasi*

**Prof. Dr. Hala Elhagrasi**  
Conference Chair  
Consultant – Pediatrics & Head of Pediatric Department  
Burjeel Hospital, Abu Dhabi



# COMMITTEE

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## SCIENTIFIC COMMITTEE

- **Prof. Dr. Hala Elhagrasi**  
Consultant Pediatrics
- **Prof. Dr. Amin El Gohary**  
Consultant Pediatric Surgery
- **Dr. Hussein Naseer Matlik**  
Consultant Pediatric Neurology
- **Dr. Ahmed Mohamed Abdelaal**  
Consultant Pediatrics
- **Dr. Zainul Aabideen**  
Consultant General Pediatrics and  
Pediatric Oncology
- **Dr. Deepti Chaturvedi**  
Specialist Pediatrics

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## ORGANIZING COMMITTEE

- **Prof. Dr. Hala Elhagrasi**  
Consultant Pediatrics
- **Dr. Hussein Naseer Matlik**  
Consultant Pediatric Neurology
- **Dr. Ahmed Mohamed Abdelaal**  
Consultant Pediatrics



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## LEARNING OBJECTIVES

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

- Review commonly encountered conditions found among children
- Discuss, diagnose, manage and treat a selected group of common pediatric problems using the most updated evidence.
- Apply new knowledge in the diagnostic and therapeutic modalities presented in selected topics

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## WHO SHOULD ATTEND

This activity is designed to meet the needs of:

- Pediatricians
- Pediatric Subspecialties
- Family Medicine Physicians
- Emergency Medicine Physicians
- General Practitioners
- Dietitians
- Specialist Nurses and Therapists

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## HIGHLIGHTED TOPICS

- Pediatric Pulmonology
- Pediatric Surgery
- Pediatric Neurology
- Pediatric Hematology & Oncology
- Pediatric Endocrinology



## BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the Burjeel Updates in Pediatrics conference.

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 UPDATES IN PEDIATRICS CONFERENCE?

- Align your brand and influence the audience that matters most to you
- Connect with key industry decision makers and clinicians
- Maximum exposure at a premier event dedicated to Pediatrics.
- 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 region

SPONSORSHIP PACKAGES	
PLATINUM	AED 50,000
GOLD	AED 35,000
SILVER	AED 25,000
BRONZE	AED 15,000
EXHIBITOR	AED 10,000



# SPONSORSHIP AT A GLANCE

Level of Sponsorship	Platinum	Gold	Silver	Bronze	Exhibitor
<b>Pre-Conference Benefits</b>					
Conference Website: Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes
Primarily Program Booklet: Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes
Marketing Collaterals (e-brochures, e-flyer & Roll ups) Logo displayed as sponsor by tier	Yes	Yes	Yes	Yes	Yes
Sponsor Profile on website	100 words	No	No	No	No
Hyperlink to your corporate website	Yes	Yes	Yes	No	No
Preconference Email Blasts:	Yes	Yes	No	No	No
<b>At Conference Benefits</b>					
Exhibitor Space	14 sq m	12 sq m	10 sq m	8 sq m	6 sq m
Free Delegate Pass	25	15	10	5	2
Additional Delegate Registration Discount	Yes	Yes	No	No	No
Industry Symposium Opportunity	No	No	No	No	No
Nominate Speakers	No	No	No	No	No
Nominate Chair Person on Plenary Session	Yes	No	No	No	No
Workshop Sponsorship	No	No	No	No	No
Public Relations & Media: Acknowledgement in where ever possible	Yes	Yes	No	No	No
Exhibitor Pass	5	4	3	2	1
Registration Area Sponsorship	No	No	No	No	No
Logo on Roll ups and Signages	Yes	Yes	Yes	Yes	Yes
Logo on the Backdrop	Yes	Yes	Yes	Yes	Yes
Delegate Bag Insert	Yes	No	No	No	No



## PLATINUM SPONSOR

AED 50,000

### PRE CONFERENCE OPPORTUNITIES:

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- 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:

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- 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
- 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)
- 4 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**

**AED 35,000**

### PRE CONFERENCE OPPORTUNITIES:

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- 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:

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- 15 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
- 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
- 3 complimentary passes for Company Representatives
- Option to purchase additional 5 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



AED 25,000

## SILVER SPONSOR

### PRE CONFERENCE OPPORTUNITIES:

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- 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:

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- 10 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 Silver 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



## BRONZE SPONSOR

AED 15,000

### PRE CONFERENCE OPPORTUNITIES:

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

### CONFERENCE OPPORTUNITIES:

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- 5 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 Bronze Sponsor on all conference artworks (Banners, roll ups and Pop ups) throughout the conference
- Logo on signage at registration and exhibition areas
- Recognition with certificate of appreciation from the Chair persons at the Conference



## EXHIBITOR

AED 10,000

### PRE CONFERENCE OPPORTUNITIES:

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

### CONFERENCE OPPORTUNITIES:

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- 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
- 2 complimentary passes for Company Representatives
- Recognition from the Chair persons at the Conference



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### DELEGATE BAG SPONSOR

AED 10,000

- 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

AED 5,000

- 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

AED 5,000

- 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

AED 3,000

- 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.

For further inquiries or any clarifications please contact:

**Ms. Andra**

Event Coordinator

Tel: +971 2 4919888

Mobile: +971 56 5033781

Email:

andra.mae@menaconference.com

## Sponsorship Requirements

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

- |                                    |       |            |
|------------------------------------|-------|------------|
| <input type="checkbox"/> Platinum  | ..... | AED 50,000 |
| <input type="checkbox"/> Gold      | ..... | AED 35,000 |
| <input type="checkbox"/> Silver    | ..... | AED 25,000 |
| <input type="checkbox"/> Bronze    | ..... | AED 15,500 |
| <input type="checkbox"/> Exhibitor | ..... | AED 10,000 |

## Advertising Opportunities

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

- |   |       |            |
|---|-------|------------|
| <input type="checkbox"/> Delegate Bag Sponsor | ..... | AED 10,000 |
| <input type="checkbox"/> Lanyard Sponsor      | ..... | AED 5,000  |
| <input type="checkbox"/> Photo Booth Sponsor  | ..... | AED 5,000  |
| <input type="checkbox"/> Wi-Fi Sponsor        | ..... | AED 3,000  |

## 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
<input type="checkbox"/> Representative Pass	AED 500	
Delegate Pass (early bird)		
<input type="checkbox"/> Doctors	AED 500	
<input type="checkbox"/> Non Doctors	AED 300	

## 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 افريقيا للمؤتمرات ذ.م.م.

**mena** CONFERENCE

# 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.**  
ABU DHABI

Intercontinental Hotel, Abu Dhabi

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E: [intercontinental.abudhabi@ihg.com](mailto:intercontinental.abudhabi@ihg.com)

[www.ihg.com/intercontinental](http://www.ihg.com/intercontinental)

Category	NOs	Booth Size
Platinum	2	7x2 meter
Gold	2	6x2 meter
Silver	2	5x2 meter
Bronze	2	4x2 meter
Booth	7	3x2 meter
<b>15</b>		



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**mena** CONFERENCE

[www.menaconference.com](http://www.menaconference.com)

For registration and further information, please contact:

**Ms. Andra Mae via:**

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Email: [andra.mae@menaconference.com](mailto:andra.mae@menaconference.com)