



6th International
Neonatology Conference
 On "Hottest Topics in Neonatal Medicine"



2016
 POST EVENT
 REPORT

**THE REGION'S LARGEST
 NEONATOLOGY CONFERENCE**

Organized by

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



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EVENT SUMMARY



Thank you to all of our speakers, participants, sponsors and all supporting Organizations who have contributed to the great success of the 6th International Neonatology Conference that was held on 10-11 March, 2016 at Jumeirah Etihad Towers Hotel in Abu Dhabi.

The Hottest Topics in Neonatal Medicine Conference held in Abu Dhabi was a resounding success with delegates from 24 countries and outstanding sessions on a wide variety of topics.

The CME accredited conference received its highest attendance to the date and the delegates feedback was extremely positive. Special thanks to the organizing and the scientific committee for their continued support and commitment to delivering high-quality education to the region.

The exhibition showcased the latest products and solutions by some of the biggest Nutrition, medical equipment and pharmaceutical companies. Attendees met and networked with industry experts, as well as attended seminar on new concepts and recent advances in Neonatal Medicine.

Also our appreciation goes to SEHA for their continuous support to the International Neonatal Conference for the past few years.

Next year, we will be looking forward to grow this conference and expand the streams to cover even more topics.

Thank you for your interest in our conference and for making this the region's largest conference on Neonatal Medicine.

We look forward to seeing you next year on 09-11 March 2017 in Abu Dhabi.

802

Number of Delegates

23

Number of Speakers

26

Number of Exhibitors

900m²

Exhibition Area

15

Media

67%

Year on Year Attendee Growth



NEONATOLOGY CONFERENCE

9 SESSION Tracks



21 CME Hours



34 Lectures

23 Speakers



802 Delegates



“Well organized with relevant topics for discussion and a very experienced team of presenters with a wealth of expertise in their own fields”

Prof. Sajid Maqbool - Professor of Pediatrics
Children's Hospital, Lahore, Pakistan

Speakers by Continent



“very informative conference with recent updates, I would love to look forward for such a great scientific sessions and I believe this is the only Neonatology conference in Gulf Countries.

If I have given an opportunity I will be most fortunate to attend the next conference & I will encourage my organisation to facilitate to attend the 7th conference.”

Ms. Roopa

Head of Nursing
Dar al Shifa Hospital, Kuwait

“It was great pleasure to attend this outstanding conference in all aspects. It helped us to update our knowledge in many aspects of Neonatal care and management.

Thank you very much to the organizing committee of this conference. This is not only my opinion but i think all attendees are so thankful for this well organised conference.”

Dr. Raeda Al Ghanim

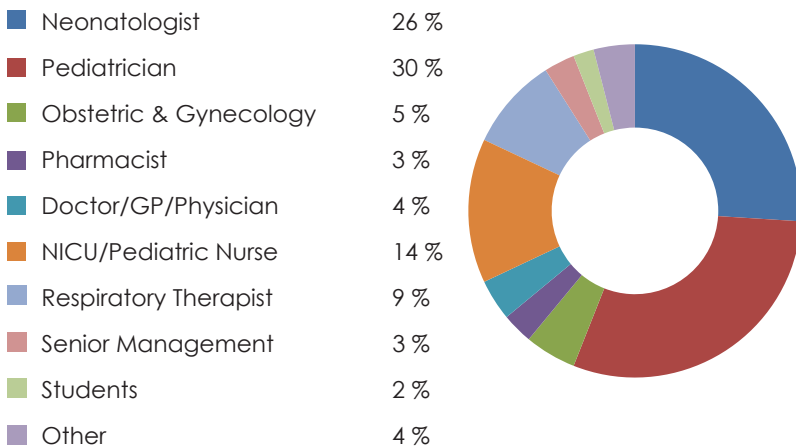
Senior Specialist of Neonatology
Jordan

DELEGATES SUMMARY

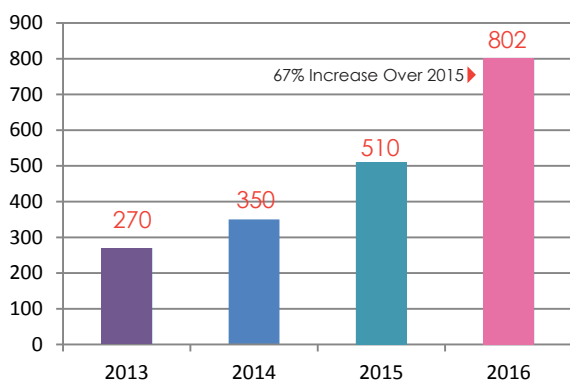
OVER 800 DELEGATES ATTENDED FROM 24 COUNTRIES



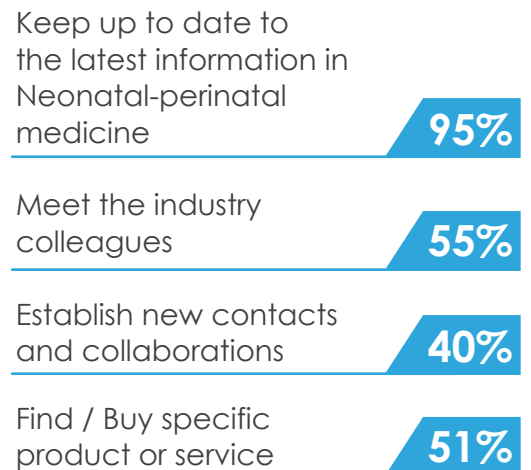
Delegates Breakdown By Speciality



Year to Year Growth on Delegate Attendees



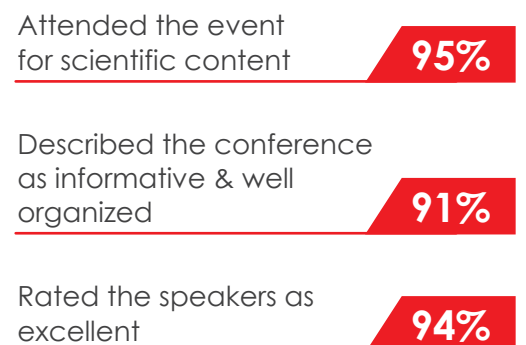
Why Delegates Attend Neonatology Conference?



97% Of Attendees

revealed the conference was a unique event to learn about updates in Neonatology

Delegates Feedback





EXHIBITION SUMMARY

The region's Largest Neonatal medicine conference hosted by 23 Leading companies from the industry.

There is no other show in the region which brings together as many industry experts to show case and discuss the latest development in the field of Neonatal-perinatal medicine.



Why our Exhibitors chose Neonatology Conference

Seek immediate business **87%**

Meet existing clients or partners **90%**

Look for a local agent **69%**

Seek potential clients **94%**

Monitor competitor activity **55%**

Create the brand awareness of company **70%**

Exhibitors Survey Results

Exhibitors have re-booked for Neonatology Conference 2016 **75%**

Described the quality of visitors was very good **87%**

Exhibitor generated business leads **74%**

Exhibitors described the overall quality of the event as excellent **94%**

Exhibitors who responded to the survey were satisfied with the quality of visitors **95%**

“It was a very well organized meeting in all aspect”

Dr. Mohamed Fathy

Medical Field Manager, Wyeth Nutrition
Abu Dhabi - Al Ain - UAE



MARKETING IN NUMBERS

Marketing and Promotions Highlights

The 6th International Neonatology conference has a very comprehensive year round marketing campaign, designed to generate awareness, not only for the event but also for sponsors. which includes content email marketing campaigns, social media, direct marketing, newsletter, SMS marketing, outdoor advertising. We have an extensively local and international healthcare professionals database which has 33,203 records. We are constantly growing the audience which we are talking to in order to ensure that each year Neonatology Conference will attract new entrants to the market and attendees are of the highest quality.



“I would like to express my thanks and gratitude to the organizer for their precious efforts done for this successful conference. It is a very valuable and beneficial conference with very special speakers.

The selection of topics and presentations was highly special and related to daily activities of Neonatal departments.”

Dr. Mohamed Sheta

NICU Specialist at DHCC

Dr. Sulaiman Al Habib Hospital, Dubai

“Very Good Conference, by attending this I am motivated to read more on Neonatology to know more and apply more in my role of Patient care.

It was a privilege to attend this and to hear from renowned faculty with great expertise in the field. Latest and relevant topics were presented in easy and absorbable and interesting way.”

Dr. Archana Gopalakrishnan

General Practitioner

Life care Hopsital, Musaffah, Abu Dhabi

GLIMPSE OF Neonatal Conference 2016



GLIMPSE OF Neonatal Conference 2016



SPONSORS & EXHIBITORS 2016

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24x7 Hospital



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Gold



abbvie



Silver



Bronze



Booth

Humana



Triangle

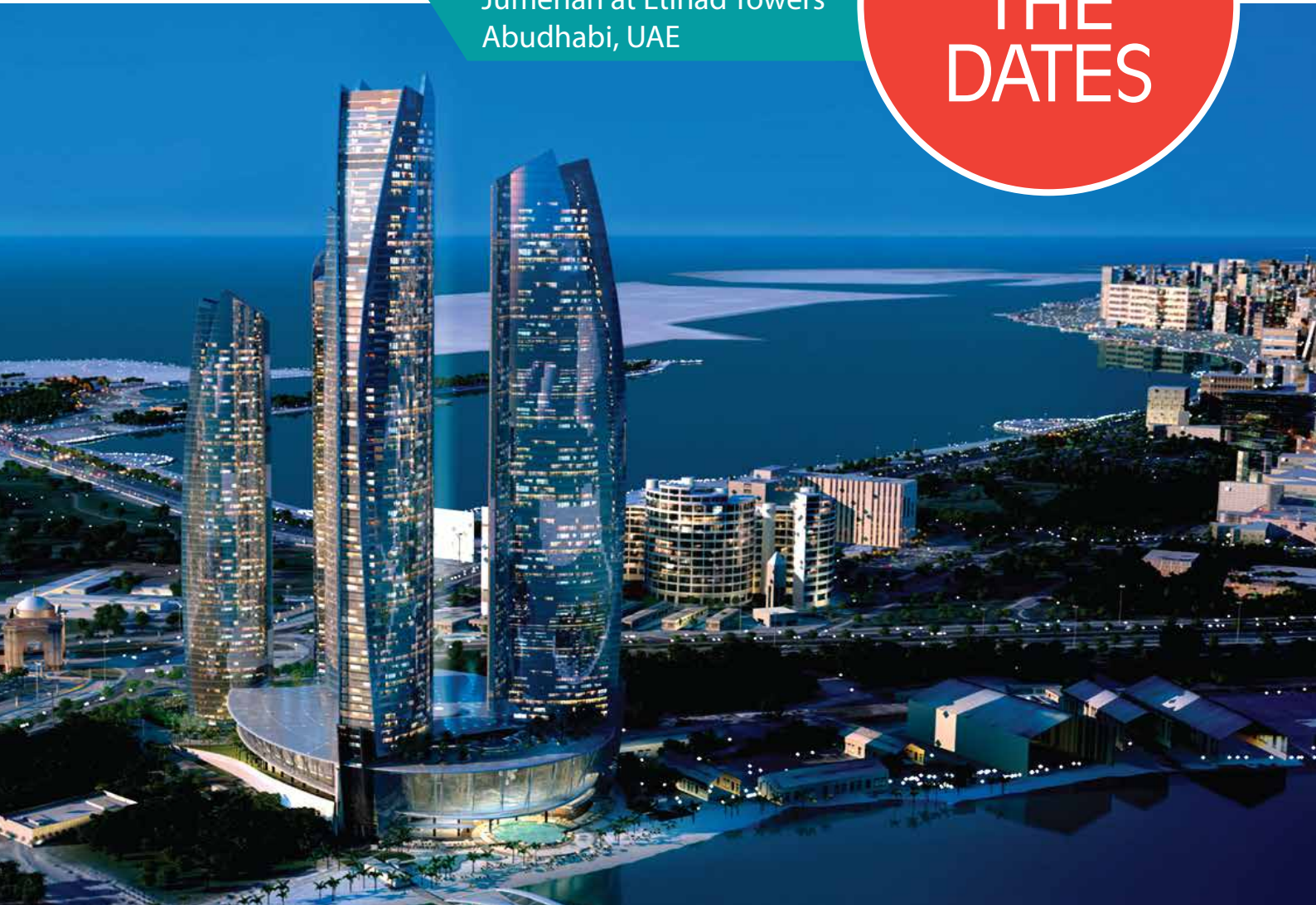




7th International
Neonatology Conference
On "Hottest Topics in Neonatal Medicine"

9th - 11th March , 2017
Jumeriah at Etihad Towers
Abudhabi, UAE

SAVE
THE
DATES



Organized by

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