



1st Emirates Pediatric Hematology & Oncology Conference



SPONSORSHIP PROSPECTUS

MARK
YOUR
CALENDAR



21st September, 2018

Rosewood Hotel, Abu Dhabi, UAE

Department of Health - Abu Dhabi
CME accreditation is on process



SPONSORSHIP INVITATION LETTER

Dear Partners,

On behalf of the scientific committee, it gives us great pleasure to invite you to participate in the **"1st Emirates Pediatric Hematology & Oncology Conference"** on **21st September, 2018** at Rosewood Hotel, Abu Dhabi, UAE

Estimated hematological abnormalities in children in the UAE are 35%. Most of them can be diagnosed and managed by general pediatrician. This conference aims to emphasis on the early detection and diagnosis of common hematological and oncological problems in children and to discuss the management of hematological and oncological problems by general pediatricians.

We are delighted to present renowned experts from the UAE and abroad. The focus will be on interaction and exchange of ideas, knowledge and experience that will enable best possible care for these children.

We believe the event will be of interest to General Paediatricians, Pediatric Subspecialists, Paediatric Trainees, Residents & Fellows, Family Physicians, General Practitioners, Emergency Medicine Physicians, Dietitians, Pharmacists, Specialist Nurses and psycho-social counsellors.

The event will also provide the opportunity for networking for everybody and for future academic and clinical collaborations.

By supporting this event, you can reiterate your commitment to the significant growth and evolution of the healthcare sector in the Emirate of Abu Dhabi, your impact on training and education for local healthcare practitioners, and your passion for advancing the health and growth of the nation.

This conference anticipates more than 400 participants from all over the UAE and would include thought provoking lectures with cutting edge information alongside detailed discussions on recent developments and diagnostic issues of common hematological and oncological problems in children.

The meeting 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 comes 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 Burjeel Hospital, 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 participation in the past and hope you continue to partner with us in this work.

Best regards,

Dr. Zainul Aabideen

Conference Chairman,
Consultant Pediatric Hemato-Oncology,
Burjeel Hospital, Abu Dhabi, UAE

Mr Amir Firdaus

Conference Co Chairman,
CEO, Burjeel Hospitals



COMMITTEE

SCIENTIFIC COMMITTEE

- **Dr. Zainul Aabideen (Chairman)**
Consultant Pediatric Hemato-Oncology, Burjeel Hospital, UAE
- **Dr. Eman Rashid Alshamsi**
Consultant Physician, Hematology/Oncology PEDS Clinic - Medical Affairs, Tawam Hospital, UAE
- **Dr. Abdul Hafeez Siddiqui**
Consultant Pediatric Hemato-Oncologist, American Hospital, Dubai, UAE
- **Dr. Samina Afzal**
Consultant, Pediatric Hemato-Oncology, Al Jalilia Hospital, UAE
- **Dr. Siham Ahmad Hasab Elrasol**
Consultant Cardiologist and HOD, Mediclinic Al Noor Hospital, Abu Dhabi, UAE
- **Dr. Rajeev Tomar**
Consultant Pediatric gastroenterologist and HOD of King's College, Abu Dhabi, UAE
- **Dr. Dinesh Banur**
Consultant pediatric gastroenterologist and HOD, Royal NMC, Abu Dhabi, UAE

ORGANIZING COMMITTEE

- **Mr Amir Firdaus**
Conference Co Chairman, CEO, Burjeel Hospitals
- **Dr. Zainul Aabideen**
Conference Co Chairman, Consultant, Pediatric Hemato-Oncology, Burjeel Hospital, Abu Dhabi, UAE
- **Mr. John Sunil**
Chief Operation Officer, Burjeel Hospital, Abu Dhabi, UAE
- **Dr. Hussein Nasser Matlik**
Consultant Pediatric Neurology HOD, Burjeel Hospital, Abu Dhabi, UAE
- **Dr. Umamaheswararao Ginjupalli**
Consultant and Head of Pediatrics, Burjeel Hospital, Al Ain, UAE
- **Dr. Swapna Vipin**
Head of Pediatrics, Medeor, Al Ain, UAE
- **Dr. Saad Talib**
Head of Pediatric Department, LLH Hospital, Abu Dhabi, UAE
- **Dr. Sudharshan Karavoor Shetty**
Head of Pediatrics, Lifecare, Musaffah, Abu Dhabi, UAE
- **Dr. Ziaul Akhter**
Specialist Pediatric and HOD, Medeor Hospital, Abu Dhabi, UAE



LEARNING OBJECTIVES

- Understanding various types of cancers in children
- Diagnose common hematological and oncological problems in children
- Discuss management of common hematological and oncological problems in children by general pediatrician
- Describe initial management and investigation of complex hematological and oncological problems by general pediatrician
- Explain how general pediatrician and practitioner can involve in share care of pediatric hematological and oncological problems

HIGHLIGHTED TOPICS

- Warning signs in Pediatric hematology and Oncology
- Hypochromic, microcytic anemia; What pediatrician can do?
- Child with acute severe anemia brought to your clinic; What pediatrician can do?
- Iron deficiency anemia burden in the UAE and how general pediatrician can manage?
- Burden of thalassemia in the UAE: What general pediatrician needs to know?
- Clotting studies in children before surgery: What surgeon can do to avoid delay in surgery?
- Child multiple bruises and petichae brought by very anxious parents how can you manage the situation?
- When to suspect cancer in children, what general pediatrician need to know?
- Cervical lymphadenopathy; when is it significant?
- Current outcome in children cancer in Middle East and Asia
- Long term follow-up of childhood cancer survivors.

WHO SHOULD ATTEND

This activity is designed to meet the needs of:

- General Paediatricians
- Pediatric Subspecialists
- Paediatric Trainees
- Residents & Fellows
- Family Physicians
- General Practitioners
- Emergency Medicine Physicians
- Dietitians
- Pharmacists
- Specialist Nurses
- Psycho-social counsellors



BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the 1st Emirates Pediatric Hematology & Oncology 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 1ST EMIRATES PEDIATRIC HEMATOLOGY & ONCOLOGY 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 Pediatric Hematology & 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 region

SPONSORSHIP PACKAGES	
PLATINUM	AED 75,000
GOLD	AED 50,000
SILVER	AED 35,000
BRONZE	AED 25,000
EXHIBITOR	AED 15,000



SPONSORSHIP AT A GLANCE

Level of Sponsorship	Platinum	Gold	Silver	Bronze	Exhibitor
Pre-Conference Benefits					
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	300 words	100 words	No	No	No
Hyperlink to your corporate website	Yes	Yes	Yes	Yes	No
Preconference Email Blasts:	Yes	Yes	Yes	No	No
At Conference Benefits					
Exhibitor Space	21 sq m	14 sq m	12 sq m	8 sq m	6 sq m
Free Delegate Pass	50	30	20	15	5
Additional Delegate Registration Discount	Yes	Yes	Yes	No	No
Industry Symposium Opportunity	Yes	No	No	No	No
Sponsor Speakers	Yes	No	No	No	No
Sponsor Chair Person on Plenary Session	Yes	Yes	No	No	No
Workshop Sponsorship	No	No	No	No	No
Public Relations & Media: Acknowledgement in where ever possible	Yes	Yes	Yes	No	No
Exhibitor Pass	7	5	4	3	2
Registration Area Sponsorship	Yes	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	Yes	No	No	No



PLATINUM SPONSOR

AED 75,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Platinum Sponsor
- Company logo and 300 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.
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Platinum Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

Educational Grant (AED. 25,000)

- 50 complimentary delegate passes for the conference, providing that they are eligible to attend the conference

Exhibition & Promotion for the Industry (AED. 50,000)

- 21 (7X3) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to sponsor two speaker on company's behalf (Subject to approval)
- Opportunity to organize satellite symposium (Subject to approval)
- 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. 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



GOLD SPONSOR

AED 50,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Gold Sponsor
- Company logo and 100 words profile 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:

Educational Grant (AED. 15,000)

- 30 complimentary delegate passes for the conference, providing that they are eligible to attend the conference

Exhibition & Promotion for the Industry (AED. 35,000)

- 14 (7X2) 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
- 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



SILVER SPONSOR

AED 35,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Silver Sponsor
- Company logo featured on the website as Silver 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 Silver Sponsor on pre-conference Newsletters

CONFERENCE OPPORTUNITIES:

Educational Grant (AED. 10,000)

- 20 complimentary delegate passes for the conference, providing that they are eligible to attend the conference

Exhibition & Promotion for the Industry (AED. 25,000)

- 12 (6X2) 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
- 4 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



BRONZE SPONSOR

AED 25,000

PRE CONFERENCE OPPORTUNITIES:

- Logo placement on conference Book with acknowledgement as Bronze Sponsor
- Company logo to feature on the E- brochure.
- Reciprocal website hot link to the company's website from Conference website.

CONFERENCE OPPORTUNITIES:

Educational Grant (AED. 7,500)

- 15 delegate passes for the conference, providing that they are eligible to attend the conference

Exhibition & Promotion for the Industry (AED. 17,500)

- 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
- 3 complimentary passes for Company Representatives
- Recognition with certificate of appreciation from the Chair persons at the Conference



EXHIBITOR

AED 15,000

PRE CONFERENCE OPPORTUNITIES:

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

CONFERENCE OPPORTUNITIES:

Educational Grant (AED. 5,000)

- 5 complimentary delegate passes for the conference, providing that they are eligible to attend the conference

Exhibition & Promotion for the Industry (AED. 10,000)

- 6 (3X2) sqm Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as Exhibitor 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



ADDITIONAL SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR

AED 15,000

- 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 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

AED 7,500

- 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 5,000

- 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



1st Emirates Pediatric Hematology and Oncology Update Conference

21st September, 2018 | Rosewood Hotel | Abu Dhabi, UAE

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:

Mr. Afsal

Event Coordinator

Tel: +971 2 4919888

Mobile: +971 56 5033747

Email:

afsal.mae@menaconference.com

Sponsorship Requirements

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

- | | | |
|------------------------------------|-------|------------|
| ☐ Platinum | | AED 75,000 |
| ☐ Gold | | AED 50,000 |
| ☐ Silver | | AED 35,000 |
| ☐ Bronze | | AED 25,000 |
| ☐ Exhibitor | | AED 15,000 |

Advertising Opportunities

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

- | | | |
|---|-------|------------|
| ☐ Delegate Bag Sponsor | | AED 15,000 |
| ☐ Lanyard Sponsor | | AED 10,000 |
| ☐ Photo Booth Sponsor | | AED 7,500 |
| ☐ Wi-Fi Sponsor | | AED 5,000 |

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 300	
Delegate Pass (early bird)		
☐ Doctors	AED 500	
☐ 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

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
■ Platinum	1	7x3 meter
■ Gold	3	7x2 meter
■ Silver	3	6x2/4x2 meter
■ Bronze	3	4x2/3x2 meter
■ Exhibitor	5	3x2 meter
TOTAL	15	



مستشفى
برجيل

burjeel
hospital

the art of healing

A unit of VPS Healthcare



Managed by

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

mena

CONFERENCE

www.menaconference.com

For registration and further information, please contact:

Mr. Afsal via:

Tel: +971 2 4919888 | Mobile: +971 56 5033747

Email: afsal@menaconference.com