



# مؤتمر صحة الدولي الثاني عشر لطب الأطفال 12th SEHA International Paediatric Conference

**SAVE THE DATE** 18-20 January, 2018 | Rosewood Hotel, Abu Dhabi, UAE

## SPONSORSHIP PROSPECTUS



مستشفى العين

AL AIN HOSPITAL

مستشفى المفرق

Mafrq Hospital



مستشفى الكورنيش

Corniche Hospital



صحة لخدمات الفسيل الكلوي  
SEHA Dialysis Services

Managed by  
Fresenius Medical Care



مستشفيات الغربية

Al Gharbia Hospitals



مستشفى الرحبة

AL RAHBA HOSPITAL

AN AFFILIATION WITH  
JOHNS HOPKINS  
HOSPITAL



الخدمات العلاجية الخارجية  
Ambulatory Healthcare Services

# SPONSORSHIP INVITATION LETTER



Dr. Anwar  
Sallam



Dr. Aiman  
Rahmani

Dear Partners,

On behalf of the scientific and the organizing committee, we are delighted to invite you to the **"12th SEHA International Pediatric Conference"** which is going to be held on **18-20 January, 2018** at Rosewood Hotel in Abu Dhabi.

SEHA Paediatric Conference is an international meeting developed specifically to gather world class scientists, renowned teaching faculty and thought leaders to encourage exchange of knowledge, experience and best practices in the arena of Paediatrics.

The program aims to discuss the latest evidence in the management and treatment of common problems in General Paediatrics, Paediatric Hematology/Oncology, Endocrinology, Genetics, & Metabolic, Gastroenterology, Pulmonology, Infection, PICU, Cardiology, Neurology, Allergy, Immunology, Nephrology and Emergency.

The speakers are world-renowned paediatricians from the USA, UK, Europe, Middle East and Far East. The event will provide participants the opportunity to meet with international experts to discuss their challenging cases at these sessions.

SEHA Paediatric Forum anticipates more than 1000 participants around the region with thought provoking keynote lectures, Oral Presentations, Poster Presentations, Hands-on Workshops and updated new information alongside recent developments will be discussed in detail.

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.

We encourage you to join us for one of the exciting events we are planning, and experience firsthand the pride we take to improve the child health in the UAE and the region.

The sponsorship packages come 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 SEHA, we would encourage your participation in this important meeting. 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 support in the past and hope you continue to partner with us in this work

Best regards,

**Dr. Anwar Sallam**  
Conference Chair  
Chief Medical Officer  
SEHA, Abu Dhabi, UAE

**Dr. Aiman Rahmani**  
Conference Co-Chair  
Chair Department, Neonatology-Paediatrics  
Tawam Hospital, Al Ain, UAE



# ORGANIZING & SCIENTIFIC COMMITTEE

## ORGANIZING COMMITTEE

- Dr. Amar Shibli, Chair - Tawam Hospital, Al Ain, Abu Dhabi, UAE
- Dr. Junaid Khan, Co-Chair - Al-Rahba Hospital, Abu Dhabi, UAE

### Members:

- Dr. Osama Hamud - Al Ain Hospital, Al Ain, UAE
- Dr. Ibrahim Saddig - AHS, Abu Dhabi, UAE
- Dr. Jayachandran Panickar - SKMC, Abu Dhabi, UAE
- Dr. Christelle Du Plessis - Mafraq Hospital, Abu Dhabi, UAE
- Dr. Faisal Khanani - Tawam Hospital, Al Ain, Abu Dhabi, UAE
- Ms. Rizwana Altaf - SEHA, Abu Dhabi, UAE

### • CME Coordinator :

Dr. Junaid Khan - Al-Rahba Hospital,  
Abu Dhabi, UAE

### • International CME Coordinator :

Stephen Ludwig,  
Children's Hospital Of Philadelphia, USA

## SCIENTIFIC COMMITTEE

- Dr. Aiman Rahmani, Chair - Tawam Hospital, Al Ain, Abu Dhabi, UAE
- Dr. Sareea Al Remeithi, Co-chair - SKMC, Abu Dhabi, UAE

### Members:

- Dr. Elsasdeq Sharif - Al Ain Hospital, Al Ain, Abu Dhabi, UAE
- Dr. Maqbool Qadir - Al-Rahba Hospital, Abu Dhabi, UAE
- Dr. Saleema Hameed - Al Gharbia Hospital, Abu Dhabi, UAE
- Dr. Taiseer Atrak - Mafraq Hospital, Abu Dhabi, UAE
- Dr. Maika Schumacher - SKMC, Abu Dhabi, UAE

## CONFERENCE HIGHLIGHTS

- General Pediatrics
- Endocrinology
- Genetics & Metabolic
- Gastroenterology
- Pulmonology
- Paediatric Hematology/Oncology
- Infection
- PICU
- Cardiology
- Neurology
- Allergy
- Immunology
- Nephrology
- Emergency

## TARGET AUDIENCE

- Paediatricians
- Pediatric Subspecialists
- Family Medicine Physicians
- Paediatric Hematologist/Oncologist
- Emergency Medicine Physicians
- Residents & Fellows
- General Practitioners
- Dieticians
- Specialist Nurses and Therapists
- Nurses
- Pharmacists
- Medical Students
- And any Medical professional interested in Paediatrics



## BECOME A SPONSOR:

Welcome to a comprehensive menu of opportunities to promote your brand at the SEHA International Paediatric 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 SEHA INTERNATIONAL PAEDIATRIC CONFERENCE ?

- Align your brand with region's largest Paediatric 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 Paediatrics.
- 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                 | \$ 50,000 |
| DIAMOND              | \$ 40,000 |
| PLATINUM             | \$ 30,000 |
| GOLD                 | \$ 20,000 |
| SILVER               | \$ 13,500 |
| BRONZE               | \$ 8,500  |
| EXHIBITOR            | \$ 6,000  |



## SPONSORSHIP AT A GLANCE

| Level of Sponsorship                                                                         | Lead      | Diamond   | Platinum  | Gold    | Silver | Bronze | Exhibitor |
|----------------------------------------------------------------------------------------------|-----------|-----------|-----------|---------|--------|--------|-----------|
| <b>Pre-Conference Benefits</b>                                                               |           |           |           |         |        |        |           |
| Conference Website:<br>Logo displayed as sponsor by tier                                     | Yes       | Yes       | Yes       | Yes     | Yes    | Yes    | Yes       |
| Primarily Program Booklet:<br>Logo displayed as sponsor by tier                              | Yes       | Yes       | Yes       | Yes     | Yes    | Yes    | Yes       |
| Marketing Collaterals (e-brochures, e-flyer & Roll ups)<br>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        |
| Preconference Email Blasts:                                                                  | Yes       | Yes       | Yes       | Yes     | No     | No     | No        |
| <b>At Conference Benefits</b>                                                                |           |           |           |         |        |        |           |
| Exhibitor Space                                                                              | 21 sq m   | 14 sq m   | 14 sq m   | 12 sq m | 8 sq m | 6 sq m | 6 sq m    |
| Free Delegate Pass                                                                           | 30        | 25        | 20        | 12      | 8      | 5      | 0         |
| Additional Delegate Registration Discount                                                    | Yes       | Yes       | Yes       | Yes     | No     | No     | No        |
| Industry Symposium Opportunity                                                               | Yes       | No        | No        | No      | No     | No     | No        |
| Nominate Speakers                                                                            | Yes       | Yes       | No        | No      | No     | No     | No        |
| Nominate Chair Person on Plenary Session                                                     | Yes       | Yes       | Yes       | No      | No     | No     | No        |
| Workshop Sponsorship                                                                         | No        | Yes       | No        | No      | No     | No     | No        |
| Public Relations & Media:<br>Acknowledgement in where ever 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

\$50,000

### PRE CONFERENCE OPPORTUNITIES:

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- 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 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:

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- 30 complimentary delegate passes for the conference, providing that they are eligible to attend the conference
- 21 (7X3) sqm Exhibition space in a premium location of your choice for networking
- Opportunity to nominate two speaker on company's behalf (Subject to approval)
- Opportunity to organize satellite symposium (Subject to approval)
- Opportunity to nominate 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 Chair persons at the Conference



## DIAMOND SPONSOR

\$40,000

### PRE CONFERENCE OPPORTUNITIES:

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- 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 website.
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Diamond 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
- Opportunity to nominate a speaker on company's behalf (Subject to approval)
- Opportunity to nominate 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 Chair persons at the Conference



## PLATINUM SPONSOR

\$30,000

### 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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- 20 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
- Opportunity to nominate 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 Chair persons at the Conference



GOLD SPONSOR

\$20,000

## 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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- 12 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
- 4 complimentary passes for Company Representatives
- Option to purchase additional 05 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



## SILVER SPONSOR

\$13,500

### 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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- 8 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 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 Chair persons at the Conference



\$8,500

## BRONZE SPONSOR

### 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
- 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 Chair persons at the Conference



## EXHIBITOR

\$ 6,000

### 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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- 06 (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 Representatives
- Recognition from the Chair persons at the Conference



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### DELEGATE BAG SPONSOR

\$18,000

- 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

\$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

\$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 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:

**Mr. Afsal & Ms. Zandra**

Event Coordinators

Phone: +971 2 4919888

Mob: +971 565033747, +917 565033746

Email: afsal@menaconference.com

Email: zandy@menaconference.com

## Sponsorship Requirements

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

- |                                          |          |
|------------------------------------------|----------|
| <input type="checkbox"/> Lead .....      | \$50,000 |
| <input type="checkbox"/> Diamond .....   | \$40,000 |
| <input type="checkbox"/> Platinum .....  | \$30,000 |
| <input type="checkbox"/> Gold .....      | \$20,000 |
| <input type="checkbox"/> Silver .....    | \$13,500 |
| <input type="checkbox"/> Bronze .....    | \$8,500  |
| <input type="checkbox"/> Exhibitor ..... | \$6,000  |

## Advertising Opportunities

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

- |                                                     |          |
|-----------------------------------------------------|----------|
| <input type="checkbox"/> Delegate Bag Sponsor ..... | \$18,000 |
| <input type="checkbox"/> Lanyard Sponsor .....      | \$10,000 |
| <input type="checkbox"/> Photo Booth Sponsor .....  | \$6,000  |
| <input type="checkbox"/> 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:

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 .....

### Registration Structure with 2 Workshops | (Non SEHA Employees)

| Category                                                                                 | Standard Rates | Onsite Rates |
|------------------------------------------------------------------------------------------|----------------|--------------|
| <input type="checkbox"/> Physicians                                                      | AED 1,500      | AED 1,700    |
| <input type="checkbox"/> Laboratory Professionals / Allied Health Professionals / Nurses | AED 1,000      | AED 1,200    |
| <input type="checkbox"/> Medical Residents / Students                                    | AED 460        | AED 560      |

### Registration Structure with 2 Workshops | (SEHA Employees ( 20 % Discount ) )

| Category                                                                                 | Standard Rates | Onsite Rates |
|------------------------------------------------------------------------------------------|----------------|--------------|
| <input type="checkbox"/> Physicians                                                      | AED 1,200      | AED 1,400    |
| <input type="checkbox"/> Laboratory Professionals / Allied Health Professionals / Nurses | AED 800        | AED 960      |
| <input type="checkbox"/> Medical Residents / Students                                    | AED 460        | AED 560      |

## Payments

Please choose one of the following mode of payment:

- ☐ By cheque payable to MENA
- ☐ By Credit card
- ☐ By Bank Transfer

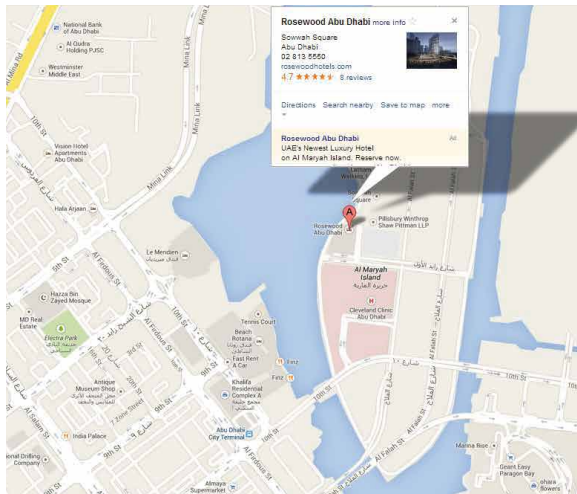
Thank you for your booking confirmation

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

**mena** CONFERENCE

# 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](mailto:abudhabi.concierge@rosewoodhotels.com)

<http://www.rosewoodhotels.com/>

| Category                                       | NOs       | Booth Size |
|------------------------------------------------|-----------|------------|
| <span style="color: red;">■</span> Lead        | 1         | 7x3 meter  |
| <span style="color: green;">■</span> Diamond   | 2         | 7x2 meter  |
| <span style="color: blue;">■</span> Platinum   | 2         | 7x2 meter  |
| <span style="color: orange;">■</span> Gold     | 4         | 4x2 meter  |
| <span style="color: pink;">■</span> Silver     | 3         | 3x2 meter  |
| <span style="color: purple;">■</span> Bronze   | 3         | 3x2 meter  |
| <span style="color: lightblue;">■</span> Booth | 8         | 3x2 meter  |
| <b>TOTAL</b>                                   | <b>23</b> |            |





مؤتمر صحة الدولي الثاني عشر لطب الأطفال  
**12th SEHA International**  
**Paediatric Conference**

**18-20 January, 2018**

Rosewood Hotel  
Abu Dhabi, UAE



**Organizing Office**

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



**For inquiries, please contact:**

**Mr. Afsal**  
Event Coordinator

Phone: +971 2 4919888  
Mob: +971 565033747  
Email: [afsal@menaconference.com](mailto:afsal@menaconference.com)