

Promoting Excellence in Oncology



UAE CANCER CONGRESS 2015

DUBAI 2015
UNITED ARAB EMIRATES
29 to 31 OCTOBER

Sponsorship Prospectus

www.uaecancercongress.ae

UAE Cancer Congress Overview

The UAE Cancer Congress in its sixth year has over the years over the years has brought together the key stake holders in the field of Oncology under one umbrella to promote excellence in the field of Oncology with a strong multidisciplinary academic program that caters for all specialties involved in the management of patients with cancer, it has become the conference to attend attracting delegates from the whole Middle East and Asia Pacific region.

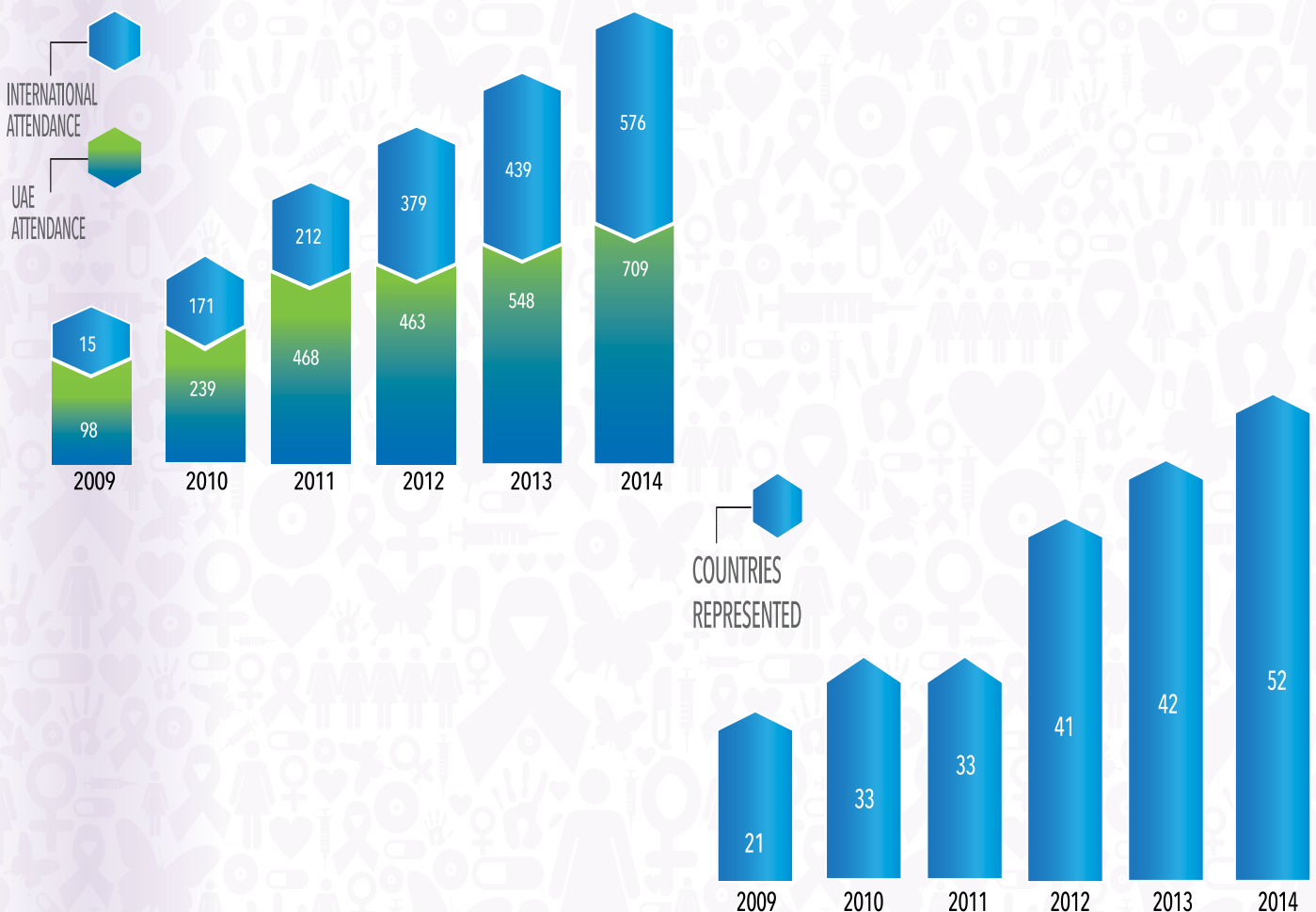
The UAE Cancer Congress is a commitment towards Oncology awareness within the medical fraternity in the Middle East and Promoting Excellence in Oncology.

The event is a platform for the Middle East Oncology Fraternity to host stellar International Speakers and prominent Key Opinion Leader's and creates an exciting atmosphere for networking and knowledge sharing. The topics and agenda are at par with international Oncology related congresses.

The congress hosts dedicated Sessions for Cancer Nutrition, Breast Surgical Oncology, GI Oncology, Lung Cancer, Head & Neck Cancer and Breast Cancer.

Since 2009 the congress has progressed to encompass a broad range of topics in Oncology care and management attracting a growing number of attendees, both regional and international.

More information can be found on www.uaecancercongress.ae



UAE Cancer Congress 2014 Highlights



International Collaborations:

- Society of Surgical Oncology, USA
- Oncology Nursing Society, USA
- Korean Head Neck Society, Korea
- Japan Society for Head & Neck Cancer, Japan
- Indian Cooperative Oncology Network, India
- Pakistan Head & Neck Society, Pakistan
- International Hepato-Pancreato Biliary Association
- Shaukat Khanum Memorial Cancer Hospital & Research Centre, Pakistan
- Tata Memorial Centre and Indian Cooperative Oncology Network, India

Regional Collaborations:

- UAE Genetic Diseases Association, UAE
- American Hospital Dubai, UAE
- Al Noor Hospital Group, UAE
- Gulf International Cancer Center, UAE
- American University Hospital, Lebanon
- Oncology Center (Cairo Cure), Egypt
- Tawam Molecular Imaging Center, UAE

Acknowledgement to 2014 Sponsors

Presenting Sponsors



Main Partner



Delivering better health in the Middle East

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Support Sponsors



Regional Educational Partner



Official Partner Airline



Media Partners



Sponsorship at a glance 2015

Sponsorship levels / Benefits	Main (Exclusive) USD 70,000	Platinum USD 50,000	Gold USD 40,000	Silver USD 25,000
Advertisement				
Logo representation on all Congress Web	✓	✓	✓	✓
Hot link to your company's website	✓	✓	✓	✓
Email campaign dedicated to sponsor	✓	✓	✗	✗
Sponsor logo on all adverts and PR	✓	✗	✗	✗
Sponsors logo on all print materials	✓	✗	✗	✗
Advertisement in final program / CD	✓	✓	✓	✗
Education				
Satellite Symposium	✓	✓	Upon Availability	✗
Workshop / Meet the Expert	✓	✗	Either / Or (Sat. Sym / WS)	✓
Exhibition				
Exhibition area	27 Sqm	18 Sqm	12 Sqm	9 Sqm
Complimentary Passes (Only Registration)				
Local Delegate Passes	30	20	10	5
Regional Delegate Passes	5	3	2	1
Staff Passes	10	8	5	2
Branding				
Backdrop	✓	✓	✓	✓
Onsite Signage	✓	✓	✓	✓
Extra Advertisements				
Inserts in Delegates Bags	✓	✓	✓	✓
Video Demo	✓	✗	✗	✗

Main Sponsor - USD 70,000

This title is the highest level of recognition and collaboration at the 6th Annual UAE Cancer Congress 2015 with the ability to be head and shoulders above the rest of the companies

Advertising Opportunities:

- Sponsors logo will be headlined and titled as Main sponsor on the event website which will be hyperlinked to the company's website
- Sponsors logo will be displayed prominently as the Main Sponsor on all adverts, PR, print materials and the final program / CD
- Specialised email campaigns dedicated to the company will be sent out to potential attendees (one) before the event and (one) after the event
- Sponsors logo to be featured as Main Sponsor on backdrops and all other signage at the event

Educational Opportunities:

1. Satellite Symposium:
The Satellite symposia is an ideal medium to reach your intended target audience and to inform potential clients about the latest developments in scientific research. First preference would be provided for an exclusive 30 minutes premier session to address the audience during the main program
2. Workshop / Meet the expert:
Workshops are focussed towards a targeted audience and are conducted parallel to the main agenda. First preference for a 1 hour session will be provided to be delivered to a captive and a focussed audience of your choice

Exhibition

- A prime exhibition stand 27 sq m at a premier location

Complimentary Registrations

- An array of complimentary passes suitable for your networking needs:
 1. Local delegate passes - 30
 2. Regional delegates Passes - 5
 3. Staff Passes - 10

Branding

- Logo Representation on the Backdrop
- All on-site signages will carry the main sponsor logo

Extra Advertisement

- Inserts in all delegates bags
- During the breaks the video can be played showcasing sponsors products

Platinum Sponsor - USD 50,000

Advertising Opportunities:

- Sponsors logo will be titled as Platinum sponsor on the event website which will be hyper linked to company's website
- Sponsors logo will be displayed as the Platinum Sponsor on all adverts, PR, print materials and the final program / CD
- Specialised email campaigns dedicated to the company will be sent out to potential attendees (one) before the event and (one) after the event
- Sponsors logo to be featured as Platinum Sponsor on back drops and all other signage at the event

Educational Opportunities:

1. Satellite Symposium:

The Satellite symposia is an ideal medium to reach your intended target audience and to inform potential clients about the latest developments in scientific research. First preference would be provided for an exclusive 30 minutes premier session to address the audience during the main program

Exhibition

- Exhibition stand 18 sqm provided

Complimentary Registrations

- An array of complimentary passes suitable for your networking needs:
 1. Local delegate passes – 20
 2. Regional delegates Passes - 3
 3. Staff Passes - 8

Branding

- Logo Representation on the Backdrop
- All onsites signages will carry the Platinum sponsor logo

Extra Advertisement

- Inserts in all delegates bags

Gold Sponsor - USD 40,000

Advertising Opportunities:

- Sponsors logo will be titled as Gold sponsor on the event website which will be hyper linked to company's website
- Sponsors logo will be displayed as the Gold Sponsor on all adverts, PR, print materials and the final program / CD
- Sponsors logo to be featured as Gold Sponsor on back drops and all other signage at the event

Educational Opportunities:

1. Satellite Symposium:

The Satellite symposia is an ideal medium to reach your intended target audience and to inform potential clients about the latest developments in scientific research. First preference would be provided for an exclusive 30 minutes premier session to address the audience during the main program (on availability basis, or if unavailable workshop / meet the experts session will be offered)

Exhibition

- Exhibition stand 12 sqm provided

Complimentary Registrations

- An array of complimentary passes suitable for your networking needs:
 1. Local delegate passes – 10
 2. Regional delegates Passes - 2
 3. Staff Passes - 5

Branding

- Logo Representation on the Backdrop
- All onsite signages will carry the Gold sponsor logo

Extra Advertisement

- Inserts in all delegates bags

Silver Sponsor - USD 25,000

Advertising Opportunities:

- Sponsors logo will be titled as Silver sponsor on the event website which will be hyper linked to company's website
- Sponsors logo will be displayed as the Silver Sponsor on all adverts, PR, print materials and the final program / CD
- Sponsors logo to be featured as Silver Sponsor on back drops and all other signage at the event

Educational Opportunities:

Workshop / Meet the expert:

Workshops are focussed towards a targeted audience and are conducted parallel to the main agenda. First preference for a 1 hour session will be provided to be delivered to a captive and a focussed audience of your choice

Exhibition

- Exhibition stand 9 sqm provided

Complimentary Registrations

- An array of complimentary passes suitable for your networking needs:
 1. Local delegate passes - 5
 2. Regional delegates Passes - 1
 3. Staff Passes - 2

Branding

- Logo Representation on the Backdrop
- All onsites signages will carry the Silver sponsor logo

Extra Advertisement

- Inserts in all delegates bags

Additional Sponsorships & Branding

Congress Bag - USD 20,000

Sponsorship of the delegate bags represents a unique opportunity to promote your company and product in a very prominent and visual way. Sponsorship includes acknowledgement in the Advance and Final Programs as well as one corporate logo and one product logo on the front side of the delegate bag. Item subject to approval by the Executive Committee.

Lanyard incl. Logo on Badge – USD 10,000 (Exclusive Branding Opportunity)

Lanyards (neck ribbons) are a comfortable way of wearing name badges. The logo will be included in the lanyard. It is the high value branding as it worn by entire delegates, speakers and organizers, production costs will be covered by the sponsor, subject to approval by the Executive Committee.

Internet Café - USD 15,000

The Cyber Café which is one of the most visited sites and which is major location in the conference venue to brand your company through your logo representation on the screens, branded tables and your staff can man the area and make it a most unique networking area. Sponsorship also includes acknowledgement in the Advance and Final Programs

Speakers Ready Room - USD 10,000

The speakers room will be visited by most of the doctors and you can have your welcome desk in front of the room, Sponsor's logo will be included on the fascia of the room, the computer screen saver of the speakers will include your logo and branded chocolates and water will be served inside the speakers room, Sponsor will be acknowledged in the final program

Video Demonstration during breaks (Per Break) - USD 5,000

Company's video will be played in the auditorium after the break announcement for the entire day which gives maximum footage to your marketing initiative

Ball Point Pen and Writing Pad in Congress Bag – USD 10,000

The sponsor company will also be able to provide its own pads and pens to be placed in the congress bags. The sponsor's acknowledgement can be printed on the ball point pen and on the pad. The Ball Pen and Pad are subject to approval from Executive Committee

Closed industry meeting - USD 15,000

Designed for internal company meetings with the convenience of being on-site and thus no time lost travelling between the congress venue and off-site hotel meeting rooms. No promotion within congress venue permitted. Invitation to pre-determined delegates only. Limited to a maximum audience of no more than 30 registered delegates

Programme at a Glance - USD 10,000

This useful pocket guide will be added to each delegate badge. It includes the full congress programme and schedule in a brief, easy-to-follow format. It also includes a map of the conference centre as well as information about services offered during the congress.

Additional Sponsorships & Branding

UAECC Poster boards area (sponsorship) - USD 12,000

An opportunity for branding the UAECC poster area and clearly establishing your corporate name and brands with science and education, Sponsor's name and logo on the side of each poster board, 2' stand alone acknowledgements strategically positioned, within the poster area acknowledging the sponsorship, of the poster area by your organization, Logo to be supplied by sponsor

On-site venue promotional opportunities (advertising) - TBA

Some areas of the congress venue will be dedicated to advertising and promotion - offering an excellent opportunity to make your brands and messages stand out in areas outside the exhibition area - driving delegate interest and traffic to your stand. Advertisements, banners, billboard posters Logo/advertisements to be supplied by sponsor and pre-approved by Committee

USB Key (exclusive sponsorship) - USD 15,000

The congress USB key will be offered to invited speakers and chairpersons together with their invitation (invited speakers to satellite symposium not included). The USB key will contain specific information for the speakers and information on the congress and preliminary information on UAECC Scientific Sessions. Speakers will also have the possibility to upload their presentation onto this USB key. The sponsors will be able to include a welcome message in the key content as well as advertisement on their activities. This item provides the sponsor with a unique opportunity to be profiled with the speakers before, during and after the congress.

Post-congress opportunities - USD 3,000

A thank you note with brand reminder as well as message from the congress will be sent to entire attendee database on behalf of the sponsor, the sponsor has to provide with the message and branding

Hotel Key Card: - USD 8,000

Personalize the hotel room keys with your corporate name widespread exposure or product logo. Guests staying at the meeting venue/hotel will receive their key upon check-in. This opportunity offers delivering your corporate and product messages and logos as well as exhibit materials.

Water Bottles (3000 Pcs.) - USD 12,000

Help us Green Up by saving on thousands of disposable water bottles and get your company logo on one of the keepsakes that UAECC delegates will use well beyond the event.

Industry welcome desk - USD 3,000

Industry welcome desks will be located in the registration area of the congress centre. Industry welcome desks enable sponsors to handle the registration and other corporate relation needs of their invited delegates.

Graphic Branding

Hanging Banner – USD 2,000 (Per Banner)

Large hanging banners with in the Exhibition halls where refreshments will be served



Expo box stand 2 × 2.4 - USD 4,000 (Per Box)

That can fix and free stand any where as the design Expo box stand for each hall - Non luminous



Round Piller Branding – USD 3,000 (Per Pillar)
Covering the pillars by branded banner
4 columns in the corridor to the hall
(from inside the hotel to the hall)



Door Arch Branding - USD 10,000

Portal stand with branding - Luminous

For the main entrance of the hall - 1 piece



Exhibition & Advertisements

A trade exhibition covering pharmaceutical products, diagnostics and lab tests, lab ware, medical equipment, and instruments, will be organized during the congress at the same venue. Companies dealing in any one of the above disciplines will find this a good opportunity to display their products to a large audience comprising of senior scientists, doctors from the world over and from premiere medical institutions of the Middle East officials from the Health Ministry and from other important Government Organizations. Stalls built in octonorm system of sizes 9 sq. mts is available. All stalls will be with fascia and adequate lighting along with furniture as per details below.

Floor plan/stalls size

Stand type	Size	Tariff(US\$)	Cost includes
In-line	9 sq. mts.	\$ 7,000	1 table, 2 chairs and 3 spot lights

The exhibit rental fee includes:

- One complimentary registration to the Congress scientific sessions
- Two exhibitor badge for the staff for exhibition area only.
- Exhibitor listing on the website and in the final program

For further information on sponsorship and exhibition please direct your queries to:



Divya Kiran Thapa

Sr. Manager - Conference Sales

MCI Middle East – Dubai Office

Tel: +971 4 3116300, Mob: +971 50 550 7190

Email: divya.thapa@mci-group.com