

UAE CANCER CONGRESS 2012

11 - 13 OCTOBER 2012
DUBAI, UAE

www.uaecancercongress.ae



Exhibition & Sponsorship Prospectus

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Branding Transformation

2009



2010



2011



Welcome Message



Dear Partners,

On behalf of the organizing committee, it is my great pleasure to welcome you again to the UAE Cancer Congress 2012.

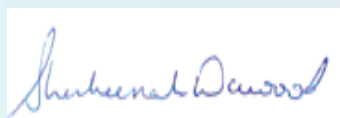
The UAE Cancer Congress 2011 was a great success for all of us with more than 581 participants from 30 countries, international top class faculty and hot topics which fulfilled the objective of learning.

Once again for the 3rd year the UAE Cancer Congress is being organised again in 2012 with a vision to update the medical fraternity in Middle East on Oncology. With your support we want to bring the best of faculty and their expertise for a better patient care.

I would like to extend my sincere thanks to all members of the Scientific and Organising committee who have put in great efforts to ensure the success of this congress. Last but not least, I would like to extend our gratitude to all of our sponsors and supporters.

We look forward to the same enthusiasm and support for the UAE Cancer Congress 2012 from all of you to make this congress a continuous success.

Yours sincerely,



Shaheenah Dawood

MBBCh, FACP, MRCP (UK), MPH, CPH
President of the Congress

Organizing Committee UAE Cancer Congress 2011



Shaheenah Dawood
MBBCh, FACP, MRCP (UK),
MPH, CPH



Ana M. Gonzalez-Angulo, M.D., M.Sc., F.A.C.P
M.D. Anderson Cancer Center
Texas - USA



Marie-Louise Fjällskog, MD, PhD
Sheikh Khalifa Medical City
Abu Dhabi - UAE



Aly Abdel Razek, M.D., FACRO
Gulf International Cancer Center
Abu Dhabi - UAE



Aladdin Maarraoui, MD, FACP
Al Mafraq Hospital
Abu Dhabi - UAE



Hassan Jaafar, MD
Tawam Hospital (affiliated with Johns Hopkins)
Al Ain - UAE



Mohammed Jaloudi, MD
Tawam Hospital (affiliated with Johns Hopkins)
Al Ain - UAE



Omalkhair Abulkhair
National Guard Health Affairs
Riyadh - KSA



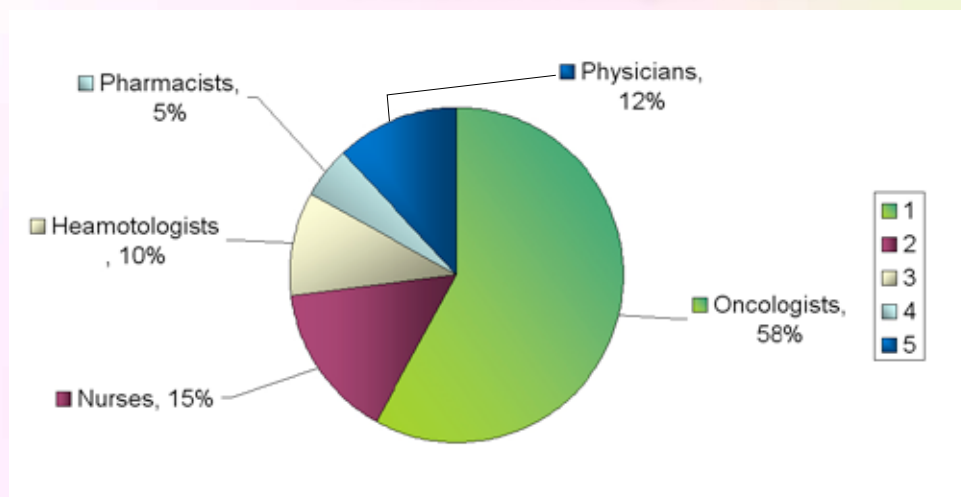
Bassim Al Bahrani MBBS, FRACP
National Oncology Cancer Royal Hospital
Oman



Sana Al-Sukhun, MD, MSc.
University of Jordan
Amman - Jordan

Overview UAE Cancer Congress 2011

Breakdown of Delegate Profile



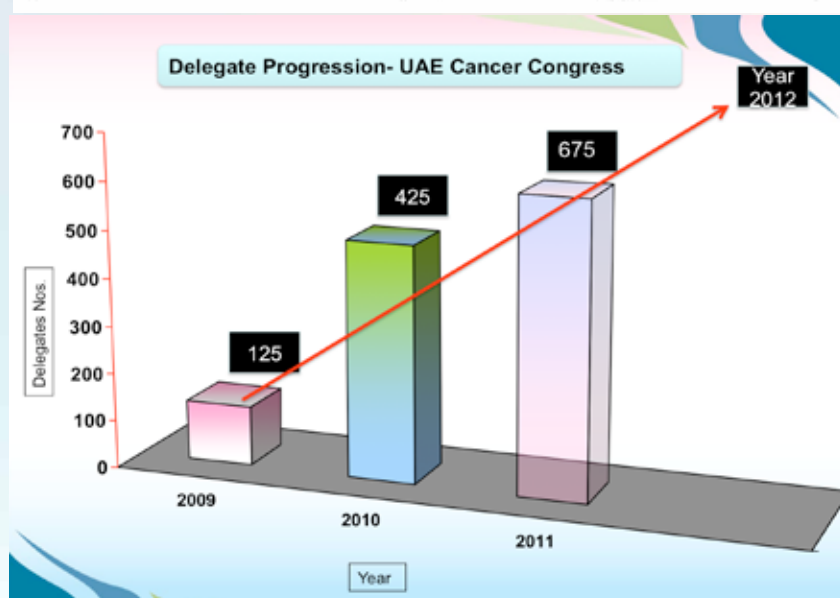
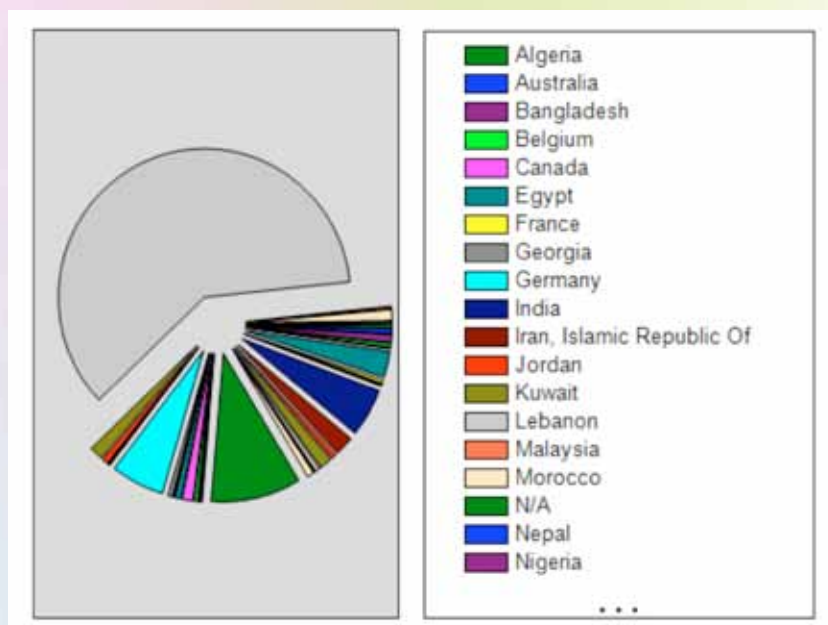
Country repartition for UAE Cancer Congress 2011

Country **Number of valid participants***

Algeria	3
Australia	4
Bangladesh	7
Belgium	3
Canada	1
Egypt	22
France	3
Georgia	1
Germany	1
India	42
Iran, Islamic Republic Of	17
Jordan	4
Kuwait	11
Lebanon	4
Malaysia	1
Morocco	6
N/A**	77
Nepal	1
Nigeria	2
Oman	3
Pakistan	9
Palestinian Territory, Occupied	5
Philippines	1
Qatar	4
Saudi Arabia	46
Slovakia	1
Sweden	1
Syrian Arab Republic	5
Turkey	12
United Arab Emirates	369
United Kingdom	2
United States	9
Yemen	2
Total number of valid participants*:	675

participants*:

Number of distinct country: 33



We would like to give a special thanks
to all our sponsors & exhibitors
for their support

Platinum Sponsors



Bristol-Myers Squibb

Gold Sponsors



Silver Sponsors

Support Sponsors



Exhibitors



Media Partners



THE LANCET

2012 Conference Highlights

Tentative Program at a Glance

	Day 1 10th Oct 2012	Day 2 11th Oct 2012	Day 3 12th Oct 2012	Day 4 13th Oct 2012	
08:00	Surgical Oncology Workshop ONS Workshop	GI Session	Gyne Session	Breast Cancer Session	ONS Session Lung Cancer Session
		ONS Session	GU Session	Lymphoma Session	
13:00	Nutrition Workshop	GI Session	Gyne Session	Breast Cancer Session	Satellite Symposium
		ONS Session	Bone Health & Cancer Session & Miscellaneous Malignancies	TBA Session	
18:00					18:00



Platinum Sponsor

Pre event involvement

- Logo on the front cover of the brochure under the prestigious heading of Platinum Sponsor which will be mailed to 3500 professionals.
- Company logo to be featured on congress posters as Platinum Sponsor
- Company logo and profile featured on the website as Platinum Sponsor.
- Company logo to feature on the E- brochure.
- Reciprocal website hot link to the company's website.
- Acknowledgements in all PR and media campaigns for the event.



Onsite branding and exhibitions

- 1 symposium offered just before the first day lunch break.
- 1 workshop dedicated for the sponsor, subject to approval.
- Logo to predominantly feature on signage displayed on auditorium (back drop), through out conference venue (Registration counter, banners) as Platinum Sponsors.
- Recognition from the keynote presenter at the opening ceremony.
- 4 exclusive corporate roll ups will be placed in exclusive areas such as registration desk, auditorium, coffee area produced by the organiser.
- 18 (6X3) prime exhibiting area of your choice for networking.
- Logo on conference documentations as Platinum Sponsor.
- Corporate literature or promotional material to be included on the delegate pack.
- 25 complimentary delegate passes for the entire congress.
- 2 complimentary passes to your staff for exhibition area.
- Sponsor's Key Clients/ Prospect will be offered a 25% discount on their behalf

USD 60,000

Gold Sponsors

Pre event involvement

- Logo on the front cover of the brochure under the second highest heading of Gold Sponsor which will be mailed to 1500 professionals.
- Company logo to be featured on conference poster as Gold Sponsor
- Company logo and profile featured on the website as Gold Sponsor.
- Company logo to feature on the E- brochure.
- Reciprocal website hot link to the company's website.
- Acknowledgements in all PR and media campaigns for the event.

Onsite branding and exhibitions

- 1 symposium during the event offered.
- Logo to predominantly feature on signage displayed on auditorium (back drop), through out conference venue (banners) as Gold Sponsors.
- Recognition from the keynote presenter at the opening ceremony.
- 3 exclusive corporate banners/signage to be placed in different areas within the venue, produced by the organiser
- 12 (4X3) prime exhibiting area of your choice for networking.
- Logo on conference documentations as Gold Sponsor.
- Corporate literature or promotional material to be included on the delegate pack.
- 15 complimentary delegate passes for the entire congress.
- 2 complimentary passes to your staff for the exhibition area.
- Sponsor's Key Clients/ Prospect will be offered a 20% discount on their behalf.

USD 45,000



Silver Sponsors

Pre event involvement

- Logo on the front cover of the brochure under the heading of Silver Sponsor which will be mailed to 1500 professionals.
- Company logo to be featured on the congress poster as Silver Sponsor.
- Company logo and profile featured on the website as Silver Sponsor.
- Company logo to feature on the E- brochure.
- Reciprocal website hot link to the company's website.

At event branding and exhibitions

- 1 refreshment break announcement with introduction of the company.
- Logo to predominantly feature on signage displayed on auditorium (back drop), through out conference venue as Silver Sponsor.
- Recognition from the keynote presenter at the opening ceremony.
- 1 exclusive corporate banners/signage at the auditorium, produced by the organiser.
- 2 pop up corporate banner at the registration desk and exhibition area or refreshment area produced by organiser.
- A 9 (3X3) prime exhibiting area of your choice for networking.
- Logo on conference documentations as Silver Sponsor.
- Corporate literature or promotional material to be included on the delegate pack.
- 15 complimentary delegate passes for the entire congress.
- 2 complimentary passes for the staff for exhibition area.
- Sponsor's Key Clients/ Prospect will be offered a 15% discount on their behalf.

USD 30,000



Lanyard Sponsor

Pre event marketing benefit

- Company's logo and profile to be featured on the website as Support Sponsor.
- Reciprocal hot link to your website from the event website.

At event Branding

- Conference lanyards to be given to all delegates upon registration.
- Logo exclusively will be printed on the lanyard for the supporter.
- 3 delegate pass for the entire congress

USD 10,000

Delegate Bag Sponsor

- Logo on Front Cover of Conference Brochure and Final Conference Programme as "Support Sponsor"
- Logo on conference posters
- Sponsor to receive brochures for own distribution and promotional purposes
- Company logo and profile to be featured on
- event website as "Support Sponsor"
- Company Logo on the E-Brochure
- Reciprocal website hotlink to your home page from event website
- 1 Branded Pop-Up Banner in the Conference Registration area highlighting the sponsorship
- Branded Delegate Bags carrying company logo along with conference title will given to every delegate upon registration.
- Corporate Literature(company brochure) to be inserted in the delegate bag and given to every attendee
- 3 delegate passes for the entire congress

USD 15,000



Networking Reception and Gala Dinner Sponsor

Pre event involvement

- Logo on Front Cover of Conference Brochure and Final Conference Programme as “Networking Dinner Sponsors”
- Sponsor to receive brochures for own distribution and promotional purposes
- Company logo and profile to be featured on event website as “Networking Dinner Sponsors”
- Company Logo on the E-Brochure
- Logo on conference posters
- Reciprocal website hotlink to your home page from event website

At Event Branding and Exhibitions

- Hosting of 1 Day Networking Reception Dinner
- Inclusive of Banquet & Catering Costs (catering organised by the organiser).
- Brief Welcome Address / Speaking Opportunity.
- Sponsor entitled to 10 VIP Corporate Invitations to attend the Reception Dinner (VIP Corporate Clients’ table reservation at Reception)
- 2 Exclusively Branded Corporate Banners produced by organiser.
- Additional Branding Opportunities (to be provided by sponsor)
- Corporate Literature and/or Advertising Material to be distributed at Dinner Reception
- All dinner tables to be branded with Desk Flags carrying the company logo
- 20 complimentary passes for the congress.
- 10 extra corporate invitations to networking dinner.

TO BE DISCUSSED



Exhibition

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 and in multiples of 3 are available as per following details. All stalls will be carpeted 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.	\$ 6,000	1 table, 2 chairs and 3 spot lights
Extra Space	1 sq. mts	\$ 670	-

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



Advertisements

Circulation: Approximately: 2,000 – 2,500

Advertising rates (per page)

Inside front cover	USD 3500
Inside Page	USD 2500
Inside back cover	USD 3000
Back cover	USD 4000



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



Rakesh Chhetri

Sponsorship Manager, MCI Dubai

Tel: +971 4 311 6300, Mob: +971 50 1505234

Email: rakesh.chhetri@mci-group.com

