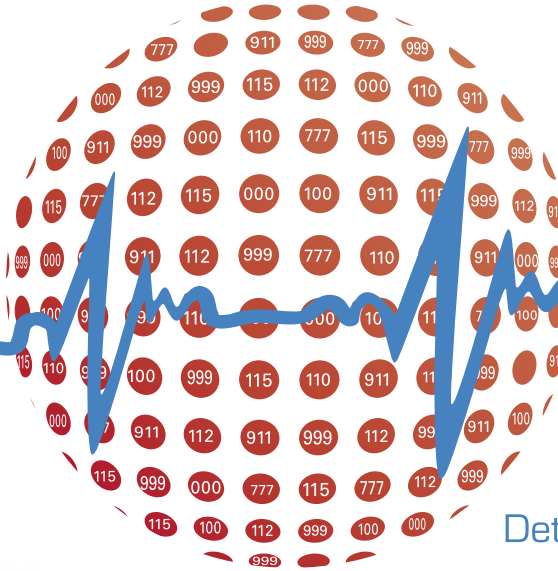




# IMD DUBAI 2010

4 - 6 April, 2010

In Cooperation with



Determine your Opportunity and Capture the market!



## Sponsorship Opportunities

**IMD Dubai** - International Medical Care and Diagnostics Exhibition and Conference has always focused on wide global view about the current scenario in Anaesthesia, Critical Care, Emergency and Catastrophe Medical services. The latest developments in the Field of medicine & its growth during the last decade has led to many discoveries & advances, which is why the regular gathering of the professionals at meetings such as the IMD Dubai 2010 is crucial.

The conference is targeting a wide section of the medical field from the region and internationally and it would be an ideal opportunity to market your products, promote your company, highlight your company's social support program, as well as research the market.

### Benefits of sponsoring an Index event:

- Exposure to the high quality medical/healthcare professionals
- Opportunity to win your next client and build new business relationships
- Increase networking opportunities
- Direct contact with the decision makers
- Cost effective way of marketing

### Sponsorship Categories:

**Key Sponsors:** Platinum, Gold, Silver

**Premium Sponsors:** Exhibition Hall, Conference Hall, Gala Dinner, Lunch

**Regular Sponsors:** Coffee Break, Audio Visual, Newsletter, Delegate Bag, Registration Badge & Lanyard, Floor Plan, Conf. Speakers



Index is offering different sponsorship packages that suits your requirements

## Key Sponsors



### Platinum Sponsor

#### Benefits

**US\$ 80,000**

- 36sqm. Space (only) in one of the prime locations inside the exhibition hall
- Name and logo in the marketing tools, such as website, brochure, flyer, e-newsletter and post show report
- Name and logo on the media ads. (news papers and magazines, signage etc.)
- Name and logo on the opening ceremony invitation cards
- Double spread ad. in the official catalogue
- Full page advertorial/editorial in the official catalogue with contact details
- Logo on the conference catalogues with a short abstract about the sponsor
- Sponsorship of 03 speakers, 01 from the US and 02 from Europe (worth \$35,000, includes business class ticket and accomodation) will be under the sponsor's name. Nomination of the speakers will be by the respective Scientific Committee.
- 20 complimentary seats in the conference
- 20 invitations to the opening ceremony
- 15 seats reserved in the exhibition gala dinner for the sponsors' guests
- Special announcement and acknowledgement trophy during the gala dinner
- Five minutes to speak about the company during the gala dinner
- Short presentation or clipping at three high traffic areas such as: registration counter, coffee break and in the area and designated booth.
- Distribution of the sponsor's promotional material at the exhibition registration counters.





### **Gold Sponsor**

**US\$ 60,000**

#### *Benefits*

- 24sqm. Space (only) in one of the prime locations inside the exhibition hall
- Name and logo in the marketing tools, such as website, brochure, flyer, e-newsletter and post show report
- Name and logo on the media ads. (news papers and magazines, signage etc.)
- Name and logo on the opening ceremony invitation cards
- Double spread ad. in the official catalogue
- Full page advertorial/editorial in the official catalogue with contact details
- Logo on the conference catalogues with a short abstract about the sponsor
- Sponsorship of 02 speakers, 01 from the US and 01 from Europe (worth \$25,000, includes business class ticket and accomodation) will be under the sponsor's name. Nomination of the speakers will be by the respective Scientific Committee.
- 10 complimentary seats in the conference
- 10 invitations to the opening ceremony
- 10 seats reserved in the exhibition gala dinner for the sponsors' guests
- Special announcement and acknowledgement trophy during the gala dinner
- Five minutes to speak about the company during the gala dinner
- Short presentation or clipping at three high traffic areas such as: registration counter, coffee break and in the area and designated booth.
- Distribution of the sponsor's promotional material at the exhibition registration counters.

### **Silver Sponsor**

**US\$ 40,000**

#### *Benefits*

- 12sqm. booth in the exhibition
- Name and logo in the marketing tools, such as website, brochure, flyer, e-newsletter and post show report
- Name and logo on the media ads. (news papers and magazines, signage etc.)
- Name and logo on the VIP invitation cards
- Full page ad. in the official catalogue
- Full page advertorial/editorial in the official catalogue with contact details
- Logo on the conference catalogues with a short abstract about the sponsor
- Sponsorship of 01 speakers 01 from Europe (worth \$10,000, includes business class ticket and accomodation) will be under the sponsor's name. Nomination of the speakers will be by the respective Scientific Committee.
- 05 complimentary seats in the conference
- 10 invitations to the opening ceremony
- 05 seats reserved in the exhibition gala dinner for the sponsors' guests
- Special announcement and acknowledgement trophy during the gala dinner
- Five minutes to speak about the company during the gala dinner
- Distribution of the sponsor's promotional material at the exhibition registration counters.



## Premium Sponsors

### Exhibition Hall Sponsor

**US\$ 30,000**

*The sponsor will gain the most exposure and recognition at the exhibition hall by displaying your company's logo and message.*

*Benefits:*

- 24 Ceiling banners inside of the exhibition hall
- 2 Rollups (.85X2.1 Meter) at the entrance of the exhibition hall.
- Banner placed at the main entrance to the exhibition hall
- All the visitors will be exposed to the sponsors' promotional material upon registration.
- One page color advertisement in the exhibition official catalogue of imd dubai.
- Name and logo in the in the sponsors/supporters page
- Special announcement and acknowledgement during the exhibition gala dinner
- 02 Complimentary seats in the conference
- 20 Invitations to the opening ceremony
- 05 Seats reserved at the exhibition gala dinner

### Conference Hall Sponsor

**US\$ 30,000**

*The sponsor will gain excellent exposure with their logo or brand being displayed in strategic locations in the 3 conference halls, one each for critical care, anaesthesia and pain management, emergency and catastrophe management.*

*Benefits:*

- 10 (1x1 meter ceiling) banners inside each conference hall
- Acknowledgement at the gala dinner
- 20 invitations to the opening ceremony
- 05 seats reserved at the gala dinner
- One page color advertisement in the conference booklet.
- 02 complimentary seats in the conference
- Acknowledgement of sponsorship on the sponsor's/supporters page in the conference booklet.

### Exhibition Hall Co-Sponsors

**US\$ 18,000**

*Benefits:*

- 12 ceiling banners at inside of the exhibition hall
- Rollup (.85x2.1 meter) at the entrance of the exhibition hall
- One page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's/supporters page in the official exhibition catalogue.
- 20 invitations to the opening ceremony
- 05 invitations to the gala dinner

### Gala Dinner Sponsor

**US\$ 30,000**

The organizers will host a gala dinner on the first day of the exhibition. The special invitees will include industry professional and decision makers, sponsors and supporters of IMD Dubai. The event will offer a good networking opportunity.

#### Benefits:

- Logo placed on the gala dinner invitation circulated to invitees
- Banner placed on the stage with sponsor's logo
- 6 rollups placed at strategic locations at the gala dinner venue.
- Sponsor's marketing material will be distributed to all the guests.
- 5 minutes speaking slot
- One page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's/supporters' page in the official exhibition catalogue.
- 20 invitations to the opening ceremony
- 10 seats reserved at the gala dinner

### Lunch Sponsor

**US\$ 50,000**

The organizers will host lunch every day for the participants of IMD Dubai. The lunch will host key industry professional and decision makers, sponsors and supporters of IMD Dubai. The lunchtime offers good networking opportunities.

#### Benefits:

- Name and logo on lunch coupons given to the delegates attending the event.
- Banner placed around buffet area with sponsor's logo
- 6 rollups placed at strategic locations within the lunch area.
- Marketing material distributed to all attendees
- One page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's/supporters page in the exhibition catalogue.
- A short presentation or a clipping of your company on the plasma screen that would be displayed in the lunch area.
- 20 invitations to the opening ceremony to be held on 4th April '10
- 10 seats reserved for your guest at the gala dinner

## Regular Sponsors



### VIP Lunch Sponsor

**US\$ 15,000**

Sponsoring the VIP lunch area where the dignitaries, special invitees, speakers and executive committee gather for lunch.

#### Benefits:

- Sponsor's banner inside the VIP lunch room
- Name and logo displayed in the plasma screen placed inside the room for one hour
- Full page ad. in the exhibition official catalogue
- Name and logo in the sponsor/supporters page in the official catalogue
- 02 complimentary seats in the conference
- 03 complimentary seats in the gala dinner

### Coffee Break Sponsor

**US\$ 10,000**

Sponsoring the coffee break area where the delegates gather the coffee breaks during the conference session, i.e. two breaks each day.

#### Benefits:

- Sponsor's placard on the coffee tables
- Coffee mugs with sponsors name and logo on it
- Full page ad. in the official catalogue
- Name and logo in the sponsor/supporters page in the official catalogue
- 03 complimentary seats in the conference

**Audio Visual Sponsor****US\$ 30,000****Benefits:**

- The audio visual sponsor will gain excellent exposure through the media they will sponsor and placed in the conference halls.
- Name and logo displayed on the screens inside the conference hall at the beginning and end of each session.
- Acknowledgement at the gala dinner
- 20 invitations to the opening ceremony
- 05 invitations to the gala dinner
- One page color advertisement in the official catalogue of IMD Dubai. Acknowledgement of sponsorship on the sponsor's/Supporters page in the official conference catalogue.
- Speaker's sponsorship: The package includes sponsorship of business class ticket and 4 nights accommodation for 1 speaker from Europe
- 10 complimentary seats in the IMD conference

**Registration Counter Sponsorship****US\$ 10,000**

*Sponsoring the exhibition and conference registration counters*

**Benefits:**

- Logo on the registration counters (*min. 10 counters*)
- Full page ad. in the official catalogue
- Name and logo in the sponsor/supporters page in the official catalogue
- 5 complimentary seats in the conference
- One roll up each at the main entrance of the exhibition and conference hall

**Signage Sponsor****US\$ 15,000**

*Signage are placed in front of the conference halls, exhibition halls and meeting rooms which are the prime points of information in regards to the location and the activities.*

**Benefits:**

- Company name and logo on the signages (*min 10*)
- logo in the website with hyper link to the sponsor's website
- full page ad. in the exhibition catalogue
- Acknowledgement of sponsorship on the sponsor's/Supporters page in the official exhibition catalogue.
- 03 complimentary seats in the conference
- 03 complimentary seats in the gala dinner

**Speakers' Room Sponsor****US\$ 5,000**

*Sponsoring the speakers' room, this is utilized by the speakers for their presentation preparation and internet access*

**Benefits:**

- banner carrying the name and logo of the sponsor inside the room
- sponsors name and logo as the screensaver of the PCs used in the room
- promotional material of the sponsor such as brochure/catalogue, note pad, pens etc. in the room
- acknowledgement in the official catalogues

**Newsletter Sponsor****US\$ 5,000**

*IMD newsletter contains updated news about the exhibition, conference schedule etc. will be forwarded to the potential clients and visitors periodically.*

**Benefits:**

- Flash banner with hyperlink in the newsletters
- 1/2 page ad. in the exhibition catalogue.
- Acknowledgement of sponsorship on the sponsor's/Supporters page in the official exhibition catalogue

**Delegate Bag sponsor****US\$ 25,000**

*Every delegate attending the conference will receive the welcome package in the official conference delegate bags. The company sponsoring bags will gain the opportunity to reach all conference participants, speakers and VIP's.*

**Benefits:**

- Company logo on the conference delegate bags:
- Complimentary items i.e. Pens, brochures, notepads & other items can be placed inside the conference bags
- One page color advertisement in the official catalogue of IMD Dubai
- Acknowledgement of sponsorship on the sponsor's/Supporters page in the official exhibition catalogue.
- 05 complimentary seats in the conference.

**Lanyard Sponsor****US\$ 8,000**

*The company sponsoring the lanyards you will gain the opportunity to reach all participants, exhibitors, speakers and VIP's.*

**Benefits:**

- Sponsor's logo will be printed on more than 5000 lanyards
- Company logo to be placed on all lanyards
- One page color advertisement in the official catalogue of IMD Dubai
- Acknowledgement of sponsorship on the sponsor's/Supporters page in the official exhibition catalogue.
- 03 complimentary seats in the conference

### Exhibitor Pack Sponsor

US\$ 7,000

Exhibitor pack is a welcome package to the exhibitors; the kit includes necessary information on the build up and dismantling, details about the official contractors, contact numbers for difference services required as well as the exhibitor badges. The company sponsoring the kit will gain the opportunity to reach all exhibitors and it will act as a medium to reach the target before the others.



#### Benefits:

- Company logo on the exhibitor kit
- full page ad in the exhibition catalogue
- Entry in the official catalogue with contact details and short company profile
- logo in the exhibition website with hyper link to the sponsor's website.
- Acknowledgement of sponsorship on the sponsor's/ Supporters page in the official exhibition catalogue.
- 02 complimentary seats in the conference
- 02 complimentary seats in the gala dinner of the show.

### Floor Plan Sponsor

US\$ 5,000

Sponsoring the floor plan of the show which will be forwarded to all potential clients/ exhibitors and placed near the main entrance of the exhibition hall.



#### Benefits:

- Sponsor's name and logo on the floor plan which will be forwarded to all potential clients
- Name and logo in the floor plan placed near the main entrance of the show
- Name and logo on the floor plan placed in the info kit that will be distributed to the exhibitors
- Full page ad. in the official catalogue
- Name and logo in the sponsor/supporters page in the official catalogue

### Conference Podium & Head table Sponsor

US\$ 8,000

Sponsoring the head table and podium of the conference halls offer a wide exposure as the sponsors will be branded to over 2000 medical professionals from around the world.



#### Benefits:

- Sponsor's name and logo on the head table and podium
- Full page ad. In the conference catalogues (for exclusive sponsorship)
- Entry in the official catalogue with contact details and a short company profile
- Acknowledgement of sponsorship on the sponsor's/ Supporters page in the official conference booklet.
- complimentary seats in the conference
- Complimentary seats in the gala dinner of the show.

### Pocket flyer Sponsor

US\$ 5,000

The pocket flyer of IMD exhibition and conference activities with the schedules will be distributed to the exhibitors, participants and visitors and the main entrance of the exhibition and conference halls.



#### Benefits:

- Sponsor's name and logo on one page of the flyer
- Entry in the official catalogue with contact details and a short company profile
- Acknowledgement of sponsorship on the sponsor's/ Supporters page in the official exhibition catalogue.
- complimentary seat in the conference
- Complimentary seats in the gala dinner of the show.

### Poster Area Sponsor

US\$ 5,000

The poster presentation area inside the exhibition will be a point of attraction for the conference participants, trade visitors and exhibitors hall.



#### Benefits:

- Sponsor's name and logo on the panels at the presentation area
- Two roll ups at the poster presentation area
- Logo in the conference booklet page.
- Acknowledgement of sponsorship on the sponsor's/ Supporters page in the conference catalogues.
- complimentary seat in the conference/poster presentation
- Complimentary seats in the gala dinner of the show.

### Conference Speaker Sponsors

#### Speaker form Middle East Region: US\$ 2,800\*

- Sponsors will be acknowledged in the official conference catalogue.

#### Speaker form Far East / Asia USD 8,500\*

- Half page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.

#### Speaker form Europe & USA USD10,000\*

- One page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.

#### Speaker form Europe & USA USD15,000\*

- One page color advertisement in the official catalogue of IMD Dubai.
- Acknowledgement of sponsorship on the sponsor's page in the official exhibition catalogue.

\* Inclusive of business class return air ticket and hotel accommodation and the charges are subject to change

# Sponsorship Application Form



Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Country: \_\_\_\_\_ P.O. Box/Postal Code: \_\_\_\_\_

Contact Person:  Mr.  Mrs.  Ms.: \_\_\_\_\_

Designation: \_\_\_\_\_ Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Kindly indicate your sponsorship

### Key Sponsors

- |   |             |
|---|-------------|
| <input type="checkbox"/> Platinum Sponsor | US\$ 80,000 |
| <input type="checkbox"/> Gold Sponsor     | US\$ 60,000 |
| <input type="checkbox"/> Silver Sponsor   | US\$ 30,000 |

### Premium Sponsors

- |  |                 |
|--|-----------------|
| <input type="checkbox"/> Exhibition Hall Sponsor               | US\$ 30,000     |
| <input type="checkbox"/> Conference Hall Sponsor               | US\$ 30,000     |
| <input type="checkbox"/> Co-sponsorship of the Exhibition Hall | US\$ 18,000     |
| <input type="checkbox"/> Gala Dinner Sponsor                   | US\$ 30,000     |
| <input type="checkbox"/> Lunch Sponsor                         | US\$ 50,000/day |

### Speaker Sponsorship

- |   |             |
|---|-------------|
| <input type="checkbox"/> From Usa             | US\$ 15,500 |
| <input type="checkbox"/> From Europe          | US\$ 10,000 |
| <input type="checkbox"/> From Far East / Asia | US\$ 8,500  |
| <input type="checkbox"/> From Middle East     | US\$ 2,800  |

### Regular Sponsors

- |   |                 |
|---|-----------------|
| <input type="checkbox"/> Vip Lunch Sponsor                      | US\$ 15,000/day |
| <input type="checkbox"/> Coffee Break                           | US\$ 10,000/day |
| <input type="checkbox"/> Audio Visual Sponsor                   | US\$ 30,000     |
| <input type="checkbox"/> Registration Counter Sponsor           | US\$ 10,000     |
| <input type="checkbox"/> Signage Sponsor                        | US\$ 15,000     |
| <input type="checkbox"/> Speakers Room Sponsor                  | US\$ 5,000      |
| <input type="checkbox"/> Newsletter                             | US\$ 5,000      |
| <input type="checkbox"/> Delegate Bags Sponsor                  | US\$ 25,000     |
| <input type="checkbox"/> Exhibition Pack Sponsor                | US\$ 7,000      |
| <input type="checkbox"/> Lanyards Sponsor                       | US\$ 8,000      |
| <input type="checkbox"/> Floor Plan                             | US\$ 5,000      |
| <input type="checkbox"/> Conference Podium & Head Table Sponsor | US\$ 10,000     |
| <input type="checkbox"/> Pocket Flyer                           | US\$ 5,000      |
| <input type="checkbox"/> Poster Area                            | US\$ 5,000      |

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Kindly fill up the form and return it to:

**INDEX Conferences & Exhibitions Org. Est.**

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