



19th Asia Pacific League of Associations for Rheumatology Congress ♦ APLAR 2017

October 16 - 20, 2017
Dubai World Trade Center - U.A.E.

SPONSORSHIP & EXHIBITION PROSPECTUS

Organized and Managed by:



TABLE OF CONTENTS:

Congress Details.....	3
About Dubai, UAE.....	4
About Dubai World Trade Center, UAE.....	5
Industry Support Benefits.....	6
Educational Support Opportunities.....	7
Promotional Support Opportunities.....	9
Additional Support Items.....	10
Exhibition.....	12
Exhibition Terms and Conditions.....	15

CONGRESS DETAILS

DATES

16 – 20 October 2017

CITY / COUNTRY

Dubai, UAE

VENUE

Dubai World Trade Center

CONGRESS ORGANIZERS



INFOMED INTERNATIONAL FOR EVENTS

4th Floor, Qubic Center, Daoud Ammoun Street, Horsh Tabet - Sin El Fil
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About Dubai, UAE



Dubai is located on the Eastern coast of the Arabian Peninsula, in the south west corner of the Arabian Gulf. It is extremely well known for its warm hospitality and rich cultural heritage, and the Emirati people are welcoming and generous in their approach to visitors. With year-round sunshine, intriguing deserts, beautiful beaches, luxurious hotels and shopping malls, fascinating heritage attractions and a thriving business community, Dubai receives millions of leisure and business visitors each year from around the world.

Dubai Economy: The past few decades have witnessed incredible growth throughout all sectors of the Dubai economy. The emirate's government is constantly working to improve its commercial transparency and introduce dynamic regulations that aid the formation of small and medium enterprises. Dubai's economy is no longer reliant on oil, but is more diversified, relying heavily on trade, services and finance sectors. With its central geographic location between Asian and European markets, Dubai has worked hard to establish itself as an integral part of the global trade mechanism. Its central location has also allowed Dubai to become a popular and accessible tourist destination.

See you at Dubai

ABOUT DUBAI WORLD TRADE CENTER - U.A.E.

Whether it's the key conferences and exhibitions that make up our annual calendar, our wide selection of venues, extensive services, award-winning hospitality or world class facilities management, we aim to surpass your expectations every time.



We connect people, products and ideas from around the globe through our year-round calendar of international trade fairs, blockbuster consumer shows and prestigious international conferences.

The Dubai World Trade Centre has played a pivotal role in the growth of international trade for the Middle East, ever since our inauguration in 1979. Then, it was through the landmark 39-storey Sheikh Rashid Tower. Today we are the region's largest purpose-built complex for events and exhibitions.

The epicentre for business tourism in the region, we power the MICE sector through our size, resources, diversity of calendar and scale of events. As well as connecting people through the events we host, we play a major role within Dubai's economy, attracting revenue for the city's sights, restaurants and hotels. Each year, DWTC events create more than 25,000 jobs or 36,000 including ancillary sectors that benefit from our events.

We continue to be driven by our role, not just in Dubai's past but also in its future and to challenge ourselves to create even better experiences for all our clients, exhibitors and visitors.

INDUSTRY SUPPORT BENEFITS

You will be given a support category status dependent upon the total amount of your support contribution. You will benefit from outstanding advantages linked to your support category.

Category	Contribution
DIAMOND	USD 300,000
PLATINUM	USD 250,000
GOLD	USD 200,000
SILVER	USD 150,000
BRONZE	USD 90,000

Diamond, Platinum, Gold, Silver and Bronze Supporters will receive the following benefits:

Level of Support	Entitlements
DIAMOND USD 300,000	<ul style="list-style-type: none"> • 3 Symposium Slots • 81 sqm Exhibit Space • Sponsoring 1 Coffee Break • 1 back cover advertisement page in the Final Program Book • 3 Congress bag inserts • 30 Congress Registrations
PLATINUM USD 250,000	<ul style="list-style-type: none"> • 2 Symposium Slots • 72 sqm Exhibit Space • Sponsoring 1 Coffee Break • 1 inside back cover advertisement page in the Final Program Book • 2 Congress bag inserts • 20 Congress Registrations
GOLD USD 200,000	<ul style="list-style-type: none"> • 1 Symposium Slot • 63 sqm Exhibit Space • Sponsoring 1 Coffee Break • 1 inside front cover advertisement page in the Final Program Book • 2 Congress bag insert • 10 Congress Registrations
SILVER USD 150,000	<ul style="list-style-type: none"> • 45 sqm Exhibit Space • Sponsoring 1 Coffee Break • Opportunity to select up to USD 50,000 worth of support items • 1 advertisement page in the Final Program Book • 1 Congress bag insert • 5 Congress Registrations
BRONZE USD 90,000	<ul style="list-style-type: none"> • 1 Coffee Break Support (branding opportunities) • 36 sqm Exhibit Space • 1 advertisement page in the Final Program Book • 1 Congress bag insert • 3 Congress Registrations

SPECIAL REQUESTS

Tailor packages can be arranged to suit your objectives.

Please feel free to contact the organizers: **Infomed International for Events**

EDUCATIONAL SUPPORT OPPORTUNITIES

EDUCATIONAL GRANTS

Medical education plays an important role in the quality of healthcare delivered across the globe. APLAR International meetings provide an important scientific and educational content that is developed, presented at the meeting, recorded, repackaged and diffused after the congress. APLAR is seeking industry partners who share our commitment to educational excellence and support APLAR's educational initiatives through educational grants together with traditional commercial sponsorship. By providing an educational grant in support of the educational opportunities below, you are making a vital contribution to our efforts to deliver high quality education and improve training for all healthcare professionals working in the field of Rheumatology in Asia Pacific.

All educational grants are managed in compliance with relevant accreditation and industry compliance criteria. In order to ensure independence of all CME accredited elements, companies providing grants may not influence the topic, speaker selection, or any other aspect of the content or presentation. No promotional, commercial, or advertising materials may be included in the following opportunities. All support will be disclosed to participants.

SUPPORT OF EDUCATIONAL SESSIONS

Educational grants of any amount, whether for the overall program or for individual sessions, are appreciated and important to the success of the event. All forms of support will be recognized in the Industry Support and Exhibition section of the program guide, on the event website, and with signage during the event.

WEBCASTS OF KEY EDUCATIONAL SESSIONS

USD 30,000

Attending all congresses, not to mention all sessions, is impossible for the busy medical professional. Therefore there is a growing need to share knowledge and learning opportunities beyond the dates of the actual event. High quality webcasting helps meet this substantial educational need, extend the life of the congress and provide valuable online educational material for the APLAR. The opportunity to support individual scientific sessions selected by companies and their Webcasting, or the entire scientific programme will allow partners to connect with APLAR 2017 participants as the content is released.

Prior and during the congress:

- All support will be recognized in the Industry Support and Exhibition section of the program guide, on the event website, and with signage during the event (slides at hall prior the webcasted session)

After the congress:

- Support will be recognized at the APLAR 2017 website under the title of webcasted session and lectures.
- Support can be combined with other educational grants and will be acknowledged at the APLAR association website (company logo, hyperlink to your website and acknowledgement).

EDUCATIONAL SUPPORT OPPORTUNITIES

ABSTRACTS ON USB KEY

USD 25,000

The USB key will contain all of the scientific abstracts. All meeting abstracts will become part of APLAR and published online after the meeting for constant viewing.

- The USB Key will be distributed to all participants. The supporter's logo can be printed on the USB key.
- Support will be recognized in the Industry Support and Exhibition section of the programme, on the event website, and with signage during the event.

POSTERS BOARDS

USD 15,000

- Support will be recognized with signage at the entrance to the Poster area with "Supported by..." and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

PROMOTIONAL SUPPORT OPPORTUNITIES

SYMPOSIUM (non-CME)

USD 75,000

*Available only after the level supporters have selected their slots

- Opportunity to organise an Official Satellite Symposium, up to 90 minutes (Program subject to the approval by the Scientific Committee)
- Includes: hall rental, standard audio/visual equipment, display table
- Includes: inclusion of Invitation to satellite symposium in congress bag
- Permission to use the phrase: "Satellite Symposium of APLAR 2017"
- Symposia Program will be included in the Industry Support and Exhibition section of the Program (subject to receipt by publishing deadline)
- The timeslots have been designated and will be allocated on a "first come, first served" basis.
- The supporting company must cover all speakers' expenses including registration, accommodation and travel expenses in addition to the support fee. This also applies in case the speakers have already been invited by the event organisers.
- Indicated in the program as: Satellite Symposium organised by: Company Name (not included in the main event CME/CPD credit offering).
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event.

FOR THE ABOVE SATELLITE SYMPOSIUM PACKAGES, THE FOLLOWING APPLY:

- Satellite Symposia are offered to industry as non-CME commercial/promotional sessions and are allocated on a "first-come, first-served" basis.
- Supporting companies are free to choose topics, invite speakers, and control content. However, topic and program are subject to approval by the scientific committee.
- In case where the scientific committee does not approve the Satellite Symposia program, each party will be entitled to cancel the Satellite Symposium booking without paying any penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly upon such cancellation, neither of the parties will have any claims, demands or suits towards the other.
- The company, in addition to the support fee, must cover all speaker expenses, including registration fees, accommodation and travel expenses. This also applies in the case where the speakers have already been invited by the event organisers.
- Satellite Symposia will be indicated in the program as: Satellite Symposium organised by: Company Name (not included in the main event CME/CPD credit offering).

WEBCASTS OF SATELLITE SYMPOSIUM

USD 30,000

Acknowledgement

The Sponsor's edited webcast with the Sponsor's logo will be uploaded to the Congress Website, providing a two-way link (if necessary)

- A 100-word company/product profile will be published in the final Congress Program
- The company's logo will appear on the Congress Website (Industry page), a separate page in the final Congress Program and on the Sponsor Board on site

ADDITIONAL SUPPORT ITEMS

CONGRESS BAGS

USD 15,000 + production of bags

Supporter will provide the participants' congress bags and/or funds for the bags, which will be branded with the event branding and logo.

- Support will be recognized on the bag with "Supported by..." and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

If provided by a company, the bags will have to be approved by the Congress Organiser. It is the company's responsibility to pay the relevant tax, shipping and any other extraneous charges.

CONGRESS LANYARDS

USD 7,000 + production of lanyards

Supporter will provide the participants' congress lanyards and/or funds for the lanyards, which will be branded with the event branding and logo.

- Support will be recognized on the bag with "Supported by..." and a company logo only
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

If provided by a company, the lanyards will have to be approved by the Congress Organiser. It is the company's responsibility to pay the relevant tax, shipping and any other extraneous charges.

INTERNET AREA

USD 15,000

There will be a Internet Area equipped with workstations where attendees may check e-mails.

- Opportunity to display company logo on screen saver
- Opportunity to distribute mouse pads from the Internet Area
- Opportunity to set company home page as the default home page
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

ADDITIONAL SUPPORT ITEMS

WELCOME RECEPTION / NETWORKING EVENT (Sole Supporter) USD 35,000

Supporter will have the opportunity to promote itself through a networking reception on the first evening to which all registered attendees are invited. Hospitality and any activities provided will be in compliance with all relevant industry codes.

- Supporter's logo on sign at the entrance to the Welcome Reception
- Opportunity to provide items bearing company logo for use at the event
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

COFFEE BREAKS

AT COST

- Opportunity to have a one day display of company's logo at the catering point located within the exhibit area
- Opportunity to provide items bearing company logo for use during the supported break
- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

PROMOTIONAL MATERIALS

USD 3,000

Inclusion of promotional material, such as leaflets and brochures, in the participants' Congress bags. Material should be provided by Supporter and approved by the Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

NOTEPADS AND PENS

USD 3,000 + production of materials

Inclusion of notepads and pens in the participants' Congress bags. Material should be provided by Supporter and approved by the Secretariat.

- Support will be acknowledged in the Industry Support and Exhibition section of the program, on the event website, and with signage during the event

ADDITIONAL SUPPORT ITEMS

ADVERTISEMENT

TYPE	BACK PAGE	INSIDE FRONT / INSIDE BACK	INSIDE PAGE (ROP)
Final Program	USD 3,000	USD 2,500	USD 1,000

MINI PROGRAM

USD 5,000

Acknowledgement as supporter with company logo on back page of this pocket-size, useful APLAR Congress 2017 overview which will be distributed to all registered participants. (Advertisement not permitted)

- Supporter's logo on the APLAR 2017 website
- Acknowledgement on Supporters' Board on-site
- Acknowledgement in the Supporters' List in the Forum Program

EXHIBITION

The commercial/technical Exhibition will be held in Dubai. The floor plan has been designed to maximise Exhibitors' exposure to the delegates. In the meantime, we are pleased to receive your preliminary bookings. All spaces will be allocated based on the reservations received, on a first-come, first-served basis.

SPACE ONLY RENTAL – USD 8,000 per 9sqm

This includes:

- Exhibitors' badges
- Cleaning of public areas and gangways
- Invitation to the Welcome Reception for registered exhibitors

ADDITIONAL BENEFITS:

When you exhibit your company will receive the following additional benefits:

Listing as an Exhibitor on the Website prior to the Meeting with link to the Company website Listing and profile in the On-Site Program/ Exhibitor Guide

Logo on Meeting Website

Company name on Exhibition signage during Meeting

Please note: Space only / shell scheme rental does not include any furniture, electrical usage or stand cleaning. All these services and others will be available to order in the Exhibitors' Technical Manual.

ALLOCATION OF EXHIBITION SPACE

Space Allocation will be made on a "first come, first served" basis. A completed Exhibition Booking Form and Contract should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form and Contract, space will be confirmed and an invoice will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which application forms with payment are received.

EXHIBITION TERMS AND CONDITIONS

EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Two exhibitor badges will be given for the first 9 sqm booked.

Exhibitor registrations allow access to the exhibition area only and shall be used by company staff only. An exhibitor registration form will be included in the Exhibitor's Manual.

CANCELLATION / MODIFICATION POLICY:

Cancellation or modification of sponsorship items must be made in writing to the Sponsorship & Exhibition Specialist (Contact information can be found in the "Contact Information" Section, above.)

The organizers shall retain:

- 10% of the agreed package amount if the cancellation/ modification is made before 15 March 2017
- 50% of the agreed package amount if the cancellation/ modification is made between 16 March 2017 and 1 June 2017
- 100% of the agreed package amount if the cancellation/ modification is made after 1 August 2017

See you at



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www.aplar2017.com

Organized and Managed by:



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