



Sponsorship Proposal Training Workshop

Using Technology to Improve Healthcare

Pre-Event Sponsorship Opportunity at
**Trends and Experiences in
Healthcare IT & EHR**

Training Workshop

May 7th-9th, 2017

Hotel Towers Rotana
Dubai | UAE

An excellent
Networking
Opportunity
to INCREASE your business

Exclusively on
**EHR Selection & Implementation
Session**
May 7th, 2017

Hosted and Organized by



Sponsor Benefits

You will have a chance to benefit from discussions, interactions and business contacts. Our platform will provide you an exclusive opportunity to value your brands and be able to conduct speaking session.

Promote & Showcase

You can present your brand, company and products to our attendees, and will have chance to meet potential clients face to face. Use the event space to demonstrate your services and products to potential partners and customers. No worries: we'll work with you every step of the way; creating the very best conditions for forging lasting and meaningful connections with our attendees.

Exclusiveness

ACS intends to have only one sponsor for each package so there won't be competition to the selected sponsoring companies. ACS will provide an all out support effort to help you achieve your objectives.

Network & Connect

Why sponsor the event? Well, the "3rd EMR/EHR-Implementation & Meaningful Use Workshop" will give you the opportunity to connect with industry decision makers and strategy thinkers of the region. As we will have with us a renowned speaker, John Lynn, so the buzz will be huge!

Speaking Opportunity

You'll will have chance to speak to the attendees in an exclusive manner to improve the chances of getting closer to them with your products and services.

Long-term Relationship

Great opportunity to spotlight key executives and be able to develop long-term partnership with our lead trainer and partners.

Quality Leads

New expanding markets - potential. Generate new business leads.

Interaction

You will get a chance to set up one-to-one meeting with decision makers, business leaders, and the trainer.

Brand Promotions

Increase your brand awareness and recognition with focused approach to the key image management people. Raise your company's products & profile in front of leading Govt. Officials and hospitals participating from across the Gulf Region.

We Want You to Succeed

We're committed to making you part of a truly great training workshop experience. That's why we like to call our sponsors "partners": we would like to work together and offer you the most out of this event.

Sponsor's Testimonial



Nanette Koch

SVP, Business Development

Thank you so much for the invitation to participate in the workshop in Dubai this week! It was an honor to be considered and we are grateful for the exposure to the Middle East healthcare organizations.



Highlights of Past Events

Corporate Performance for Healthcare



PACS/RIS, DICOM, HL7



EMR / EHR-Meaningful Use



DICOM HL7



Medical Coding ICD-10



Lead Trainer

John Lynn

Founder

HealthcareScene.com



John Lynn is the Founder of the HealthcareScene.com blog network which consists of 10 of the leading healthcare IT blogs. Over 10 years, Healthcare Scene has published over 8000 healthcare IT and EHR articles with John having written over 4000 of the articles himself. These EMR and Healthcare IT related articles have been viewed over 16 million times. John is a regular keynote speaker at EHR and healthcare IT related conferences and events. John also manages the leading healthcare IT career job board and blog: **Healthcare IT Central and Healthcare IT Today**. John is co-founder of **InfluentialNetworks.com** and **Physia.com**. John was also an advisor to the recently acquired healthcare communication company **docBeat**. John is highly involved in social media, and in addition to his blogs can also be found on Twitter: @techguy and @ehrandhit and LinkedIn.

Testimonials from our Past Events

| | | |
|--|--|--|
| <p>Ministry of Health - KUWAIT "It has been a while since I have truly gained benefits from a workshop. Thanks for a remarkable experience."</p> <p>PACS / RIS, DICOM, HL7 June 08-12, 2014</p> | <p>Dubai Health Authority - UAE "The training was useful and I suggest all the PACS administrator to attend it."</p> <p>PACS / RIS, DICOM, HL7 June 08-12, 2014</p> | <p>Aspetar - Qatar "The trainers were well educated and had a lot of experience in real life and real example, plus they always try to make sure that every one is understanding the topics."</p> <p>PACS / RIS, DICOM, HL7 June 08-12, 2014</p> |
| <p>Ministry of Health - OMAN "The training and content was well organized. The importance & the benefits of EMR/EHR was well discussed"</p> <p>EMR/EHR - Meaningful Use May 24-26, 2015</p> | <p>King Fahad Specialist Hospital-KSA "The workshop was great & very helpful in increasing the knowledge of EMR. The encouragement for interaction was good"</p> <p>EMR/EHR - Meaningful Use May 24-26, 2015</p> | <p>VPS Healthcare - UAE "Mr. Victor Freeman is one person worth meeting for a bright future, truly inspirational".</p> <p>Medical Coding-ICD-10 May 27-28, 2015</p> |
| <p>Cleveland Clinic - UAE "Very informative related to the topic of strategy, KPI's and measurement, value, mission, vision".</p> <p>Corporate Performance Management for Healthcare August 23-25, 2015</p> | <p>King Fahad Medical City-KSA "A well organized training".</p> <p>Corporate Performance Management for Healthcare August 23-25, 2015</p> | <p>Royal Medical Services - Bahrain "Almost everything was good".</p> <p>Corporate Performance Management for Healthcare August 23-25, 2015</p> |
| <p>Dubai Health Authority - UAE "Much better RIS/PACS, DICOM workshop attended than my first one. Teams are organized, cooperated and knowledgeable."</p> <p>PACS / RIS, DICOM, HL7 Septemeber 14-18, 2014</p> | <p>King Fahad Medical City-KSA "The trainer was well prepared. He had good knowledge about Radiology."</p> <p>PACS / RIS, DICOM, HL7 Septemeber 14-18, 2014</p> | <p>Allied Health Sciences - KUWAIT "I highly recommended the course for PACS administrator & beginners. The atmosphere was very good."</p> <p>PACS / RIS, DICOM, HL7 Septemeber 14-18, 2014</p> |

Highlights of the Event

The 02 days upcoming event will feature case studies, key note sessions, interactive discussions & exercises.

Event Dates: August 24th-25th, 2016

Location & Venue: Hotel Towers Rotana, Dubai | UAE

Course

3rd EMR/EHR-Implementation & Meaningful Use

Objectives

The course aims to provide audience with an overview of how to successfully implement EMRs in different health-care settings and help them gain a deep understanding of meaningful use of EMR to improve the efficiency and effectiveness of healthcare operations and the patient care.

Target Audience

- Senior Healthcare Executives, i.e. CEO, COO, etc.
- Physicians
- Health Insurance Companies Executives
- Government & Public Policy Executives on Healthcare
- EMR Administrators, Hospital Administrators
- IT Managers, Health Informatics
- Clinicians

Healthcare Organizations

- Health Ministries
- Health Authorities, Medical Cities
- Health Insurances
- Private Hospitals, Imaging & Diagnostic Centres
- Medical Centres across MENA region

Sponsorship Packages

Before 15th July, 2016

After 15th July, 2016

| | Before 15th July, 2016 | After 15th July, 2016 |
|--------|------------------------|-----------------------|
| Gold | \$8,000 | \$10,500 |
| Silver | \$6,000 | \$8,500 |

(Please note that ACS will offer only ONE sponsorship opportunity for each package (Gold and Silver) to all the potential clients on first come first serve basis).

Sponsorship Packages Details

Sponsorship Packages Details

| | | |
|---|---|---|
| Front Page Sponsorship Logo of Standard Size | ✓ | ✗ |
| Inside Page Sponsorship Logo of Standard Size | ✓ | ✗ |

Website

| | | |
|---|---|---|
| A prominent display of your corporate logo and 100 words profile to be featured on our company website along with your company website link throughout our sales cycle. | ✓ | ✓ |
|---|---|---|

Speaking Opportunity

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|--|---|---|
| A high level 45 minute combined session speaking opportunity to present your topic or to promote your products and services (Gold) | ✓ | ✓ |
| A high level 15 minute combined session speaking opportunity to present your topic or to promote your products and services (Silver) | ✓ | ✓ |
| Note: If you choose to present your own topic, it requires approval from ACS, Inc. 15 days prior to the event. | | |

Conference Kit: Promotional Material (provided by sponsor)

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| A4 page (one/two sided) Corporate literature or promotional material will be included in the delegate pack/kit. | 2 | 2 |
|---|---|---|

Complimentary Passes

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| Sponsor Co will avail the complimentary pass(es) to attend complete training workshop to do the networking with the industry at its own traveling, lodging etc., cost. | 1 | 0 |
|--|---|---|

Branded USB (provided by ACS)

| | | |
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| Front display of logo on USB | ✓ | ✓ |
| Material storage space on USB - Sponsor co will be allowed to share its products, services, and other related data upto 10MB. | ✓ | ✗ |
| Note: Such material/data will need prior approval of ACS (15 days prior to the event) | | |

Lanyard (provided by ACS)

| | | |
|---|---|---|
| Sponsor's logo of the standard size will be printed on the lanyards to be given to the participants | ✓ | ✗ |
|---|---|---|

ID Card (provided by ACS)

| | | |
|---|------------|------------|
| Sponsor's logo of the standard size will be printed on the ID Cards to be given to the participants | Front Side | Front Side |
|---|------------|------------|

Swag (provided by sponsor)

| | | |
|---|---------------|--|
| The sponsor company can provide its stationery swag, i.e. writing pads, pens, key chains, etc. to be placed in the training kits / bags.(1 each). Sponsoring company can also be able to put writing pads, pens on conference tables. | Complimentary | |
|---|---------------|--|

Roll Ups: Hall Entrance

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|---|---|---|
| Roll Ups Stand placement at entrance of the hall/training room. | 2 | 2 |
|---|---|---|

Verbal Recognition

| | | |
|---|---|---|
| Verbal recognition of your support at the event | ✓ | ✓ |
|---|---|---|

Social Media Acknowledgement

| | | |
|---|---|---|
| Acknowledgement of your sponsorship during marketing of the trainings over social media, i.e. Facebook/Linkedin, etc. | ✓ | ✓ |
|---|---|---|

Local Sponsor

| | | |
|---|---|---|
| An exclusive one to one meeting with speaker. | ✓ | ✓ |
|---|---|---|

Note:The above sponsorship packages can be customized as per request. Sponsor will get the complete contact information of attendees

Registration Form

Register Now

Please complete this form and send the scan copy to **Attn: John Lynn** at john@healthcarescene.com or visit www.acsmb.com/training

Training Details 3rd EMR/EHR-Implementation & Meaningful Use

Location: Towers Rotana, Dubai, UAE.
Date: August 24th-25th, 2016

Further Assistance

For any queries, please feel free to contact us at:

Direct: +1-702-514-0201
Mobile: +92-334-3508790

Sponsorship Company Details

Name

Address

State Country

Tel Fax

Nature of Business

Type of Sponsorship Gold Silver

Sponsorship Fee (in USD)

Before 15th July, 2016

After 15th July, 2016

| | | |
|---------------|----------------|-----------------|
| Gold | \$8,000 | \$10,500 |
| Silver | \$6,000 | \$8,500 |

Authorization

We acknowledge that we have read and understood all the provisions related to the cancellation policy and that we agree to sponsor 3rd EMR/EHR-Implementation & Meaningful Use training workshop starting from Aug. 24th to Aug. 25th, 2016 Dubai, UAE.

Signature Booking Date

Name

Job Title

This booking is invalid without signature. Signatory must be authorized to sign on behalf of contracting organization.

Mode of Payment

Bank Transfer Credit Card / Debit Card

Credit Card / Debit Card

Please charge my Master Card Visa American Express

Card Holder Name Security Code

Card Number

Expiry Date Signature

Note: 2.9% charges will apply on online payments through credit/debit card.

Payment Policy

Payment is due in full at the time of registration for the sponsorship.

Your registration for the sponsorship will not be confirmed until payment is received and may be subject to cancellation.

ACS Cancellation, Postponement and Substitution Policy

For any cancellation (s) received in writing not less than forty five (45) days prior to the event, sponsor company will receive 75% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 25% of the contract fee will be retained by ACS for all permitted cancellations.

For any cancellation (s) received in writing not less than thirty (30) days prior to the event, sponsor company will receive 50% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 50% of the contract fee will be retained by ACS for all permitted cancellations.

For any cancellation (s) received in writing not less than fifteen (15) days prior to the event, sponsor company will receive 25% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 75% of the contract fee will be retained by ACS for all permitted cancellations.

No credit will be issued for any cancellation (s) occurring within fourteen (14) days from the date of event (inclusive) of the event.

In the event that ACS cancels an event for any reason, sponsor company will receive a credit voucher for 100% of the contract fee paid. Sponsor company may use this credit voucher for another upcoming ACS event to be mutually agreed upon with ACS, which must occur within one year from the date of cancellation.

In the event that ACS postpones an event for any reason and the sponsor company is unable or unwilling to attend on the rescheduled date, sponsors company will receive a credit voucher for 100% of the contract fee paid. Sponsor company may use this credit voucher for another upcoming ACS event to be mutually agreed with ACS, which must occur within one year from the date of postponement.

Except as specified above, no credits will be issued for cancellation (s). There are no refunds given under any circumstances.

ACS is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. ACS shall assume no liability whatsoever in the event this event is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this event impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellation (s) of the speaker (s) and/or topics. As such, ACS reserves the right to alter or modify the advertised speaker (s) and/or topics if necessary without any liability to sponsor company whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

Discounts

All 'Early Bird' Discounts must require payment at the time of registration and before the cut-off date in order to receive any discount.

All discount offers cannot be combined with any other offer

Discounts do not apply to vendors/solution providers. ACS reserves the right to determine who is a vendor.