Ministry of Health & Population
وزارة الصحة والسكان

وزارة التعليم العالي والبحث العلمي
Ministry of Higher Education and Scientific Research

Egyptian Doctors Society
For Medical Science
Licence number 11616 Date : 2022

BUC
BADR UNIVERSITY IN CAIRO
جامعة بـــدر بالقـــاهرة

ARTIFICIAL INTELLIGENCE IN MEDICINE

BADR UNIVERSITY

Perspectives in Practice and Education

IN COLLABORATION WITH

EGYPTIAN DOCTORS SOCIETY FOR MEDICAL SCIENCE



21ST NOVEMBER, 2024

TULIP GOLDEN PLAZA HOTEL, CAIRO

UNDER PATRONAGE OF

Prof. Dr. Khaled Abdul Ghaffar
Deputy Prime Minister for Human Development
Minister of Health and Population

Prof.Dr. Mohamed Awad Tag El-Din
Advisor to the President for Health and Prevention

Prof. Dr. Ayman Ashour
Minister of Higher Education and Scientific Research

Prof. Dr. Hassan El-Kalla
President of Board of Trusties Badr University in Cairo

Honorary President
Prof. Dr. Ashraf El-Shihy
President of Badr University in Cairo

President of The Conference
Prof. Dr. Ahmed Makhlouf
Dean of School of Medicine BUC

Prof. Dr. Salah Sallam
Chairman of Egyptian Doctors' Society

Conference General Secretary

Prof.Dr. Ahmed El-Minawy
Professor of Obstetrics and Gynecology at Kasr Al-Ainy and Head of the Artificial Intelligence Center

Prof. Dr. Ghada El-Dorry
Vice Dean of School of Medicine BUC

Welcome Message

On behalf of the Egyptian Doctors Society for Medical Science and BADR University, we would like to welcome you to this conference. a day of Discovery and Discussion.

Artificial Intelligence (AI) is reshaping the way we work. The collaboration between humans and AI is taking the centre stage as AI technologies rapidly enter various sectors, transforming work environments.

Artificial intelligence (AI), Machine Learning (ML), and Deep learning (DL) enable individuals and organizations to analyze immense volumes of data. This data forms the backbone for devising the algorithms that power AI applications.

Traditional AI is a subset of artificial intelligence that is used to perform tasks based on predetermined algorithms.

The revolution of Generative AI or generative artificial intelligence refers to the use of AI to create new content, like text, images, music, audio, and videos. It has been a major milestone in AI.

The medical and healthcare sector is working on utilization of all these technologies enabling machines to sense, comprehend, act, and learn. These AI programs will in turn produce expressive outputs such as free-text explanations, spoken recommendations or image annotations that demonstrate advanced medical reasoning abilities so they can perform administrative and clinical healthcare functions, as well as be used in research and for training purposes.

Most members of the medical and pharmaceutical fields have very limited knowledge of AI and its applications. This conference will provide them with the tools necessary to understand the concepts, become aware of applications in their field and engage with the AI industry providers.

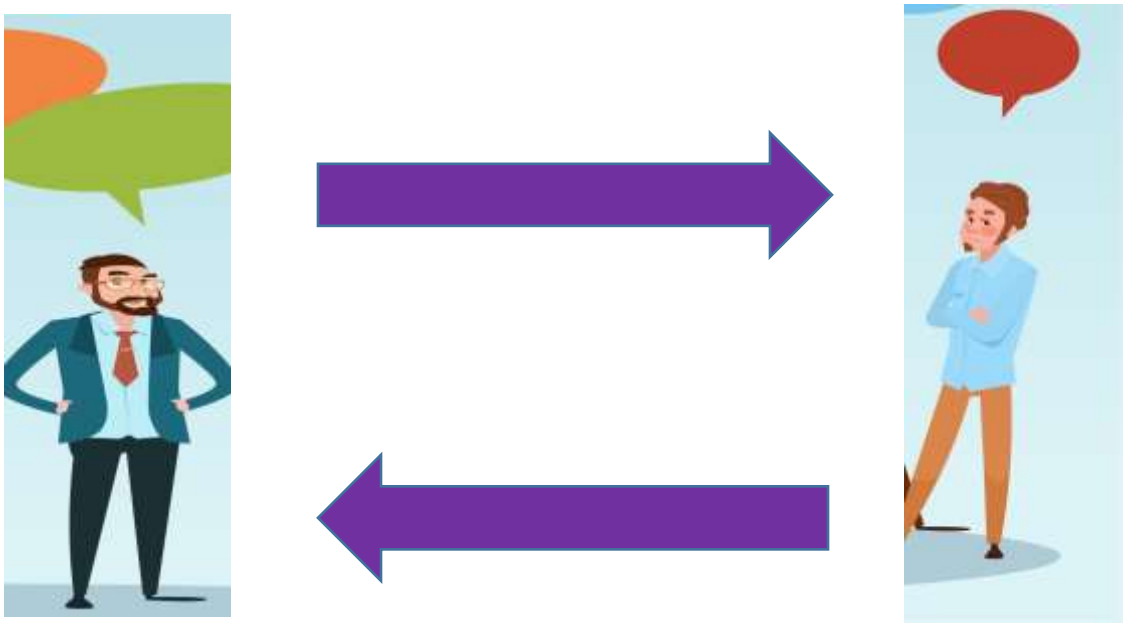
Why you should attend?

Attending this conference offers a unique opportunity to network with others in your specialty and stay informed on the latest developments in the field. It's an event no doctor should miss. The conference allows researchers and academicians, regardless of experience level, to engage in career and educational growth opportunities that are not easily accessible within the workplace.

For exhibitors, this is a chance to increase visibility through branding and networking at the conference, gaining direct access to a core audience of professionals and decision-makers.

NETWORKING:

- Engage with colleagues, professionals, and leaders in the field.
- Stay updated with the latest practical methods in the field.
- Exchange experiences, insights, and strategies through interactive peer-to-peer roundtables.
- Take advantage of excellent networking opportunities in a setting outside the workplace.



LEADING EDUCATION:





4 PACKAGES TO FIT YOUR Goal & Budget



250,000 EGP



200,000 EGP



150,000 EGP



100,000 EGP

PLATINUM PACKAGE
Physical Benefits

- booth 2×3 m2 of exhibition space
- 40 min of Industrial Symposium
- Sponsorship of the VIP Lounge
- Sponsorship of Coffee Break Area
- Advertisement on the Conference Program on a Spreadsheet
- Acknowledgment in thank you ads in program book as our PLATINUM sponsor
- 6 Inserts in Attendee Bags (Production & Printing completed by Sponsor if any)
- Exclusive: Program at a glance sponsorship '' excluding production ''
- The first priority in the choice of exhibition booth space and location

Company Logo on

- Logo Exposure on the main screen
- Coffee Break kit.
- Lanyards.
- Sponsors conference backdrop.
- Conference Bag. (Excluding production).

250,000 EGP

"All above rates are subject to 14% VAT"



GOLD PACKAGE
Physical Benefits

- booth 2×3 m2 of exhibition space
- 30 min of Industrial Symposium
- Advertisement on the Conference Program inside front cover.
- Acknowledgment in thank you ads in program book as our Golden Sponsor
- 5 Inserts in Attendee Bags (Production & Printing completed by Sponsor if any).
- Logo Exposure on the main screen

Company Logo on

- Logo Exposure on the main screen
- Coffee Break Kit.
- Name Tag.
- Sponsors conference backdrop.
- Conference Bag. (Excluding production).

200,000 EGP

"All above rates are subject to 14% VAT"



SILVER PACKAGE
Physical Benefits

- booth 2×3 m2 of exhibition space
- 20 min of Industrial Symposium
- Advertisement on the Conference Program inside front cover.
- Acknowledgment in thank you ads in program book as our SILVER Sponsor
- 3 Inserts in Attendee Bags (Production & Printing completed by Sponsor if any).

Company Logo on

- Lunch Break Kit.
- Name Tag.
- Sponsors conference backdrop.
- Conference Bag. (Excluding production).

150,000 EGP

“All above rates are subject to 14% VAT”

BRONZE PACKAGE
Physical Benefits



- booth 2×3 m2 of exhibition space
- 10 min of Industrial Symposium
- Advertisement on the Conference Program inside front cover.
- Acknowledgment in thank you ads in program book as our BRONZE Sponsor
- 2 Inserts in Attendee Bags (Production & Printing completed by Sponsor if any).

Company Logo on

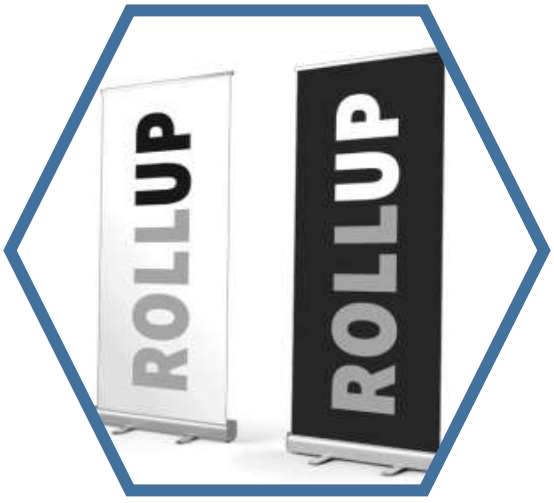
- Lunch Break Kit.
- Sponsors conference backdrop.
- Conference Bag. (Excluding production).

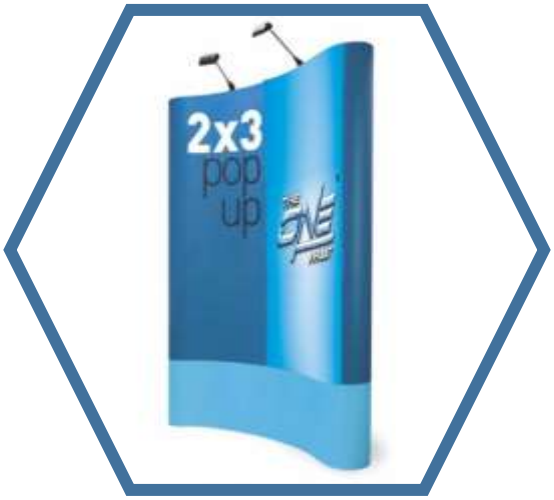
100,000 EGP

“All above rates are subject to 14% VAT”

Exhibition Opportunities

Stand Type	Size	Cost in EGP	Cost Includes
Class A Special Place In front of main hall, Exhibition and Reg. area	2×4 M(Booth)	60,000	1 table, two chairs
Class A	2×3 M (Pop up)	40,000	1 table, two chairs
Class B	2×3 M (Pop up)	30,000	1 table, two chairs
Class C	Roll up	20,000	1 table, two chairs





"All above rates are subject to 14% VAT"

Industrial Symposia

Why your company should book satellite symposia? Industrial symposium constitutes an ideal way to reach a target audience and inform potential clients about the latest scientific information and developments. It takes place inside the session halls assigned to the official conference program.



Duration	Cost
20 minutes	40,000EGP
15 minutes	30,000EGP
10 minutes	25,000EGP

Note: The Sponsor Will invite Speakers, Travel Costs and Accommodation of the Speakers Will Be Covered by the Sponsor as well.

"All above rates are subject to 14% VAT"

Registration & Accommodation Rates:

Registration type	Price	Includes
• students • Doctors • Professors	• 500 EGP • 750 • 1000	• Full Registration: Program book, Lunch Box, and Certificate.

Virtual Event booths

Include any digital content :
documents, videos, links to webpages, social media links, surveys, and
prize giveaways. When a visitor enters a booth, reps receive an alert.
-**virtual room** to use as a lounge or virtual 'booth' where attendees can stop by
(much like an exhibit) during breaks and exhibit hours. These dedicated virtual sponsor rooms can
include all types of content the attendees can explore and use to interact with the sponsors



Small booth	Medium Booth	Large Booth
50,000 EGP	75,000 EGP	100, 000 EGP

Halogram 3D logo



Place your Company Logo On a Special Exhibition Area on a halogram.

35,000 EGP

"All above rates are subject to 14% VAT"

Registration Desk Branding

Reach attendees outside of the exhibit hall by Sponsoring the registration desk.
Sponsors can put their advertisements in front of the kiosk.



50,000 EGP

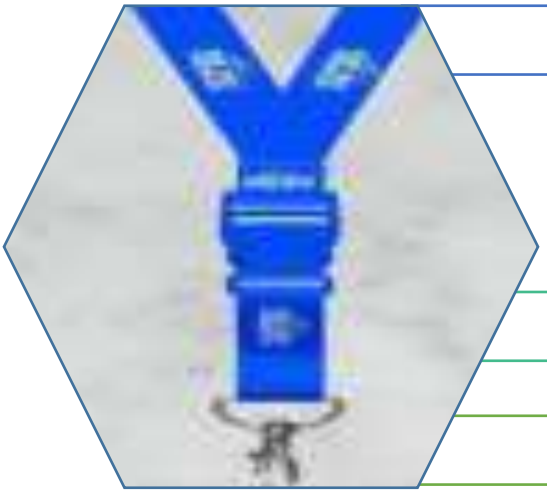
Final Program advertising



The Final Program is distributed onsite to
All meeting attendees and contains complete details about the meeting
Place your advertisements in the hands of a hundred attendees.

- Spreadsheet 20,000
- Inside Front Cover 20,000
- Inside Back Cover 20,000
- Full page inserted (inner page) 10,000

"All above rates are subject to 14% VAT"



Lanyards

Each attendee receives a name badge
Accompanied by a highly visible lanyard adorned
With your corporate name and logo
“According to availability”

20,000 EGP

Logo on delegate badges

Have your company name and logo printed on the delegate badges.
“According to availability”

15,000 EGP



“All above rates are subject to 14% VAT”

Bag Inserts

Conference bag inserts is applicable for Maximum 5 sponsors

15,000 EGP





Notes & Pens “Exclusive”

150 Notepads and pens will be distributed To the Conference delegates

"Sponsor will bring Notepads & Pens"

30,000 EGP

“All above rates are subject to 14% VAT”

Bags“Exclusive”

Placing company logo under tier sponsorship
Next to congress title on congress bag Production
“and transport Cost is not included in the fee” 3cm × 3cm maximum.
“According to availability”



20,000 EGP



Coffee break area logo

Place your brand on coffee break area for all to see.
To lead attendees from the break area
To you as exhibit spaces

30,000 EGP

“All above rates are subject to 14% VAT”

Rotating 3D Logo

Your company logo or product will be shown as rotating between sessions Duration 7-10 seconds.

30,000 EGP



Advertising in the platform lobby



Promoting your company by logo or document or video In the main entrance of the platform

25,000 EGP

"All above rates are subject to 14% VAT"

Logo Exposure on main screen

Exposure on Main Screen layout “fixed logo during the event except another symposia time.

30,000 EGP



“All above rates are subject to 14% VAT”

Terms & Conditions

• Booths Allocation:

First come first served basis & Priority for main sponsors after official confirmation

• Confirmation:

Contribution is confirmed by email that should be sent to the Project Manager of the conference, so we will not confirm any participation without email or by phone only.

• VAT: 14% VAT WILL BE ADDED TO ALL PRICES

Please choose one of the following methods of payment:

Cash at Pure Spot Offices

Working hours: 10:00 AM - 05:00 PM Sun-Thu

Cairo: 62 Makram Ebaid St., 6th Zone,Nasr City, Landmark: In Front Of Child Garden.

Mansoura: New Toryal Al Qods (18) ST, 7 Sanable Building 6 floor flat No 1

Assuit: G2, Al Ibrahimeya St, Nasr buildings.

Alexandria: 427 Al-Gueish St. , Loran, 5th Floor (in front of KFC)

Luxor: 23 Central St. from Television St

Bank Transfer to

Account Name: Pure Spot Congress & Event Organizers

Account Number: 1820060473010015

Bank Name: Arab Banking Corporation – Egypt

By Cheque The cheque pay بيور سبوت لتنظيم المؤتمرات

MAJOR FOCUS AREAS

Artificial Intelligence in healthcare
Health Informatics

OBJECTIVES OF THE CONFERENCE

*Introducing artificial intelligence and its fundamental principles.
*Explain machine learning and neural networks
*Explain Traditional, Predictive, and Generative AI
*Address ethical considerations
*Provide a platform for the exchange of information on the latest trends in AI and how the trends are helping achieve Sustainable Healthcare Development.
*Highlight real-world applications in Medicine and Health industry
*Showcase the technology available in Egypt, both local talent or international

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www.purespot.org