

The American Society of Maxillofacial Surgeons

OFFICIAL COURSE

IN COLLABORATION WITH

CAIRO CLEFT COURSE

AND

3RD INTERNATIONAL CONFERENCE OF MAXILLOFACIAL SURGERY

MAX-LUX 2025

24-26 JAN 2025

SOFITEL CAIRO
NILE EL GEZIRAH

PURE SPOT
EVENTS MANAGEMENT

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INTERNATIONAL FACULTY



WARREN SCHUBERT
Professor of Surgery,
University of Minnesota



REZA JARRAHY
Clinical Professor of Surgery,
University of California Los Angeles



CATHERINE GARLAND
Associate Professor of Surgery,
University of Wisconsin



CHRISTOPHER RUNYAN
Associate Professor of Surgery,
Wake Forest University



ROBIN YANG
Assistant Professor of Surgery,
Johns Hopkins University



RAY HARSHBARGER
Associate Professor of Surgery,
University of Texas Austin



PHUONG NGUYEN
Professor of Surgery,
University of Colorado



ANIL MADAREE
Professor of Surgery,
University of Kwa-Zulu Natal

ORGANIZING COMMITTEE



MAMDOUH ABOULHASSAN
Professor of Pediatric Plastic Surgery, Cairo University



MOHAMED H. ABDELAZEEM
Professor of Plastic Surgery, Cairo University



HATEM EL-SHAZLY
Consultant of Maxillofacial, Head and Neck Surgery,
El Karnak international Hospital,
Egypt Healthcare Authority

SCIENTIFIC AGENDA OVERVIEW

DAY 1: JANUARY 24TH 2025

ART OF CLEFT

- Registration.
- Welcome.
- Cleft Timeline and Interdisciplinary Care.
- Cleft Lip - Unilateral lip repair and marking.
- Cleft Lip - Bilateral lip repair and marking.
- Cleft Palate - Repair strategies.
- Velopharyngeal Insufficiency & Palatal Fistulas.
- Alveolar Bone Graft.
- Hands-On Course - Simulare Models; CP (5 sets), CL.

DAY 2: JANUARY 25TH 2025

MAXILLOFACIAL TRAUMA

- Oral and Dental Anatomy.
- Head and Neck Anatomy and Craniofacial Approaches.
- Orthodontics / Cephalometrics.
- Orthognathic Surgery/Orthodontics.
- Mandible Trauma & Reconstruction.
- Orbital Fracture.
- Frontal Sinus/Naso-orbital Ethmoid Fx.
- Nasal Fracture.
- Maxillary (Lefort), Palatal Fractures.
- Hands-on Lab - Fracture Plating.

DAY 3: JANUARY 26TH 2025

MAXILLOFACIAL RECONSTRUCTION

- Panfacial Sequencing.
- Virtual Surgical Planning.
- Pediatric Craniofacial Surgery & Rare Clefts.
- Head and Neck Reconstruction.
- Aesthetic Refinements in Maxillofacial Surgery - Rhinoplasty.
- Hands-on Course - Orthognathic.
- Recap and Questions.
- Sunday Program Concludes.
- ASMS Course Adjourns.

Why to Exhibit?

We all know this pandemic will come to an end and we need to get back to business: be prepared:
Exhibitions – Clear Goals, Preparation and more …

Importance of Exhibition

Exhibitions are very important. It's a Perfect chance to interact with attendees in person. Your exhibit can also show that you're aware of the latest technology trends. It allows you to provide live product demos. When potential customers can see exactly how your products work, it could pique their interest. The exhibition also will enable you to answer customer questions in real time and allow you to have personal interactions & leads.

Objectives of Exhibition

The main goal of exhibits is to make sure you leave the event with as many leads as possible. These leads should be "warm" or have the potential to turn into long-term loyal customers. You should also strive to ensure that existing customers feel valued when they visit your booth. One of your goals should also be to make your company just as appealing in person as it is in market. It is vital to have a fantastic, knowledgeable team at your booth to interact with Delegates.

Purpose of Exhibition

The exhibition serves the purpose of making your services and products tangible. You can also make contact with businesses owner that you may want to work with in the future. It gives you the chance to connect with people who may share your professional vision. Connecting with these types of people will allow you to make innovative strides in your business.

Sponsorship Levels & Benefits



Sponsorship Opportunities

At every support level, customized packages are built to meet your company's needs:

We offer 4 levels of support

"All rates are subject to 14% Vat"

Sponsorship Packages	Platinum 350,000 EGP	Golden 250,000 EGP	Silver 150,000 EGP	Bronze 100,000 EGP
Symposium	30 Min	20 Min	15 Min	10 Min
Exhibit Stand	(A+)BOOTH 2*6m Premium	(A) Booth 2*4m Premium	(B) 2*3 m	(c) 2*2m
Coffee break area	1st Day	2nd Day	3rd Day	×
Sponsor's logo on coffee break & lunch kits	1st Day	2nd Day	3rd Day	×
Logo Exposure on Main Screen layout except in other symposia time	✓	✓	✓	✓
Faculty lounge	1st Day	2nd Day	3rd Day	×
distribute ads from registration desk (Production & Printing completed by Sponsor)	4	3	2	1
Acknowledgement as MAIN Sponsor in all Printed Material.	Platinum	Golden	Silver	Bronze
An exclusive online Promotion in all our Social Media Platforms on Sponsoring Company and its Products (PINNED POST)	1 Week	5 Days	4 Days	2 Days
Recognition of Company Logo in Conference	Lanyard	Nametag	×	×
Full registered doctors (Egyptian Attendance)	40	30	20	10
Program book Ads	Spread Sheet	inside Back Cover	Inside	Inside
Acknowledgment in thank you ads in program book	✓	✓	✓	✓
100 word company / Product Profile in the E- Program	✓	✓	✓	✓

01

Choose an Individual Sponsorship

Showcase your brand and boost exhibit hall booth traffic with an individual sponsorship.
Congress sponsorships display your brand strength in the industry and increase the awareness of your company's purpose.

02

Choose Multiple Sponsorship

Multiple sponsorships make big impressions for your brand and reassure buyers that your brand is an industry leader.
Guarantee your Conference brand dominance and odds of increasing your booth traffic .

03

Tailor Your Own Sponsorship

Let us know if you have a sponsorship idea for the Conference.

The conference is always open to new ideas.

Exhibition Spaces Packages

	Category	Description	Price in EGP
Exhibition Booths	Class (A+) booth	12 sqm Premium space (2 X 6 m)	100,000
	Class (A)	8 sqm Special space (2 X4 m)	80,000
	Class (B)	6 Sqm Popup (2 X 3 m)	70,000
	Class (C)	4 Sqm only roll up (2 X 2 m)	50,000
	Class (D)	2 Sqm only roll up (2 X 1 m)	30,000





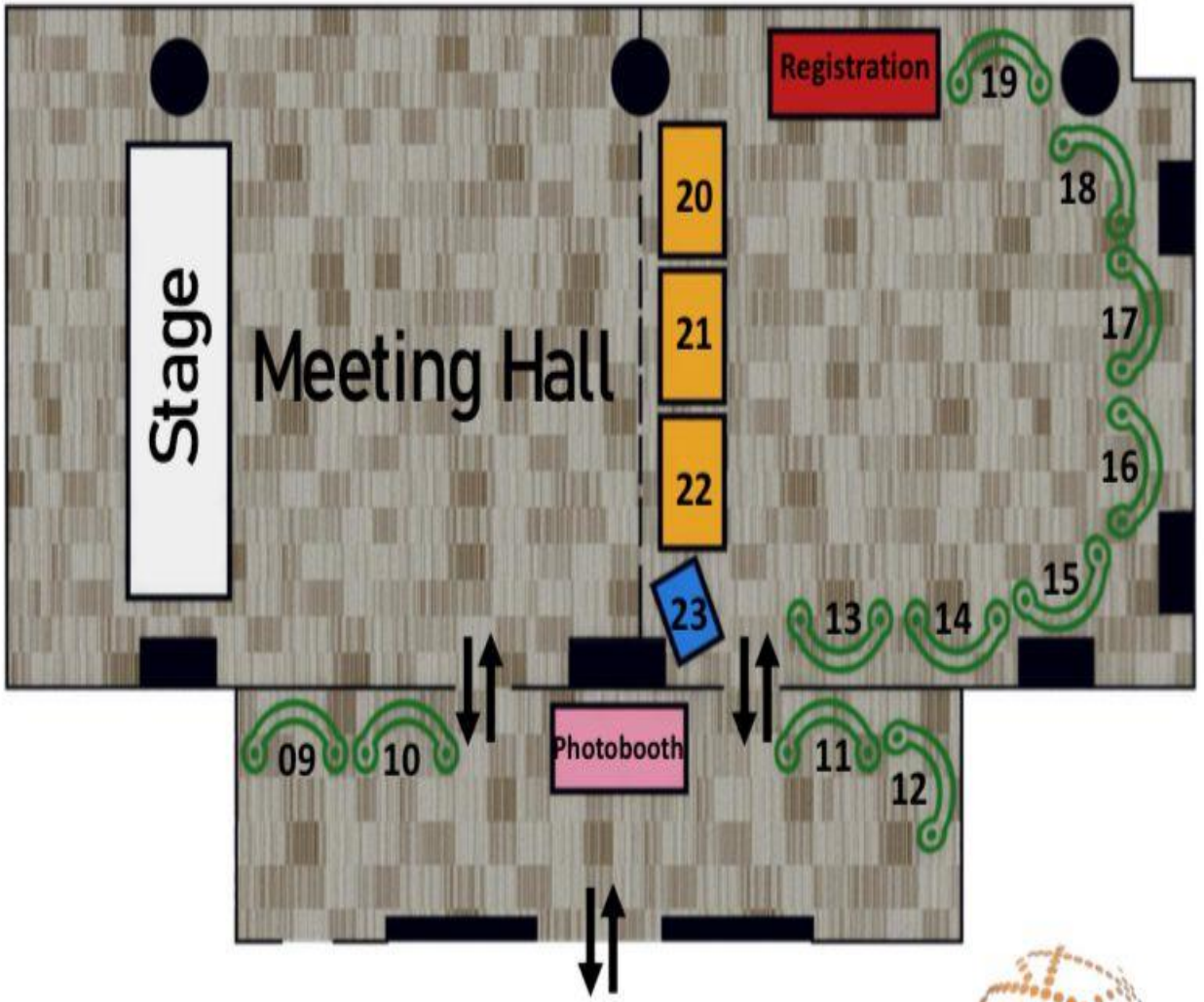


Floor Plan :
Le Grand Ballroom

(2 – 19)
Pop-up 3X2

(20 – 22)
Stand 3X2

(1) (23)
Roll-up 3X2



-Note: Maximum height allowance within hall is 2.8m

-Note: Maximum height allowance within hall is 2.4m

PURE SPOT
EVENTS MANAGEMENT

Industrial Symposium

Timeslots will be assigned on a First-come, First-served basis.

The price includes:

- Meeting Room Rental
- Standard audio/visual equipment

Note:

the Sponsor will invite Speakers & cover their travel costs and accommodation of the speakers as well

An excellent opportunity for your organization to provide an educational lecture

Duration	Amount
30 Minutes	125,000 EGP
20 Minutes	100,000 EGP
15 Minutes	75,000 EGP

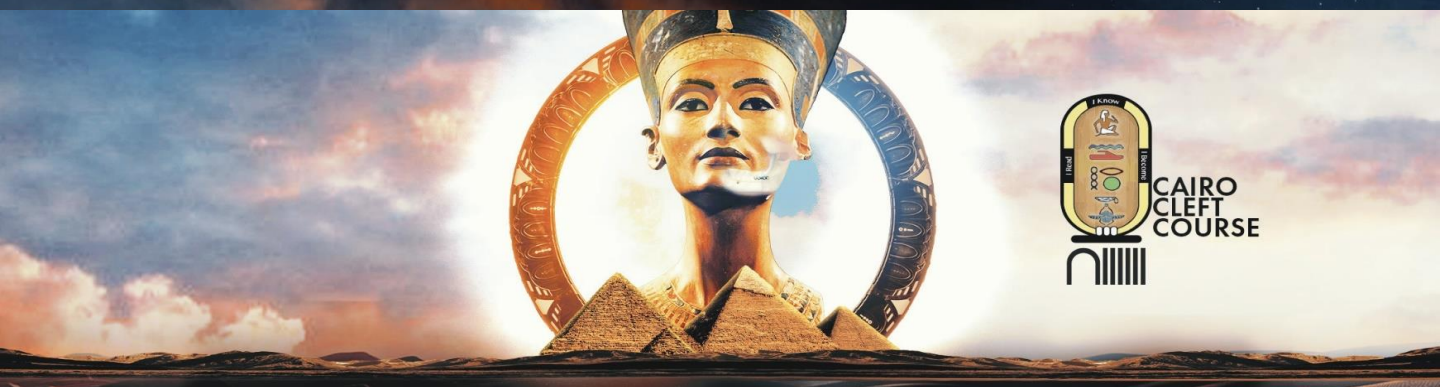


Conference Registration & Accommodation



The American Society of Maxillofacial Surgeons | OFFICIAL COURSE

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MAX-LUX 2025



CAIRO CLEFT COURSE

Conference Registration Details

Early Bird Registration Deadline 28 Nov 2024		Late Registration after 22 Jan 2024		Onsite Registration	
Scientific Registration	**Full** Registration	**Scientific** Registration	**Full** Registration	**Scientific** Registration	**Full** Registration
Egyptians **4000 EGP**	Egyptians **6000 EGP**	Egyptians **5000 EGP**	Egyptians **7000 EGP**	Egyptians **6500 EGP**	Egyptians **8500 EGP**
Non-Egyptians **250 $**	Non-Egyptians **400 $**	Non-Egyptians **350 $**	Non-Egyptians **500 $**	Non-Egyptians **500 $**	Non-Egyptians **650 $**
Non-Egyptians (low income countries) **200 $**	Non-Egyptians (low income countries) **300 $**	Non-Egyptians (low income countries) **300 $**	Non-Egyptians (low income countries) **400 $**	Non-Egyptians (low income countries) **450 $**	Non-Egyptians (low income countries) **550 $**

Full Registration

Includes (Coffee break, lunch, program, Attendance certificate, and CME Certificate during 3 days of the event)

Scientific Registration

Includes (Coffee break, program, and attendance certificate during 3 days of the event)

CME Certificate: Egyptians: 500 EGP / Non-Egyptians: 30$

Join as a Group, Benefit as a Team!

Special rates available for groups of 5+

ACCREDITED **CME** Under Process

Facebook Page

24-26 JAN 2025 SOFITEL CAIRO NILE EL GEZIRAH

HANDS ON

JANUARY 24TH 2025



CLEFT LIP HANDS ON
1500 EGP – 100 $

- Tips and tricks in cleft lip.
- Learn how to do lip marking .
- Practicing a case of cleft lip on a model.

JANUARY 25TH 2025



MAXILLOFACIAL FRACTURES PLATING
2500 EGP - 150 $

- Tips and tricks on fixation techniques.
- The candidate will be able to do:
  - on customized model.
- Arch bar and wiring.
- ORIF of midface and mandibular
  - Fractures.

JANUARY 26TH 2025



ORTHOGNATHIC SURGERY
2500 EGP – 150 $

- Tips and tricks of Osteotomies.
- The candidate will be able to do:
  - on a customized model
- Lefort one osteotomy.
- BSSO.
- Genioplasty.

ACCOMMODATION FEES

Sofitel Cairo Nile El Gezirah

Single Room		Double Room	
Egyptians (per night/EGP)	Foreigners (per night/USD)	Egyptians (per night/EGP)	Foreigners (per night/USD)
7000	210	7300	230

Pyramisa Cairo

Single Room		Double Room	
Egyptians (per night/EGP)	Foreigners (per night/USD)	Egyptians (per night/EGP)	Foreigners (per night/USD)
3700	140	3900	175

- **NOTE:** The above rates are based on bed and breakfast per night in a standard room.



Branding Ideas

Photo booth Sponsorship

Expanding your social marketing reach as the photos are shared with friends, and friends of friends in the region.

25,000 EGP

Non-Exclusive Opportunity

40.000 EGP

Exclusive Opportunity





Crossing Gate

Get your name and branding on Sequence Gate in Special Place & on the main Entrance Hall

25,000 EGP

Branded Pole Flags

Be one of the first brands to be seen and stay at the forefront of attendees minds by featuring your brand on the outside flagpoles

-Can be branded on both sides

-For Entrance or in lunch

Lunch for first day (1 sponsor per day)

Lunch for second day (1 sponsor per day)

10,000 EGP – Per Day



Rotating Backlit Cube

Catch the eyes of attendees by securing this back-lit, rotating structure places in prominent
areas of the conference .
All four sides of the cube will display your message
2 slot available
20.000 EGP
per tower





Conference Mockup

Conference logo mockup in letters &
Backdrop with Your company logo
“According to the Availability“
25,000 EGP
According to Availabilty

Directions Signs

Signs will be located outside the exhibit hall and/or in session hallways
10,000 EGP



Registration Desk Branding

Reach attendees outside of the exhibit hall by sponsoring the Registration Desk. This counter has a visible presence in the registration area, as it provides meeting attendees with an area to complete on-site registration forms. Sponsors can put their advertisement on all four panels of the kiosk.

50,000 EGP



Conference Backdrop Sponsorship



Put your Logo on the main conference room backdrop

120,000 EGP

Exclusive for only one company

Coffee Break Area Exposure

Place your brand like Pole flags @ the coffee break area for all to see.

30,000 EGP/Day

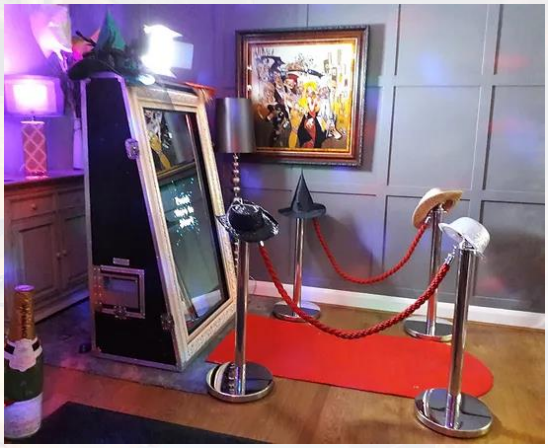
“According to the Availability“



Magic mirror photo booth

A magical, interactive photo booth experience for the modern crowd. This unique photo booth attracts all audiences with its charming design, durable casing, interchangeable frames, and exciting features

15,000 EGP



Charging Locker



Get noticed while attendees power up their mobile devices for the day. This important tool will be placed in key areas. Each station includes Thirty (30) charging units equipped with adaptors to accommodate most cell phone with your branding & your message on it.

20,000 EGP

Faculty Lounge

Grand faculty lounge located in highly visible locations. The lounge offers a prime spot for promoting your company's presence, your guests will get free entry

30,000 EGP / Day

"According to the Availability"

*Priority to the main Packages





Lanyards

Exclusive Opportunity:

Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the conference name.

35,000 EGP

"According to the Availability"

logo on Badges

Non-Exclusive Opportunity:

Have your company name and logo printed on the badges.

25,000 EGP

"According to the Availability"



Note Pads And Pens



Have your company name and logo printed on note pads and pens to be distributed in the participants' bags.

"Production not included"

15,000 EGP

Program at a glance Sponsorship

Exclusive Opportunity:

Sponsor will have the opportunity to get more exposure to all attendees

30,000 EGP

"According to the Availability"



Advertising in Final Program

The printed version will be handed out to all participants during the congress Your Company Logo:



Your Company Logo on
Splash page 15,000 EGP
Inside(front/back cover) 20,000 EGP
Spreadsheet 30,000 EGP
Full page inserted 20,000 EGP

Delegate Bag Insert

Reach All Access attendees by distributing your promotional item inside the conference bags.
Only four bag inserts are available so your messaging will not get lost or diluted.
10,000 EGP
4 Opportunities available
"According to the availability"



Bags



Placing company logo on congress bag.

Logo size 3cm×3cm maximum

"According to the availability"

50,000 EGP

Conference Promo Video

Video can boost your Exposure in an effective way to increase customer engagement.

50,000 EGP



Email Blast



Send out your individual announcement for your session, exhibition booth or other information to all potential attendees. For more than 10K emails from our target audience

10,000 EGP onetime cost

Parking Voucher Sponsorship



Distribute Branded Parking Voucher from your Booth to the delegates

15,000 EGP/25 Cars.

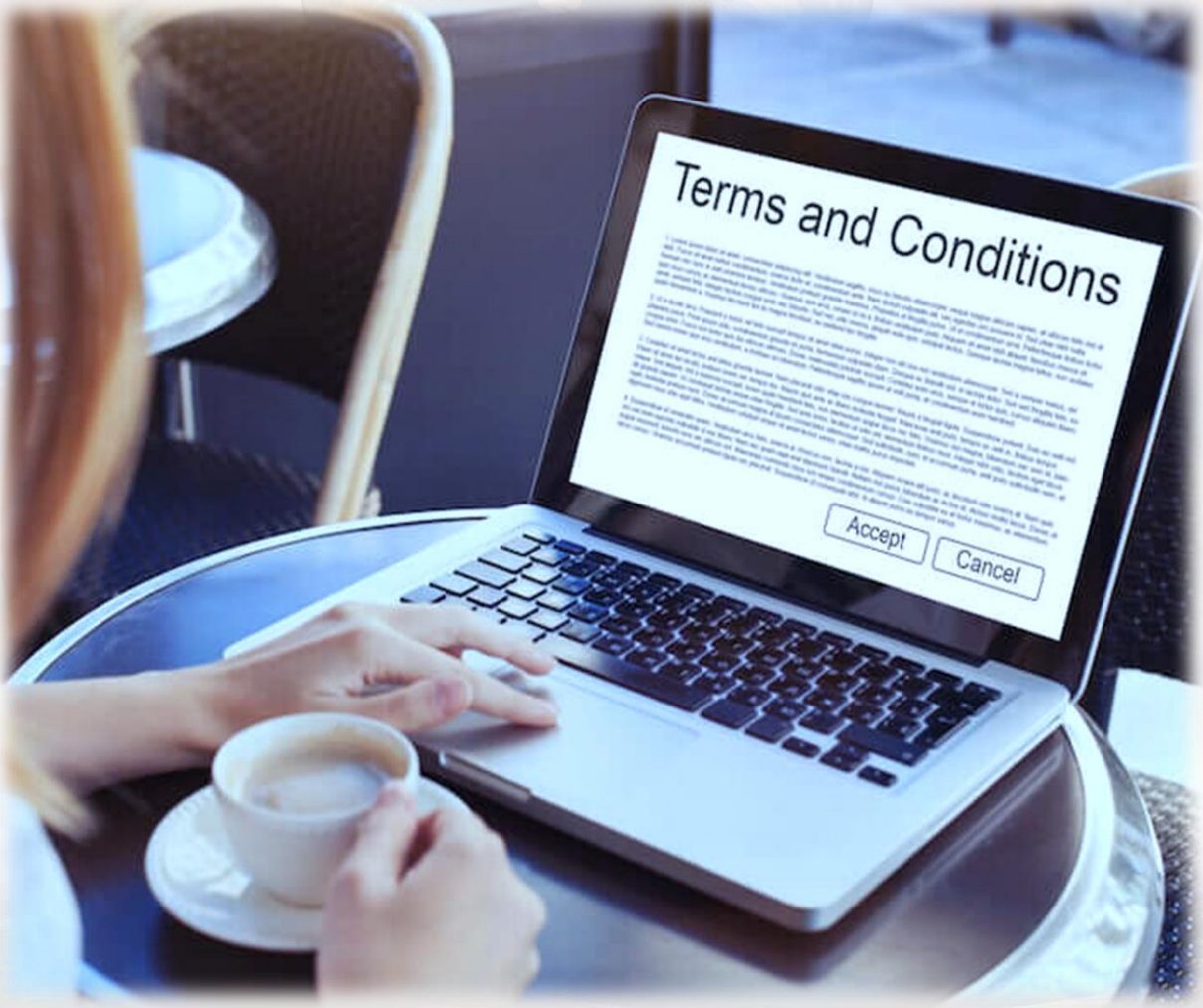
Non-Exclusive Opportunity.

Customize Your Package

We are aware that the Sponsorship of any of the above items may not suit your current marketing target plan. In this case, we can provide you with Customizing your package option which may be more convenient.



Terms & Conditions



Contribution is confirmed by mail which sends to the responsible for the conference,

We will not confirm any participation without mail only

Booths Allocation:

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

Registration & Accommodation:

- **In case 2 doctors will share the same room, extra registration will be applied.**
- **For hotel reservations, ID copy should be received before check in date.**
- **List of Registration & Accommodation to be sent to Pure Spot before Dec 31, 2024 to confirm (Names – Dates – Spelling)**
- **Any change in Registration or Accommodation must be declared in the main list, (Stating the new name and the name that should be replaced).**
- **Any transaction (contributing details, Reg., Acc., changes or extra demands must be documented by (e-mail, others…)**

Advertisements & Publications:

- The file has to be with resolution not less than 300 pixels / inch
- All the advertisement materials for the conference (Advertisements Designs-Logos–Flyers … etc) Should be delivered to the organizing company (Pure Spot) before **Dec 31, 2024** or the organizing company will not be responsible for any delays .

Cancellation Policy (for Registration & Accommodation)

All reservation should be canceled in writing, stating the reason for.

- In case of any cancellation or amendment before 45 Days of the arrival date you will charge 25% From Total Amount.
- In case of any cancellation or amendment before 30 Days of the arrival date you will charge 50% From Total Amount.
- In case of any cancellation, amendment or No Show before 15 Days of the arrival date you will charge Full stay 100%.

Payment Methods



Please choose one of the following modes of payment

Cash at Pure Spot Offices

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

Address:

- **Cairo:** 62 Makram Ebaid St., 6th Zone,Nasr City,
  Landmark: In Front of Child Garden
- **Assiut:** G2, Al Ibrahimeya St, Nasr buildings, Assiut.
- **Mansoura:** El Gomuhria St. Flat No.5
  Landmark: beside Fathallah Market, Above Tarek El Zeini Mall.

Bank Transfer to:

Bank Name: Arab Banking Corporation - Egypt
Branch: 62 Makram Ebied St.
Address: 62 Makram Ebied St. Area No. 6 - Nasr City
Account Name: Pure Spot Congress & Event Organizers Account No.:
EGP: 1820060473010015 /
IBAN EG110040000701820060473010015
USD: 1820060472020015/
BAN EG110040000701820060472020015
EUR: 1820060472030014/
BAN EG870040000701820060472030014
Swift Code: : EAABEGCXXXX

By Check

The check Payable to: Pure Spot
بيور سبوت لتنظيم المؤتمرات


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SmileTrain
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SOFITEL CAIRO NILE EL GEZIRAH
PROJECT MANAGER
MS. WESSAM HATEM
01009110644
WESAM.HATEM@PURESPOT.ORG
HEADQUARTER: 62 MAKRAM EBEID ST., 6TH ZONE, NASR CITY, 4TH & 5TH FLOOR.
CAIRO
ALEXANDRIA
LUXOR
DELTA
ASYUT
DUBAI
IAPCO ACCREDITED
IATA
FOLLOW US
20 YEARS OF EXCELLENCE
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