1ST NEO-ALEX

NEONATOLOGY EDUCATIONAL CONFERENCE

"Case Based Panel Discussion & Interactive Practical Sessions"

28, 29 SEPTEMBER 2023
HILTON GREEN PLAZA HOTEL
ALEXANDRIA



HONORARY PRESIDENT
PROF. MAGDY BADR ELDIN

CONFERENCE PRESIDENT
PROF. HASSAN HESHMAT

HEAD OF SCIENTIFIC COMMITTEE
PROF. ADHAM BADEIB

HEAD OF ORGANIZING COMMITTEE
DR. EHAB BARAKAT

GENERAL SECRETARY
DR. MOHAMED HIZEMA

PURE SPOT
EVENTS MANAGEMENT

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Welcome Message

Neo education academy cordially announces it first annual conference.

1st NEO-ALEX Neonatal Educational Conference

Case based Panel Discussion & Interactive Practical Sessions."

which will hold on September 28-29, 2023, Hilton Green Plaza Hotel, Alexandria.

During This Extraordinary Scientific Gathering, We Will Bring Experts from all over Egyptian Faculties and Teaching Hospitals, Thus Allowing the Healthy Exchange of Academic, clinical Knowledge and Expertise. We are Allowing Participating physicians to discuss the latest advances in neonatal medicine for the benefit of our patients. We hope that these days of high quality scientific conference Will Be a spark towards a better medical practice for all of us

Looking Forward to Welcome You

Conference President

Prof. Hassan Heshmat



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Conference Board



Prof. Hassan Heshmat

Prof of Pediatrics and Neonatology, Alexandria University

And Conference President



Prof. Adham Badeib

Prof of Pediatrics and Neonatology, Alexandria University

And Head of Scientific Committee



Dr. Ehab Barakat

Consultant of Pediatrics and Neonatology

And Head of Organizing Committee



Dr. Mohamed Hezima

Consultant of Pediatrics and Neonatology - BSCH

And Secretary General

WHY YOU SHOULD ATTEND?

1- **New Information and Treatment Approaches**
Medicine is a profession, where one cannot afford to get stuck in a rut. It is one of the branches of science which is advancing rapidly, making it more difficult for doctors to keep up with the deluge of new information every single day.

2- **Peer Networking Opportunities.** Meeting old colleagues and connecting with new people from the same profession is one of the many benefits of attending 1st Neo-Alex Conference. Such a social and relaxed setting serves as an excellent opportunity to associate with other physicians and exchange notes on changing disease patterns and different practice trends.

3- Understanding New and Modified Regulations

4- Practical workshops and interactive sessions

LEADING EDUCATION:

- Earn CME credits.
- Learning new clinical skills and updates.
- Learning new technology, new tools.

NETWORKING:

- Interact with colleagues, professionals and leaders in the field.
- Stay in touch with the most advanced practical methods of Paediatrician.
- Share experiences, insights and strategies in interactive peer-to peer round tables.
- Excellent networking opportunities away from the workplace.

WORKSHOPS:

- Learn from the experts with focused workshops
- Neonatal Resuscitation
- Ventilation Workshop
- Lung us Workshop

Target Audience

- Neonatologists
- Pediatric intensive care
- General Pediatrician
- Pediatric Surgery
- Nursing
- Clinical Pharmacy



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Main Topics

- Neonatal Resuscitation
- Neonatal Neurology
- Lung us
- Neonatal Surgical Intervention
- Neurosurgery
- Neonatal Hematology
- Ventilation
- Neonatal Pulmonology
- Urology
- Pediatric Surgery

Why to Exhibit

- Make A Long-Lasting Impact On Your Target Audience.
- Generate More Sales Leads.
- Tailor Your Package.
- Find New Customers.
- Stay On Top of Industry Trends.
- Brand Awareness for Company's Name in the Region.
- Access to Decision Makers.
- Benefit from Media Exposure Via Our Marketing Campaigns.
- Scope of Enhancing Marketing Opportunities and Collaborations.
- Conference Brings Together Eminent Researchers, Business Entrepreneurs and Industry Developers.
- B2B Meetings.
- Exhibitions Deliver Unique Value Not Provided by Other Marketing Channels.
- Ability to See a Large Number of Prospects and Customers over a Short Period of Time.
- Face-To-Face Meetings with Prospects and Customers.
- Opportunity to Demonstrate New and Existing Products or Services.





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Sponsorship Packages

Sponsor levels and benefits	Elite Package	Diamond Package	Platinum Package	Golden Package	Silver Package
Package in EGP	**300,000**	**250,000**	**200,000**	**150,000**	**100,000**
Symposium	60 min 3 slots	40 min 2 slots	30 min 1-2 slots	20 min 1slot	10 Min 1 slot
Accommodation	20 nights Max 10 rooms SGL	12 nights Max 6 rooms SGL	8 nights Max 4 rooms SGL	6 nights Max 3 rooms SGL	2 nights Max 1 rooms SGL
Doctor full registration	30 Doctors	25 Doctors	20 Doctors	15 Doctors	10 Doctors
Booth class	(A+) 2*3	(A+) 2*3	(A+) 2*3	(A+) 2*3	(A+) 2*3
Registration Desk sponsorship	√	√	√	√	√
logo on coffee break & lunch kits	Exclusive: Sponsor's logo on coffee break & lunch kits 1st day	Exclusive: Sponsor's logo on coffee break & lunch kits 2nd day	x	x	x
VIP Lounge Sponsorship	x	x	x	x	x
Program book Ads	Ads as spreadsheet	Ads inside back cover	Ads in program book	Ads in program book	Ads in program book
Logo on Lanyards	×	x	x	x	x
Logo on Nametag	√	√	√	√	x
Logo on Conference back drop if needed	√	√	√	√	√
Logo on Conference Bag	√	√	√	√	√
Delegate Bag Insert (Brochure / CD or DVD)	√	√	√	√	√
Email Blast awareness	√	√	√	√	√

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Registration Categories

Category	Cost	Including
Full Registration	**2000 EGP**	Full access to all scientific sessions, workshops, conference Kit, coffee break, lunch and certificates
Scientific Registration	**1000 EGP**	Full access to all scientific sessions, coffee break, certificates
Workshop only	**750 EGP**	Full access to all workshops, coffee break, lunch and certificate
Students	**500 EGP**	Full access to all workshops, coffee break, lunch and certificate
Non Egyptians	**150 $**	Full access to all scientific sessions, workshops, conference Kit, coffee break, lunch and certificates

Registration & Accommodation

Accommodation Type	Cost
Accommodation & Reg. SGL	8200 EGP
Accommodation & Reg. DBL	9000 EGP

- Accommodation for 2 nights in Hilton Green Plaza Hotel based on Standard room BB
- Including Full Access to all Scientific Sessions and workshops Conference kit, Coffee break, Lunch and Attendance Certificate





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Exhibition Opportunities

Stand Type	Size	Cost in EGP
Class A+ in front of main hall and registration area	**2×6 M**	**75,000**
Class A Special Place in front of main hall and registration area	**2×4 M**	**60,000**
Class B inside Exhibition Area	**2×3 M**	**50,000**
Class C inside Exhibition Area	**2*3 M**	**30,000**
Roll up	**1×2 M**	**25,000**
NP: Very limited places for Class A, First come first serve		







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Industrial Symposia

An Excellent Opportunity for your Organization to Provide an Educational lecture either Physical or Virtual.

Duration	Cost
60 minutes	100,000
40 minutes	80,000
30 minutes	75,000
20 minutes	50,000
10 minutes	30,000

Note: The Sponsor will invite the Speakers covering travel cost & Accommodation, Transportation & other related services.



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Extra Sponsorship Opportunities

Registration Desk



Sponsor can use its company logo and products on Conference registration desk (**High Exposure**)

Exclusive 75,000 EGP

Non Exclusive 50,000 EGP

Program Ads



The Final Program is distributed onsite to
All meeting attendees and contains complete
Details about the meeting as well as the local area.
Place your advertisements in the hands of thousands
Of attendees at Neurology Conference 2022.

- **inside Front Cover** 35,000
- **inside Back Cover** 35,000
- **Insert** 25,000

Lanyards



Each attendee receives a name badge
Accompanied by a highly visible lanyard adorned
With your corporate name and logo

Exclusive 60,000 EGP

Non Exclusive 30,000 EGP

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Bags

Placing company logo under tier sponsorship
Next to congress title on congress bag **Production**
And transport Cost is not included in fee.
3cm × 3cm maximum logo size

30,000 EGP



Bag inserts

Congress bag inserts is applicable for
Maximum 5 sponsors

25,000 EGP



Notes & Pens

150 Notepads and pens will be distributed
To the Conference delegates holding your company logo

30,000 EGP



Photo booth sponsorship

An Excellent opportunity for your company to make
Its exposure more attractive, Company's logo and products
Will be shown as background in each Photo will take by the
Audience or conference board.

50,000 EGP



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Coffee Break Area

Place your brand on coffee break area for all to see.
Sponsor can use roll up holding its product name or logos.
Etc...

25,000 EGP



Opening Ceremony

Sponsors can introduce their products
As promo video before the opening Ceremony starts

50,000 EGP



Intro & Outro Video

Sponsor can show its products as promo video
Showing running the day except other sponsor's Symposia

25,000 EGP



Logo Exposure on Main Screen

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

30,000 EGP



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Exposure in News-Feed Bar

Your company logo and products will be shown as Sliding-bar through the meeting except other Symposia time

30,000 EGP



Expert Meeting

An Excellent opportunity to expand your business with the KOL speakers in a private meeting room for one day Including Coffee break

75,000 EGP



Rotating 3D Logo

Your company logo or product will be shown as rotating during your Symposium except other symposia
Duration 7-10 seconds

25,000 EGP



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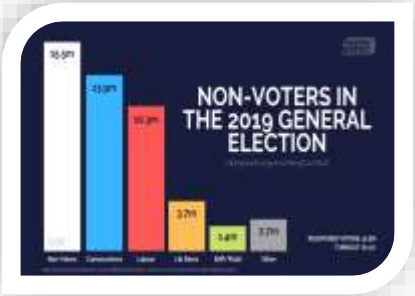
Polls & Voting

Virtually

Active polls and voting system for delegates during your symposium time to gain high level of attraction

Maximum 50 devise

25,000 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.

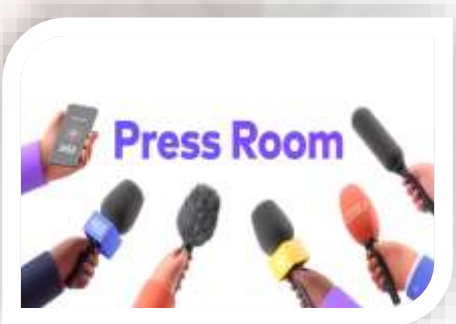
50,000 EGP/ 30 Lockers



Press Room Sponsorship

A key place for interviews where you will receive a guaranteed interview to promote your presence at the conference and highlight your new product.
You will have the opportunity to display your (Name / logo on banners) "Non Exclusive"

50,000 EGP



All above rates are subject to 14% Vat

Certificates Folders

Have your company name and logo printed on the certificate folders for Speakers, chairmen and delegates

30,000 EGP



Light Box Sponsorship

Ability to put your add on 1 light box around the exhibition area

25,000 EGP



Entrance Gates

Get your name and branding on the main Entrance for Meeting Halls

Exclusive in Main Entrance	100.000 EGP
Exhibition Area Sponsorship	75.000 EGP
Main Hall sponsorship	75,000 EGP



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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 including rich break

75.000 EGP



Dangler Table Flag

Each table in the conference will be holding your customized branded flag

For 50 Table Dangler

35.000 EGP



Conference Mockup

Conference logo mockup in letters & Backdrop with Your company logo

50.000 EGP



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Branded 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 Coffee Break Area:

- Exclusive **50,000 EGP**

- Non Exclusive **25,000 EGP**
  Maximum 5 Sponsors / 5 flags each sponsor

Direction Sign



Directional signage is to direct your customers towards and to guide them through your premises and most popular places

30.000 EGP **Only for 2 signs**

Sanitizers stand



Automatic hand sanitizer dispensers are better than the traditional ones as they dispense the sanitizer automatically. Valuable and effective for sponsor. High exposure

35.000 EGP **For each one**

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Gala Dinner

Invite KOL Speakers and selected audience for Gala Dinner including full branding.

Invitation for 100 Pax

100,000 EGP



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Ask for the Special Branding Offer

Tailor Your Package

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



Terms & Conditions

- Any cancelations should be written by official mail.
- Any cancellation made less than **60 days** will result in a cancellation fee.
- Cancellation before **60 days, 50%** will be deducted from the received rooming list.
- Cancellation before **45 days, 75%** will be deducted from the received rooming list.
- Cancellation before **30 days**, **Full charge** will be applicable from the received rooming list.

Payment Methods

- Payment will be through Pure Spot bank account as follows:

Pure Spot Bank Account Details:

Bank Name	: Arab Banking Corporation – Egypt
Branch	: 62 Makram Ebeid st., Area no. 6 – Nasr City
Account Name	: Pure Spot Congress & Event Organizers
Account Number	: 1820060473010015
Swift Code	: EAABEGCX007
IBAN	: EG1100400007018200604730100 15

Or an issued Cheque in favor of "Pure Spot Congress & Event Organizers"

See you their

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PURE SPOT
EVENTS MANAGEMENT
www.purespot.org

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ICCA Member

19 YEARS OF EXCELLENCE

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