February
21-23, 2018
Cairo Marriott Hotel

2018
UEARS
Upper Egypt Assisted Reproductive Conference



3rd Upper Egypt Assisted Reproductive Conference

Exploring the in Vivo and in Vitro Micro-Environment of Human Gametes and Embryos.



Sponsorship & Exhibitor Prospectus

www.uears.net



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Conference Honorary President

Dr. Yacoub Khalaf

Conference President

Dr. Mohamed Bedaiwy

Organizing Committee

Dr. Ahmed Nabil

Dr. Ali Mahran

Dr. Hazem Abdelghafar

Dr. Hesham Kasem

Dr. Mohamed Fawzy

Dr. Mohamed Sabry

Dr. Mohamed Yahya

Dr. Mohamed Youssef



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Welcome Message

Dear Colleagues

From hundreds of international & regional conferences in Assisted Reproduction Medicine field, the 3rd UEARS is back again with the Cutting Edge Scientific program to foster innovation, collaboration & filling the gap between science & practice. Attracting well over 1,500 in UEARS 2017, targeting 2500 Registrars in 2018 to remain, year over year, the premiere conference for vast and varied Assisted Reproduction Community which will contribute positively towards updated & advanced techniques to overcome such Challenges.

The Organizing Committee have immense pleasure to cordially invite you to attend the 3rd Upper Egypt Assisted Reproductive Conference (UEARS 2018), held from 21st to 23rd of February 2018 at Cairo Marriott Hotel, Cairo, Egypt

UEARS 2018 main theme is **Exploring the in vivo and in vitro micro-environment of human gametes and embryos.** As the theme implies, it shall be exciting the reciprocation of groundbreaking notions in the field of "Assisted Reproduction" with iconic mixture between International & Egyptian scholars.

The Conference aims to feature leading state of The Art Lectures from KOL scientists, plenary lectures, interdisciplinary symposia, workshops, Hands-on, oral and poster sessions for all the participants to facilitate discussions on diagnosis; improve access and quality care; optimize the coordination of service providers; and foster high impact clinical research to expedite improved medical treatments. The conference mainly aims at the education of the medical community and dissemination of reliable information to at-risk populations. We hope to inherit the outstanding tradition of the UEARS and develop further values to shrink the Gap between science & clinical practice.

UEARS 2018 mission to link all areas of assisted reproduction and infertility with all their sub-disciplines by bringing the opinion of top leaders in the field to in-depth discussions on the unyielding issues in our rapidly progressing profession.

UAERS 2018 will be hosted at Cairo which is a vibrant, exhilarating, exotic, fascinating and welcoming city. Home to the best Pharaonic, Coptic and Islamic sights in Egypt, this city is where you never know what incredible, half-forgotten monument you might stumble across while wandering around the place where the Nile divides into the Delta; wherefore it came to pass that the city with unique Nature & peaceful atmosphere.

We look forward to seeing you in UEARS 2018, Cairo, Egypt

Organizing Committee

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Main Theme

Exploring the in vivo and in vitro micro-environment of human gametes and embryos.

Strategic Goals



- Cutting Edge Scientific program to foster innovation, Collaboration
- Filling the gap between science & practice
- Targeting 2500 Registrars in 2018
- Building tomorrow's leaders

Main Topics

***ART and beyond**

1-Basic science in female infertility.

2-Advances and challenges in ovarian stimulation.

3-Management of poor responders and POI patients.

4-Endometrial receptivity: How to predict and achieve implantation success.

5-Female and male fertility preservation where are we?

6-Invitro maturation techniques; can we improve them.

7-Future of ART.

***Embryology**

1-Controversial topics in embryology.

2-Embryo culture systems and outcome.

3-Embryo's lap: Quality management and assessment.

4-Epigenetics infertility and epigenetic pattern in oocyte embryo of male.

5-From oocyte to child health- impact of technology.

6-Impact of cryo preservation techniques in ART success.

7-Oocytes markers as predictors of outcome.

8-Optimizing cryo preservation techniques: New advices.

***Andrology Diagnostic and treatment options**

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2018 Speakers Representation from Top 14+ Countries

USA & AMERICAS

USA | Canada

ASIA-PACIFIC

Australia | China | Japan

EUROPE & MIDDLE EAST

| France | Netherlands |Italy

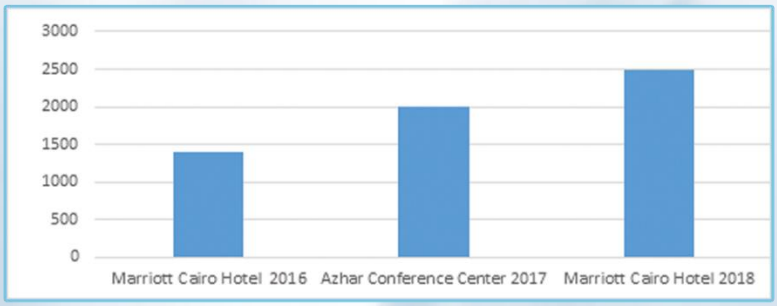
| Spain | UAE | UK | Ukraine| KSA| EGYPT



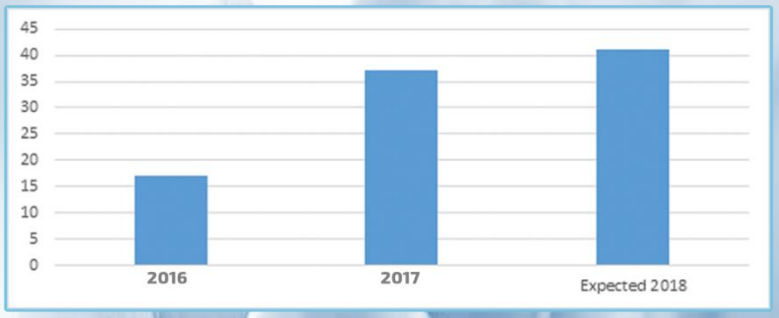
Several Creative Minds at One Place

What Make UEARS Unique?

ATTENDEE PROFILE



SPONSORS SNAPSHOT



103 LEADING GLOBAL EXPERTS PRESENTED THE SCIENTIFIC SESSIONS



OVER 1800 DELEGATES ATTENDED THE 2ND UPPER EGYPT ASSISTED REPRODUCTIVE CONFERENCE





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Pervious Conferences Statistics



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• Thanks to UEARS Sponsors 2017 •

Main Sponsors

FERRING PHARMACEUTICALS

Global Pharm EGYPT

MERCK

EIO

igenomix PIONEERS IN REPRODUCTIVE GENETICS

DEVARTLab TOGETHER FOR WORTHY LIFE

START POINT

HYGINT

COOK MEDICAL

SCOPE MEDICAL

WIS Pharm Export & Import

iATco

B. G. Karim Medical Supplies

NERHADOU INTERNATIONAL The First And Only Bio-Tech Company In The Middle East To Improve Your Health & Life

Pharmaserve Medical

Vitrolife

Abbott

Generations

modern Bio-Systems

OPTOSCIENT

Pharma-Tech

mundipharma

Cairo Medical For Medical Services CMC

APEX Pharma

map Multi-Apex Pharma

October Pharma

KEMET Medical

UTROCARE Progesterone 100 mg

iph Inter Pharma UK FOR PHARMACEUTICAL INDUSTRIES

AGBL EGYPT IMPROVING LIVES THROUGH SCIENCE

Al Andalus

SERVIER

VAGI-PLAST

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2016 Conference Stats
Partners
over 1300 attendees
+18 Sponsors & Exhibitors
Agenda
+4 WorkShops
+83 Session
CME
12 CME Accreditation
Presenters
+49 Kol Speakers
+37 Chairperson
+10 Countries

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Who should attend?

- Gynecologists (residents, fellows, specialists, consultants) from all over the world.
- Andrologists (residents, fellows, specialists, consultants) from all over the world.
- Lab directors, embryologists.
- Medical field researchers.
- Nurses, nurse practitioners, professionals involved in Quality Control and Total Quality Management, house officers and other allied health professionals in the field of IVF.
- University staff interested in the field of reproductive endocrinology.

Why to attend?

- **Latest Research:**
  Expert presentations and discussions on reproductive medicine
- **Leading Education:**
  Earn CME credits while at the meeting
- **Networking:**
  Interact with colleagues, professionals and leaders in the field visiting the Middle East for the first time
  Stay in touch with the most advanced practical methods of IVF
- **Pre-Congress Courses:**
  Learn from the experts with focused pre-congress courses, workshops & hands-on
  Get hands- on with the latest in medical innovations
- **Exhibitors:**
  Meet more than 2000 attendees in one place

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WHY TO EXHIBIT AT UEARS?

Get started showcasing your organization's benefits to thousands



- 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
- 2017 was a record-breaking year with busiest Exhibition; expecting increase by 25% in 2018
- Support a community with corner or session within conference agenda '' to serve 100 cases''

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

**Source: Center for Exhibition Industry Research, 2016 Exhibitions Deliver Unique Value.

- Exhibitors assign real marketing and sales value to their presence on the exhibit floor:

➢ 91% believe exhibits target audience interaction with products
➢ 90% believe exhibits build and expand brand awareness
➢ 87% believe exhibits showcase new product promotions and launches
➢ 87% believe exhibits offer relationship management and engagement with prospective customers
➢ 85% believe exhibits generate new sales leads

** Source: Center for Exhibition Industry Research, 2016 Exhibitions Highly Valued in Achieving Marketing Sales Objectives.

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HOW TO SECURE YOUR PARTICIPATION?

Exhibition

The exhibition will be held at Cairo Marriott Hotel. Almost 225^{sqm} net will be available to showcase your products & Services.

	Package Name	Package No.	Package Description
Exhibition space	Class (A+) booth	ES01	12 sqm Premium space (2 X 6 m)
	Class (A) booth	ES02	6 sqm Special space (2 X 3 m)
	Class (B)	ES03	6 Sqm Ordinary space (2 X 3 m)
	Class (C)	ES04	4 Sqm only roll up (2 X 2 m)

Industrial symposia:

Why your company should book a satellite symposia?

Industrial symposium constitute an ideal way to reach a targeted audience and to inform potential clients about the latest scientific information and developments. It takes place inside the session halls assigned to the official conference program.

Symposium	An excellent opportunity for your organization to provide an educational lecture	60 Minutes / Refreshment included 45 minutes 30 Minutes 15 minutes

The price includes:

- Meeting Room Rental/Standard audio/visual equipment

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



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Sponsorship and Advertising Buys Pricing

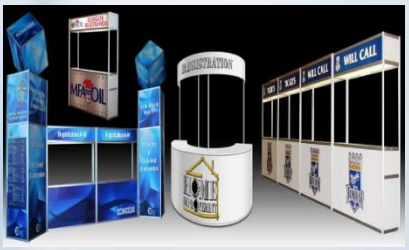
Sponsor levels and benefits	Elite	Platinum	Golden	Silver	Bronze
No. of nights	45 nights	36 nights	27 nights	18 nights	9 nights
Industrial Symposium	60 min	45 min	30 min	30 min	15 min
Doctor Full Registration	200 Doctor	150 Doctor	100 Doctor	75 Doctor	50 Doctor
Refreshment during Symposium	√	√	X	X	X
CME certificates	50	40	30	20	15
Booth Class	(A +) 2* **6**m	(A+) 2*6 m	(A+) 2*6 m	(A+) 2*6 m	(A+)2*3 m
Exclusive Sponsorship	Registration Desk	Program at A Glance	internet Café	X	X
Opening ceremony sponsorship	√	X	X	X	X
Ads on LED: self-check in Registration	√	√	X	X	X
Mobile App. Notifications with Sponsors Logo	√	√	√	X	X
Exclusive: Faculty Lounge	1st day	2nd day	3rd day	X	X
Exclusive: Coffee break area sponsorship	1st day	2nd day	3rd day	X	X
Exclusive: Sponsor's Logo on Coffee Break & Lunch Kits	1st day	2nd day	3rd day	X	X
Program book ADS	as spread sheet	as a Back Cover	inside	inside	inside
Exclusive: Logo on	lanyards	Name tags	X	X	X
Logo on Conference Bags	√	√	√	√	X
Logo on conference Backdrop	√	√	√	√	√
Conference Entrance gates Sponsorship	√	X	X	X	X
Cell phone charging stations	√	√	X	X	X
Chairpersons & speaker's appreciation emails –after the conference	√	√	√	√	√
Acknowledgment in thank you ads in program book	√	√	√	√	√
Hospitality treatment to all guests by offering flowers to all guests sponsored by your company logo	√	X	X	X	X
logo & link favor the company on conference website	Home page	Registration page	Sponsor page	X	X
insert in the conference delegate bags	√	√	√	√	√
roll up in Conference meeting room During your Symposium	√	√	√	√	√
Registrars Database scanning	√	√	X	X	X
Exhibition area Passport	√	√	√	√	√
Speaker ready room sponsorship	√	X	X	X	X
1 product market survey	√	X	X	X	X
Virtual bag	√	√	√	√	√

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Sponsorship opportunities

UEARS: the ideal opportunity to brand your products and services through a wide variety of sponsorship items.

Registration Fill-in Counter



Reach attendees outside of the exhibit hall by sponsoring the Registration Fill-In Counter. 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.

Coffee Break Area Logo



Place your brand on coffee break area for all to see.
According to the availability

Main Entrance Stairs



Opportunities for the meeting by securing one of these prime locations for visibility.
Opportunity includes production, installation and removal.
(Exclusive Opportunity)

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
According to the availability

UEARS STUDIO / Press Room SPONSORSHIP



A key place for interviews where you will receive a guaranteed interview to promote your presence at conference and highlight new products

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Exhibition Area Passport

*The Passport Program is a sponsorship opportunity designed to ensure conference registrars to stop by your booth. By completing the passport program are entered into a drawing to win prizes from sponsors



*Logo and booth # on Passport

*Registrars must visit each sponsor booth for a chance to win any of the prizes donated by Sponsors

*Raffle drawing will be held during closing ceremony: Friday, February 23rd

*Sponsor will have opportunity to briefly address attendees before the drawing of their prize

*Digital Signage inside meeting room with sponsor logos and booth numbers

Each sponsor to supply raffle prize valued at

Certificate of Attendance Terminals

These terminals will be placed in the registration area where attendees will have the opportunity to print their own Certificates



Website Ads

Sponsor's logo appears & hyper link which leads to your company website

Website homepage

Website registration page

Website other pages



Lanyards

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

"According to the availability"



Logo on delegate badges

Have your company name and logo printed on the delegate badges.

"According to the availability"



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Mobile Device Charging Stations



Attendees need to recharge their multiple devices and these units, placed strategically within the venue, will capture their attention with digital and static advertisements while they are tapping into your power source.
Price includes digital and print signage and electrical power
(3 sets of 3 units each available)
"According to the availability"

Hotel Keycards



Make a first impression as attendees arrive & Customize hotel keycards covers with your personalized design will be distributed to meeting attendees upon check in.
(Exclusive Opportunity)

Hotel Room Door Drop



Get your name and branding in front of attendee's rooms on Daily Basis.

Program-At-A-Glance / POCKET PROGRAM



Distributed to every attendee, the Program-At-A-Glance contains high-level information for all educational aspects of the meeting, including the schedule of events, session listings, and meeting room locations. Supporter will receive recognition on the back cover.
"According to the availability"

Daily newsletter Advertising



Inserted into the middle of the Daily newspaper will be the only printed resource specifically highlighting for exhibitors, Learning Destination partners and Prime Time Event hosts. Include your ad to gain even more visibility.
(3 available)

Wi-Fi service



Providing conference attendees with Wi-Fi access from your booth including free ads within conference signs

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Conference webcasting Service

Providing conference attendees an online access to highly selected materials along with speaker's video recording

Terms & Conditions applied

(5 sponsors maximum)



Conference Educational Support Materials

NOTE PADS AND PENS Production not included

Provide branded note pads and pens to be distributed in the participants' bags.

Bags "according to the availability"

Placing company logo on congress bag. Logo size 3cm * 3cm maximum



Delegate bag insert (Brochure / CD or DVD)

Reach All Access attendees by distributing your promotional item in the conference bags. Only four bag inserts are available so your messaging will not get lost or diluted**.**

(4 available)



Certificate Folders

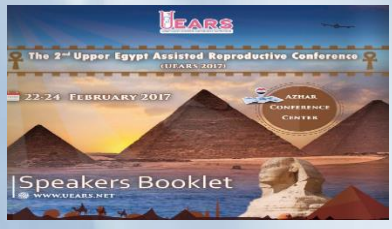
Have your company name and logo printed on the Certificate Folders



Speakers Booklet Sponsorship

Have your company name and/or logo printed on the Speakers Booklet

(5 sponsors maximum)



Advertising in final program

The printed version will be handed out to all participants during the congress

Booklet holder branding

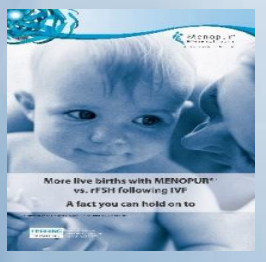
Your Company Logo on **splash page**

Inside Back cover - Front Cover

Spreadsheet

Full page inserted

Outside **Back cover**



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E-Registration Sponsorship



Your ad will appear on the registration and confirmation page at the end of each attendee online registration session and on every confirmation communication delivered via e-mail & on registration landing page.

Email Blast



Send out your individual announcement for your session, exhibition booth or other information to all potential attendees. For more than 6.5 K emails from our target audience – onetime cost

Chairpersons & Speakers Blast SMS reminder pre-sessions



Service that allow to send customized SMS reminder pre-sessions for Chairpersons & Speakers acknowledged by your company name
One shot

Meet the Expert sessions



You can invite your guests to meet the Expert with a maximum of 20 PAX for 30 Minutes during conference program / break time

Post conference Promo Videos



Get your name and branding in Post conference Promo Videos

Opening ceremony Promo Video

Get your name and branding in Opening Ceremony Promo Video

Parking vouchers



Get your name and branding in parking vouchers

Late checkout



Allows a guest to check out later than the normal time
With **max 10 rooms – 4:00 pm**

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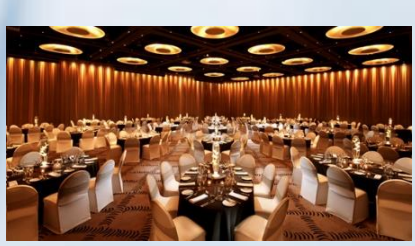
Opening Ceremony



Sponsorship of the opening ceremony i.e. placing your brand on Back Drop, Lectern, Mics, Lightening your brand color scheme ---etc.

Valid for Main sponsors packages

Gala dinner



Sponsorship of the gala dinner. This is always well attended as participants take the opportunity to network and establish contacts in a relaxed setting:
Round up Table Sponsors
Sponsors receive table signage with your Company Logo,

Welcome reception /Day 1 February 21st



Sponsor will have the opportunity to promote itself through a networking reception to which all registered attendees are invited

Photo session Booth



Sponsor will have the opportunity to promote itself through Photo Session Booth which all registered attendees are invited

Snacks corner

Which will includes:

Popcorn - Chocolate fountain - Ice cream maker
Others

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Conference Lunch



As a networking lunch sponsor, you have the opportunity to display your name/logo on banners in the lunch area

Meeting Rooms



Secure a meeting room to fit your needs and schedule. Locations are convenient for all your show needs.
We offer rental options to best fit your needs. If the time allotment below does not meet your specification, please contact Project Manager or operation Manager for details.
Pricing information is on the application.
*Full Day (8am-5pm)
*Half Day (7am-11:30am or 1pm-5pm)
*Three Day Room rentals are available.

Standard AV equipment included
F & B not included

Virtual bag



A unique way to deliver offers to your participants by quickly creating their custom-branded bag inclusion without the need for graphic design or printing resources. Use this feature to deliver a better experience for participants and measurable results, while eliminating the need for manual bag stuffing and distribution.

A) **Vouchers, Discounts, , giveaways, Raffles , Coupons f**
B) **Mobile App Push up notification**
C) **Social Media Interactive screen**
not less than 10 Sponsors

Fruit basket



Either to stick your logo on the fruits or on the fruits basket itself
To 50 Guests

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.

Floor Plan


2X6
2X6
2X6
2X5
2X6
2X6
2X6
Fire Exit
Fire Exit
Sakkara
"Speakers Ready Room"
Elevators
Stairs
Media Room
Main Meeting Room
Verdi
Memphis
VIP Lounge
Coffee Break
Salon Vert
Registration
A+ => 1 to 6 2x6 & 7 2x5 & 8 2x3
A => 19 to 35 2x3
B => 36 to 42 2x3
C => 9 to 18 Rollup

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Venue & Accommodation

Cairo Marriott Hotel

16 Saraya El Gezira, Zamalek, 11211 Cairo, Egypt



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For further information on Sponsorship & Exhibition, please direct your inquiries to:

Team Leader – International Conference	UEARS Project Manager
Mrs. Norhan Hassan	Ms. Yasmine Said
Mob: 01009554330	Mob: 01286211175
E-mail : Sponsors@uears.net	E-mail : Sponsors@uears.net

Pure Spot
Congress & Event Organizers

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