



Photonics **M**

Light for life

MIDDLE EAST

SPONSORSHIP TARIFF

INTERNATIONAL CONFERENCE-DUBAI 2024

2024 April 19th to 22nd

Venue: **Mohammed Bin Rashid University,
Healthcare City, Dubai, UAE**

info@photonicsmiddleeast.com

www.photonicsmiddleeast.com

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+1 512 210 0432 (USA)



WHY TO SPONSOR THE EVENT

Photonics Middle East International Conference - Dubai is a golden opportunity to showcase and highlight your brand before an ensemble of high value target clients and decision makers from across the globe. Middle East is one of the fast growing economic regions of the world, with a highly dynamic and progressive market for emerging products and solutions.

UAE houses hundreds of global universities, R&D Centers and educational institutions that are looking for state of the art laboratories and training gadgets in emerging areas. Also, UAE has hundreds of hospitals and thousands of clinics that always look for most modern diagnostic tools and healthcare facilities. Dubai Healthcare City itself has about 170 Clinical Facilities, 10 Hospitals, 36 healthcare recreational facilities and about 4500 healthcare professionals. PhotonicsME venue is strategically located in the heart of Dubai, the most appropriate location in the Middle East. Above all, UAE has a highly proactive and goal-oriented leadership and the government departments rapidly adopt latest systems and technologies.

The Conference offers a spectrum of Sponsorship opportunities that suit your branding and business promotion goals.

PLATINUM SPONSOR

USD 25,000 + VAT

DIRECT BENEFITS

- ◆ Prominent branding as a Platinum Sponsor at the Photonics conference, including the conference event area and foyer.
- ◆ Three delegate passes for the Platinum Sponsor to invite their VIP clients.
- ◆ Six team members from the sponsor's organization can attend the Conference and Awards Ceremony.
- ◆ Presentation slot and opportunities to serve as a moderator and panelist.
- ◆ Speaking slot at the Opening Session of the conference.
- ◆ Publication of the event presentation video, with a provided copy for the Platinum Sponsor.
- ◆ Provision of the delegate list within one week after the event, including contact details of the attendees.
- ◆ Placement of the Platinum Sponsor logo prominently above other corresponding sponsors + logos on the Main Stage Backdrop.
- ◆ Hyperlinked sponsor logo placement on the dedicated website of the Photonics ME conference.
- ◆ Table space in the foyer area for the Platinum Sponsor to showcase their marketing materials and enhance branding.
- ◆ Registration page featuring the Platinum Sponsor logo for promotional purposes.
- ◆ Priority playback of the sponsor's video (up to 2 minutes) during intervals/breaks.
- ◆ Podium branding featuring the Platinum Sponsor logo.
- ◆ Placement of the Platinum Sponsor logo on the laptop on stage.
- ◆ Acknowledgment and appreciation of the sponsor during the event.
- ◆ Display of the sponsor's graphics video with the Platinum Sponsor designation at the event venue.
- ◆ Free access for the Platinum Sponsor and their VIP guests to the Evening Awards Ceremony.
- ◆ Dedicated table provided for the Platinum Sponsor during the Awards Ceremony in the Ballroom.
- ◆ Inclusion of the sponsor logo in newsletters and event promotional collaterals.
- ◆ Placement of table tops featuring the Platinum Sponsor logo on each table.
- ◆ Placement of three roll-up banners at the venue (to be provided by the Sponsor).
- ◆ Regular announcements highlighting the Platinum Sponsor's status and contributions during the event.
- ◆ Inclusion of the Platinum Sponsor logo in the automated response emails for delegate registration.
- ◆ Invitation of the sponsor's top management to the stage as Award Presenters for selected categories.

GOLD SPONSOR

USD 20,000 + VAT

DIRECT BENEFITS

- ◆ Prominent branding as a Gold Sponsor in the Photonics conference and foyer area.
- ◆ Three delegate passes for the Gold Sponsor to invite their VIP guests.
- ◆ Four team members from the sponsor's organization can attend the Conference and Awards Ceremony.
- ◆ Table space in the foyer area with branding screen for marketing purposes.
- ◆ Sponsor logo placement in all promotional collaterals.
- ◆ Opportunity to showcase a sponsor video (maximum 1 minute) during breaks.
- ◆ Video to be provided by the sponsor.
- ◆ Acknowledgment and appreciation of the Gold Sponsor during the event.
- ◆ Announcements highlighting the Gold Sponsor's status throughout the event.
- ◆ Placement of two roll-up banners at the venue (roll-ups to be provided by the sponsor).
- ◆ Opportunity for panel moderation or participation as a panelist.
- ◆ Publication of the event presentation video with provided copy.
- ◆ Inclusion of the sponsor logo on the main stage backdrop.
- ◆ Dedicated table provided for the Gold Sponsor.
- ◆ Inclusion of the sponsor logo in automated response emails for delegate registration.
- ◆ Display of the sponsor's graphics video with the Gold Sponsor designation at the event venue.
- ◆ Hyperlinked sponsor company logo on the dedicated website of the Photonics ME conference.
- ◆ Placement of table tops with the Gold Sponsor logo on each table in the ballroom.

SILVER SPONSOR

USD15,000 + VAT

DIRECT BENEFITS

- ◆ Prominent branding as a Silver Sponsor in the Photonics conference event area.
- ◆ Two delegate passes for Silver Sponsors to invite potential clients.
- ◆ Playing of a 45-second corporate video of the sponsor during all breaks.
- ◆ Inclusion of the sponsor company's hyperlinked logo on the dedicated event website.
- ◆ Three team members from the sponsor's organization can attend the Conference and Awards Ceremony.
- ◆ Table space in the foyer area with branding screen for marketing purposes.
- ◆ Opportunity for panel moderation or participation as a panelist.
- ◆ Publication of the event presentation video with provided copy.

- ◆ Dedicated table provided for the Silver Sponsor during the Awards Ceremony in the ballroom.
- ◆ Acknowledgment and appreciation of the Silver Sponsor during the event.
- ◆ Inclusion of the Silver Sponsor logo in newsletters and event promotional collaterals.
- ◆ Display of the sponsor's graphics video with the sponsor logo at the event venue.
- ◆ Placement of two roll-up banners at the venue (to be provided by the sponsor).
- ◆ Announcements relevant to the Silver Sponsor throughout the event.
- ◆ Post-event edited promotional video featuring the sponsor logo.
- ◆ Free access for the Silver Sponsor and their VIP guests to the Evening Awards Ceremony.

**BADGE & LANYARD
SPONSOR**

USD 12,000 + VAT

DIRECT BENEFITS

- ◆ Badges and lanyards given to all delegates will prominently feature the sponsor's brand logo.
- ◆ Branding as a Badge & Lanyard Sponsor in the Photonics conference event area.
- ◆ Two delegate passes for the Badge & Lanyard Sponsor to invite their VIP guests.
- ◆ Table space in the foyer area with branding screen for marketing purposes.
- ◆ Two team members from the sponsor's organization can attend the Conference and Awards Ceremony.
- ◆ Sponsor logo placement in all promotional collaterals.
- ◆ Inclusion of the sponsor logo on the registration page.
- ◆ Playing of a sponsor video (45 seconds) during breaks. Video to be provided by the sponsor.
- ◆ Announcements highlighting the Badge & Lanyard Sponsor's involvement throughout the event.
- ◆ Placement of two roll-up banners at the venue (to be provided by the sponsor).
- ◆ Opportunity for panel moderation or participation as a panelist.
- ◆ Acknowledgment and appreciation of the sponsor during the event.
- ◆ Inclusion of the sponsor logo on the main stage backdrop.
- ◆ Hyperlinked sponsor company logo on the dedicated event website
- ◆ Free access for the Badge & Lanyard Sponsor and their VIP guests to the Evening Awards Ceremony.

BRONZE SPONSOR

USD 7,500 + VAT

DIRECT BENEFITS

- ◆ Prominent branding as a Bronze Sponsor in the Photonics conference event area.
- ◆ One delegate pass for Bronze Sponsors to invite their VIP guest.
- ◆ Playing of a 30-second corporate video of the sponsor during all breaks.
- ◆ Inclusion of the sponsor company's hyperlinked logo on the dedicated event website.
- ◆ Two team members from the sponsor's organization can attend the Conference and Awards Ceremony.
- ◆ Opportunity for participation as a panelist.
- ◆ Table space in the foyer area with branding screen for marketing purposes.
- ◆ Allocation of a panel discussion slot to the sponsor.
- ◆ Inclusion of the Bronze Sponsor logo in newsletters and event promotional collaterals.
- ◆ Display of the sponsor's graphics video with the sponsor logo at the event venue.
- ◆ Placement of two roll-up banners at the venue (to be provided by the sponsor).
- ◆ Mention of table sponsors in the post-event press release.
- ◆ Announcements relevant to the Bronze Sponsor throughout the event.
- ◆ Post-event edited promotional video featuring the sponsor logo.
- ◆ Free access for the Bronze Sponsor and their VIP guests to the Evening Awards Ceremony.

LUNCH & COFFEE SPONSOR

USD 6,000 + VAT

DIRECT BENEFITS

- ◆ Branding at the conference area and lunch area as the Lunch & Coffee sponsor.
- ◆ One delegate pass provided for the Lunch & Coffee Sponsor to invite their VIP guest.
- ◆ Two team members from the sponsor's organization will attend the Conference and Awards Ceremony, followed by networking activities.
- ◆ A 30-second corporate video of the sponsor will be played during all breaks.
- ◆ Sponsor logo placement in all promotional collaterals.
- ◆ Acknowledgment and announcements as the Lunch & Coffee Sponsor during the event.
- ◆ Placement of one roll-up banner at the venue (banner to be provided by the sponsor).
- ◆ Complimentary access to the Evening Awards Ceremony and networking sessions.
- ◆ Inclusion of the sponsor company's hyperlinked logo on the dedicated Photonics conference website.

**STANDARD EXHIBITION
STALL AREA: 2M X 2M**

USD 3,500 + VAT

For bigger stalls and support in stall design/set up, please contact events@photonicsmiddleeast.com

DIRECT BENEFITS

- ◆ Direct interactions with high value clients
- ◆ Showing product videos on LED walls
- ◆ Promotion as Event Partner
- ◆ Connect with Industry Professionals, Medical University Decision makers, Medical Professionals, Researchers, Project heads, Scientists, Potential Clients
- ◆ Marketing and sales partnering

MOHAMMED BIN RASHID UNIVERSITY

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LEVEL-1 SPONSOR

USD 3,000 + VAT

(+ additional 30% Discount for all Steel Fab Exhibitors)

DIRECT BENEFITS

- ◆ Your Logos in
 - All international Call Letters and Brochures
 - Conference website
 - Venue LED Wall
 - Press Meet backdrop
 - Newsletters and handouts
 - Event Book
- ◆ Complimentary Registration for 1 delegate
- ◆ Complimentary Registration for the Industry - R&D Conclave and the Conference Dinner

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