

**08**  
**Second Middle East Congress on Age, Ageing, & Alzheimer's**  
**MECAAA**  
**Challenges in Geriatric Care**  
**Nov 4-6**  
**2009**  
**Tripoli-Lebanon**

**Under the High Patronage of His Excellency**  
**The President of the Republic of Lebanon**  
**General Michel Sleiman**

**Invitation to Industry**  
**Sponsorship and Exhibition Prospectus**

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## LET'S PREPARE TOGETHER THE II MIDDLE EAST CONGRESS ON AGE AGEING & ALZHEIMER'S THAT WILL TAKE PLACE AT THE QUALITY INN TRIPOLI-LEBANON FROM 4-6 NOV 2009!

The organizers of the 2<sup>nd</sup> Middle East Congress on Age, Ageing & Alzheimer's are offering companies the opportunity to become one of their sponsors and thereby enhance the image of their company.

In the following pages, various sponsorship options are summarized, described and updated.

In addition to the general sponsorship of individual items, the congress organizers are offering companies the opportunity to become a "special sponsor," classified by different levels according to the total monetary amount of the sponsorship package.

## INTRODUCTION

The 2<sup>nd</sup> Middle East Congress of Age, Ageing, and Alzheimer's will bring together a network of key players, renowned scientists and professionals representing all the following fields of gerontology and geriatrics: Research and education, social services, nursing or care homes, relevant public and administrative authorities as well as any other discipline dealing with the elderly or their quality of life.

**The conference being held Under the High Patronage of His Excellency The President of the Republic of Lebanon: General Michel Sleiman.**

Major changes continue to occur in Geriatric Care in the Region.. There are increasing external and internal pressures to improve the quality of patient care, providing better services for the elderly , and to emphasize health policies and regulation that protect the elderly in the region. Hence the conference on "The Challenges in Geriatric Care" will involve public organizations and NGOs cooperating to share information, skill and experience in a gradually increasing manner, and taking the lead in great social developments with the resulting synergy, reveals itself as a phenomenon worth appreciation. Moreover, the developments gain speed with the financing provided by the business world, which is aware and conscientious of its social responsibilities.

### The main objectives of the event are:

- To bring the global phenomenon of aging to the attention of the regional countries;
- To help in developing a national ageing policy;
- To help in developing the concepts of geriatric care and services;
- To analyzing in cultural terms the phenomenon of aging;
- To look at current training institutions and specialized personnel trainings;
- To present the major scientific advances' in gerontology and the latest findings in the field of ageing
- To examine the impact of demographic trends;
- To present the progress of care management and quality;
- To facilitate the dialogue between academics and practitioners on the one hand, with the decision makers and those responsible for allocating resources on the other hand.

You can be a part of this major event as one of its financial supporters. This Second Middle East Congress on Age Ageing & Alzheimer's offers companies optimal exposure and a unique opportunity for promotion.

The exhibition will provide the opportunity to meet experts and professionals, to share ideas and experiences with colleagues from around the world, to learn about projects and techniques from five continents and to strengthen the formal and informal ties between professionals.

The exhibition space located close to the conference rooms, you will be communicating with a specialized, target audience that is focused on your business. The exhibition will be an ideal platform for presenting your products and services as well as for meeting current and prospective customers.

## MIDDLE EAST ASSOCIATION ON AGEING & ALZHEIMER'S (MEAAA) HISTORY

Middle Eastern countries have certain cultural, social and economic characteristics in common with similar aspiration. The percentage of elderly in the Middle East is expected to increase with improvement of the health care delivery in the area. The region, like other developing countries, needs to define the policies and programs that will reduce the burden of aging populations on the society and its economy. There is a need to ensure the availability of health and social services for older persons and promote their continuing participation in a socially and economically productive life.

In attempt to answer some of the deficit in the region, the MEAAA was established on 2005 in order to support various activities in the field of aging and Alzheimer's disease

The purposes of The MEAA shall be to advance the scientific and scholarly study of aging and to promote human welfare by the encouragement of gerontology and geriatrics in all its areas. Therefore, the Society's objectives shall be:

- to promote the scientific study of aging in both the biomedical and behavioral/social sciences; by direct members and member organizations, and to promote cooperation among these organizations to support the Middle-East journal of Age & Aging
- to promote research and knowledge about Alzheimer's disease and to raise public awareness about the disease
- to stimulate communications among scholarly disciplines, and among professionals including researchers, teachers, administrators, and others;
- to expand education in aging; and to develop the qualifications of gerontologists by setting high standards of professional ethics, conduct, education, and achievement. To promote training of highly qualified personnel in the fields of aging.
- to foster application of research to the field of practice; and to advance the utilization of research in the development of public policy; and to disseminate research findings by means of its publications;
- to promote the interests of the gerontological organizations and individual members in all questions pertaining to foreign or international matters.
- to promote and assist in the arrangements for holding the Middle-Eastern Congress of Gerontology at intervals determined by the Council.

**The association has been registered in Switzerland and the secretariat office is at Abyad Medical Center -Tripoli , Lebanon.  
The web site is hosted in Australia**

<http://www.me-jaa.com/meaaa.htm>

## MIDDLE EAST CONGRESS ON AGEING HISTORY

The First Middle East Congress on Ageing took place in Istanbul Turkey between March 15-19, 2006. Under the auspices of the Turkish Prime Minister Recep Tayyip Erdogan. The congress was organized with full support of the Turkish Government and full collaboration of the Middle East Association of Aging and Alzheimer's. MEAAA was one of the main organizer that helped in establishing a strong Scientific committee from the Middle East.

The First Middle East Aging Congress inspired from the recommendations stressing the need to develop "Regional Action Plans for Aging" arising as the outcome of the UN 2nd World Congress on Aging, the European Federation of the Elderly Migrants (ERFEM) took the first steps and started working to address the subject matter of the "International Middle East Congress on Aging" within a broad framework and with a multidisciplinary approach. As a result of the talks held with officials in Turkey and in various European Countries, and due to the general tendency that Turkey would be a more suitable place for such a Congress, the congress organization efforts are now being carried out at a broader dimension with the cooperation of ERFEM, the Turkish Geriatrics Foundation (TÜGEV), Social Services and Child Protection Agency (SHÇEK), the Greater Municipality of Istanbul (IBB), and the Middle East Association on Aging and Alzheimer MEAAA.

## MECAAA ORGANIZERS

Abyad Medical Center  
 Middle East Association on Age, Ageing & Alzheimer's-MEAAA  
 The Health Ministers' Council for the Cooperation Council States  
 Lebanese order of physicians-Tripoli-Lebanon  
 Middle-East Longevity Institute  
 Middle-East Network on Aging Research-MENAR  
 Middle East Network on Elderly Care Services – MENECS  
 Multi Media Medical University-Australia  
 Middle East Health Network  
 Welfare Association for the Assistance of the Elderly  
 Medi+WORLD International-Australia

## MECAAA COLLOBORATORS

World Organization of Family Doctors (WONCA): Working Party on Mental Health  
 International Association on Gerontology & Geriatrics- IAGG Clinical Section European Region  
 Post-Graduate School of Geriatrics, University of Palermo-Italy  
 Middle-East Primary Care Research Network  
 Middle-East Journal of Age & Aging  
 Middle-East Journal of Family Medicine  
 Middle-East Journal of Nursing  
 Middle East Journal of Internal Medicine  
 Fondazione GAIA-Italy

## COMMITTEES & SECRETARIAT

### ADVISORY BOARD

#### North America and Canada

*Prof. Toni C. Antonucci, Ph.D., University of Michigan, USA*

#### Europe

*Prof. Dr. Sijmen Duursma -The Netherlands*

*Prof. Jean-Pierre Michel -Switzerland*

*Prof. Dr. M.W. Ribbe-The Netherlands*

*Prof. Peter Come-UK*

*Prof. Francesco Marotta-Italy*

*Prof. Palmi Johnsson, MD, FACP- Iceland*

*Dr. Gabriel Ivbijaro- United Kingdom*

*Prof. Igor Svab- Slovenia*

*Dr. Evelyn van Weel -Netherlands*

*Prof. Magda Tsolaki-Greece*

*Prof. Mario Barbagallo-Italy*

#### Middle East

*Dr.. Fawzi Amin- Kingdom of Bahrain.*

*Dr. Nabil Al Kurashi –Saudi Arabia*

#### Africa

#### Asia Pacific

*Prof. Perminder Sachdev-Australia*

*Dr. S M Karandikar-India*

*Prof. Waris Qidwai-Pakistan*

### CONGRESS Co-CHAIRS

*A.Abyad, MD, MPH, MBA, AGSF,AFCHSE-Lebanon*

*Tawfik A M Khoga, MBBS,DPHC, FRCGP,FFPH,FRCP (UK)-Saudi Arabia*

### SCIENTIFIC COMMITTEE

**Chairman: Dr. Fuad .Antun-Lebanon**

#### Members:

*Dr. Walid A. Al-Malik-Saudi Arabia*

*Dr. Ahamed Husari-American University of Beirut-Lebanon*

*Dr. Abdallah Adra-Lebanon*

*Prof. Mona Siha -Eygpt*

*Dr. Thamer Kadum Yousif Al Hilfy-Iraq*

*Prof. Francesco Landi-Italy*

*Prof. Khulood Muhiddin, MB, ChB, PhD (Lond), FRCP-UK*

*Dr Khalil Ghoussoub-Lebanon*

*Prof. Faisal Alnasir-Kingdom of Bahrain*

*Dr. Lucja Kolkiewicz -UK*

*Prof. Femi Morakinyo -Nigeria*

*Prof. Christos Lionis- Greece*

*Dr. Jameela Al Salman- Kingdom of Bahrain*

*Ms oussama Yamine –Lebanon*

*Dr. Khaled Hussein-Lebanon*

*Dr. Mona Siha-Egypt  
Prof. Giovanni Gambassi-Italy*

### ORGANIZING COMMITTEE

**Chairman : Dr. Omar Ayyash -Lebanon**

**Members:**

*Dr. Mona Alshaik Almahmood- Kingdom of Bahrain*

*Ms Lesley Pocock-Australia*

*Dr. Jill Benson- Australia*

*Dr. Jamel Hafez-Beirut-Lebanon)*

*Dr. Abdullah Al-Khatami -Saudi Arabia*

*Dr. Omar Sablough-Lebanon)*

*Dr Musbah Dabliz DDS-Lebanon*

### SOCIAL COMMITTEE

**Chairman :**

**Members:**

*Dr. Henk Parmentier -UK*

*Dr. Juan Mendive- Spain*

*Dr. Eleni Palazidou -UK*

### CONFERENCE SECRETARIAT

Mrs Siba Abyad, MEAMA executive secretary ,  
Abyad Medical Center  
Azmi Street,  
Tripoli-Lebanon  
Tel : 00961-6-443685  
Fax : 00961-6-443686  
[aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)E-mail :  
[amc\\_lb@yahoo.com](mailto:amc_lb@yahoo.com)  
<http://www.meama.com/secondconference/index.htm>website:

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### CONFERENCE CO-CHAIR CONTACT

**A. Abyad, MD, MPH, MBA, AGSF , AFCHSE**  
Tripoli-Lebanon  
Tel : 00961-3-201901  
[aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)E-mail :  
<http://www.meama.com/secondconference/index.htm>website:

## KEY DATES

<b>Dec 2008:</b>	First announcement
<b>Jan 2009:</b>	Application for sponsorship & exhibition space open
<b>April 2009:</b>	Second announcement on-line On-line registration open
<b>June 2009</b>	Preliminary program on-line
<b>August 2009:</b>	Last day to submit a proposal for an industry-sponsored satellite symposium Scientific Bulletin released Exhibition services guide on-line
<b>August 2009:</b>	On-line hotel booking open
<b>2-3 Nov 2009:</b>	Set up & exhibition mantling
<b>4-6 Nov 2009:</b>	II Middle East Congress of Age Ageing and Alzheimer's
<b>4-6 Nov 2009:</b>	Exhibition open
<b>7 Nov 2009:</b>	Dismantling

## WHO SHOULD EXHIBIT/SPONSOR?

- Healthcare products & service companies
- Pharmaceutical companies
- Medical supply & service companies
- Retirement communities
- Assisted and supportive living facilities
- Government agencies
- Vision and hearing advancement services
- Fitness equipment and services
- Personal care products companies
- Educational institutions
- Leisure and recreational services
- Voluntary and professional organisations
- Medical, diagnostic, imaging and assistive device companies
- Banks and insurance companies

## WHO WILL ATTEND ?

- All Lebanese physicians especially those related to the following societies:
  - Lebanese Society for Geriatric Medicine
  - Lebanese Society for Internal Medicine
  - Lebanese Society for General Practitioners
  - Lebanese Society of NUS dollarsology
  - Lebanese Society of Psychiatry
- Arab physicians
- psychologists
- Nurses
- Social workers
- Physiotherapist
- Nutritionist, and all interested in elderly care
- Others

## PRELIMINARY LIST OF TOPICS

### **Middle East and Aging**

- Demographic developments
- Current geriatrics policies in the region
- Public health issues on ageing
- Epidemiological issues on ageing
- Economic aspects on ageing
- Social policies on ageing
- Role of Non governmental organizations

### **Health care services for the Elderly**

- Effect of demographic developments on health care services
- Overall view of current existing geriatrics services
- Geriatrics services at hospital
- Geriatrics services at home
- Geriatrics services at specialized facilities
- Special units for Alzheimer's or other diseases
- Rehabilitation services
- Right to equal use of health services

### **Mental Health**

- Psychiatric illness in the elderly including
  - Depression
  - Suicidal
  - Agitation
  - Psychotic problems
  - Delirium
  - Others
- Alzheimer's disease
- Dementia syndrome
- Minimal cognitive impairment
- Behavioral , psychological, social disorder
- Spiritual health

### **Geriatric Syndrome**

- Cerebrovascular diseases including stroke /TIA/Parkinson
- Cardiac failure/Atherosclerosis/Vascular disease and hypertension
- Pulmonary disorders in the elderly including COPD
- Frailty/Fall/physical exercise
- Osteoporosis
- Metabolic syndrome/Diabetes/obesity/nutrition
- Gender specific medicine /Menopause/Andropause
- Urinary Incontinence
- Frailty
- Rehabilitation
- Others

### **Special organs issues in Geriatrics**

- Ophthalmological issue in the elderly
- ENT issues for the elderly
- Hearing problems in the elderly

**New Technologies**

- Genetic engineering
- Use of stem cells
- Anti-ageing issues

**Cosmetic issues**

- Use of plastic surgery in the elderly
- Skin disorders in the elderly

**Training and Education**

- Existing health manpower in the field
- Current need for trained workers in the field of ageing
- Future need of trained personnel
- Existing training programs for geriatrics and gerontology
- Undergraduate medical education in the field of ageing
- Postgraduate medical education
- Training for the paramedical team
- The MEAMA model

**The Elderly People and Developments**

- Active participation in social life and development process
- Working life and elderly labor power
- Rural development, migration and urbanization
- Access to information, life-long learning and formation
- Intergenerational solidarity
- Income, social security and prevention of poverty
- The aging phenomenon and women

**Support Mechanisms**

- Accommodation and environmental conditions
- Supporting care and service providers
- Neglect, abuse and extortion of violence to elderly
- The place of the elderly in the family and in society

**Other Issues**

- Research issue in aging
- Evidence-based Practice
- Quality in Patient Care
- Ethics in Healthcare
- Dental and Oral Health

## MEAMA THIRD SESSION WORKSHOP NOV 5-8 OF THE SECOND POSTGRADUATE COURSE

### Will cover the topic of health care services for the Elderly including:

- **Health Care System:** Health Care Financing: Mechanisms and Implications Health services issues, health settings, health systems , WHO, country health policies Home care/community care/general practitioners/nursing home care/community services/primary health care Needs assessment for services Quality of care, quality indicators
- Acute care v Chronic care- where is the government heading with elderly care?
- **Community interface:**
  - Community supports and their appropriate use Appropriate use of residential care for elderly people Community resources, prevention of institutionalization
- **Ethical Issues** Advance Directives, Limitation of treatment, competency, guardianship ,Wills and durable power of attorney , Decision-Making Capacity, Euthanasia, Assisted Suicide, Health Care Rationing,
- Palliative care & Pain Management
- End-of-Life Care
- **Cultural aspects**, Participants should be familiar with the influence of culture and ethnicity on the aging process, health and disease perception, and access to medical care
- **Abuse & Neglect** Institutional Abuse, Physical abuse, Abuse and neglect of elderly, mentally frail people , Abuse, neglect and the Complaints system Social services 'Response to Abuse and neglect'

## GENERAL INFORMATION

### WEBSITE OF THE CONGRESS

<http://www.meama.com/secondconference/index.htm>

### DATES

4-6 Nov 2009

### VENUE

Quality Inn  
Tripoli-Lebanon

### CONGRESS ORGANIZERS

For Registration, General inquiries and Sponsoring:

Mrs Siba Abyad, MEAMA executive secretary ,

Abyad Medical Center

Azmi Street,

Tripoli-Lebanon

Tel : 00961-6-443685

Fax : 00961-6-443686

E-mail : [aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)

[amc\\_lb@yahoo.com](mailto:amc_lb@yahoo.com)

<http://www.meama.com/secondconference/index.htm>

For Scientific program inquiries:

Dr Fuad Antun

Dr A. Abyad

For Exhibition inquiries:

Dr Omar Ayyash

Phone: 961-3-310839

Fax: 961-6-443684

E-mail: [ayashomar@yahoo.com](mailto:ayashomar@yahoo.com)

Website: <http://www.meama.com/secondconference/index.htm>

Dr A. Abyad

Phone: 961-3-201901

Fax: 961-6-443684

E-mail: [aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)

Website: <http://www.meama.com/secondconference/index.htm>

### LANGUAGE

English is the official language of the Congress.

### CME CREDITS

An application for CME Credits will be made once the scientific program is finalized. Further details will be available on the Congress web site:

### PERSONAL INSURANCE

We recommend that all participants take out a personal travel and health insurance for their trip.

### AIRPORT INFORMATION AND TRAVEL TO THE CITY

Tripoli is one hour away from Beirut international airport. Taxis are also readily available. In addition the organizer of the conference are organizing the transport for people interested with meet and assist services.

### HOTEL ACCOMMODATION

Hotel rooms in various price categories have been reserved for the 2nd Middle East Congress in Tripoli. For all your hotel reservations, please contact the Organizing secretariat.

Detailed and useful information on all pre-selected hotels, including photos, access map, location, distance from congress venue and prices will be available on the congress website

<http://www.meama.com/secondconference/index.htm> beginning June 2009.

## INFORMATION FOR SPONSORS AND EXHIBITORS

### APPLICATION FOR SPONSORSHIP

An application for sponsorship needs to be made in writing by completing and sending the enclosed form to:

#### For Exhibition & Sponsoring applications:

Dr Omar Ayyash  
Phone: 961-3-310839  
Fax: 961-6-443684  
E-mail: [ayashomar@yahoo.com](mailto:ayashomar@yahoo.com)  
Website: <http://www.meama.com/secondconference/index.htm>

#### For Satellite symposia applications:

Dr Fuad Antun  
Dr. A.Abyad  
Phone: 961-3-201901  
Fax: 961-6-443684  
E-mail: [aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)  
Website: <http://www.meama.com/secondconference/index.htm>

### MAIN POLICIES AND PRIORITIES

All sponsors are treated on a "first-come, first-served" basis according to the dates on the signed contracts and the receipt of payment. The confirmation of the selected items and the classification of sponsors will include the availability of the requested items which will be distributed according to the above policy.

### PARALLEL EVENTS ORGANISED BY PARTICIPATING COMPANIES

As the success of a congress largely depends on the quality of the program, the MECAAA congress schedule has been studied very carefully. The industry is welcome to offer additional events which, however, can not be held in parallel to the official events/meetings of the congress. Should the sponsor wish to organize a scientific or social event in the evening, either before or during the congress, the sponsor will need the written approval of the organizers.

### TERMS OF PAYMENT

Full payment or

First and confirmation payment:

30% of the total amount is due at the signing of the contract

Second Payment:

30% of the total amount is due on 30 June 2008

Third Payment:

40% of the total amount is due on 28 February 2009

Corresponding invoices will be sent to the sponsors at least 1 month before the dates stated above.

Full payment must be received before the start date of the congress.

### PAYMENT METHODPAYMENT METHODS

Payment by Bank Transfer only (full bank details will be included on each invoice). Bank charges are the responsibility of the payee.

## EXHIBITION

Please note that all amounts mentioned are in US dollars .  
A professional exhibition will be held in the framework of the congress.

For more details, please contact:

### Dr Omar Ayyash

Dr Omar Ayyash

Phone: 961-3-310839

Fax: 961-6-443684

E-mail: [ayashomar@yahoo.com](mailto:ayashomar@yahoo.com)

Website: <http://www.meama.com/secondconference/index.htm>

The commercial/technical exhibition will be held on Level 1 of the Quality Inn Tripoli. The floor plan will be designed to maximise the exhibitors' exposure to the delegates and if provided all catering will be organised in the exhibition area.

### PROVISIONAL DATES: (SUBJECT TO CHANGE)

- Set up time – 2-3 Nov 2009
- Exhibition opening days: 4-6 Nov 2009
- Dismantling / Breakdown times: 7 Nov 2009

### STAND SPACE RENTAL

#### Rates:

Small-sized stand	US\$ 1500
Medium-sized stand	US\$ 2000
Large-sized stand	US\$ 3000

#### These rates include:

- \_ Floor space only
- \_ Exhibitors' Technical Manual
- \_ Exhibitors' badges (ratio to be published in the Technical Manual)
- \_ 100 word company / product profile in the Final Program
- \_ Cleaning of public areas and aisles
- \_ Invitation to the Welcome Reception for registered exhibitors

### ALLOCATION OF EXHIBITION SPACE

Stand locations at the exhibition will be decided on a "first-come-first-served" basis. Platinum and Gold Sponsors will have priority. A completed Application Form should be faxed / e-mailed to ensure reservation of a desired location. Upon receipt of application form, a contract will be sent to you. This contract should be completed, signed and returned to the address above, after which an invoice will be mailed. Your exhibition space will only be confirmed upon receipt of payment of the first deposit. Space allocations will be made in the order in which application forms with payment are received.

### EXHIBITOR REGISTRATION

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company's name. Each company is entitled to a reasonable number of exhibitor passes for staff who will be working on the exhibition. The ratio will be published in the technical manual. Each person issued an exhibitor's badge must be employed by the exhibiting company or have a direct business

affiliation. Staff not working at the exhibition stand should complete a regular registration. Any additional exhibitors will be charged an exhibitor registration fee. An exhibitor registration form will be included in the Exhibitors' Technical Manual.

### EXHIBITION APPLICATION FORM

Please note that all acknowledgements of your company as well as the listing of your company name and address will be generated from the information you provide on the form. Please complete the form and send it to:

Dr Omar Ayyash

Phone: 961-3-310839

Fax: 961-6-443684

E-mail: [ayashomar@yahoo.com](mailto:ayashomar@yahoo.com)

Website: <http://www.meama.com/secondconference/index.htm>

## SPONSORSHIP OPPORTUNITIES

All amounts mentioned are in US dollars .

All items will be allocated on a first-come, first-served basis.

**Please note that ALL sponsors will receive the following standard acknowledgement:**

- Sponsor logo on the congress website
- Acknowledgement on the Sponsors List in the Final Program
- Acknowledgement on Sponsors Board on-site at the congress centre
- Please forward your company logo (in jpg format) in colour to: [aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb)

### SPONSORSHIP LEVELS

Sponsors are free to make their selection from the list of sponsorship options. According to the value, they will be allocated into different levels of categories: Platinum sponsors, Gold sponsors, Silver sponsors and Sponsors. Exhibition space and hospitality suite rental will be included in the total amounts for the definition of these levels. Registration fees and/or hotel rooms paid for invited participants will not be taken into consideration.

**Depending on the total amount contracted for sponsorship and exhibition space, companies will be referred to as:**

- Platinum Sponsor: Contribution of \$ 100.000 and over
- Gold Sponsor: Contribution of \$ 50.000 -99.999
- Silver Sponsor: Contribution of \$ 25.000 - 49.999
- Sponsor : Contribution below \$ 25.000

**Sponsors will receive the following benefits:**

**For Platinum & Gold Sponsors:**

- Logo with hyperlink to a website of their choice on the congress website
- Advance list of participants, sent as an Excel file via email 1 month prior to the congress, to be used once for a promotion linked to the congress
- One insert in the congress bags (maximum 2 double-sided A4 pages, to be forwarded to the
- Organizing Secretariat for approval 2 months prior to the congress)

**For all Sponsors:**

- Priority on exhibition area selection (in order of sponsorship level)
- Priority on satellite symposium selection (in order of sponsorship level)
- Priority on hotel and block selections (in order of sponsorship level)
- Final list of participants via e-mail, sent as an Excel file via email after the congress
- Right to use the congress logo (following the supplied guidelines)
- Acknowledgement of sponsorship level in the following publications:
  - Second Announcement/Call for Papers
  - Final Program

**Complimentary (full) registrations:**

- 10 for a Platinum Sponsor
- 6 for a Gold Sponsor
- 3 for a Silver Sponsor

## INDIVIDUAL SPONSORSHIP ITEMS

### PANEL OR SESSION SPONSORSHIP \$10,000

This is sponsorship alternative based on the principle of undertaking the transportation and accommodation expenses of the speakers that will be invited to the panels and sessions included within the framework of the scientific program of the congress or that will be added to the program to be determined jointly.

*Session / panel* hall where the sponsored lecturer / guest will be present is to be decorated with the visual materials of the sponsor company.

The materials to be used for decorative or promotional purposes will be on the account of the sponsor company.

The name of the sponsor company will be included in the sponsors list.

In return for the said sponsorship, the sponsor company will be offered a stand area of 6m<sup>2</sup> ( 2m x 3m ).

### **Flight fare and accommodation expenses of the speaker and a contribution of 10,000 US dollars**

### COUNTRY POLICIES INTRODUCTION MEETING \$10,000

This is sponsorship alternative, in which the participating country holds a meeting that will be incorporated into the scientific or social program, for the purpose of introducing the elderly policies in their country. The country will have the right to decorate the area, on its own account.

### SATELLITE SYMPOSIA \$10,000

A total of 10 satellite symposium slots will be available to pharmaceutical companies, allowing an exchange of experience between industry and scientists. Speakers and topics are proposed by the industry, but the program is subject to approval by the Scientific Committee, in order to guarantee a well-balanced program throughout the congress. The sponsoring company must also cover speakers' travel and accommodation.

In order to promote participation at the satellite symposia, they will be scheduled during lunch time, Or in the afternoon parallel with all timings. For all lunchtime slots, catering needs to be provided and paid for by the sponsoring company, in a special area appointed by the organizers.

#### **This sponsorship package includes the following:**

- Symposium session of up to 60 minutes
- Provision of a room in the congress venue, including standard AV equipment – a number of rooms with different seating capacities will be made available for this purpose
- Opportunity to brand the meeting room
- Permission to use the phrase "Official Satellite Symposium of the 2<sup>nd</sup> Middle East Congress of Gerontology and Geriatrics"
- Use of the congress logo on invitations and promotional documents
- Insert of the satellite symposium invitation in the congress bags (maximum 2 double-sided A4 pages, to be forwarded to the Organizing Secretariat for approval 2 months prior to the congress).

- Inclusion in the program in a special section of the Final Program
- Use of the speakers' room.
- One display and poster in a special area appointed by the organizers

More details about standard stage set-up, features of the room, technical equipment, catering and order forms for additional services will be published in the technical guide, which will be distributed 6 months before the conference.

#### POSTER EDUCATIONAL GRANT \$ 10,000

**The sponsor will receive the following benefits:**

- Sponsor acknowledgement during the "Best Poster Award" session
- Sponsor acknowledgement at the entrance to the poster area

#### SPEAKERS' READY ROOM \$ 5,000

Facilities (as well as refreshments) will be available at the Congress Centre for speakers and abstract presenters to check their presentations.

The sponsor will receive the following benefits:

- Acknowledgement (Sponsor name or company logo) on signage in this room
- Opportunity to provide Sponsor's mouse pad, pen, ... at each workstation

#### CONGRESS CD \$5,000

- Your logo will be included in the congress CD which will consist of full texts of the presentations made at the congress. In addition, you can also place an advertisement on the back cover.

#### INTERNET AREA \$ 5,000

There will be an Internet Area equipped with workstations where attendees may check e-mails.

**The sponsor will receive the following benefits:**

- Sponsor signage in the Internet Area
- Opportunity to display company logo on screen saver and/or screen desktop
- Opportunity to distribute mouse pads and related promotional gifts from the Internet Area
- Opportunity to provide your company's letterhead for the Internet Area printers

#### CONGRESS BAGS \$ 5,000

The sponsor will provide the congress bags in the required quantity (current fee based on 500 bags). The congress bags will contain the official congress material and will be distributed onsite to all duly registered participants.

**The sponsor will receive the following benefits:**

- Sponsor logo and congress logo on the bag
- One insert in the congress bags (maximum 2 double-sided A4 pages, to be forwarded to the Organizing Secretariat for approval 2 months prior to the congress)

#### FELLOWSHIPS \$ 2,000 IN SUPPORT OF STUDENTS AND YOUNG SCIENTISTS

In order to encourage the participation of students, young researchers and scientists, companies are requested to contribute \$ 2,000 per participant. The sponsor will be acknowledged on the special list of the Young Investigators Fund on the congress website.

### NOTEPADS AND PENS – PROVIDED IN KIND + \$ 2.000

The sponsor will provide the required quantity of notepads & pens (more than 500 are expected) for inclusion in the congress bags. The notepads and pens will be branded by the sponsor with their company logo (product branding is not allowed).

### PRESIDENTIAL DINNER (Gala Dinner) \$ 25.000

**The sponsor will receive the following benefits:**

- Opportunity to be associated with a prestigious dinner for the international and local congress faculty
- Sponsor's name and logo printed on the invitations and menus
- Sponsor's logo on signage at the entrance to the event
- Opportunity to distribute give-aways
- Six complimentary invitations to the Presidential Dinner

### LUNCH SPONSORSHIP ( \$15,000 )

( Minimum 300 people per day in the first three days ) 5,000 US dollars per day.

Lunches will be prepared in the form of Lunch Boxes by the hotel hosting the congress.

- As well as undertaking the lunch sponsorship for either March 4<sup>th</sup>, 5<sup>th</sup> or 6<sup>th</sup>, you can also be the " official lunch sponsor of the congress" by sponsoring all the congress days.
- The lunch boxes will be handed out in packages featuring the sponsor company logo.
- The sponsor company will have the right to all kinds of decorations or activities in the eating area, provided that it will be on the account of the sponsor.
- The sponsor company will be offered a stand area of 6m<sup>2</sup> ( 2m x 3m ) in return for the said sponsorship.
- The sponsor company can also prefer to distribute the lunch boxes from the stand area assigned to it.
- The name of the sponsor company will be included in the Congress Sponsor Lists and on the acknowledgements panel.

### COCKTAIL \$5,000

This is an alternative which is based on the principle of being the sponsor for one of the cocktails that will be held in the beginning or ending of the congress.

500 people are expected to attend the cocktails.

In return for the said sponsorship, the sponsor company will be offered, free of charge, a stand area in the exhibition. The sponsor company has the right to organize any activities or make any decorations it desires in the cocktail area, provided that the cost for such activities or decorations are borne by the sponsor.

### COFFEE BREAKS SPONSORSHIP \$12,000

- There will be 2 coffee breaks each day , one before and one after the noon.
- In return for this sponsorship, the company will be given the right to decorate the area where the coffee breaks will be held.
- The company may serve with printed cups, it if so desires. Other advantages to be offered to the company will be determined via mutual negotiation.

#### COFFEE – BREAK SPONSORSHIP :

**2,000 US dollars+ / 1 round**

**4,000 US dollars+ / 1day ( 2 round )**

**12,000 US dollars / 3 days ( 6 round )**

**Based on the assumption of 300 people for each round ...**

### OFFICIAL TRANSPORTATION SPONSORSHIP \$10,000

- It is a sponsorship alternative in which the sponsor undertakes the transfer of the delegates ( from Lebanon and from abroad ) from the airport to the convention centre, and then from the convention center to the airport.
- Nevertheless, a transportation sponsorship for the "Triplicity tour" included in the congress program may also be considered.
- The transfer desk to be set up next to the registration desk at the convention centre will be named after the sponsor company.
- In return for the said sponsorship, the sponsor company will be offered a stand area of in the exhibition area.
- Transportation vehicle planning and other details are to be discussed mutually.

### MEDIA \$ 15,000

- In the press releases, announcements and bulletins, the sponsoring firm will be announced as the official sponsor of the project.
- The name and logo of the company will be displayed on the media panel.
- Media files will be of stationary with the letterhead of the sponsoring company.
- At least 10 people from the news groups of Lebanon will be invited to the press conference.
- The press conference will be recorded on Beta cam, and photos will be taken.
- Beta cam images and photographs will be reproduced and distributed to members of the press who were unable to attend the press conference.
- Interviews will be held in front of the media panel featuring your name and logo.

### COMPANY MATERIAL/ACTIVITY PROMOTION MEETING \$10,000

- The company can organize an introduction meeting in one of the meeting halls within the scope of the program to introduce itself or its products, in and allocated time.
- In these promotional / introductory meetings :
- The sponsor company will cover all the decorative and promotional materials.
- The name of the sponsor company will be included in the sponsor lists.
- The sponsor company will be offered a stand area of 6m<sup>2</sup> ( 2m x 3m ) in return for such sponsorship.

### ADVERTISEMENTS

All advertisements will be printed in colour.

- First announcement, exclusive sponsorship (outside back cover): 7.500 US DOLLARS
- Second announcement
  - Outside back cover: 5.000 US DOLLARS
  - Inside back cover: 4.000 US DOLLARS
  - Inside front cover: 4.000 US DOLLARS
  - Inside page: 2.000 US DOLLARS
- Final Program (included in the congress bags)
  - Outside back cover: 7.500US DOLLARS
  - Inside back cover: 5.000 US DOLLARS
  - Inside front cover: 5.000 US DOLLARS
  - Inside page, facing table of contents: 4.000 US DOLLARS
  - Inside page: 3.000 US DOLLARS
- Abstract book (included in the congress bags)
  - Outside back cover: 12.000 US DOLLARS
  - Inside back cover: 8.000 US DOLLARS
  - Inside front cover: 8.000 US DOLLARS
  - Inside page: 5.000 US DOLLARS
- Pocket program, exclusive sponsorship (outside back cover): 5.000 US DOLLARS (included in the congress bags, and is a practical size for easy consultation of the scientific program and different functions)

## OTHER PROMOTIONAL OPPORTUNITIES

For any other suggestions than the ones listed in the previous pages, please feel free to contact the Organizing Secretariat.

Please find below a non-exhaustive list of additional possibilities for sponsorship and collaboration that may be considered. Further details, prices and conditions are under study and will be communicated at a later stage. For any creative ideas on these items, the Local Organizing Committee is open to discussion. We can create a customized sponsorship package to suit your needs and objectives.

- Delegate gifts
- Accompanying persons program
- Shuttle bus service
- Limousine and private vehicle service with chauffeurs for speakers and VIP's
- Message
- Water dispensers (to be placed at strategic points throughout the congress centre)
- Social events
- Hospitality desk outside the congress venue
- Exhibition guide
- Invited speakers grants
- Daily congress newspaper

## TERMS AND CONDITIONS

These terms are the contractual agreement between the organizer and the exhibiting company (exhibitor).

### APPLICATION TO PARTICIPATE

Application to participate will be considered only if submitted on the appropriate forms duly completed, signed and accompanied by the required payment. Registration will be confirmed as long as space is available. Applicants will be informed in writing of the acceptance or refusal of their application. In case of refusal all payments shall be fully refunded.

### OBLIGATIONS AND RIGHTS OF THE EXHIBITOR

Registration implies full acceptance by the exhibitors of the exhibition regulations. Any infringement of these regulations may lead to immediate revocation of the right to participate in the exhibition without compensation or refund of the sums already paid and without prejudice to the exhibitor.

By submitting an application to participate the exhibitor makes a final and irrevocable commitment to occupy the space allocated and to maintain his/her installation until the date and time fixed for closure of the exhibition.

No advertising on behalf non-exhibiting companies is permitted in any form whatsoever. Transfer or sub-letting of all or part of the allocated spaces is prohibited.

### OBLIGATION AND RIGHTS OF THE ORGANIZER

The organizer undertakes to allocate exhibition space as far as possible on the basis of the preference expressed by the applicants. Applications will be considered in order of receipt of the forms accompanied by payment.

In case of absolute necessity, the organizer reserves the right to modify the positioning of stands with no obligation to provide compensation to the exhibitors. The organizer reserves the right to offer any stand or space that has not been occupied by the eve of the opening of the exhibition to a different company, with no obligation to provide compensation to the defaulting exhibitor.

## GROUP REGISTRATION POLICY

- Group registration requests (minimum of 10 participants) will be processed on-line.
- For detailed information and guidelines, please contact the Organizing secretariat directly at

Mrs Siba Abyad, MEAMA executive secretary ,  
Abyad Medical Center  
Azmi Street,  
Tripoli-Lebanon  
Tel : 00961-6-443685  
Fax : 00961-6-443686  
[aabyad@cyberia.net.lb](mailto:aabyad@cyberia.net.lb) E-mail :  
[amc\\_lb@yahoo.com](mailto:amc_lb@yahoo.com)

- Group registration will not be available after 5 Sept 2009; all new registrations will be handled on an individual basis.

## ACCOMMODATION INFORMATION

### HOTELS

Hotel rooms in various price categories have been reserved for the 2<sup>nd</sup> Middle East Congress on Age , Ageing and Alzheimer's in Tripoli. For all your hotel reservations, please contact the Organizing secretariat.

Detailed and useful information on all pre-selected hotels, including photos, access map, location, distance from congress venue and prices will be available on the congress website

[www.meama.com/secondconference/index.htm](http://www.meama.com/secondconference/index.htm) beginning July 2009.

### GROUP ACCOMMODATION

For group accommodation (10 rooms or more), the Organizers have blocked hotel rooms in all categories. For more information please contact the Organizing secretariat at

[amc\\_lb@yahoo.com](mailto:amc_lb@yahoo.com)

## SPONSORSHIP APPLICATION FORM

Please complete and send to:  
2<sup>nd</sup> Middle East Congress of Age, Ageing & Alzheimer's

CONTACT NAME: \_\_\_\_\_

FUNCTION: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST/ZIP CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

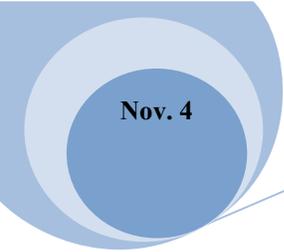
TELEPHONE: + \_\_\_\_\_ FAX: + \_\_\_\_\_

E-MAIL: \_\_\_\_\_

I would like to book the following Sponsorship Items:

- Panel or Session \$ 10,000
- Country policies introduction meeting \$ 10,000
- Satellite Symposia \$ 10,000
- Poster Educational Grant \$ 10,000
- Speakers room \$ 5,000
- Congress CD \$ 5,000
- Internet area \$ 5,000
- Congress bags \$ 5,000
- Fellowships \$ 2,000 in support of students and young scientists
- Notepads and pens – provided in kind + \$ 2,000
- Presidential dinner \$ 25,000
- Lunch sponsorship \$ 15,000 (please complete) \$ .....
- Opening Cocktail \$ 5,000
- Coffee Breaks 5,000 (please complete) \$ .....
- Official Transportation \$ 10,000
- Media \$ 15,000
- Advertisements (please complete) \$ .....

Total Amount (please complete) \$ .....



We hereby apply to be a:

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Sponsor

Please call me to discuss our sponsorship package

Please send me a sponsorship contract and first deposit invoice

We have read the regulations & agree to observe & be bound by them.

Signature.....Date .....

# EXHIBITION APPLICATION FORM

Please complete and send to:  
2<sup>nd</sup> Middle East Congress of Age, Ageing & Alzheimer's

CONTACT NAME: \_\_\_\_\_

FUNCTION: \_\_\_\_\_

NAME OF COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST/ZIP CODE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: + \_\_\_\_\_ FAX: + \_\_\_\_\_

E-MAIL: \_\_\_\_\_

### WE HEREBY APPLY TO BOOK EXHIBITION FLOOR / SHELL SCHEME SPACE

- Small-sized stand US\$ 1500
- Medium-sized stand US\$ 2000
- Large-sized stand US\$ 3000

Total Price \$.....

Special notes: Please indicate if your stand must be located adjacent to or opposite the following companies or if special configuration is needed .....

\_ This is a provisional booking. Please hold for 14 days.

\_ Please send me a first deposit invoice.

We have read the regulations & agree to observe & be bound by them.

SIGNATURE: ..... DATE.....

Please visit the website for continuous updates on booth availability:  
[www.meama.com/secondconference/index.htm](http://www.meama.com/secondconference/index.htm)



**Nov. 4**

Sponsor book MECAAA 2009

