Using Technology to Improve Healthcare

Exclusive Pre-event Workshop on EHR Selection & Implementation
May 7th, 2017
Hotel Towers Rotana, Dubai, UAE

Followed by
2 days Training on Trends & Experiences in Healthcare IT & EHR
May 8th - 9th, 2017
Hotel Towers Rotana, Dubai, UAE
Sponsor Benefits
You will have a chance to benefit from discussions, interactions and business contacts. Our platform will provide you an exclusive opportunity to value your brands and be able to conduct speaking session.

Promote & Showcase
You can present your brand, company and products to our attendees, and will have chance to meet potential clients face to face. Use the event space to demonstrate your services and products to potential partners and customers. No worries: we’ll work with you every step of the way, creating the very best conditions for forging lasting and meaningful connections with our attendees.

Exclusiveness
There will be maximum two sponsors, so there won’t be competition to the selected sponsoring companies. ACS will provide an all out support effort to help you achieve your objectives.

Network & Connect
Why sponsor the workshop? Well, the “EHR Selection & Implementation Workshop” will give you the opportunity to connect with industry decision makers and strategy thinkers of the region. As we will have with us a renowned speaker, John Lynn, so the buzz will be huge!

Speaking Opportunity
You’ll will have chance to speak and discuss to the attendees in an exclusive manner to improve the chances of getting closer to them with your products and services.

Long-term Relationship
Great opportunity to spotlight key executives and be able to develop long-term partnership with our lead trainer and partners.

Quality Leads
New expanding markets - potential. Generate new business leads.

Interaction
You will get a chance to set up one-to-one meeting with decision makers, business leaders, and the trainer.

Brand Promotions
Increase your brand awareness and recognition with focused approach to the key image management people. Raise your company’s products & profile in front of leading Govt. Officials and hospitals participating from across the Gulf Region.

We Want You to Succeed
We’re committed to making you part of a truly great training workshop experience. That’s why we like to call our sponsors “partners”: we would like to work together and offer you the most out of this event.

Sponsor’s Testimonial

Nanette Koch
SVP, Business Development
Thank you so much for the invitation to participate in the workshop in Dubai this week! It was an honor to be considered and we are grateful for the exposure to the Middle East healthcare organizations.

Highlights of Past Events

Corporate Performance for Healthcare

DICOM HL7

EMR / EHR-Meaningful Use

Medical Coding ICD-10

PACS/RIS, DICOM, HL7

Nanette Koch
SVP, Business Development
Thank you so much for the invitation to participate in the workshop in Dubai this week! It was an honor to be considered and we are grateful for the exposure to the Middle East healthcare organizations.
Testimonials from our Past Events

Ministry of Health - KUWAIT
"It has been a while since I have truly gained benefits from a workshop. Thanks for a remarkable experience.”
PACS / RIS, DICOM, HL7
June 08-12, 2014

Dubai Health Authority - UAE
"The training was useful and I suggest all the PACS administrator to attend it.”
PACS / RIS, DICOM, HL7
June 08-12, 2014

Aspetar - Qatar
"The trainers were well educated and had a lot of experience in real life and real example, plus they always try to make sure that every one is understanding the topics.”
PACS / RIS, DICOM, HL7
June 08-12, 2014

Dubai Health Authority - UAE
"Much better RIS/PACS, DICOM workshop attended then my first one. Teams are organized, cooperated and knowledgeable.”
PACS / RIS, DICOM, HL7
September 14-18, 2014

King Fahad Specialist Hospital-KSA
"The Workshop was great, very helpful in increasing the knowledge of EMR. The encouragement for interaction was good”
EMR/EHR - Meaningful Use
May 24-26, 2015

Cleveland Clinic - UAE
"Very informative related to the topic of strategy, KPI’s and measurement, value, mission, vision”
Corporate Performance Management for Healthcare
August 23-25, 2015

King Fahad Medical City-KSA
"A well organized training”
Corporate Performance Management for Healthcare
August 23-25, 2015

Royal Medical Services - Bahrain
"Almost everything was good”
Corporate Performance Management for Healthcare
August 23-25, 2015

VPS Healthcare - UAE
"Mr. Victor Freeman is one person worth meeting for a bright future, truly inspirational”
Medical Coding-ICD-10
May 27-28, 2015

King Fahad Medical City-KSA
"The trainer was well prepared. He had good knowledge about Radiology.”
PACS / RIS, DICOM, HL7
September 14-18, 2014

Allied Health Sciences - KUWAIT
"1 highly recommended the course for PACS administrator & beginners. The atmosphere was very good”
PACS / RIS, DICOM, HL7
September 14-18, 2014

Highlights of the pre-event workshop

Registration & Orientation
11:30 - 12:00
Luncheon
12:00 - 01:00
Session One - EHR Selection
01:00 - 02:30
Networking & Tea break
02:30 - 03:00
Session Two - EHR Implementation
03:00 - 04:30
Group discussion
04:30 - 05:00
Certificate Distribution
05:00 - 05:15

Take Aways: Sponsors will have an exclusive speaking and discussion opportunity to share their profile, products, services, experiences, and be able to get closer to their target audience to understand the real need of the market.

Lead Trainer

John Lynn
Founder
HealthcareScene.com

John Lynn is the Founder of the HealthcareScene.com blog network which consists of 10 of the leading healthcare IT blogs. Over 10 years, Healthcare Scene has published over 8000 healthcare IT and EHR articles with John having written over 4000 of the articles himself. These EMR and Healthcare IT related articles have been viewed over 16 million times. John is a regular keynote speaker at EHR and healthcare IT related conferences and events. John also manages the leading healthcare IT career job board and blog, Healthcare IT Central and Healthcare IT Today. John is co-founder of InfluentialNetworks.com and Physia.com. John was also an advisor to the recently acquired healthcare communication company, docBeat. John is highly involved in social media, and in addition to his blogs can also be found on Twitter: @techguy and @ehrandhit and LinkedIn.

Target Audience
• Government & Public Policy Executives on Healthcare
• Senior Healthcare Executives, i.e. CEO, COO, etc.
• Physicians
• Health Insurance Companies Executives
• EMR Administrators, Hospital Administrators
• IT Managers, Health Informatics
• Clinicians

Healthcare Organizations
• Health Ministries
• Health Authorities, Medical Cities
• Health Insurances
• Private Hospitals, Imaging & Diagnostic Centres
• Medical Centres across MENA region

www.acsmb.com/training | sponsorship@acsmb.com
Sponsorship Packages

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<thead>
<tr>
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<th>Before 10th Feb. 2017</th>
<th>After 10th Feb. 2017</th>
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<tbody>
<tr>
<td>Gold</td>
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<tr>
<td>Silver</td>
<td>$5,000</td>
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(Please note that ACS will offer maximum TWO sponsorship opportunities to all the potential clients on first come first serve basis)

Sponsorship Packages Details

- **Website**
  - A prominent display of your corporate logo and 300 words profile to be featured on our company website along with your company website link throughout our sales cycle.

- **Speaking Opportunity**
  - A high level 45 minute combined session speaking opportunity to present your topic or to promote your products and services (Gold)
  - A high level 30 minute combined session speaking opportunity to present your topic or to promote your products and services (Silver)
  - **Note:** If you choose to present your own topic, it requires approval from ACS, Inc. 15 days prior to the event.

- **Conference Kit: Promotional Material (provided by sponsor)**
  - A4 page (one/two sided) Corporate literature or promotional material will be included in the delegate pack/kit.

- **Complimentary Passes**
  - Sponsor Co will avail the complimentary pass(es) to attend complete training workshop to do the networking with the industry at its own traveling, logging etc., cost.

- **Branded USB (provided by ACS)**
  - Front display of logo on USB
  - Material storage space on USB - Sponsor co will be allowed to share its products, services, and other related data up to 10MB.
  - **Note:** Such material/data will need prior approval of ACS (15 days prior to the event)

- **Lanyard (provided by ACS)**
  - Sponsor’s logo of the standard size will be printed on the lanyards to be given to the participants.

- **ID Card (provided by ACS)**
  - Sponsor’s logo of the standard size will be printed on the ID Cards to be given to the participants.

- **Swag (provided by sponsor)**
  - The sponsor company can provide its stationery swag, i.e. writing pads, pens, key chains, etc. to be placed in the training kits/bags (1 each). Sponsoring company can also be able to put writing pads, pens on conference tables.

- **Roll Ups: Hall Entrance**
  - Roll Ups Stand placement at entrance of the hall/training room.

- **Verbal Recognition**
  - Verbal recognition of your support at the event.

- **Social Media Acknowledgement**
  - Acknowledgement of your sponsorship during marketing of the trainings over social media, i.e. Facebook/Linkedin, etc.

- **Local Sponsor**
  - An exclusive one to one meeting with speaker.

**Note:** The above sponsorship packages can be customized as per request. Sponsor will get the complete contact information of attendees.
Registration Form

Please complete this form and send the scan copy to Attn: John Lynn at john@healthcarescene.com or visit www.acsmb.com/training

Details

EHR Selection and Implementation Workshop
Location: Towers Rotana, Dubai, UAE
Date: May 7th, 2017

Further Assistance
For any queries, please feel free to contact us at:
Direct: +1-702-514-0201
Mobile: +92-334-3508790

Sponsorship Company Details

Name
Address
State Country
Tel Fax
Nature of Business
Type of Sponsorship Gold Silver
Sponsorship Fee (in USD)
Before 10th Feb. 2017 After 10th Feb. 2017
Gold $7,000 $9,500
Silver $5,000 $7,500

Authorization
We acknowledge that we have read and understood all the provisions related to the cancellation policy and that we agree to sponsor EHR Selection & Implementation workshop starting from Feb. 7th, 2017 Dubai, UAE.

Signature
Booking Date
Name
Job Title

This booking is invalid without signature. Signatory must be authorized to sign on behalf of contracting organization.

Mode of Payment
Bank Transfer Credit Card / Debit Card

Credit Card / Debit Card
Please charge my Master Card Visa American Express
Card Holder Name Security Code
Card Number
Expiry Date
Signature

Note: 2.9% charges will apply on online payments through credit/debit card.

Payment Policy
Payment is due in full at the time of registration for the sponsorship.

Your registration for the sponsorship will not be confirmed until payment is received and may be subject to cancellation.

ACS Cancellation, Postponement and Substitution Policy
For any cancellation (s) received in writing not less than forty-five (45) days prior to the event, sponsor company will receive 75% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 25% of the contract fee will be retained by ACS for all permitted cancellations.

For any cancellation (s) received in writing not less than thirty (30) days prior to the event, sponsor company will receive 50% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 50% of the contract fee will be retained by ACS for all permitted cancellations.

No credit will be issued for any cancellation (s) occurring within fourteen (14) days from the date of event (inclusive) of the event.

In the event that ACS cancels an event for any reason, sponsor company will receive 100% of the invoiced amount in shape of Credit Voucher to be used at another upcoming ACS event within one year from the date of issuance of such credit. An administration fee of 75% of the contract fee will be retained by ACS for all permitted cancellations.

In the event that ACS postpones an event for any reason and the sponsor company is unable or unwilling to attend on the rescheduled date, sponsor company will receive a credit voucher for 100% of the contract fee paid. Sponsor company may use this credit voucher for another upcoming ACS event to be mutually agreed upon with ACS, which must occur within one year from the date of cancellation.

In the event that ACS postpones an event for any reason and the sponsor company is unable or unwilling to attend on the rescheduled date, sponsor company will receive a credit voucher for 100% of the contract fee paid. Sponsor company may use this credit voucher for another upcoming ACS event to be mutually agreed upon with ACS, which must occur within one year from the date of event.

Except as specified above, no credits will be issued for cancellation (s). There are no refunds given under any circumstances.

ACS is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. ACS shall assume no liability whatsoever in the event this event is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this event impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellation (s) of the speaker (s) and/or topics. As such, ACS reserves the right to alter or modify the advertised speaker (s) and/or topics if necessary without any liability to sponsor company whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

Discounts
All Early Bird Discounts must require payment at the time of registration and before the cut-off date in order to receive any discount.

All discount offers cannot be combined with any other offer.

Discounts do not apply to vendors/solution providers. ACS reserves the right to determine who is a vendor.