

THIRD BIANNUAL PACS ADMIN SEMINARS & WORKSHOPS

OCT 31 – NOV 5, 2009, MANAMA, BAHRAIN

Oct 31, 2009: [PACS Clinical for IT People](#)

Nov 01, 2009: [PACS IT for Clinical People](#)

Nov 2-5, 2009: [PACS Admin Workshop & Seminar](#)



Information & Communication Technology for Health



Sponsorship Kit



Seminar Organizers:
ICT FOR HEALTH
www.ictforhealth.com

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Host Organizations



www.otechimg.com

OTech Imaging is famous Texas based, PACS Training & Consulting Firm. OTech provides PACS Administrators and other professionals a wide range of educational opportunities using books, study guides, computer-based training, seminars and hands-on workshops. Otech's textbooks and study guides on PACS, DICOM, and HL7 are used by numerous training institutions, both commercial and academic. The PACS Policy and Procedure Documentation Management System containing over 60 procedures is the baseline for numerous institutions worldwide.



www.ictforhealth.com

ICT for Health is pioneer in providing a complete portfolio of healthcare technology services and solutions in the Middle East. ICT for Health had two very successful seminars on PACS Technology during the last 12 months. Featured services and solutions of ICT for Health include, PACS Training, Teleradiology, Dictation & Transcription Management, & EMR/EHR solutions. ICT for Health is also distributor of OTech Imaging PACS Training products in the Middle East on special regional prices.

Sponsorship Brief

Do you have a product, service or solution that helps in healthcare technology in general and health imaging in particular?

Examples: "PACS System, Imaging Modalities, EMR, Medical Grade Monitors, Hospital Information System, Healthcare Consultation, Telemedicine/Teleradiology solutions"

Do you want to position your firm or organization as a leader in the **healthcare industry** that is changing how we manage patient care using latest infrastructure and technology solutions?

Do you have a new product that can revolutionize the healthcare and **health imaging industry**?

If you answered, "Yes!" to any of these questions, then **3rd Biannual PACS Seminar, Bahrain is the perfect marketing event for you.** Sponsorship offers value-added marketing opportunities to ensure your organization stands out from the pack

Reach over 60 senior public – and private-sector decision makers and influencers from across Middle East at this six-day professional development union, over 5000 targeted health imaging professionals through our direct mail marketing and tens of thousands of referrals and website visitor during the seminar marketing campaign.



About the Seminar

The Target Audience: Our seminars has got thorough appreciation in the Middle East for its effectiveness and delivery methodology and our all seminars are always overbooked. The trainers come from US and famous institutes from the Middle East. Usual subscribers for these seminars are health imaging professionals, radiologists, CIOs & CTOs of the hospitals, radiology department heads, PACS Administrators, healthcare IT professionals, decision makers who want to install PACS, Ministries of Health, Ministries of IT, PACS Consulting companies, PACS Vendors, healthcare technology organizations, & teleradiology specialists.



The seminar is a typical example of blended learning because it uses books, self-paced CD's as well as face-to-face training. Attendees will get a thorough understanding of all the aspects of a typical PACS System Administrator's job. In addition, one gains the technical background that allows one to do his or her job in a knowledgeable manner. Our seminars are limited with regard to the attendance and are very interactive with a great deal of hands-on throughout the week.

SPONSORSHIP PACKAGES

Platinum Sponsor (1)

Name Recognition And Logo Placement:

- Prominent size and positioning of corporate logo included in all pre-conference promotional material & email blasts.
- Corporate logo included on conference sponsor signage
- Corporate logo (large) included on conference proceedings/program cover.
- Logo included in the sponsorship list inserted in the Conference materials and/or program
- Logo included on the conference website at www.ictforhealth.com and on the sign-up page at www.otechimg.com
- Web links from conference site to sponsor's site
- Exposure in our newsletters prior to the Event.
- One page description of your company on www.ictforhealth.com website until Mid November.

Incremental Sponsor Promotion at Sponsored Events

- Prominent headline sponsor recognition for each day (signage and verbal recognition)
- 15 minutes presentation about the company and its products during the conference (all three seminars)
- Corporate Display Table, throughout the conference

Distribution of Corporate Material

- Either the opportunity to insert a corporate profile or promotional material (provided by the sponsor) in delegate kits and/or Conference proceedings (up to 4 pages)
- Distribution in delegate kits of corporate promotional giveaways provided by the sponsors

Delegate Attendance

- **20%** discount on registration fee for the first member (Saving of 600 USD)
- **10%** discount for second and third member

*** Exclusivity from corporate competitors may be negotiated for an additional contribution

Contribution: 5000 USD

Gold Sponsor (3)

Name Recognition And Logo Placement

- Moderate size and positioning of corporate logo included in all pre-conference promotional material & email blasts.
- Corporate logo included on conference sponsor signage
- Corporate logo (medium) included on conference proceedings/program cover.
- Logo included in the sponsorship list inserted in the conference materials and/or program
- Logo included on the conference website at www.ictforhealth.com & on the sign-up page at www.otechimg.com
- Web links from conference site to sponsor's site
- Exposure in our newsletters prior to the Event
- Half page description of your company on www.ictforhealth.com website until Mid November.

Incremental Sponsor Promotion at Sponsored Events

- Prominent sponsor recognition for each day (signage and verbal recognition)
- 10 minutes presentation about the company and its products during the conference (all three seminars)

Distribution of Corporate Material

- Either the opportunity to insert a corporate profile or promotional material (provided by the sponsor) in delegate kits and/or Conference proceedings (up to 4 pages)
- Distribution in delegate kits of corporate promotional giveaways provided by the sponsors

Delegate Attendance

20% discount on registration fee for one member

Contribution: 3000 USD

Silver Sponsor (5)

Name Recognition And Logo Placement

- Attractive size and positioning (bottom) of corporate logo included in all pre-conference promotional material & email blasts.
- Corporate logo included on conference sponsor signage
- Corporate logo (small) included on conference proceedings/program cover.
- Logo included in the sponsorship list inserted in the conference materials and/or program
- Logo included on the conference website at www.ictforhealth.com and on the sign-up page at www.otechimg.com
- Web links from Conference site to sponsor's site
- Exposure in our newsletters prior to the Event.
- Quarter page description of your company on www.ictforhealth.com website until Mid November.

Incremental Sponsor Promotion at Sponsored Events

- Sponsor recognition for each day (signage only)

Distribution of Corporate Material

- Either the opportunity to insert a corporate profile or promotional material (provided by the sponsor) in delegate kits and/or Conference proceedings (limited to 2 pages flyer)

Contribution: 1000 USD



SPONSORSHIP PACKAGES

Lunch Sponsor (6)

Pre-Event Advertising and Exposure:

- Acknowledgement as Lunch Sponsor on our seminar page.
- Acknowledgement in all event mailings.

During the Event:

- Signage during the luncheon period acknowledging sponsorship (provided by ICT for Health)
- One corporate seat during the lunch for networking.
- Physical space to offer promotional Literature (at lunch area)

CONTRIBUTION: 1000 USD (one lunch, any date of your choice during the six-day event) or 3000 USD for exclusivity during the all six days

Media Sponsor (3)

Pre-Event Advertising and Exposure:

- Seminar site link to Media sponsor Web site home page. Placement of corporate logo on event home page.
- Link to a webpage of your choice (eg advertisement or targeting message) within the online Event program.
- Acknowledgement in all Conference mailings
- Promotion in event press releases

During the Event:

- Signage during the entire event acknowledging Media sponsorship (Provided By ICT For Health)
- Sponsors corporate logo to be included on all event signage. Sponsor to provide a large format logo
- A full page advertisement in the event program
- Physical space to offer promotional literature

CONTRIBUTION: Seminar Banner placement on your home page and other media coverage

SPONSORSHIP PLEDGE FORM:

Name of Sponsor:

Address:

City:

Tel:

Email:

Name of Contact:

Country:

Fax:

Type of sponsorship: Golden, Silver, Platinum, Lunch (please mention number of days), Media

We, _____ (company name), agree to sponsor PACS Admin Seminar & Workshop Bahrain, 2009, as stipulated above, in accordance with the terms as outlined in the sponsorship package, as authorized by

_____ (signature)

Dated: _____

Thanks to our
Cairo Seminar
Sponsors

