



STRONGERTOGETHER

PATHOLOGY UPDATE 2017

14 – 15 NOVEMBER 2017

Mohammed Bin Rashid University of
Medicine and Health Sciences, Dubai

16 – 17 NOVEMBER 2017

Cleveland Clinic, Abu Dhabi

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Reach Your Customers at ASCP Pathology Update 2017 Middle East!

The field of pathology and laboratory medicine is changing rapidly. Pathology Update 2017 is the place to connect with pathologists, laboratory professionals, and managers from all parts of the Middle East and beyond. Attendees come to this live meeting to share scientific endeavors, experiences, and best practices and to learn about emerging trends in laboratory medicine. Meet your goals by making your message a part of this essential discussion.

Pathology Update 2017 is an opportunity to build awareness for your brand among leaders and practitioners in pathology and laboratory medicine, prospects and key industry thought leaders. Increase your reach and drive traffic to your exhibit booth with additional sponsorship options, including a conference guide ad, email and social media messaging, web banner, and speaking opportunities.

Join ASCP from 14-16 November 2017 to broaden your network and connect with key purchasers with access to this global audience in a dynamic and interactive atmosphere!

EXCLUSIVE CONFERENCE TRACKS:

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Exhibition & Sponsorships

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	Premier Diamond 50,000 USD	Diamond 35,000 USD	Gold 25,000 USD	Silver 15,000 USD
Speaking Opportunities	Get your message out with the highest level of visibility. Work with our staff so that your success stories are presented in the main program in both hosting Emirates Custom thought leadership speaking or moderation opportunities at Genomics Middle East Pathology Informatics and Digital Pathology programs	Get your message out with the highest level of visibility. Work with our staff so that your success stories are presented in the main program in both hosting Emirates		
Exhibition Booth	November 14–15, Dubai: One 3m x 6m area for stand in conference atrium or pre-function area November 16–17, Abu Dhabi: One tabletop display	November 14–15, Dubai: One 3m x 6m area for stand in conference atrium or pre-function area November 16–17, Abu Dhabi: One tabletop display	November 14–15, Dubai: One 3m x 3m area for stand in conference atrium or pre-function area November 16–17, Abu Dhabi: One tabletop display	November 14–15, Dubai: One 2m x 2m area for stand in conference atrium or pre-function area November 16–17, Abu Dhabi: One tabletop display
Registrations	10 complimentary conference registrations. (additional passes at 1,084 AED or \$295 max limit 5)	10 complimentary conference registrations. (additional passes at 1,084 AED or \$295 max limit 5)	5 complimentary conference registrations. (additional passes at 1084 AED or \$295 max limit 3)	Up to 3 complimentary conference registrations. (must be from the same organization; no additional passes can be purchased)
Conference Web Banner	Included	Included		
Logo on Delegate Giveaway	Included	Included		
Conference Guide Ad	Full page	Full page	Half page	Quarter page
Recognition and Visibility	Verbal recognition during conference plenary sessions. Most prominent positioning of logo in conference programme, walk in slides and onsite signage. Most prominent position of corporate logo in all pre-conference marketing materials, including emails and website Recognition as sponsor at Genomics Middle East and Pathology Informatics and Digital Pathology programs	Verbal recognition during conference plenary sessions. Most prominent positioning of logo in conference programme, walk in slides and onsite signage. Most prominent position of corporate logo in all pre-conference marketing materials, including emails and website	Prominent positioning of logo in conference programme, walk in slides and onsite signage. Prominent position of corporate logo in all pre-conference marketing materials, including emails and website	Logo visibility on selected platforms
Media	Opportunity to work with ASCP to publish one exclusive article. Article will be featured on one event email and once on social media platforms	Opportunity to work with ASCP to publish one exclusive article. Article will be featured on one event email and once on social media platforms	Opportunity to work with ASCP to publish one exclusive article. Article will be featured on one event email and once on social media platforms	