

SPONSORSHIP PROSPECTUS

The International Multidisciplinary Breast Conference

15 -17 FEB 2018 • DUBAI • UAE



Co-Sponsored by



United Arab Emirates Chapter
American College of Surgeons
Inspiring Quality. Highest Standards. Better Outcomes.

THE AMERICAN SOCIETY OF
Breast Surgeons

Organized by:

MGO

WELCOME MESSAGE



Dear Colleagues

It is my honor to invite you to the first international multidisciplinary breast conference co-sponsored by the UAE Chapter of the American College of Surgeons and the American Society of Breast Surgeons. The conference will reveal up-to-date management of breast cancer from screening to diagnosis to treatment. It will highlight the importance of multidisciplinary care in managing breast diseases. The meeting will also promote breast subspecialization among different medical specialties that deal with breast diseases. The participation of world-renowned speakers as well as authoritative national experts in the field will ensure a fruitful and productive meeting.

In addition to the one and a half day of comprehensive general sessions, there will be two pre-conference workshops and two special breakfast sessions.

I urge all colleagues who deal with breast diseases (pathologists, radiologists, general and surgical oncologists and medical and radiation oncologists) to participate in this conference. Make sure you stay posted to further details and mark your calendar.

I look forward to seeing you in Dubai and best of luck.

Prof. Safwan Taha, MD, FACS, FRCSGlasg.

Governor of the UAE Chapter of ACS



SCIENTIFIC COMMITTEE



Mohamed Al-Bashir, MD, FACS
Director of Breast Care Center at Tawam Hospital
Adjunct Associate professor of Surgery, CMHS,
UAEU



Mahmoud El-Tamer MD
Attending Surgeon
Memorial Sloan Kettering Cancer Center
Professor of Surgery
Weill Medical College at Cornell University



Mohammed Jaloudi, MD
Consultant Medical Oncologist, UAE



Hassan Jaafar, MD
Consultant Medical Oncologist
Tawam Hospital, UAE

CONFERENCE OBJECTIVES

- Provide up-to-date management of breast cancer from screening to diagnosis to treatment.
- Highlight the importance of multidisciplinary care in managing breast diseases.
- Promote breast subspecialization among different medical specialties that deal with breast diseases.

HIGHLIGHTED TOPICS INCLUDE:

- Breast CA Screening in normal risk women
- Screening high risk women
- Role of MRI in Screening and diagnosis of Breast CA
- Nipple discharge
- Fibroepithelial lesions
- Proliferative and high risk benign lesions
- Surgical management of DCIS
- Radiation Tx in DCIS
- Observation/ Non-operative management of DCIS
- Quality measures in breast cancer management
- NAPBC-international: why is it important?
- Axillary staging in early breast cancer
- Oncoplastic lumpectomy
- Nipple sparing mastectomy
- Radiation Tx considerations in early breast cancer
- Neo-Adjuvant Chemotherapy
- Neo-Adjuvant hormonal therapy
- Surgical management of the breast and axilla after neoadjuvant Tx
- Radiation Tx considerations after neoadjuvant Tx
- Community Tumor Board
- Highlight of 2017 San Antonio Breast Cancer Symposium
- Special Considerations in the elderly
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WHO SHOULD ATTEND ?

- General and breast Surgeons
- Surgical oncologists
- Radiologists
- Medical Oncologists
- Radiation Oncologists

FEATURED WORKSHOPS

- Sentinel lymph node workshop
- Oncoplastic surgery workshop

SPECIAL BREAKFAST SESSIONS

- 101 Genetics Counseling
- Prophylactic Mastectomy

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Silver Sponsor	AED 25,000
Bronze Sponsor	AED 15,000
Exhibitor	AED 10,000

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AGENDA

Thursday, 15 February 2018

DAY ONE

- 08:00 **Registration, networking and coffee break Breakfast**
- 09:00 **SLN Biopsy workshop (50 people)** Hiram Cody
- 12:00 **Networking Lunch Break**
- 13:00 **Oncoplastic surgery workshop (50 people)** M. El-Tamer
- 17:00 **Closing of Workshop Day**

Friday, 16 February 2018

DAY TWO

- 07:30 **Registration**
- 08:00 **Breakfast**
- Special Breakfast Session-1 (50 seats only)**
101 Genetics counseling and testing for the surgeons
 Kevin Hughes

General Session 1: Breast CA Screening:

- 09:00 **Breast CA Screening in normal risk women**
Parisa Lotfi
- 09:20 **Role of MRI in Screening and diagnosis of Breast CA**
Mike Dixon
- 09:40 **Screening high risk women**
Parisa Lotfi
- 10:00 **Q&A**
- 10:15 **Coffee Break**

General Session 2: Management of Benign Breast Diseases:

- 10:45 **Nipple discharge**
Jane Mendez
- 11:05 **Fibroepithelial lesions**
Shelly Hwang
- 11:25 **Proliferative and high risk benign lesions**
Jane Mendez
- 11:45 **Q&A**
- 12:00 **Lunch and Friday Prayer**

General Session 3: Management of DCIS:

- 13:30 **Surgical management**
Mehra Golshan
- 13:55 **Radiation Tx in DCIS**
Reshma Jagsi
- 14:20 **Observation/ Non-operative management**
Shelly Hwang
- 14:45 **Q&A**
- 10:15 **Coffee Break**

General Session 4: Quality Assurance in Breast CA:

- 15:30 **NAPBC-international: why is it important?**
Terry Sarantou
- 16:05 **NAPBC-international: local experience**
M. Al-Bashir
- 16:20 **Q&A**
- 16:30 **Highlights of 2017 San Antonio Breast CA Symposium**
Hassan Jaafar
- 17:00 **Community Tumor Board**
M. Al-Bashir
- 19:00 **Speakers Dinner**

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Saturday, 17 February 2018

DAY THREE

07:30 **Registration**

08:00 **Breakfast**

Special Breakfast Session-2 (50 seats only)

Prophylactic Mastectomy

Mehra Golshan

General Session 5: Management of Early Breast Cancer

09:00 **Axillary staging**

Hiram Cody

09:20 **Oncoplastic lumpectomy**

M. Dixon

09:40 **Nipple-Sparing Mastectomy**

Virgilio Sacchini

10:00 **Radiation Tx considerations**

Reshma Jagsi

10:20 **Special considerations in the elderly women**

Kevin Hughes

10:40 **Q & A**

10:55 **Coffee Break**

General Session 6: Management of Breast CA Post Neo-Adjuvant Therapy

11:25 **Neo-Adjuvant Chemotherapy**

Mohammed Jaloudi

11:45 **Neo-Adjuvant hormonal therapy**

Mike Dixon

12:05 **Surgical Management of the breast and axilla**

Mahmoud El-Tamer

12:25 **Radiation Tx considerations**

Reshma Jagsi

12:45 **Q & A**

13:00 **Adjurn**

REGISTRATION COST

Main Session 2 days

16-17 February

Early Bird Price

(Register and Pay before 15 December)

AED 1200

Standard

(Register and Pay after 15 December)

AED 1800

Workshops/Session Price

Sentinel lymph node workshop

Morning, 15 February

AED 400

Oncoplastic surgery workshop

Afternoon, 15 February

AED 600

Breakfast session 1

Friday, 16 February

AED 150

Breakfast session 2

Saturday, 17 February

AED 150

IMPORTANT DATES

Abstract Submission Deadline

31 December 2017

Early Bird Rate Until

15 December 2017

Pre Conference Workshops

15 February 2018

Conference Dates

16-17 February 2018

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SPONSORSHIP SUMMARY

Sponsorship Level	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
PRE EVENT OPPORTUNITIES						
Website: Logo displayed as sponsor by category	✓	✓	✓	✓	✓	✓
Pre event guide: Logo displayed as sponsor by category	✓	✓	✓	✓	✓	✓
Marketing Materials/Collaterals (e-brochures, e-flyer & Roll ups) Logo displayed as sponsor by category	✓	✓	✓	✓	✓	✓
Sponsor Profile on website	300 words	250 words	200 words	150 words	100 words	✗
Hyperlink to your corporate website	✓	✓	✓	✓	✓	✗
Pre-Conference Email Shoot:	✓	✓	✓	✓	✓	✗
CONFERENCE OPPORTUNITIES						
Exhibitor Space	9 x 3	6 x 3	4 x 3	3 x 3	3X3	3 x 2
Delegate Pass	20	15	10	5	3	0
Company Pass	10	7	5	3	1	1
Additional Delegate Registration Discount	20 % (disc)	15 % (disc)	10 % (disc)	✗	✗	✗
Logo on Roll ups and Signages	✓	✓	✓	✓	✓	✓
Logo on the Backdrop	✓	✓	✓	✓	✓	✗
Company Ads Insert in the Event Guide	✓	✓	✓	✗	✗	✗
Public Relations & Media: Acknowledgement in where ever possible	✓	✓	✗	✗	✗	✗
Certificate of Appreciation	✓	✓	✓	✓	✓	✓

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DIAMOND SPONSORSHIP

AED 100,00.00



Pre- Event Opportunities

- Company logo and 250 words profile featured on the website as Diamond Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Acknowledgements in all PR and media campaigns for the event
- Company Logo highlighted as the Diamond Sponsor on pre-conference Newsletters

Event Opportunities

Conference Opportunities

- 20 Delegate Passes
- 10 Company Passes
- 9 x 3 m Exhibition space in a premium location of your choice for networking
- • Option to purchase additional registrations with 15% discount or early bird registration till the date of the conference
- Company Logo/highlighted as the Diamond Sponsor on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Insert of printed literature in the conference event guide
- Recognition with certificate of appreciation from the Chair persons at the Conference

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PLATINUM SPONSORSHIP

AED 75,00.00



Pre- Event Opportunities

- Company logo and 200 words profile featured on the website as Platinum Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.

Event Opportunities

- 15 Delegate Passes
- 7 Company Passes
- 6 x 3 m Exhibition space in a premium location of your choice for networking
- Option to purchase additional registrations with 10% discount or early bird registration till the date of the conference
- Company Logo/highlighted as the Platinum Sponsor on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Insert of printed literature in the conference event guide
- Recognition with certificate of appreciation from the Chair persons at the Conference

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GOLD SPONSORSHIP

AED 50,00.00



Pre- Event Opportunities

- Company logo and 150 words profile featured on the website as Gold Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.

Event Opportunities

- 10 Delegate Passes
- 5 Company Passes
- 4 x 3 m Exhibition space in a premium location of your choice for networking
- Option to purchase additional registrations with 10% discount or early bird registration till the date of the conference
- Company Logo/highlighted as the Gold Sponsor on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Insert of printed literature in the conference event guide
- Recognition with certificate of appreciation from the Chair persons at the Conference

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SILVER SPONSORSHIP

AED 25,00.00



Pre- Event Opportunities

Company logo and 150 words profile featured on the website as Silver Sponsor

- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.

Event Opportunities

- 10 Delegate Passes
- 2 Company Passes
- 4 x 3 m Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as the Silver Sponsor on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Recognition with certificate of appreciation from the Chair persons at the Conference

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BRONZE SPONSORSHIP

AED 15,00.00



Pre- Event Opportunities

- Company logo and 100 words profile featured on the website as Bronze Sponsor
- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media
- Reciprocal website hot link to the company's website from Conference website.
- Company Logo highlighted as the Bronze Sponsor on pre-conference Newsletters

Event Opportunities

- 3 Delegate Passes
- 1 Company Passes
- 3 x 3 m Exhibition space in a premium location of your choice for networking
- Company Logo/highlighted as the Bronze Sponsor on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Recognition with certificate of appreciation from the Chair persons at the Conference

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EXHIBITOR

AED 10,00.00



Pre- Event Opportunities

- Company logo to feature on the E- brochure.
- Logo placement on E-flyers posted on social media

Event Opportunities

- 1 Company Passes
- 3 x 3 m Exhibition space of your choice for networking
- Company Logo/highlighted as the EXHIBITOR on all conference artworks (Banners,roll ups and Pop ups) throughout the conference
- Recognition with certificate of appreciation from the Chair persons at the Conference

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