



عام التسامح
YEAR OF TOLERANCE

SEHA صحة
شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co. P.S.C.

TAWAM HOSPITAL
IN AFFILIATION WITH
JOHNS HOPKINS
MEDICINE

طبعة أبوظبي
Abu Dhabi Health Services Co. P.S.C.

8th EOC

مؤتمر الإمارات الثامن للأورام
Emirates Oncology Conference

المناقشات و التحديات في علاج الأورام
Consensus, Controversies & Challenges
in Multidisciplinary Cancer Care

9-7 نوفمبر 2019
November 7-9, 2019

جميرا في إبراج الاتحاد، أبوظبي، الإمارات العربية المتحدة
Jumairah Etihad Tower Abu Dhabi, United Arab Emirates

www.tawameoc.ae

Conference Committees

OVERSIGHT COMMITTEE

- Mr. Saeed Jaber Mohd Al Kuwaiti Chief Executive Officer Tawam Hospital
- Mr. Yousef Altheeb Al Ketbi Chief Operating Officer Tawam Hospital
- Dr. Sultan Mohamed Alkaram Chief Medical Officer Tawam Hospital
- Mr. Khalifa Al Shamsi Chief Financial Officer Tawam Hospital
- Dr. Khaled Saeed Balaraj Chair of Oncology Service Tawam Hospital
- Dr. Hamda Salem Al Neyadi Marketing, PR and Media Manager Tawam Hospital

ORGANIZING COMMITTEE MEMBERS

- Mr. Yousef Altheeb Al Ketbi Chief Operating Officer Tawam Hospital
- Dr. Khaled Saeed Balaraj Chair of Oncology Service Tawam Hospital
- Dr. Hamda Salem Al Neyadi Marketing, PR and Media Manager Tawam Hospital
- Marketing Team, Tawam Hospital
- Rhodora Maria Lorion Francisco Medical Secretary



SCIENTIFIC COMMITTEE MEMBER

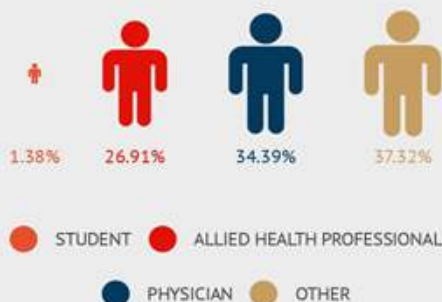
- Dr. Khaled Saeed Balaraj Consultant Radiation Oncologist, Chair of Oncology Service, Chief of Radiotherapy Department Tawam Hospital
- Dr. Nadeem Pervez Consultant Radiation Oncologist Tawam Hospital
- Mr. Mahmoud Hassan Associate Director of Nursing Tawam Hospital
- Dr. Fathi Azribi Consultant Oncologist, Chief of Medical Oncology Tawam Hospital
- Dr. Arif Raza Alam Consultant Hematologist Oncologist, Chief of Haematology Tawam Hospital
- Dr. Muhammad Javed Consultant Palliative Medicine, Chief of Palliative Care Tawam Hospital
- Dr. Muhammad Khanani Consultant Pediatric Oncologist, Chief of Pediatric Hematology Oncology Tawam Hospital
- Dr. Mouza Al Ameri Consultant Surgeon, Breast Care Centre Tawam Hospital
- Dr. Guido Mannaerts Consultant Bariatric & Oncology Surgeon, Chief of Surgery Division Tawam Hospital
- Dr. Rizwan Syed Consultant Radiologist, Chief of Clinical Imaging Tawam Hospital
- Dr. Muwafak Salman Consultant Urologist, Chief of Urology Department Tawam Hospital
- Dr. Ziad Peerwani Consultant Hematopathologist, Chief of Pathology and Laboratory Medicine Tawam Hospital
- Dr. Aladdin Mohamed Maarraoui Consultant Oncologist, Chief of Chief of Haematology and Oncology Mafraq Hospital
- Dr. Ateq Al Messabi Consultant General Surgeon Mafraq Hospital
- Dr. Mohamed Al Falasi Chief of Otolaryngology, Head and Neck Surgery Division Tawam Hospital
- Dr. Diaeddine Trad Consultant Medical Oncologist Tawam Hospital
- Dr. Mohammed Abu Haleeqa Consultant Hematologist Oncologist Sheikh Khalifa Medical City
- Dr. Dae Young Kim Consultant Physician, Deputy Chief Medical Officer, Deputy Chair of Oncology Centre Sheikh Khalifa Specialty Hospital, Ras Al Khaimah
- Dr. Satish Chandrasekhar Nair Senior Clinical Scientist, Director of Medical Research Tawam Hospital



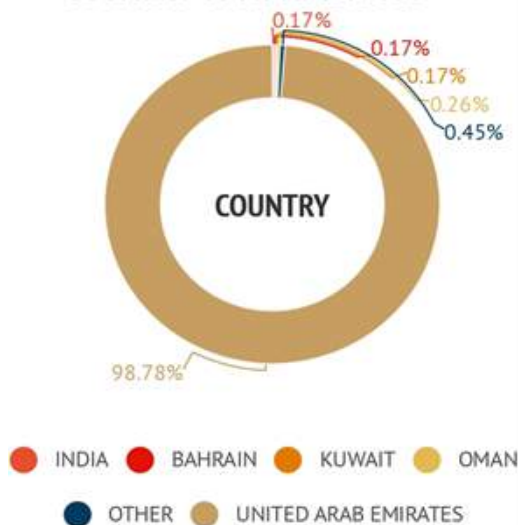
EOC Statistics



PROFESSION



COUNTRY OF ATTENDANCE



CONFERENCE REPORT

November 8-10, 2018
Jumeirah at Etihad Towers, Abu Dhabi, UAE

DATA



1163

DELEGATES ATTENDED THE CONFERENCE



104

FACULTIES SHARED THEIR KNOWLEDGE



147

EXHIBITORS ARE PRESENT TO SUPPORT THE CONFERENCE

SCANNING COUNT

DAY 1 MORNING	700
DAY 1 AFTERNOON	742
DAY 2 MORNING	872
DAY 2 AFTERNOON	952
DAY 3 MORNING	582
DAY 3 AFTERNOON	265





Conference Information

DATE & TIME

Thursday 7th to Saturday 9th of November 2019
Jumeirah Etihad Towers
Abu Dhabi, United Arab Emirates

ACCREDITATION

Accreditation is sought from the European Accreditation Council for Continuing Medical Education (EACCME®)

TARGET AUDIENCE

- Cancer Researchers
- Oncologists
- Radiation Oncologists
- Surgeons, Radiologists
- Pathologists
- Nurses
- Physicians
- Medical Students
- Nurses
- Pharmacists
- Allied Health Professionals

CONFERENCE HIGHLIGHTS

- Precision Immunotherapy for Head and Neck Cancer
- Pursuing Cancer Care Quality
- Heavy Particle Radiotherapy for Cancer Treatment
- International application of Quality Oncology Practice Initiative (iQOPI)
- Genetics of Unknown Significance in Breast Cancer
- Axillary Node Management in Breast Cancer after Neoadjuvant Chemotherapy
- Surgical Perspective on Hepatic Colorectal Metastases
- Hyper thermic Intraperitoneal Chemotherapy in GI Malignancies
- The TEAM Approach to Palliative Care
- Care after Allogeneic Hematopoietic Cell Transplant in Children
- The Quality Cancer Care Through CCPC Certification
- Focus on Survivorship in Cancer Survivor

Sponsorship Tiers

To ensure the success of the conference, companies are invited to participate through different sponsorship tiers. For the 2018 edition, we have opened up new opportunities for digital advertising exposure at the venue due to demand such as the conference application, banners in the application, push notifications, SMS blasts, email blasts and much more.

Sponsorship provides the opportunity to promote your company during the conference, by having dedicated exhibition stands and through other promotion opportunities related with the conference.

Why support the Emirates Oncology Conference?

- Unique exposure to relevant and dynamic audience of 2000 highly specialized healthcare professionals
- Gaining crucial insight into the most up to-date research and findings in the fields of Oncology
- Valuable opportunity to place your company at the forefront by promoting cutting-edge research the scientific program
- Aligning your organization with the outcomes of the Emirates Oncology Conference clearly demonstrates your commitment to the field

	Main Lead	Diamond	Platinum	Gold	Silver	Bronze
Exhibition						
Square meters		3M X 9M	3M X 6M	3M X 4M	3M X 3M	2M X 2M
ability of Booth		Yes	Yes	Yes	Yes	No (pop-up)
Conference Inclusions						
Exhibitor Passes	35	25	20	15	5	2
Delegate Passes	90	70	50	35	10	5
Industry Talk						
Duration (mins)	60	45	-	-	-	-
Exclusive (E), Parallel (P)	E	E	-	-	-	-
Areas of Brand Exposure						
Published Media	7	6	5	4	3	2
Digital Media		7	6	5	3	2
Acknowledgement		2	2	-	-	-
Total	AED 560K	AED 450K	AED 370K	AED 200K	AED 100K	AED 55k

MAIN LEAD

Exhibition Up to 35 square meters booth at premium location Capability of building booth Note: Booth design subject to approval by PCO	Inclusions 35 complimentary company representative passes 90 complimentary delegate passes Note: Please refer to important dates in delivering details	Industry Talk Main Program: Top priority in selecting industry talk on first come first serve basis with 60 minute duration on exclusive basis Speaker logistics & expenses covered by sponsor Note: Topics/speakers subject to committee approval, non-accredited slot
Brand Exposure		
Published Media Logo with tier statement displayed on conference branded published media: 1. Venue signage directional 2. Stage backdrop inside lecture hall 3. Conference branded lecture hall entrance roll-up 4. Program booklet front cover 5. Program booklet sponsors acknowledgement page 6. Neck pouch booklet 7. Venue signage floor plan	Digital Media Logo with tier statement displayed on digital media: 1. Conference website homepage, sponsors page with hyperlink 2. Conference email blasts where sponsors are stated 3. Digital marketing material 4. PR & media releases where possible 5. Final certificate blast acknowledgement 6. Conference application sponsors page 7. Post-event report acknowledgement	Acknowledgement 1. Plaque by tier statement during conference dinner 2. Certificate of appreciation at stand during last day



Diamond

Exhibition

3M * 9M booth at premium location
Capability of building booth

Note: Booth design subject to approval by PCO

Inclusions

25 complimentary company representative passes

70 complimentary delegate passes

Note: Please refer to important dates in delivering details

Industry Talk

Main Program: Top priority in selecting industry talk on first come first serve basis with 45 minute duration on exclusive basis

Speaker logistics & expenses covered by sponsor

Note: Topics/speakers subject to committee approval, non-accredited slot

Brand Exposure

Published Media

Logo with tier statement displayed on conference branded published media:

1. Venue signage directional
2. Conference branded lecture hall entrance roll-up
3. Program booklet front cover
4. Program booklet sponsors acknowledgement page
5. Neck pouch booklet
6. Venue signage floor plan

Digital Media

Logo with tier statement displayed on digital media:

1. Conference website homepage, sponsors page with hyperlink
2. Conference email blasts where sponsors are stated
3. Digital marketing material
4. PR & media releases where possible
5. Final certificate blast acknowledgement
6. Conference application sponsors page
7. Post-event report acknowledgement

Acknowledgement

1. Plaque by tier statement during conference dinner
2. Certificate of appreciation at stand during last day



Platinum

Exhibition

3M * 6M booth at premium location
Capability of building booth

Note: Booth design subject to approval by PCO

Inclusions

20 complimentary company representative passes

50 complimentary delegate passes

Note: Please refer to important dates in delivering details

Brand Exposure

Published Media

Logo with tier statement displayed on conference branded published media:

1. Venue signage directional
2. Conference branded lecture hall entrance roll-up
3. Program booklet sponsors acknowledgement page
4. Neck pouch booklet
5. Venue signage floor plan

Digital Media

Logo with tier statement displayed on digital media:

1. Conference email blasts where sponsors are stated
2. Digital marketing material
3. PR & media releases where possible
4. Final certificate blast acknowledgement
5. Conference application sponsors page
6. Post-event report acknowledgement

Acknowledgement

1. Plaque by tier statement during conference dinner
2. Certificate of appreciation at stand during last day



Gold

Exhibition

3M * 4M booth at premium location
Capability of building booth

Note: Booth design subject to approval by PCO

Inclusions

15 complimentary company representative passes

35 complimentary delegate passes

Note: Please refer to important dates in delivering details

Brand Exposure

Published Media

Logo with tier statement displayed on conference branded published media:

1. Venue signage directional
2. Conference branded lecture hall entrance roll-up
3. Program booklet sponsors acknowledgement page
4. Venue signage floor

Digital Media

Logo with tier statement displayed on digital media:

1. Digital marketing material
2. PR & media releases where possible
3. Final certificate blast acknowledgement
4. Conference application sponsors page
5. Post-event report acknowledgement





Silver

Exhibition

3M * 3M booth at premium location
Capability of building booth

Note: Booth design subject to approval by PCO

Inclusions

5 complimentary company representative passes

10 complimentary delegate passes

Note: Please refer to important dates in delivering details

Brand Exposure

Published Media

Logo with tier statement displayed on conference branded published media:

1. Venue signage directional
2. Conference branded lecture hall entrance roll-up
3. Program booklet sponsors acknowledgement page

Digital Media

Logo with tier statement displayed on digital media:

1. Final certificate blast acknowledgement
2. Conference application sponsors page
3. Post-event report acknowledgement



Bronze

Exhibition

2M * 2M pop-up

Note: pop-up design subject to approval by PCO

Inclusions

2 complimentary company representative passes

5 complimentary delegate passes

Note: Please refer to important dates in delivering details

Brand Exposure

Published Media

Logo with tier statement displayed on conference branded published media:

1. Conference branded lecture hall entrance roll-up
2. Program booklet sponsors acknowledgement page

Digital Media

Logo with tier statement displayed on digital media:

1. Final certificate blast acknowledgement
2. Conference application sponsors page

Satellite Symposia

INDUSTRY TALK SLOTS

Slot	Exclusivity
Mean Lead	60 minsExclusive
Diamond	45 minsExclusive

INCLUSIONS

Symposia cost-associates include the following by the PCO:

- Hall rental (all in-room branding by sponsors is to be handled by sponsors)
- Standard audio/visual equipment limited to basic package
- Symposium program included in conference program (subject to receipt by publishing deadline)

CONTENT & SPEAKER

Travel costs, accommodation and honoraria of the speaker will be covered by the sponsor for all industry talks. All cost associated with branding the hall during a satellite will be covered by the sponsor including distribution of promotional items.

The deadline for submitting industry talk material to is September 30, 2019

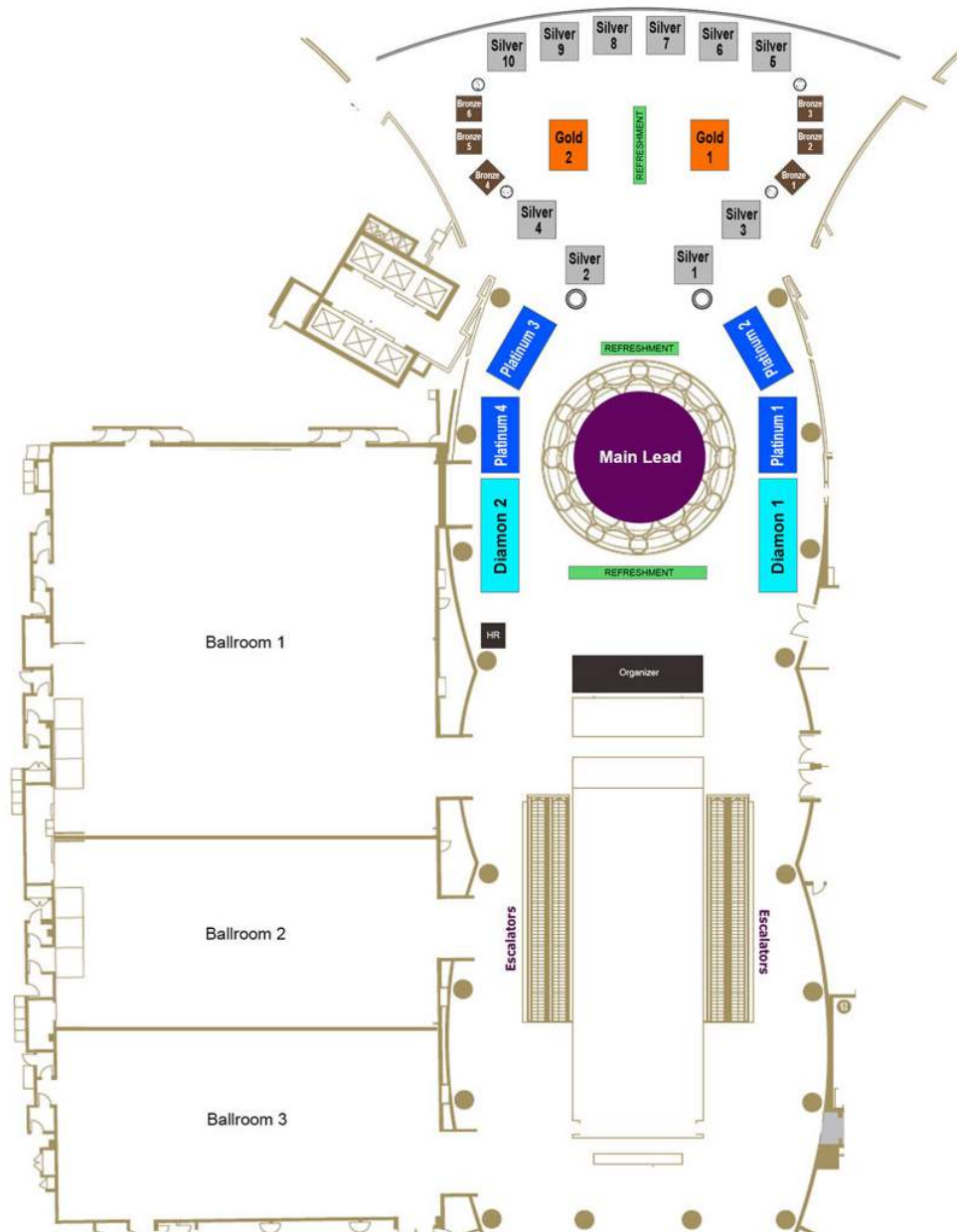
APPROVALS

The EOC 2019 Scientific Committee will maintain control over the satellite session where CME accreditation is desired. As such, the sponsors will be expected to work with a Scientific Committee member of their choice to oversee the CME process. All industry talks topics and slots chosen are subject to approval of the Conference Scientific Committee).

If a speaker is both a satellite and conference speaker, a price reduction applies subject to the final board decision depending on cost associates in the logistics only of that speaker



Floor Plan



TERMS OF ALLOCATION

The exhibition floor plan will follow a first contracted first served basis mainly through the finalization of a contract on sponsorship agreement.

BOOTH DIMENSIONS

The floor plan at the Jumeirah Etihad Hotel accommodates the following areas based on tier allocation as indicated in the legend.

Mean Lead:

Diamond : 9m X 3m

Platinum : 6m X 3m

Gold: 4m X m

Silver : 3m X 3m

Bronze: 2m x 2m popups OR 2 rollup banners

BOOTH DESIGN

Mean lead booth are central under the main Oculus in the exhibition area with a prime location, however need to have an open island format.

All booths highest is 3 M

SETUP TIMINGS

Assemble on November 6 at 10:00 PM up to November 7 at 06:00 AM

Dissemble on November 9 at 17:30 up to November 10 at 2:00 AM

EXHIBITION TIMINGS

Exhibition will run in parallel to the scientific program and are in the same level adjacent to the lecture halls. It is recommended that company reps from sponsors are present at their booths during coffee breaks and registration timings every day.

COMPLIANCE FORMS

- **All built booths require approval of design by October 30, 2019 strictly**
- Sponsors are required to fill in a security clearance and compliance form on behalf or by their third-party booth designers/builders. The forms are provided by the venue in order to access the exhibition area. In the case forms are not provided no guarantee during setup can be made
- For further details please refer to the Exhibition Terms in this prospectus





مع تحيات قسم التسويق والاتصال المؤسسي
Regards from Marketing & Business Communication Department

للمواعيد والاستفسارات والملاحظات
For appointments, inquiries & comments



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