The Third Clinical Congress & Gulf Chapter Annual Meeting

JW Marriott Marquis  October 29-31, 2015  Dubai, UAE

www.AACEGulf.org
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<td>25-26</td>
</tr>
</tbody>
</table>
Dear Partners,

As president of the Gulf Chapter, it gives me a great pleasure to welcome you to the Gulf Chapter of the American Association of Clinical Endocrinologists, the Third Clinical Congress and Gulf Chapter Annual Meeting to be held in JW Marriott Marquis in Dubai, United Arab Emirates on 29-31st of October, 2015

Building on your contribution to the success of the first and second editions of the Clinical Congress and Gulf Chapter Annual Meeting, we are delighted to welcome you in the bustling metropolitan city of Dubai.

The 2015 edition has taken a graceful step towards the international arena in order to deliver a higher calibre meeting. The scientific committee has therefore compiled the ample meeting that will deliver plenty of educational opportunities in the growing and exciting field of endocrinology, diabetes and metabolism.

Through a culmination of collective efforts, the conference will convene over a three-day program and present a high-level scientific content with major updates and state of the art lectures, plenary sessions and clinical practice symposia. The sessions will cover major updates and state-of-the art presentations delivered by international and regional keynote speakers.

Also this year we are delighted to invite delegates to AACE pre-congress programs. The endocrine review course provides comprehensive case-based review of clinical endocrinology and metabolism while the UGFNA workshop encompasses theoretical and practical sessions to introduce endocrines to neck ultrasound. Furthermore, the a one day dedicated workshop for allied health professionals will take place to enhance their individual role in endocrine care.

We are looking forward to welcoming your company’s participation in this unique educational experience enhancing the understanding of diabetes and endocrinology that stands for excellence in medical education in the Middle East and GCC region.

On behalf of the Board of Directors, the Gulf Chapter of the American Association of Clinical Endocrinologists.

Sincerely,

Ali Alzahrani MD FACE
President, AACE Gulf Chapter
Kingdom of Saudi Arabia
About the Gulf Chapter of AACE

About the AACE

International AACE Chapters enhance the mission of AACE by improving the ability of clinical endocrinologists worldwide to provide the highest quality of patient care and in fostering educational programs that allow for a closer relationship among the members and potential members. International chapters also expand the market for AACE programs and services to help increase the visibility of AACE as an advocate for patient care issues in endocrinology, diabetes, metabolism and nutrition. Supporting the development of International AACE Chapters, in accordance with proper guidelines governed by the AACE Board of Directors and the Chapters Committee, is an extension of AACE’s vision to be recognized worldwide for its clinical leadership.

AACE Vision

The American Association of Clinical Endocrinologists is the organization focused on endocrinology, diabetes, and metabolism that is most:

- Recognized worldwide for its clinical leadership
- Valued by clinical endocrinologists and other healthcare professionals
- Trusted by patients
- Respected by healthcare decision-makers and the public

Gulf Chapter of AACE

The Gulf Chapter of AACE is a professional community of physicians in the Gulf Cooperation Council (GCC) countries, specializing in endocrinology, diabetes, and metabolism, committed to fostering advanced educational and research programs to enable its members to provide the highest quality of patient care.
Steering Committee

President, officers and members of the board of directors of the Gulf Chapters of the American Association of Clinical Endocrinologists

**Officers**

Ali Alzahrani MD FACE
President, AACE Gulf Chapter
Kingdom of Saudi Arabia

Mohammad Al-Lamki MBChB MSc FRCP
President-elect, AACE Gulf Chapter
Sultanate of Oman

Ebaa Al-Ozairi MBChB MRCP(UK) CCT FACN
Secretary/Treasurer, AACE Gulf Chapter
Kuwait

Ali Khalil MD FACE
Past-president, AACE Gulf Chapter
United Arab Emirates

**Board Members**

Salem Beshyah MBCh DIC PhD FRCP FACP
Board Member, AACE Gulf Chapter
United Arab Emirates

Juma Al Kaabi MD FACE
Board Member, AACE Gulf Chapter
United Arab Emirates

Ahmed Hassoun MD FACE FACP
Board Member, AACE Gulf Chapter
United Arab Emirates

Nasreen Al-Sayed MD FACP
Board Member, AACE Gulf Chapter
Bahrain

Mahmoud Zirie MD FACE
Board Member, AACE Gulf Chapter
Qatar
Sponsors 2014

Diamond

Platinum

AstraZeneca
Health Connects Us All

Novo Nordisk

Gold

Merck Serono

Merck

Silver

Boehringer Ingelheim

Roche

Exhibition

AMGEN

Sandoz

General Statistics

<table>
<thead>
<tr>
<th>Count</th>
<th>Day</th>
<th>Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>654</td>
<td>1</td>
<td>Morning</td>
</tr>
<tr>
<td>713</td>
<td>1</td>
<td>After Lunch</td>
</tr>
<tr>
<td>641</td>
<td>2</td>
<td>Morning</td>
</tr>
<tr>
<td>606</td>
<td>2</td>
<td>After Lunch</td>
</tr>
<tr>
<td>478</td>
<td>3</td>
<td>Morning</td>
</tr>
<tr>
<td>392</td>
<td>3</td>
<td>After Lunch</td>
</tr>
</tbody>
</table>

Accumulated CME Hours 11974
Attendees 736
Nationalities 24
## Important Dates

### Scientific Program Deadlines
- Advance program distribution: May 15, 2015
- Abstract submission deadline: August 1, 2015
- Industry talk material deadline: October 18, 2015

### Sponsors Important Deadlines
- Receipt of booth visual for approval: September 24th, 2015
- Receipt of accommodation funds: October 1st, 2015
- Receipt of rooming list at no cancellation fee: July 24th, 2015
- Receipt of final rooming list: September 28th, 2015
- Receipt of final sponsored delegates list: October 21st, 2015
- Receipt of final company reps list: October 22nd, 2015
- Receipt of complete stand drawings: September 24th, 2015

### Industry Talk Deadline
- Industry talk topic: September 17th, 2015
- Industry talk speaker information: September 17th, 2015
- Industry talk final title: October 1st, 2015
- Industry talk topics: September 17th, 2015

### Group Registration Deadlines
- Early rate group registrations: August 15th, 2015
- Standard rate group registrations: October 22nd, 2015
Congress Information

Date & Venue
Thursday 29th to Saturday 31st of October, 2015
JW Marriott Marquis
Business Bay, Dubai, United Arab Emirates

Target Audience
- Endocrinologists
- Diabetologists
- Pediatricians
- Family Medicine
- Internist
- Primary Care Doctors
- Clinical Pharmacists
- Dietitians
- Hospitalists
- Gynecologists
- Senior Nurses
- Nurses
- Medical Students

CME Accreditation
CME Credit Hours (category 1) will be sought.

Congress Organizer
DiaEdu Management Consultancy
Phone: +971 4 453 2975
Email: contact@diaedu.com
Web: www.diaedu.com

Congress Website
Further details are available on the congress web site:

www.AACEgulf.org
Associated Programs

**Comprehensive Endocrine Review Course**

awould share their extensive knowledge and experience with the attendees over the 2-day course time. The course will provide a high caliber endocrine review platform that focuses on case-based exam questions and discussion covering different aspects of clinical endocrinology and metabolism. It is designed to cover major topics:

- Diabetes
- Lipid
- Obesity
- Osteoporosis
- Metabolic
- Bone
- Pituitary & neuroendocrine
- Adrenal & thyroid, and reproductive endocrine disorders

**Neck Ultrasound & US-FNA**

The workshop is a full day introductory program on neck ultrasound (US) designed for Endocrinologists. The workshop is divided into a theoretical introduction that includes thyroid ultrasound Physics and Anatomy, and reviews widespectrum of images of thyroid, parathyroid, and lymph nodes pathology, which will help Endocrinologists to decide on Fine Needle Aspiration (FNA) biopsy.

The second half of the workshop focuses on the use of ultrasonography and ultrasound-guided FNA biopsy of thyroid and related structures. The workshop is a unique learning opportunity that involves real volunteers with various thyroid pathologies. The program is conducted by eminent national and international experts in the field of thyroidology.

**Allied Healthcare Workshop on Diabetes Management**

The Allied Healthcare Workshop is a full day program that aim at enhancing allied healthcare professional’s role in endocrine care. The meeting offers an interactive learning environment that supports participants to develop their skills in effective diabetes management.
All Program Fees, Packages & Options

Individual Registration Schedule

Non-sponsoring Companies that would like to purchase less than 5 passes can do so using the table below.

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Early bird rate Until Aug. 15</th>
<th>Standard rate Until Oct. 22</th>
<th>Onsite rate On Oct. 29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors</td>
<td>USD 300</td>
<td>USD 400</td>
<td>USD 500</td>
</tr>
<tr>
<td>Non Doctors</td>
<td>USD 250</td>
<td>USD 300</td>
<td>USD 350</td>
</tr>
<tr>
<td>AACE Members</td>
<td>USD 250</td>
<td>USD 300</td>
<td>USD 350</td>
</tr>
<tr>
<td>Medical Students</td>
<td>USD 200</td>
<td>USD 250</td>
<td>USD 300</td>
</tr>
</tbody>
</table>

The registration fee to the AACE Third Clinical Congress will cover tuition, symposium literature, certificate of attendance and lunch & coffee breaks for the congress only.

Special congress registration rates are also provided for sponsoring companies only. Please refer to the Sponsor’s Special Rates section in this prospectus.

Registration to the Thyroid Ultrasound Workshop (US & US-FNA) is restricted to fellows, specialists and consultants in Endocrinology as well as internists and radiographers ONLY. Pre-approval to registration is required to confirm final registration. Seats are limited to 40 delegates only.

Registration to the Comprehensive Endocrine Review Course is open to the same target group of the congress.
All Program Fees, Packages & Options

Packages Offers

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Early bird rate</th>
<th>Standard rate</th>
<th>Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress + Review Course (Full)</td>
<td>USD 700</td>
<td>USD 800</td>
<td>USD 900</td>
</tr>
<tr>
<td>Review Course (1 day) + US &amp; US-FNA</td>
<td>USD 1300</td>
<td>USD 1400</td>
<td>USD 1600</td>
</tr>
<tr>
<td>Congress + Review Course (1 day) + US &amp; US-FNA</td>
<td>USD 1200</td>
<td>USD 1300</td>
<td>USD 1600</td>
</tr>
</tbody>
</table>

Group Registration Schedule

Non-sponsoring Companies that would like to purchase a group of delegates passes attending the congress may do so by using the special group registration fee. A group consists of a minimum of 10 persons as such:

<table>
<thead>
<tr>
<th>Pass Type</th>
<th>Early bird rate</th>
<th>Standard rate</th>
<th>Onsite</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Doctors</td>
<td>USD 3150</td>
<td>USD 3600</td>
<td></td>
</tr>
</tbody>
</table>

The registration fee will cover tuition, symposium literature, certificate of attendance and lunch & coffee breaks for the congress only.

Congress Dinner

Tickets for the Gulf Chapter of AACE Annual Congress Dinner during the after hours on October 30th can be requested up to one week before the congress at a rate of USD 85 per delegate. The dinner will be joined by high level delegates and faculty members while is a great opportunity to network among colleagues.
Congress Venue

About the Venue

JW Marriott Marquis is a 5-star hotel in Dubai that is only 20 minutes away from Dubai International Airport and offers a spectrum of business facilities and 14 diverse dining options for delegates. Elevated above Dubai’s business district, on Sheikh Zayed Road, the JW Marquis is the world’s highest accommodation. Spread across two iconic towers, the spectacular hotel features exceptional setting for congress.

Hotel Accommodation

Tier sponsors can book and pay for their hotel accommodation(s) through a direct online link that will provide the best group rates from the congress organisers. Booking includes the minimum of three nights from October 28-31, 2015.

The following room options are provided:

<table>
<thead>
<tr>
<th>Occupancy</th>
<th>Cost/Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Occupancy</td>
<td>USD 300</td>
</tr>
<tr>
<td>Double Occupancy</td>
<td>USD 330</td>
</tr>
</tbody>
</table>

Rooms include morning breakfast. All prices are inclusive of 10% service tax and 10% Dubai Tourism tax and AED 20 Dubai Municipality tax are inclusive on all prices. Prices quoted above are subject to change.

Note: For more information please refer to the Accommodation Terms in this prospectus
Sponsorship Tiers

To ensure the success of the congress, pharmaceutical companies are invited to participate through different sponsorship tiers.

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

All Prices below are in US Dollar.

Why support the Gulf Chapter of AACE Annual Congress?

- Unique exposure to relevant and dynamic audience of 800-1000 healthcare professionals
- Gaining crucial insight into the most up to date research and findings in the fields of Endocrinology
- Valuable opportunity to place your company at the forefront by promoting cutting-edge research in the scientific program
- Aligning your organisation with the outcomes of the GC of AACE Annual Congress clearly demonstrates your commitment to the field.
## Overview

<table>
<thead>
<tr>
<th>Sponsorship Tier</th>
<th>Number of Sponsors</th>
<th>Industry Talk</th>
<th>Exhibition Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>1</td>
<td>90 minutes plenary session</td>
<td>36 Yes</td>
</tr>
<tr>
<td>Platinum</td>
<td>4</td>
<td>45 minutes parallel session</td>
<td>24 Yes</td>
</tr>
<tr>
<td>Gold</td>
<td>6</td>
<td>30 minutes parallel session</td>
<td>12 Yes</td>
</tr>
<tr>
<td>Silver</td>
<td>-</td>
<td>-</td>
<td>8 Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Area in square meter</th>
<th>Capability of building booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>36</td>
<td>Yes</td>
</tr>
<tr>
<td>Platinum</td>
<td>24</td>
<td>Yes</td>
</tr>
<tr>
<td>Gold</td>
<td>12</td>
<td>Yes</td>
</tr>
<tr>
<td>Silver</td>
<td>8</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Congress Passes</th>
<th>Number of Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAE-based HCPs</td>
<td>60</td>
</tr>
<tr>
<td>Regional-based</td>
<td>30</td>
</tr>
<tr>
<td>Company Rep.</td>
<td>12</td>
</tr>
</tbody>
</table>

### Pre-Congress

<table>
<thead>
<tr>
<th>Congress Website:</th>
<th>Logo displayed as sponsor by tier with hyperlink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primarily Program Booklet:</td>
<td>Logo displayed as sponsor by tier</td>
</tr>
<tr>
<td>Marketing Teaser &amp; Rollups:</td>
<td>Logo displayed as sponsor by tier</td>
</tr>
<tr>
<td>Congress Email Blasts:</td>
<td>Pre-registered delegates to receive infomail that includes sponsor logo</td>
</tr>
<tr>
<td>Public Relations &amp; Media:</td>
<td>Acknowledgement in whenever possible</td>
</tr>
</tbody>
</table>

### Comprehensive Endocrine Review Course

**Oct. 27-28**

<table>
<thead>
<tr>
<th>Exhibition Space:</th>
<th>Area in square meter</th>
<th>Number of pop-ups (3.5x2.5m)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
# Sponsorship Tiers’ Details

## During Congress

<table>
<thead>
<tr>
<th>Sponsorship Tier</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress collateral:</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Logo displayed as sponsor by tier</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Congress rollups placed in strategic locations around venue</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Congress banner placed inside lecture halls</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Lecture hall entrance rollup</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Lunchroom entrance rollup</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
<tr>
<td>Congress bag inserts</td>
<td>![Diamond]</td>
<td>![Platinum]</td>
<td>![Gold]</td>
<td>![Silver]</td>
<td>![Exhibition]</td>
</tr>
</tbody>
</table>

### Extra Advertisement
- Official Lanyard

### Acknowledgement:
- 5 minute speech at congress dinner
- Certificate by tier statement- announced
- Certificate at sponsor stand

### Venue signage:
Logo displayed as sponsor by tier

### Final program booklet:
Logo displayed as sponsor by tier

### Final Program Booklet Advertisement:
- Back cover
- Inner pages

### Exhibition floor plan:
- Logo displayed on stand in final program & abstracts booklet
- Logo displayed on stand in neck pouch booklet

## Post-Congress

### Certificate email blast:
Logo displayed as sponsor by tier
- Acknowledgement and appreciation statement

### Post-Congress gallery:
Sponsors images at event displayed

### Congress summary email blast:
Logo displayed as sponsor by tier in email as acknowledgement
- Gallery link
- Results booklet including white list
Industry Talks

Industry Talk Slots

<table>
<thead>
<tr>
<th>Priority</th>
<th>Duration</th>
<th>Timing</th>
<th>Parallels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>90 mins</td>
<td>Oct. 30 at 19:00-20:30</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Platinum</td>
<td>45 mins</td>
<td>Oct. 29 at 13:30-14:15</td>
<td>Parallel</td>
</tr>
<tr>
<td>Platinum</td>
<td>45 mins</td>
<td>Oct. 30 at 13:30-14:15</td>
<td>Parallel</td>
</tr>
<tr>
<td>Gold</td>
<td>30 mins</td>
<td>Oct. 29 at 16:30-17:00</td>
<td>Parallel</td>
</tr>
<tr>
<td>Gold</td>
<td>30 mins</td>
<td>Oct. 29 at 17:00-17:30</td>
<td>Parallel</td>
</tr>
</tbody>
</table>

Industry Talk Inclusions

Symposia cost-associates include the following by the Organiser:

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

Industry Talk Content & Speakers

Travel costs, accommodation and honoraria of the speaker will be covered by the Sponsor for all industry talks.

The Gulf Chapter of AACE 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 Steering Committee member of their choice to oversee the CME process. All industry talks topics and slots chosen are subject to approval of the Congress Scientific Committee.)
## Sponsorship Special Congress Rates

### Delegate Passes Packages

<table>
<thead>
<tr>
<th>Delegate Passes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>USD 5400</td>
</tr>
<tr>
<td>10</td>
<td>USD 2700</td>
</tr>
<tr>
<td>5</td>
<td>USD 1500</td>
</tr>
<tr>
<td>1</td>
<td>USD 300</td>
</tr>
</tbody>
</table>

The above excludes accommodation and will cover tuition, symposium literature, certificate of attendance, lunch & coffee breaks for the congress only.

### Delegate + Accommodation Packages

Companies that have purchased larger packages and have larger exhibition spaces will be provided with priority onto room allocation. This is applicable onto booking JW Marriott Marquis only.

The following includes delegate passes and accommodation costs for a three night stay at the JW Marriott Marquis:

<table>
<thead>
<tr>
<th>Rooms + Delegate Passes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>JW Marquis</td>
</tr>
<tr>
<td>20</td>
<td>USD 23400</td>
</tr>
<tr>
<td>10</td>
<td>USD 11700</td>
</tr>
<tr>
<td>5</td>
<td>USD 6000</td>
</tr>
<tr>
<td>1</td>
<td>USD 1200</td>
</tr>
</tbody>
</table>

Rooms include morning breakfast. All prices are inclusive of 10% service tax and 10% Dubai Tourism tax and AED 20 Dubai Municipality tax. Prices quoted above are subject to change.

Please refer to the hotel accommodation terms & conditions for full details.
Accommodation Requests

Organizer’s Terms

- The minimum guaranteed room nights per delegate is 3 nights
- It is strictly not allowed for delegates to be accommodated through third-party agents including travel agents without the congress organizer’s notice
- Total room quantity allocated is subject to company level of participation
- Any rooms required before October 29 or after October 31 will be charged at a rate subject to availability
- Any rooms above your package allowance would be charged at a rate subject to availability due to room unavailability during the peak in the hotel
- Higher category rooms will be provided at a rate subject to availability
- Late check outs are not guaranteed by the organizer but will be requested to the hotel
- No changes to final rooming lists can be made 5 days prior to first check-in

Hotel Policies

Hotel bookings have a check-in policy at 14:00 and check-out at 12:00. If your delegates are to check out by 8 PM a half day extra charge will apply. If your delegates will check out after 8 PM a full day charge will apply. All payment for rooms must complete before the congress by October 26, 2015 and not after (no credit facility will be provided) through the organizer.

Rooming List Schedules

The organizer requires to know if any faculty are to be accommodated under your company’s list as to alter its own. Companies are requested to inform us of the full flight and hotel booking accommodation details of any faculty members for security, logistics and onsite coordination purposes. For the accommodation list a master template upon request will be sent to companies.

Hotel Booking Process

- Quantities booked by companies during the contracting phase are guaranteed.
- All accounted for hotel bookings need to be given to the organizer by September 28, 2015 whereas additional rooms required would be subject to availability and subject to a new rate.
- For all changes in the rooming list please use the “amend” column in the master template to indicate the changes as to avoid confusion during communication.
- Cancellations at no cost are possible only 90 days only prior to the event.
- Confirmed rooms by communciation are accounted for and are invoicable 90 days onwards prior to the event.
- Changes to the rooming list are only possible up till 5 days prior to the event wherein changes requested thereafter will not be accepted due to hotel booking policies.
- No-shows are non-refundable but can be exchanged with another name
- Dianedu is not liable for any losses, injuries nor no-shows
<table>
<thead>
<tr>
<th>Description</th>
<th>Notes</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Application</td>
<td>Interactive application downloadable for iOS7 and Android containing program details and abstracts</td>
<td>Minimum of 2 month notification prior to meeting</td>
</tr>
<tr>
<td>Hotel Key Card Pouch</td>
<td>Exclusive hotel card key pouch containing company logo to be used by all delegates residing at venue hotel accommodation</td>
<td>Production and transport cost is not included in fee.</td>
</tr>
<tr>
<td>Congress Bag Logo</td>
<td>Placing company logo exclusively on congress bag under tier sponsorship next to congress title.</td>
<td>Production and transport cost is not included in fee.</td>
</tr>
<tr>
<td>Congress Bags Inserts</td>
<td>Limited to 5 sponsors. Non-exclusive.</td>
<td></td>
</tr>
<tr>
<td>Pens and Notepads</td>
<td>Pens and notepads placed in the congress bag given to delegates. Non-exclusive.</td>
<td></td>
</tr>
<tr>
<td>Abstracts USB</td>
<td>USB containing lecture abstracts and congress information. Exclusive with company logo and congress logo.</td>
<td>Production and transport cost is not included in fee.</td>
</tr>
<tr>
<td>Program Advertising</td>
<td>Program advertisement: • Inside Front cover • Outside Back cover • Inside Back cover • Inside Full page</td>
<td>Advertisement delivery deadline 1 month prior to congress.</td>
</tr>
<tr>
<td>Congress Neck Pouch Booklet</td>
<td>Placing company advertisement exclusively on the back cover</td>
<td>Advertisement delivery deadline 1 month prior to congress.</td>
</tr>
<tr>
<td>Description</td>
<td>Notes</td>
<td>Price</td>
</tr>
<tr>
<td>-----------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Lunchroom Table Deco</td>
<td>Exclusive table deco such as flags or cuboids can be center positioned on each table in the lunchroom area. Production and transport cost is not included in fee.</td>
<td>$2,500</td>
</tr>
<tr>
<td>Reception Deco</td>
<td>Exclusive table deco such as flags or cuboids can be center positioned on each table during the reception. Production and transport cost is not included in fee</td>
<td>$3,500</td>
</tr>
<tr>
<td>Internet Zone</td>
<td>Internet zone for visitors usage during the congress. Company logo exposed in screensaver, website as default browser page, rollup and company logo in table skirting. Equipment rental not included. Two rollups at entrance of zone provided.</td>
<td>$5,000</td>
</tr>
<tr>
<td>Flagpoles</td>
<td>Three flagpoles placed at the entrance of the hotel with congress title and logo as well as company logo. Limited to 2, non-exclusive Production and transport cost is not included in fee.</td>
<td>$6,000</td>
</tr>
<tr>
<td>Auditorium Entrance Rollup</td>
<td>Two rollups with congress branding and company logo, non-exclusive, limited to 2, during congress only. Production and transport cost included.</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lunchroom Entrance Rollup</td>
<td>Two rollups with congress branding and company logo, non-exclusive, limited to 2, during congress only. Production and transport cost included.</td>
<td>$2,500</td>
</tr>
<tr>
<td>Registration Counter Rollups</td>
<td>Two rollups with congress branding and company logo, non-exclusive, limited to 2, during congress only. Production and transport cost included.</td>
<td>$3,500</td>
</tr>
<tr>
<td>Pillars Branding</td>
<td>One pillars branding, four maximum, limited to two per company, during congress only. Production and transport cost included.</td>
<td>$3,000</td>
</tr>
</tbody>
</table>
Exhibition Guidelines

Slot Allocation

The exhibition floor plan will follow a first contracted first served basis. The floor plan at the JW Marquis accommodates the following areas based on tier allocation as indicated in the legend.

Slot Sizes

Diamond 6m X 6m, Booth
Platinum 6m X 4m, Booth
Gold 4m X 3 m, Booth
Silver 4m X 2m, Booth or 2 X 3.5m 2.5m popup & 4 chairs
Exhibition 3m X 2m, 1 X 3.5m 2.5m popups & 2 X chairs

Setup Timings

Assembly on October 28 at 18:00, 2015
Disassembly on October 31 at 17:00, 2015

Exhibition Timings

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

Exhibitor Contact

Basil Kadara
Cell: +971 50 929 9239
Email: bkadara@diaedu.com

Compliance Terms

- All built booths require approval of design by September 24.
- 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
- For further details please refer to the Exhibition Terms in this prospectus

Company Collateral

We advise all sponsors to print their inserts through the organizer to facilitate logistics. This service is complimentary. In the case sponsors are sending items from abroad or congress inserts need to be sent to the following address:

Villa Number 7, Jasmine Leaf 3
Al Barari Compound
Opposite Global Village, Dubailand, Dubai, United Arab Emirates
Exhibition Floor Plan

Priority:
Priority of space allocation and choice is maintained towards tier sponsors from higher to lower level tiers.

Nature of Exhibition Build:

Green, blue, gold and silver spaces are only are allowed to build booths.

Red spaces obtain a table with two chairs and are allowed either a pop-banner (3.5mX2.5m) or 2 rollup banners (2mX0.85m)

Compliance:
All built booths require approval of design by September 24, 2015.

Assembly:
October 28 @ 18:00

Disassembly:
October 31 @ 17:00

Contact:
Basil Kadara
bkadara@diaedu.com
+971 50 929 9239
Priority:
Priority of space allocation and choice is maintained towards tier sponsors from higher to lower level tiers.

Contact:
Christel Have
chav@diaedu.com
+971 50 580 2916

Nature of Exhibition Build:
Diamond (Letter A) tier selections obtain 2 tables with four chairs and are allowed 2 pop-banners (3.5mX2.5m) or 4 rollup banners (2mX0.85m)

Platinum (Letters B-E) tier selections obtain 1 table with four chairs and are allowed 1 pop-banners (3.5mX2.5m) or 2 rollup banners (2mX0.85m)

Assembly:
October 26 @ 21:00

Dissembley:
October 28 @ 17:00
Sponsorship Value

Program Advertising

Upon tier selection and conditions, companies will potentially expose their brands through the following means of program advertising:

- The scientific committee’s network
- Internal mailing at various institutions
- On ExcellenceinCME web portal
- ExcellenceinCME newsletter blasts
- Clinical posters and rollups
- Online medical societies
- Online CME event sites
- Related associations
- Relevant events future meetings areas
- ELAE Congress website

Meeting Collaterals

ECME newsletters for this congress will be blast for marking the day of the congress, early bird registration and last call for registration. Our databases are segmented to target specialty groups guaranteeing optimal exposure of your brand.

Upon tier selection and conditions, companies will expose their brand logos and names on the following collateral:

- All ECME web outreach solutions
- Program booklet
- Marketing collateral
- Onsite signage boards
- Onsite rollup banners
- Onsite ceiling banners or backdrops
- Onsite delegate congress bag giveaways
- Inserts in bags or in-hall classroom placement

Note: All logos will be compliant to brand usage guidelines provided by pharmaceutical companies. Logo exposure are subject to the sponsorship tier privileges. Logo exposure will be categorized from diamond to exhibition at a 15% size reduction on collateral exposing all sponsors.

All information above is subject to timeline constraints, steering committee approvals and unforeseen project management obstacles.
Sponsorship Terms & Conditions

Organizer Duties

- Reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand
- Reserves the right to change the exhibition floor layout if necessary
- Reserves the right to specify heights of walls and coverings for display areas
- May determine the hours during which the Sponsor will have access to the Venue for the purpose of setting up and dismantle
- Will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition
- Will accept no liability for loss or damage of equipment displayed or used by the exhibitor

Sponsor Duties

- Must use allocated space only based on the sponsorship level and sponsorship prospectus area of specification for the display and promotion of goods and / or services within the scope of the exhibition
- Must comply with all directions / requests issued by the Organizer including the timing of schedule to assemble and dismantle their stands
- Will submit plans and visuals of custom designed exhibits to the Organizer for approval prior to commencement of the exhibition
- Acknowledges that the Organizer will not be able to provide assistance in tracking lost deliveries
- Agrees that the Organizer will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return
- Agrees that all marketing material, signs, brochures and promotional items may not be distributed or displayed outside the exhibition stand unless specified as part of their sponsorship level tier
Sponsorship Terms & Conditions

Exhibition Terms

If the Sponsor does not comply with the specific area dedicated for their exhibition stand as per their sponsorship level tier specified in the sponsorship prospectus or does not comply with the special conditions specified for each sponsorship level as stated above then the Sponsor agrees to either:

- Cover a value charge of AED5000 per square meter of extra space above their agreed area
- Reduce their onsite exhibition area strictly prior to the commencement of onsite registration on the first day of the Event
- Cover a value charge of AED2500 per table-mounted display or floor standing pop-up display or literature stand or bag stand above their agreed quota
- Reduce the number of table-mounted displays or floor standing pop-up displays or literature stands or bag stands strictly prior to the commencement of onsite registration on the first day of the Event

Failure to comply with the dedicated exhibition stand area or special conditions specific to each sponsorship level strictly prior to the commencement of onsite registration on the first day of the Event will result in an implied agreement of Sponsor on the extra charge rate as stated in this agreement.

Delegate Registration

All sponsoring companies obtaining free delegate passes can purchase further delegated passes at the group rate per delegate. Furthermore, company representative passes above free tier can be purchased for AED 3000 per company rep. We require sponsoring companies to comply with data input of their delegation details using the following information:

- First Name
- Last Name
- Delegate Email
- Phone Number
- Profession
- Speciality
- Place of Work
- Name on Certificate
- City
- Country
DISCLAIMER
The relationship between the official institutions endorsing this event and the sponsoring organizations of an event or event-related item do not represent exclusive agreements between the institutions and the organization, nor do they suggest that institutions endorse the programs, products or services of the organization.

RIGHT TO REFUSE SPONSOR
The institutions reserve the right to reject a potential sponsor based on such factors as questionable business practices, those with a mission in conflict with the mission of the institutions and those who desire unreasonable influence upon the event.
### Program Overview

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday, October 29, 2015</th>
<th>Friday, October 30, 2015</th>
<th>Saturday, October 31, 2015</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:30-8:30</td>
<td>Registration</td>
<td>Registration</td>
<td>Registration</td>
<td>07:30-8:30</td>
</tr>
<tr>
<td>08:30-09:15</td>
<td>Key Note Address</td>
<td>State of the Science Lecture 2015</td>
<td>State of the Art Lecture II</td>
<td>08:30-09:15</td>
</tr>
<tr>
<td>09:15-10:00</td>
<td>State of the Art Lecture I</td>
<td>The Third Annual AACE GC Lecture</td>
<td>AACE-GC Clinical Practice Debate</td>
<td>09:15-10:00</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Opening Ceremony</td>
<td>Coffee Break</td>
<td>AACE-GC Prizes For Best Abstracts 2015</td>
<td>10:00-10:30</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Coffee Break</td>
<td></td>
<td></td>
<td>10:30-11:00</td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>Clinical Practice Symposium A. Endocrinology</td>
<td>Clinical Practice Symposium B. Diabetes</td>
<td></td>
<td>11:00-11:30</td>
</tr>
<tr>
<td>11:00-12:30</td>
<td>Coffee Break</td>
<td></td>
<td></td>
<td>11:00-12:30</td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>Lunch Break, Prayers &amp; Poster Viewing</td>
<td></td>
<td></td>
<td>12:00-12:30</td>
</tr>
<tr>
<td>13:30-14:15</td>
<td>Platinum Satellites</td>
<td>Platinum Satellites</td>
<td>MTE 10 MTE 11 MTE 12</td>
<td>13:30-14:15</td>
</tr>
<tr>
<td>14:15-15:00</td>
<td>MTE 1 MTE 2 MTE 3</td>
<td>MTE 7 MTE 8 MTE 9</td>
<td>MTE 7R MTE 8R MTE 9</td>
<td>14:15-15:00</td>
</tr>
<tr>
<td>15:00-15:45</td>
<td>MTE 4 MTE 5 MTE 6</td>
<td>MTE 1R MTE 2R MTE 3R</td>
<td>Space for Special Interest Groups</td>
<td>15:00-15:45</td>
</tr>
<tr>
<td>15:45-16:30</td>
<td>Coffee Break &amp; Poster Viewing</td>
<td>Coffee Break &amp; Poster Viewing</td>
<td></td>
<td>15:45-16:30</td>
</tr>
<tr>
<td>16:00-17:30</td>
<td>Gold Satellites</td>
<td>Clinical Practice Symposium C. Endocrinology</td>
<td>Clinical Practice Symposium D. Diabetes</td>
<td></td>
</tr>
<tr>
<td>17:30-18:15</td>
<td>Plenary Lecture I.</td>
<td>Plenary Lecture II.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18:15-19:00</td>
<td>Prayers Break</td>
<td>Prayers Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19:00-20:30</td>
<td>Annual AACE-GC Chapter Meeting (members and guests only)</td>
<td>Diamond Satellite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20:30-22:00</td>
<td>AACE-GC Private Function (by invitation)</td>
<td>Annual AACE-GC Congress Dinner &amp; Awards Night (admission by ticket)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Function Legend**
- AACE-GC Business Breaks
- Plenary Lectures
- Clinical Symposia
- Meet-the-expert Sessions
- Free Communications
- Pharmaceutical Satellites