

Exhibition Package

“Embracing Technology and Innovation to Create Competitiveness”

The HBMeU Annual Congress is one of the most significant scientific events taking place in the UAE and the region. The congress is organized by the Hamdan Bin Mohamed e-University and is privileged to receive the Patronage of **H.H Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum**, Crown Prince of Dubai and the University President. The HBMeU congress serves as a platform to host three distinguished conferences: the Quality Conference running in its 6th year, the 5th e-Learning Excellence in the Middle East Conference and the 4th e-Health and Environment Conference.

Throughout the years the congress and its individual international conferences attracted thousands of people from various sectors including educators, researchers, policy and decision makers and practitioners who have come together to discuss new ideas, share best practices, and present research findings in the areas of health and environment, quality and online education.

The exhibition which runs during the congress offer an excellent opportunity for institutions, service providers & suppliers to exhibit and launch their new technology related products and services to a relevant audience. It will offer a invaluable insights into how technology can be integrated in various practices to create competitiveness in an increasingly digital and global world.



HBMeU Annual Congress 2012

Innovation is perceived today as a major pre-requisite for any successful organization and a key driver for competitiveness. Generating fresh solutions to problems and the ability to inherit new products or services for a changing market are part of the intellectual capital market that gives an enterprise its competitive edge. In a dynamic environment, success comes from looking for the next opportunity and having the ability to find hidden connections and insights into new products and/or services.

Implementing innovations does not happen haphazardly or sporadically within organizations; it requires an efficient and repeatable methodology to become successful. Believing in the importance of innovations in creating a knowledge based economy for the 21st century, HBMeU has chosen ***“Innovation Based Competitiveness”*** as its main theme for its 2012 Annual congress.

This year, the congress through its three parallel conferences will discuss and debate how innovations can become a key driver to competitiveness in multiple sectors of the economy including education, health, environment, business, etc.

The congress program is streamed so delegates can choose sessions and activities that are most relevant to them, providing attendees valuable insights into the topic of innovations. The program of the congress and the conferences includes main activities such as:

- Policy and Strategy Roundtables
- Plenary sessions (Keynote Addresses)
- Discussion panels and debates
- Papers' and posters presentations
- Focus groups and Special Networking sessions
- Post-conference Workshops
- The Virtual Executive Club Annual Event

In addition the congress will offer plenty of networking opportunities, including an exclusive gala dinner.

Visitor Profile

The targeted participants of the HBMeU 2012 Annual Congress include a range of 600-700 delegates representing:

- Leaders and supporters of e-Learning, Quality, Health & Environment, Water Resources
- Academicians and Research Practitioners from various Related Fields
- Teachers & Trainers
- Specialists and Consultants in Health, Environment, Quality & e-Learning
- Representatives from Ministry of Health, Environment & Water, Education, Vocational training
- Business & Human capital development managers
- Publishers
- Government officials from the field of HR development

HBMeU Annual Congress 2012 Exhibition

The success or failure of an organization and its ability to sustain **growth** in today's highly competitive and technological business world depends on the strategic use and employment of its ICT. This anchors the foundation of HBMeU Annual Congress theme on how to embrace technology and innovations to create competitiveness. The Congress exhibition will offers many opportunities for companies and organizations to enhance their profile amongst the academic and professional community where they could showcase their technology products and/ or their implementation of certain services using ICT and confirm their company/ organization message. The exhibition will take place on the 31st of January to the 1st of February from 8:00 am to 8 pm and will be open after 14:00 to the general public.

Exhibitor Profile

The targeted exhibitors at HBMeU Annual Congress include the organizations and companies dealing in the following sectors:

- Healthcare providers using ICT solutions
- Education and training (using technology enhanced learning)
- Service providers from different business sectors
- Learning Delivery Systems & Technology
- Educational gaming
- Library management systems
- Audio/ video conferencing
- CRM
- Digital Publishing
- eLearning Solutions & Systems
- Health & Safety Equipment
- Multimedia & Presentation Technology
- Published Content

Exhibitors Benefits

- Prominent visibility for your organization and its services through allocating exhibition space (location based on availability through-out the 2 days of the Congress)
- The inclusion of your organization/ company logo and brief profile on the congress official website
- The listing of your organization/ company on the published congress catalogue
- A one complimentary pass. All exhibitors are required to register online via our web-based registration facility.
- Complimentary lunch and refreshments for up to two representatives from your organization/ company on each exhibition day
- 20% discount on the registration fees of all delegates associated with the exhibiting organization/ company (provided registration is made before the 2nd of January, 2012)

Exhibition Packages

Exhibition Space	Rates for the 2-days of the congress
9 square meters	AED 5000
6 square meters	AED 4000
3 square meters	AED 3100

"A very limited number of spaces are available with primary locations filling up – space allocation will be on a first-come first-serve basis."

All stands come equipped with:

- shell scheme including company name and stand number
- stand carpeting
- one electrical package
- one furniture package (one 6-foot trestle table, two chairs)

The area is equipped with wireless internet; however a wired connection may be obtained at an extra cost if required.

Payment Method and Schedule

- Requests for exhibition are made by filling the Exhibition Space Rental Form and returning it to us via email or fax
- Spaces are limited and are allocated on the first come first serve basis
- Payments can be made in one of the following methods:
 - ✓ Online (will be available as of April)
 - ✓ In Person
 - ✓ Bank Transfer

Kindly transfer/Deposit the payments to our bank account as per the following details:

Bank name: EmiratesNBD
Branch: Main branch
Account name: HBM e-University
Account #: 101-22607463-01
SWIFT Code: EBILAEAD

** (Important): Please fax or email copy of the bank advice mentioning your name/ ID/ contact no & Payment details to the below Address:

- Full payment must be made once the booth has been booked in order to ensure the space.
- The deadline for renting an exhibition space is of the 15th of November, 2011
- Invoice for payment will be generated by HBMeU as well as confirmation for the receiving of the payment.

Important Notes

- All cancellations must be made in writing.
- NO REFUND will be made after 15th of December, 2011

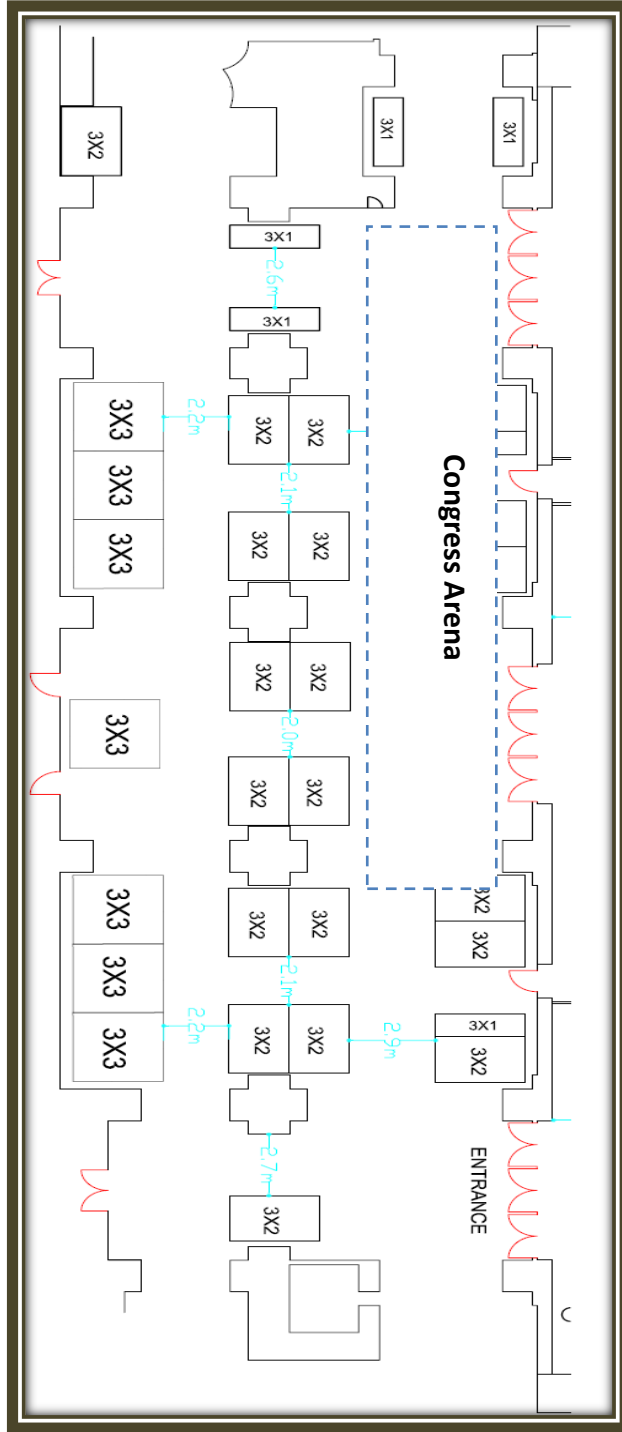
Required Documentation

If you are interested in exhibiting with us, please send us by no later than the 15th of November the following:

- A filled and signed form
- The payment (registration for exhibition is not confirmed until payment is received)
- A 150 Words Overview of your company/ organization in English language
- Company/ organization contact details (website, emails, mailing address, phone and fax)
- Company/ organization logo in jpeg or gif format

For further information on the exhibition or for shipping related matter, please contact us at via email at marketing@hbmeu.ac.ae or through fax at : +971 4 4393959

Exhibition Floor Plan



HBMeU Stand



Some of Our Previous Exhibitors

