

Innovation based Competitiveness

30th January-2nd February, 2012

SPONSORSHIP PACKAGE



5th Quality Conference in the Middle East

TQM and Excellence: A Framework for Managing Governance and Corporate Social Responsibility



4th Conference on e-Learning Excellence in the Middle East

In Search of New Paradigms for Re-engineering Education



3rd e-Health Conference in the Middle East

Excellence in Healthcare: From Global Perspectives to Local Opportunities

Promoting:

Excellence >>



e-Learning >>



Innovation and Competitiveness
in e-Health and Environment >>



About HBMeU 2012 Annual Congress

Under the **Patronage of H.H Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum**, Crown Prince of Dubai and University President, Hamdan Bin Mohammed e-University is pleased to announce the Annual Congress 2012 held under the main theme, **Innovation based Competitiveness**.

Innovation is perceived today as a major pre-requisite for any successful organization and a key driver for competitiveness. Success in organization today demands constant innovation. 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 or services.

Implementing innovations however does not happen haphazardly or sporadically within organizations. Successful innovation is accomplished consistently and systematically, given the true voice of the customer and a process for delivering solutions. Organizations that innovate successfully do so using an efficient and repeatable methodology.

Firmly believing in the importance of innovations in creating competitiveness for the region, HBMeU has chosen "Innovation Based Competitiveness" as its main 2012 Annual Congress' theme. Since its inception the university has been driven by innovations in all of its practices including the design and development of its products and services.

This year, the congress will host three distinguished parallel conferences which will discuss and debate how innovations can become a key driver to competitiveness in multiple sectors including education, health, environment, business, etc:

- **The 6th Quality Conference in the Middle East: Innovation Based Competitiveness and Business Excellence**
- **The 5th Conference on eLearning Excellence in the Middle East: Sustainable Innovation in Education [capacity-building, blended learning and beyond]**
- **The 4th e-Health and Environment Conference in the Middle East: Building an Innovative and Competitive Vision for e-Health and Environment in the 21st Century**

The congress will also feature many other activities including policy and strategy round tables, the annual VEC event, hands-on workshops and many formal and informal networking opportunities including an exclusive gala dinner.

Congress Activities and Highlights

Congress Activities and Highlights

- Keynote Addresses
- Round-table Discussions
- Paper and Poster Presentations
- Congress Exhibition and Showcase
- Post-conference Workshops
- Focus group Discussions

Target Audience

- 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
- Government officials from the field of HR development

Why sponsor HBMeU 2012 Annual Congress?

The HBMeU 2012 Annual Congress offers a unique opportunity to increase your organisation's exposure to a diverse cross-section of CEOs, managers; policy makers; professional bodies, and the government departments from more than 20 countries from all over the world.

In addition to the specific benefits described for each of the sponsorship categories, the Congress will offer the following benefits:

- Position your organization as a leader in excellence in e-learning, quality, health and environment by taking advantage of our exclusive sponsorship packages
- An opportunity to network with like-minded sponsors and corporations involved in the congress

- An occasion to promote good corporate citizenship by contributing to a worthwhile community event;
- Establish your organization as a key partner to HBMeU through ongoing publicity;
- Be part of the development of cutting edge solutions to significant issues and challenges discussed at the congress and the three individual conferences; and
- To meet some of the most influential people in Quality Management, e-learning and e-Health and Environment
- The Annual Congress 2012 is an ideal platform to project your corporate message and image in the importance fields of e-learning, quality, e-health and environment
- Sponsorship helps to develops brand identity, and will provide your organization with the opportunity to target your key audience and network with key potential or current clients
- An excellent opportunity for internal marketing through the Annual Congress 2012 as a prospective event for training and educating of relevant internal staff
- An extensive visibility and recognition through the association with the Hamdan Bin Mohammed e-and the all the partners, sponsors and participants of Annual 2012 Congress

Testimonials



“What a pleasure it was to be part of the HBMeU conference. I felt the energy of the institution - from its students, staff and management alike. It was a glorious illustration of the potential of young Arabs when they are motivated and encouraged to accomplish the impossible. My sincere congratulations to every person who contributed to this wonderful event, and best wishes for continued success.”

Prof. Farouk El Baz

Director of the Center for Remote Sensing at Boston University



“The conference was very nicely organised and brought together an interesting group of people. It is an honour to be associated with the Hamdan Bin Mohammed e-University.”

Sir John Daniel

President and Chief Executive Officer, Commonwealth of Learning



“It was my great pleasure to participate in and contribute to the 4th Annual Conference on e-Learning Excellence in the Middle East. This was the third conference in the series that I have attended and, at all the conferences, I have been inspired by the commitment to providing high-quality access to higher education for the Arab world. The international sharing of ideas, experiences and the discussion of common challenges forge a global community that benefits us all. This year we had the added value of having three conferences under the one Congress - with Education, Health and Business conferences all contributing to the growth of knowledge and strengthening our networks.”

Prof. Carmel Mc Naught

Director & Professor of Learning Enhancement, The Chinese University of Hong Kong

Title Sponsor's Benefits

AED 500000

As a Title Sponsor of the 2012 HBMeU Annual Congress, your organisation will:

- Have the opportunity to introduce a keynote speaker or other dignitary
- Receive five (5) complimentary full delegate registrations to the 2012 Annual Congress.
- Be promoted as Title Sponsor of the Congress at the Gala Dinner (includes opportunity to give short presentation,
- Provide promotional item for table settings and display of corporate signage on one table during the Gala Dinner.
- Have the opportunity to Sponsor lanyards & badges which will be worn by delegates, conference speakers, VIPs & press;
- Display your organization logo on delegate bags.
- Receive five (5) additional complimentary dinner tickets and the opportunity to host a table of dignitaries or special guests to the Congress Gala Dinner.
- Have your logo included in any major print advertising and on the 2012 Congress media release template
- Have a complimentary full page colour advertisement on the Congress Program brochures which will be distributed free-of-cost to all attendees,
- Inclusion of one-page organization profile in the Conference program. In addition to the opportunity to place an A4 size advertisement on the Hamdan Bin Mohammad e-University newsletter
- Receive Fifteen (15) one year free subscription to the Virtual Executive Club; Membership of the Virtual Executive Club is open to executives with keen interest to enhance their knowledge and upgrade their skills in the field of business management and quality covering all sectors of economy. For further information please visit: <http://hbmeu.ae/content/virtual-executive-club-vec>
- Receive one complimentary exhibition space in the exhibition area
- Have your logo prominently featured on posters, signs and digital media at the venue throughout the event
- Be acknowledged as the Title Sponsor on the 2012 Congress webpage, and Congress marketing material and post forum mailing sent, after the time you officially book the sponsorship.
- Be acknowledged as the Title Sponsor by the MC during the opening and closing of the Congress and the individual conferences.
- Have the opportunity to provide one promotional item and one brochure for inclusion in the delegate bags.
- Two free training courses (for up to 20 participants in each course) in any congress Workshop or short course offered by HBMeU.
- 4 Gala Dinner entry for the Annual Virtual Executive Club dinner attended by key decision makers within the region

Congress Platinum Sponsor

AED300000

As a Congress Platinum Sponsor of the 2012 HBMeU Annual Congress, your organisation will:

- Be offered the opportunity to introduce a keynote speaker or other dignitary
- Receive three (3) complimentary full delegate registrations to the Congress
- Be offered the opportunity to host a congress lunch
- Receive one complimentary exhibition space in the exhibition area
- Have your logo prominently featured on posters, signs and digital media at the venue throughout event
- Have a 120 word paragraph and organisational contact details included in the congress program
- Be acknowledged as a Platinum sponsor on the congress webpage.
- Be acknowledged as a Platinum sponsor by the MC during the opening and closing of the congress and the individual conferences
- Have the opportunity to provide one promotional item and one brochure for inclusion in the delegate bags

- Receive Fifteen (15) one year free subscription to the Virtual Executive Club; Membership of the Virtual Executive Club is open to executives with keen interest to enhance their knowledge and upgrade their skills in the field of business management and quality covering all sectors of economy. For further information please visit: <http://hbmeu.ae/content/virtual-executive-club-vec>
- One free training course (for up to 20 participants) in any congress Workshop or short course offered by HBMeU.
- Place a half page advertisement on the Hamdan Bin Mohammad e-University newsletter
- 2 Gala Dinner entry for the Annual Virtual Executive Club dinner attended by key decision makers within the region
- Receive three (3) additional complimentary dinner tickets for the Congress Gala dinner

Congress Gold Sponsor

AED 150000

As a Gold Sponsor of the 2012 HBMeU Annual Congress, your organisation will:

- Receive two (2) complimentary full delegate registrations to the 2012 Annual Congress
- Be offered the opportunity to host a conference lunch during the congress including display of banner and opportunity to introduce speakers
- Have your logo featured on posters, signs and digital media at the venue throughout the event
- Have a 100 word paragraph and organisational contact details included in the congress program
- Be acknowledged as a Gold Sponsor on the 2012 Annual Congress webpage
- Be acknowledged as a Gold Sponsor or by the MC during the opening and closing of the Congress and the individual conferences.
- Have the opportunity to provide one promotional item and one brochure for inclusion in the delegate bags.
- Receive Ten (10) one year free subscription to the Virtual Executive Club; Membership of the Virtual Executive Club is open to executives with keen interest to enhance their knowledge and upgrade their skills in the field of business management and quality covering all sectors of economy. For further information please visit: <http://hbmeu.ae/content/virtual-executive-club-vec>
- Receive one complimentary exhibition space in the exhibition area
- Place a quarter page advertisement on the Hamdan Bin Mohammad e-University newsletter
- Receive two (2) Gala Dinner entries for the Annual Virtual Executive Club dinner attended by key decision makers within the region
- Receive a Quarter page advertisements in the official Congress program catalogue
- Receive three (3) additional complimentary dinner tickets for the Congress Gala dinner

Congress Silver Sponsor

AED 75000

- As a Silver Sponsor of the 2012 Annual Congress, your organisation will:
- Receive two (2) complimentary full delegate registration to the 2012 Annual Congress
- Be offered the opportunity to host a conference morning or afternoon tea
- Have your logo featured on posters, signs and digital media at the venue throughout the event
- Have an 80 word paragraph and organisational contact details included in the conference program
- Receive one complimentary exhibition space in the exhibition
- Be acknowledged as a Silver Sponsor on the 2012 Congress webpage and related material.
- Be acknowledged as a Silver Sponsor by the MC during the opening & closing of the Congress & individual conferences.

- Have the opportunity to provide one promotional item and one brochure for inclusion in the delegate Bags.
- Place a quarter page advertisement on the Hamdan Bin Mohammad e-University newsletter
- Receive two (2) additional complimentary dinner tickets for the Congress Gala dinner
- Receive Five (5) one year free subscription to the Virtual Executive Club; Membership of the Virtual Executive Club is open to executives with keen interest to enhance their knowledge and upgrade their skills in the field of business management and quality covering all sectors of economy. For further information please visit: <http://hbmeu.ac.ae/content/virtual-executive-club-vec>
- 2 Gala Dinner entry for the Annual Virtual Executive Club dinner attended by key decision makers within the region

Individual Conference Supporter

AED50000

- Network and interact with experts and target specific audience with opportunities to engage them in focus group discussions & business deals
- Have your logo prominently featured on posters, signs and digital media at the venue throughout event
- Receive two (2) complimentary full delegate registration to the 2012 Annual Congress
- Receive one complimentary exhibition space in the exhibition
- Receive a quarter page advertisement in the official program catalogue
- Promote your company logo and link on the Annual Congress website
- Special mention as Conference Supporter in all related press releases
- Receive three (3) one year free subscription to the Virtual Executive Club; Membership of the Virtual Executive Club is open to executives with keen interest to enhance their knowledge and upgrade their skills in the field of business management and quality covering all sectors of economy. For further information please visit: <http://hbmeu.ac.ae/content/virtual-executive-club-vec>
- 2 Gala Dinner entry for the Annual Virtual Executive Club dinner attended by key decision makers within the region
- Receive three (3) additional complimentary dinner tickets for the Congress Gala dinner

For more information in regards to sponsorship package, kindly contact us at congress.sponsors@hbmeu.ac.ae or congress@hbmeu.ac.ae



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