



***The Middle East Molecular Biology Congress & Exhibition
Dubai - September 2014***

“Lectures, workshops, exhibition”



This presentation is 14 pages cover the following subjects:

- >> About MEMBS congress (General information).
- >> The 2014 Congress (Main Features).
- >> The 2014 Scientific Program (Main topics).
- >> The 2014 Exhibition.
- >> The 2014 Main Exhibitors.
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- >> The 2014 Sponsorship.
- >> The visitors' profile.
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- >> The marketing campaign (**PCR**).
- >> How to attend.

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About the congress :

- >> This Congress was founded by **The Middle East Molecular Biology Society** which is based in the **UAE - Dubai International Academic City**, and supported by **Dubai Biotechnology & Research Park**.
- >> The **Congress** was designed (as one of the most important activities of the society) to be :
 - * The biggest in the **Middle East** devoted exclusively to all issues related to **Molecular Biology**.
 - * The main incubator for all **Molecular Biology Organizations** and **Activities** in the region.
 - * One of the most important specialized scientific event in the world.
- >> This unique **Congress** is one of the most significant scientific events in the **region**. Every year, it gathers hundreds of the brightest minds and organizations in the field of **Molecular Biology** from all over the world, in order to discuss the latest updates, inventions, new subjects and news in **Molecular Biology** as well as to exchange experiences and exhibit the newest technologies.
- >> The Congress will move around the **Middle East** to take a place in a different country every year.
- >> The Congress consists of two main parts :
 - 1- **Scientific Program** : Around 25-30 sessions (presentations and workshops).
 - 2- **Specialized Exhibition**: around 190 names.

Main features of the 2014 congress :

>> The Middle East Molecular Biology Congress 2014, will take a place in Dubai World Trade Center from the 14th to 17th September, under the patronage of H.E. Sheikh Hamdan Bin Mubarak al Nahyan, the Minister of Higher Education and Scientific Research in the UAE.

>> The 2014 Congress is organized by:



>> The 2014 Congress is supported by scientific organizations +.

>> The Middle East Molecular Biology Congress 2014 is proud to host 5th UAE National Genetic Diseases Conference.

>> The Congress is supported by a group of the TOP related scientific organizations in the region **26 names**, and sponsored by a group of the BEST related technology innovators in the world **32 global** companies.

About the 2014 Scientific Program:



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BSc, DMan, MSC, DLSHTM, CSci, FIBMS, PhD

Scientific Director

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Dear Colleague,

MEMBS 2014 detailed program is under preparation, the main topics are listed on the next page.

- >> The scientific program is prepared by **26** leading specialized organizations and research groups and will be finalized by independent scientists.
- >> Three keynote presentations delivered by representatives of international and regional research leaders.
- >> There will be a lead presentation (review) by an invited speaker at the beginning of each of the main sessions.
- >> Each oral session will have 2-4 short research papers selected from the accepted submissions.
- >> A wide range of technical and management workshops will be offered, mainly pre-conference.

Electronic abstract submission is open now >>

About the 2014 Scientific Program – Main Topics:

- 1- BioEthics and client safety
- 2- Biotechnology
- 3- Clinical Bioinformatics
- 4- Clinical Genetics and PIGD
- 5- Ecology and Environment
- 6- Endocrinology & diabetes
- 7- Epigenomics
- 8- Genomics research
- 9- Haematological Malignancies
- 10- Haemoglobinopathies
- 11- Hematopoietic stem cell transplantation
- 12- Histocompatibility & Immunogenetics
- 13- Immunity and Vaccination
- 14- Lab Management
- 15- Metabolic Disorders
- 16- Microbial drug resistance
- 17- Microbiology Diagnostics
- 18- Molecular Epidemiology
- 19- Neurosciences
- 20- Parasitic diseases
- 21- Personalised medicine
- 22- Population Genetics
- 23- Proteomics
- 24- Solid tumors
- 25- Technical solution
- 26- Viral infections

About the 2014 Exhibition :

- >> The Exhibition has been designed to be the only A-Z incubator in the region presented through more than **150 international exhibitors** and covering all **Molecular Biology** related tools: *products, consumables, services, education, training, consultations, books, researches, constructions & filtration.*
- >> **The Exhibition** fee is : **330 \$** per 1 sqm, Minimum size is 3 x 3 meter.
- >> **The Exhibition** has more than **150 Exhibitors** distributed between two sections:
 - 1- Products/services **Section.**
 - 2- Education/ Scientific **Section.**
- >> Most of the Exhibitors will be visited by most of the visitors, especially as we have a new promotion that offers a 50% discount on the registration fee (or other similar benefits) for each visitor who collects the stamps of all the Exhibitors.
- >> **The Exhibition Hall has been designed to be a very busy and efficient space because:**
 - 1- The Exhibition Hall will be the only way to access the scientific lecture rooms.
 - 2- The Exhibition Hall will contain the posters section.
 - 3- The Exhibition Hall will contain the coffee break counters.
 - 4- A separate **lecture room** (Glass one) has been fixed inside the Exhibition Hall to be used by the exhibitors.
- >> **The Exhibition** sets high standards in the **Molecular Biology** industry and research by offering a professional setting that allows suppliers from the region and around the world to showcase their latest high-tech products, equipment, innovations and services, in addition to reaching experts, centers, buyers and **MB** sector professionals from the region and around the world.

Featured exhibitors till now:

Products Hall



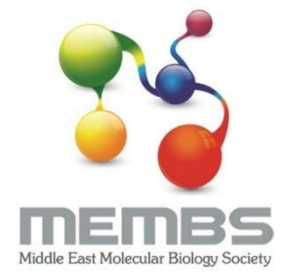
Logos for the Products Hall exhibitors include: Abbott Molecular, Ambry Genetics, analytikjena, Source BioScience LifeSciences, ThermoFisher Scientific, APPLIED MATHS, Promega, Neo-Science a Group, life technologies™, BECKMAN COULTER., sengenics, BIOLINE (A Meridian Life Science® Company), MACS Miltenyi Biotec, SIGMA-ALDRICH®, Pfizer, AccuVis Bio, ALLIANCE GLOBAL, nzytech genes & enzymes, GeneDireX®, cgenomi Company, ASPER BIOTECH, RANDOX, ACD, BIO-RAD, HVD LIFE SCIENCES, and Cepheid.

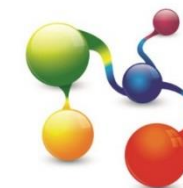
Education Hall



Logos for the Education Hall exhibitors include: Ministry of Health (UAE), Ministry of Higher Education & Scientific Research (UAE), DUBIOTECH DUBAI BIOTECHNOLOGY & RESEARCH PARK, DUBAI HEALTH AUTHORITY, HIGHER COLLEGES OF TECHNOLOGY, THE GEORGE WASHINGTON UNIVERSITY WASHINGTON, DC, KACST (King Fahd University of Petroleum & Minerals), 6th International Conference on Drug Discovery & Therapy, QATAR SCIENCE & TECHNOLOGY PARK, QATAR UNIVERSITY, UNIVERSITY OF SHARJAH, 3rd Biotechnology World Congress, EMBL, HARVARD UNIVERSITY, and Golden Helix®.

Main Partners till now :





MEMBS
Middle East Molecular Biology Society

The main sponsorship table:

	Diamond Level	Platinum Level	Gold Level	Silver Level
Total number of sponsors for each level	1	3	6	12
Free exhibition space*	36 SQM exhibition space entrance position	15 SQM exhibition space entrance position	9 SQM exhibition space	3 SQM exhibition space (Minimum space 9)
Exhibitors registration	8	4	2	1
Free advertisement space inside the "Official Guide"	Full page	1/2 page	1/3 page	-
Free standard membership**	20	15	10	5
Discount for any additional services (membership / exhibition space/ advertising)	30 %	20 %	10 %	5 %
Logo published in all MEMBS email accounts signatures	YES	NO	NO	NO
The logo size in Congress "Official Guide"	1/3	1/6	1/9	1/15
Logo on congress entrance & signs inside the venue	YES	YES	YES	YES
Logo on main page of congress official website	YES	YES	YES	YES
Logo printed on the back of the Congress badge"	YES	YES	NO	NO
Logo printed on congress bag"	YES	NO	NO	NO
Flier (2 pages only) inside congress bag.	YES	YES	YES	NO
Welcome minutes in the MEMBS Congress opening ceremony	10 min	NO	NO	NO
Fee	30,000 \$	19,750 \$	12,500 \$	6,900 \$

*Just an empty space with basic services (security + AC + lighting + cleaning) but without any separators. Design and building works available on request for extra charges.

** Doesn't include travel, accommodation or food services, these services are available on request for extra charges.

The complementary sponsorship table

Level name	Benefits	Fees
Supporting body	<ol style="list-style-type: none"> 1. Company will named as supporter. 2. Logo on official website. 3. Logo inside congress program. 4. 1 Free membership. 	4,000 \$
Poster Session Sponsor	Company logo on all poster board (only 1 logo)	4,000 \$
Delegate Sponsor	<ol style="list-style-type: none"> 4. The 2014 congress will host more than 60 High-Level and carefully selected persons (as invited speakers and honorary guest) from the Middle East mainly in addition to Europe and USA. 5. The sponsorship will cover the first class flight and the 5 stars hotel for this important guest. 6. The ticket and accommodation booking will be sent to the guest under your name and logo. 7. A message from your side or brochure will be delivered to the guest while flying. 8. A 20 min meeting will be arranged for you with the guest. 	4,000 \$
Congress Program Advertisement	Full page	2,000 \$
	Half page	1,500 \$
	¼ page	1,000 \$
	Banner	500 \$
Delegate Bags	Company logo on main congress bag (3 logos maximum)	3,000 \$
Delegate Bag Insert	Company brochure (2 page maximum)	1,000 \$
Coffee Break(Per Break)	Company logo at coffee break stations (3 logos maximum)	3,500 \$
Registration counter	Company logo at all registration desk during the congress (1 logo only)	4,000 \$
Exhibition entrance	Company logo at exhibition entrance (1 logo only)	3,000 \$
Hall banner	1,148 x 140 cm	2,000 \$
Front of hall sign	200 x 200 cm	1,500 \$
Congress prize	The prize will be presented to the top abstracts and will have the logo of the company	Prize cost + 3,000 \$

Note: Any other sponsorship idea of your own is discussable, please contact the organizer directly

The visitors' profile

>> All individuals, groups and organizations who are interested in and work in the field of **Molecular Biology** worldwide, and especially the **Middle East** have been invited to join the **Middle East Molecular Biology Congress**, The **Congress** will attract the **TOP** scientists and decision makers as well as end-user organizations, thanks to the well organized scientific program which covers a list of very important and sensitive topics.

>> **The 2014 Congress** attracts more than **1100** persons representing more than **150** organizations and companies from the **Middle East** and **worldwide** with various kinds of specialization distributed as :

* Individual attendance:

* Student. * Junior. * Researcher. * Biologist. * Technician. * Professor.

* Educational, treatment, research and industrial activities :

* Institute. * Organization. * University. * Centre. * Clinic.
* Laboratory. * Publisher. * Company. * Manufacturer.

>> To guarantee full attendance at this event as well as the best coverage, the organizing committee, with the collaboration of the official carrier and hotels, has announced for a very economical travel package that starts from 850\$ covers everything (flight, accommodation & registration fee)

>> **Most visitors are traveling from:** UAE, KSA, Qatar, Jordan, Lebanon, Kuwait, Bahrain, Egypt, Turkey, Iran, Iraq, Syria, Yemen, USA, Germany, Italy, France, Algeria, Tunisia, Morocco, Japan, Korea.

See visitors profile [online](#).

Benefits to get and promotions:

>> A high level of scientific knowledge and discussion will give you the chance to be up to date with all developments related to **Molecular Biology Science**.

>> Your attendance will give you the opportunity to join **2 specialized Congresses together:**
The Middle East Molecular Biology Congress & The UAE Genetic Diseases Congress

>> A Certificate of Attendance as well as CME hours.

>> Get the benefits of group registration:

* 6 Members 1 Free

* 10 Members ... 2 Free

* 20 Members ... 5 Free

>> To guarantee the valuable attendance of the **Organizations** & the **Companies** which don't have the budget for such activity, the organizing committee has designed (**a Minimum Participation Plan**) to be as the following:

1- Pay **100 \$** as a registration fee.

2- Attract **10** attendees (individually registered - full attendance) using your connection networks, it will be reached through a pre-organized newsletter to be sent from your side endorsing this **Congress**.

The number will be counted through a specific code will be given to you to be entered by your member (*more than 10 mean more benefits*).

>> Your attendance will support research in the **Middle East**, and additionally will guarantee you an advantageous position in the Molecular Biology future of the region, which is being prepared now to be displayed in **Dubai** this September

Marketing campaign

As the targeted community of this congress is very specialized and not easy to , the organizing team use **PCR** marketing method (**P**articipants of **C**ongress to **R**each) which allows to detect the specialized targeted community in the region whatever it is small.

PCR tools:

The sample is : The Community of the Middle East and Arab World.

The tubes are : Each country of the Middle East or the Arab world means a tube for us.

The targeted sequence is: all persons and activities working in the Molecular Biology field.

The primers are: **G) G**overnmental departments, mainly Ministry of Health & Ministry of Higher Education.

T) The top 3-4 privet organizations working in **Molecular Biology** in each Country.

C) Companies working for **Molecular Biology** products.

A) Any local event related to **Molecular Biology**.

The tags are: The **close mandatory relations** between the primers from a side, and the various **Molecular Biology** activities and people in the same country from the other side.

Marketing campaign

PCR process:

The First Cycle: MEMBS has invited the primers **T,G,C,A** for a strong partnership relation that guarantees them a good scientific position in the **Molecular Biology** future of the region with many other benefits however they announce for the congress to their connections network using their official channels and media.

The 2ed Cycle: Each of the primers **T,G,C,A** in most of the countries have accepted the proposal and started to announce about the congress to the first line of connections, like: hospitals, centers, laboratories, Universities.

The 3ed Cycle: the first line invited the second line (researchers, technicians, students).

The 4th Cycle: it is the running cycle now, we are receiving a huge number of registrations and enquiries to attend the congress and to be an active part in it.

The gel electrophoreses: It is the great fruits of our efforts which we are aiming to reach (**A HUGE bands of attendees on 14th Sep**).

How to attend ?

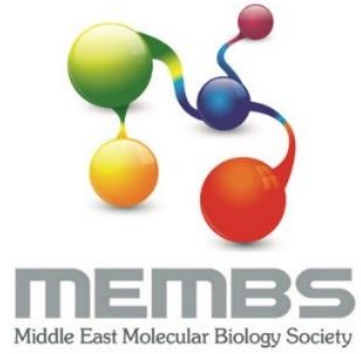
Whether you are an individual or group, a scientific organization or a commercial company, and whatever your goals of attending **MEMBS Congress**, you can register [online](#) to be a part in the **Middle East Molecular Biology Congress** as :

- * Visitor *
- * Lecturer *
- * Scientific Partner*
- * Exhibitor*
- * Sponsor *

For any further information, you can go online to the daily UP-TO-DATE center www.membs.org
Or contact the organizers at your convenience through:

Tel : +971 44 5 22 00 9

Email : congress2014@membs.org



THANKS A LOT FOR YOUR ATTENTION