

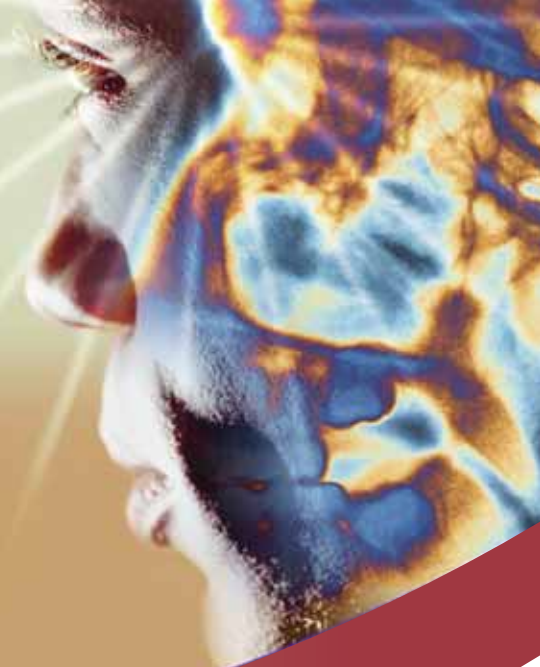


MIDDLE EAST UPDATE
IN OTOLARYNGOLOGY
CONFERENCE
HEAD AND NECK SURGERY

EXHIBITION

2 - 4 April 2008

Hyatt Regency Dubai & Galleria, UAE



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Middle East Update In Otolaryngology – Head And Neck Surgery

Now firmly established as the leading meeting in the region for otolaryngologists, the Middle East Academy is moving to the Hyatt Regency Dubai. After the success of the last 4 meetings we have outgrown our previous venues.

With over 500 otolaryngology specialists attending the three-day conference, workshop and exhibition, it is now the annual meeting for specialists.

Attendees come from not just the GCC but also the whole Middle East region.



Demographic Breakdown 2007 Conference:

	Percentage
Bahrain	5.24
Egypt	2.52
India	0.19
Iran	1.36
Jordan	3.30
Kuwait	8.16
Lebanon	2.33
Libya	0.97
Oman	6.41
Pakistan	2.72
Qatar	4.66
Saudi Arabia	17.28
Sudan	0.78
Syria	0.97
U.A.E.	41.36
U.K.	0.19
U.S.A.	0.19
Yemen	1.36
Grand Total	100.00

Job Title Breakdown 2007 Conference:

• Audiologist	78
• Consultant/ENT	66
• ENT Specialist	252
• Speech Specialist	48
• Physicians	71

Job titles of delegates who will attend include:

- Audiologists
- Endoscopic Surgeons
- Otolaryngologists
- Ear Surgeons
- ENT Specialists
- Pediatric Surgeons
- Endocrine Surgeons
- ENT Surgeons
- Rhinoplasty Specialists

1988 Guest Association: The Association of Otolaryngologists of India sponsored seminar: Difference of Opinion, Ventilation Tubes vs No tubes in OM.

1988 Guest University: Alexandria University seminar: Sub-specialisation in Otolaryngology in the Middle East: The Alexandria experience.

International Speaker Faculty

Pete S. Batra, MD, Assistant Professor of Surgery, Section of Nasal and Sinus Disorders, Head and Neck Institute, Cleveland Clinic Foundation, Cleveland, Ohio, USA

Steven D. Rauch, MD, Associate Professor, Otolaryngology, Harvard Medical School, Mass. Eye & Ear Infirmary, USA

Carl Snyderman, MD, Professor, Department of Otolaryngology Co-Director, Center for Cranial Base Surgery University of Pittsburgh Medical Center, USA

Glendon M. Gardner, MD, Laryngology Airway and Voice Disorders, Department of Otolaryngology-Head & Neck Surgery, Henry Ford Health System, Detroit, Michigan, USA

Other Featured Seminars:

- Laryngeal Motility Disorders
- Rhinoplasty of the Middle Eastern Nose
- Laser in Otolaryngology
- Vestibular Testing
- Bilateral Cochlear Implantation
- Integrated Approach to the Frontal Sinus
- Improving Safety in the Operating Room

Plus wide range choices of one hour comprehensive instructional courses by the meeting faculty.

Audiology and speech therapy related workshops

- Auditory Verbal Training Workshop
- Universal Newborn Screening Workshop
- Bilateral Cochlear Implant Workshop for Audiologists and Speech Therapists

Timothy E. Hullar, MD, FACS, Assistant Professor Departments of Otolaryngology-Head and Neck Surgery and Anatomy and Neurobiology, Washington University School of Medicine, Saint Louis, MO, USA

Christy L. Ludlow, PhD, Chief, Laryngeal and Speech Section, Clinical Neurosciences Program, NINDS, Bethesda, MD, USA

Samer Fakhri, MD, FRCSC, Assistant Professor of Otolaryngology-Head and Neck Surgery, Residency Program Director, Director of Rhinology and Sinonasal Surgery Department of Otolaryngology-Head and Neck Surgery University of Texas at Houston Medical School, Houston, Texas, USA

Patrice TRAN BA HUY, MD, Head of the ENT Department, Hôpital Lariboisière, Paris, France

Shan Baker MD, Professor and Director of the Center for Facial Cosmetic Surgery, University of Michigan Medical Center, Ann Arbor, Michigan, USA

Ira D. Papel MD, Associate Professor of Otolaryngology and Director of the Facial Plastic Surgery. Johns Hopkins University School of Medicine, Baltimore, Maryland, USA

Marc Remacle, MD, Professor of Otolaryngology, Cliniques Universitaires de Louvain - Mont-Godinne, B-5330 Yvoir, Belgium

Howard Levine, MD, Director, Cleveland Nasal Sinus & Sleep Center, Cleveland, Ohio, USA



List of exhibiting companies by product category

- Allergy Products
- Audiometers
- BIPAP & CPAP Machines
- ENT Equipment & Products
- ENT Surgery Disposables
- ENT Surgical Instruments
- ENT Units
- Electro Surgical Unit
- Electrocautery
- Endoscopies Instruments & Supplies
- Endotracheal Tubes
- Flexible Endoscopes
- Handheld Video Oscope
- Hearing Aid Testing Equipment
- Hearing Aids
- Hearing Screening Equipment
- Iontophoresis
- Laryngectomy Covers
- Laryngectomy Tubes
- Laryngoscopes
- Laser Machines
- Laser Surgical Equipment
- Laser Surgical Instruments
- Lightsources
- Microsurgical Instruments & Equipments
- Otoacoustic Emmission
- Oscopes
- Sleep Apnea Devices
- Sleep Diagnosis Equipment & Devices
- Surgical Instruments
- Video Endoscopy

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For exhibiting at the regions largest gathering of specialists please fill in the form below, and

Fax Back Form: +971 4 336 4021

SPACE RESERVATION FORM & BOOKING CONTRACT

Contact Name:		Company Name:	
Address:			
Post Code:	Country:	Tel:	
Fax:	Email:		
Broad category of products to be exhibited:			

STAND DETAILS AND PRICES IN US DOLLARS (\$)

Please tick the appropriate boxes <input checked="" type="checkbox"/>	Size m ²	Cost
<input type="checkbox"/> INDOOR SPACE ONLY (minimum Size 21 meters square) Includes: space, general cleaning, pavilion security. ❖ PLEASE NOTE DOUBLE STOREY STANDS ARE SUBJECT TO A 50% SURCHARGE FOR THE EXTRA SPACE ON 2ND FLOOR.		\$ 405 per m ² x
<input type="checkbox"/> SHELL SCHEME (minimum size 9 meters square) Includes: rear & sidewalls, fascia, general cleaning, hall security, and lighting.		\$ 450 per m ² x
<input type="checkbox"/> ENHANCED CATALOGUE AND WEBSITE ENTRY A standard black & white entry in the catalogue with company description limited to 50 words this will be free of charge. By enhancing your entry you will receive a double space in full colour with your company logo highlighted. In addition to this you will receive a 100-word company description. This will also feature in colour on the website with a 100-word company description and direct links to your website.		\$ 500
COMPULSORY INSURANCE Includes Exhibition public liability property, expenses. Full details in Exhibition Manual. (If company has proof of alternative insurance cover; this charge will be waived.) PLEASE FORWARD TO US PROOF OF YOUR PUBLIC LIABILITY COVER MINIMUM \$1,000,000		\$ 185

PAYMENT SCHEDULE & PROCEDURE

- 50% payment within 30 days of stand reservation. Return of contract confirms your attendance. Receipt of payment confirms your stand location. Failure to payment within 30 days means your stand position may be reallocated
- 50% of final payment to be made 6 weeks prior to the opening day of the exhibition.
- Cheques/Drafts** should be made payable to "IIR Holdings Ltd – Exhibitions" and sent via courier to: IIR Exhibitions, PO Box 28943, 320 Sultan Business Centre, Oud Metha Road, Dubai, UAE. Payments by **Bank Transfer** can be made as detailed below: Beneficiary: IIR HOLDINGS LTD-EXHIBITIONS, Account No: 021-005699-002, HSBC Bank M.E Swift: BBME AEAD.

We hereby confirm our participation at the above mentioned exhibition and we confirm our acceptance of the Rules and Regulations printed overleaf which form part of this contract. The execution of this Application and its receipt by IIR Holdings is deemed conclusive evidence of the Applicants agreement to pay the full fees due from that moment. The application is non-cancelable by the Applicant. Applicant further acknowledges that IIR Holdings, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that IIR Holdings is also entitled to any unpaid amounts that may be owing by the Applicant to IIR Holdings.

Signature of Principal Director:	Date:	Apply company stamp here:
Print name of Principal Director:		

FAX TO: +971 4 3364021

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For full sponsorship packages please contact Kelvin Esguerra on +971 4 4072558 or the email address meao@iirme.com

'Excellent meeting, congratulations.'

Paul Karim, Area Sales Manager
Medtronic

'Very good exhibition overall.'

Basil Qasmieh,
Amico – Al Amin Medical Instruments

'Heavy attendance and concentration of visiting doctors.'

Adib Al Nakib, Product Manager
Karl Storz

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