

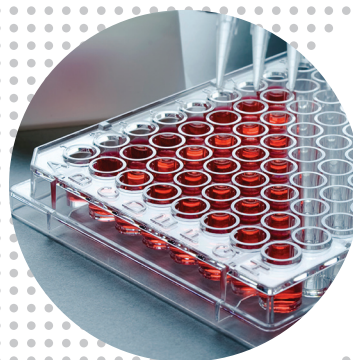
AACC | Middle East

a partnership between AACC & Al Borg Medical Laboratories



EXHIBITOR AND SPONSORSHIP PROSPECTUS

www.aaccme.com



CONFERENCE & EXPOSITION | MARCH 22-24, 2018 | ABU DHABI, UAE

OUR REACH

- **Laboratory Managers**
- **Government Officials**
- **Industry Leaders**
- **Laboratorians**

The regions leaders in laboratory management including laboratory professionals from GCC countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates) Jordan, Egypt, Turkey and the entire African continent will be invited to participate.



EXHIBITING OPPORTUNITIES

Raw Space – \$5,850.00
per 3mx3m Stand

THE MARKET

The global IVD market is expected to increase from \$60.3 billion to \$81.1 billion by 2020 at a CAGR of 6.1%.

Market share in developed regions is projected to fall from 65% to 54% as markets mature in the Middle East and Africa.

The GCC is likely to become the fastest growing IVD market as investments in healthcare increase from the government and private sector.

Contributing factors include a rising number of expatriates, growing demand for health insurance, and increasing incidences of lifestyle diseases as the populations has access to disposable income.

Intense research and a surge in the demand for IVD tests for chronic health conditions are fueling growth in the region. Also, a high demand for technologically advanced devices for early and precise detection of diseases is needed to combat the rapid rise of chronic and infectious diseases.



BECOME A SPONSOR

Platinum Sponsors \$50,000

Right to organize an Industry Workshop; company name and/or logo recognized as Platinum Sponsor on event materials, Program Book, Conference Bag, walk-in slides and 75 complimentary registration for sponsor company personnel*, 6mx6m display space in premium location; attendee mailing list post event for one time use; and, first right of renewal to sponsor the 2019 meeting.

Gold Sponsors \$40,000 (3 available)

Company name and/or logo recognized as Gold Sponsor on event materials, Program Book and walk-in slides; complimentary registration for 50 sponsor company personnel*; 3mx9m display space in premium location; attendee mailing list post event for one time use; and, first right of renewal to sponsor the 2019 meeting.

Silver Sponsor \$20,000

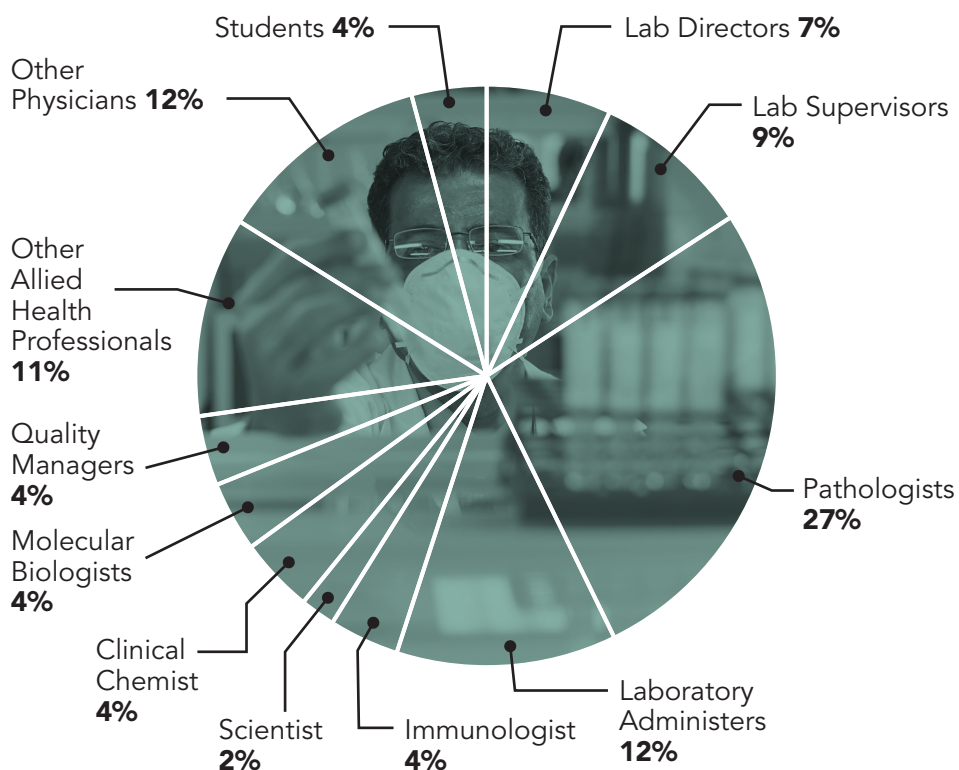
Company name and/or logo recognized as Silver Sponsor on event materials and Program Book; complimentary registration for 30 sponsor company personnel*; 3mx6m display space; attendee mailing list post event for one time use; and, first right of renewal to sponsor the 2019 meeting.

Bronze Sponsor \$10,000

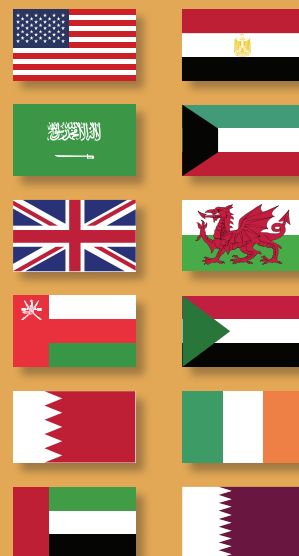
Company name and/or logo recognized as Bronze Sponsor on event materials and Program Book; complimentary registration for 15 sponsor company personnel*; 3mx3m display space; attendee mailing list post event for one time use; and, first right of renewal to sponsor the 2019 meeting.

**sponsorship funding does not support some or all of the costs of travel or accommodations or registration for HCP attendees*

DELEGATES BY SPECIALTY



DELEGATES PARTICIPATION FROM DIFFERENT COUNTRIES



Over 500 Participants Attend

WHY LABORATORY PROFESSIONALS ATTEND AACC MIDDLE EAST?

Keep up to date to the latest Laboratory Medicine

95%

Meet industry colleagues

85%

Establish new contacts and collaborations

90%

Find/buy specific product or service

75%

CONFERENCE PARTNERS

AACC and Al Borg Medical Laboratories join together to deliver the latest scientific advances in all disciplines pertinent to the field of laboratory medicine including laboratory quality management and accreditation, clinical chemistry, newborn screening, genetics, oncology and emerging topics to the Middle East.



Better health through
laboratory medicine.

AACC is a global scientific and medical professional organization dedicated to clinical laboratory science and its application to healthcare. Our leadership in education, advocacy and collaboration helps lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

مختبرات البرج الطبية
Al Borg Medical Laboratories



In the spirit of our Mission to provide supreme quality services to our customers, Al Borg Medical Laboratories founded its first single lab in the heart of the Western Province of Saudi Arabia; Jeddah. Al Borg Medical Laboratories has become the largest chain of private laboratories in the GCC and expanding in Africa. With more than 18 years of experience serving the needs of citizens and residents of Gulf and Africa countries, we offer a broad range of routine, specialized and sub-specialized laboratory tests as well as outsourcing and lab management solutions.



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