



# ملتقى صحة الرجال Men's Health Congress — DUBAI —

**13 – 15 December 2018**

Mohammad bin Rashid University of Medicine and Health Sciences

**Towards a Longer,  
Healthier and Happier  
Life for Men**





Dear Colleagues,

It is my great pleasure to welcome you to the first of its kind annual event dedicated for men and their health in the Middle East.

Men's Health Congress 2018 aims to improve men's health and empower them to pursue a healthier lifestyle.

According to experts, men have higher death rates for 15 leading causes of death, and they are less likely to see themselves as ill or vulnerable to disease or injury. Men tend to also ignore their health or avoid sharing any complications they face due to social stigma.

Enhancing men's awareness about their own health and their treatment options is our first priority, and Men's Health Congress will identify the need to improve the delivery of men's health services, increase awareness and treatment options.

The 3-day highly specialized conference and exhibition, will delve deeply into 3 core areas of men's physical health, mental health and social well-being.

World renowned specialists will bring their expertise and share their knowledge to serve this vastly underserved matter which deserves more than attention.

**We look forward to welcoming you at Men's Health Congress 2018 in Dubai Healthcare City.**

**Dr. Abdul Salam Al Madani**  
Executive Chairman



# The 2018 Scientific & Organizing Committee

Chairman of  
Scientific Committee



**Dr. Farhad Janahi**

Consultant Urological Surgeon at  
Mediclinic & Assistant Professor  
MBRU University, Dubai, UAE

Chairman of  
Organizing Committee



**Dr. Salam Al Hasani**

Consultant Urologist at Mediclinic  
Hospital & Assistant Professor,  
Dubai Medical College, UAE

Co-Chairman of  
Scientific Committee



**Dr. Yaser Saeedi**

Consultant Urologist  
Dubai Hospital, Dubai, UAE

Co-Chairman of  
Organizing Committee



**Dr. Fariborz Bagheri**

Consultant Urologist and Head  
of Urology Department,  
Dubai Hospital, Dubai, UAE

## 3 Days of Learning and Innovation about Men's Health

### Main topics Covered

#### Morning sessions

#### Afternoon sessions

Thursday  
13<sup>th</sup> of December

##### PUBLIC ROUND TABLE DISCUSSION

- Men's health concept
- Women in men's health
- Aging: How to fight
- Habits: Good & Bad
- Whom to Ask

##### ASK THE EXPERTS (NETWORKING)

- Meet
- Network
- Ask Experts in person

Friday  
14<sup>th</sup> of December

- Psychological Aspects of Sexual Dysfunction: What are they and what to do about it?
- Erectile Dysfunction after surgery for Prostate Cancer
- Diabetes and Sexual Dysfunction
- Sexual Function in Post Cardiac Insult
- Erectile Dysfunction post cardiac surgery?
- Peyronie's Disease: Surgical Management
- Phosphodiesterase Inhibitors and Sexual Dysfunction

- LIVE TRANSMISSION:
- Medical vs Surgical Treatment of Peyronies Disease Patient with ED
- Penile Reconstructive Techniques for Sexual Dysfunction
- Penile Implant (Indications and types)
- Complications of Penile Implant Surgery
- Recent Advances in the management of Premature Ejaculation
- Platelet Rich Plasma as a Treatment for Erectile Dysfunction - A Pilot Study for A Novel Method

Saturday  
15<sup>th</sup> of December

- Bipolar TURP: when, who & How?
- New Technologies for Treatment of BPH (LASER, UROLIFT) cons & pros
- Prostate Cancer Screening
- Management of Localized prostate cancer - Surgery
- Management of Localized Prostate Cancer - Active surveillance
- Management of Localized Prostate Cancer - Radio Therapy Treatment
- Advanced Prostate Cancer (Up-to-date Management)

- Male Sexual Dysfunction and Infertility Associated with Congenital Male Anomalies
- Hypogonadotropic Hypogonadism in Male Infertility
- Diabetes, Obesity and Testosterone
- Azoospermia, what we have to know?
- Surgical Techniques for the Azoospermic Male
- New advances in Management of Male Urinary Incontinence
- Prostatic Stent Insertion



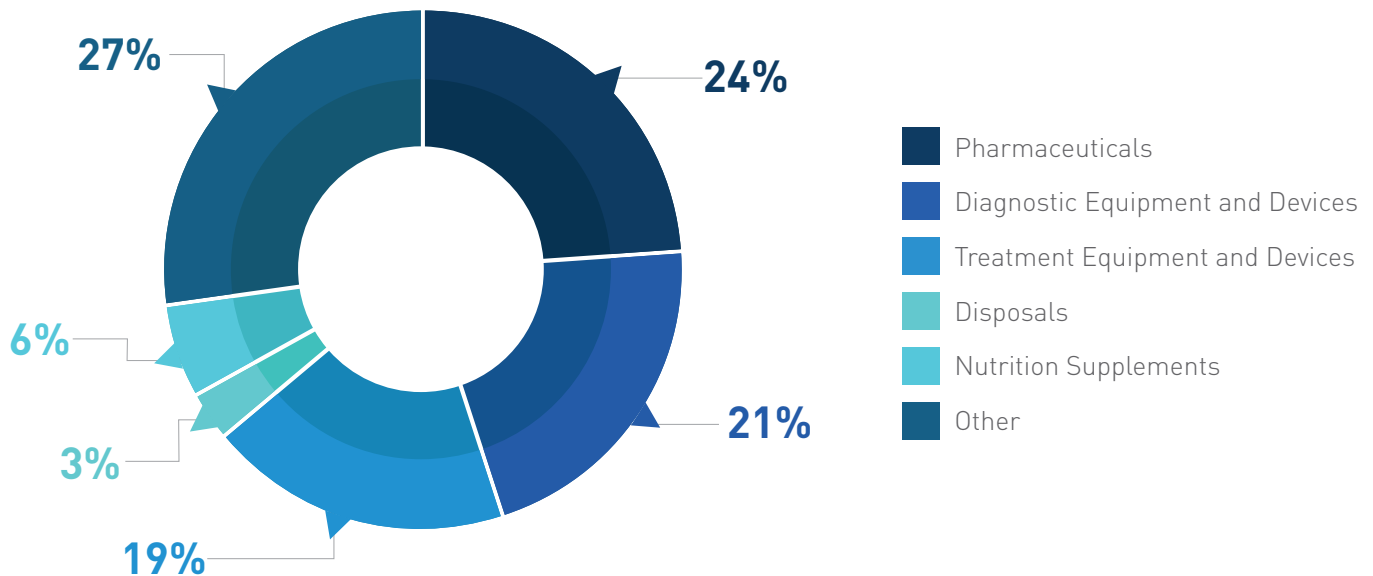
# Men's Health Congress 2017 Facts & Figures

Men's Health Congress and Exhibition attracts the leading manufacturers, dealers and service providers for specific diseases and their treatments.

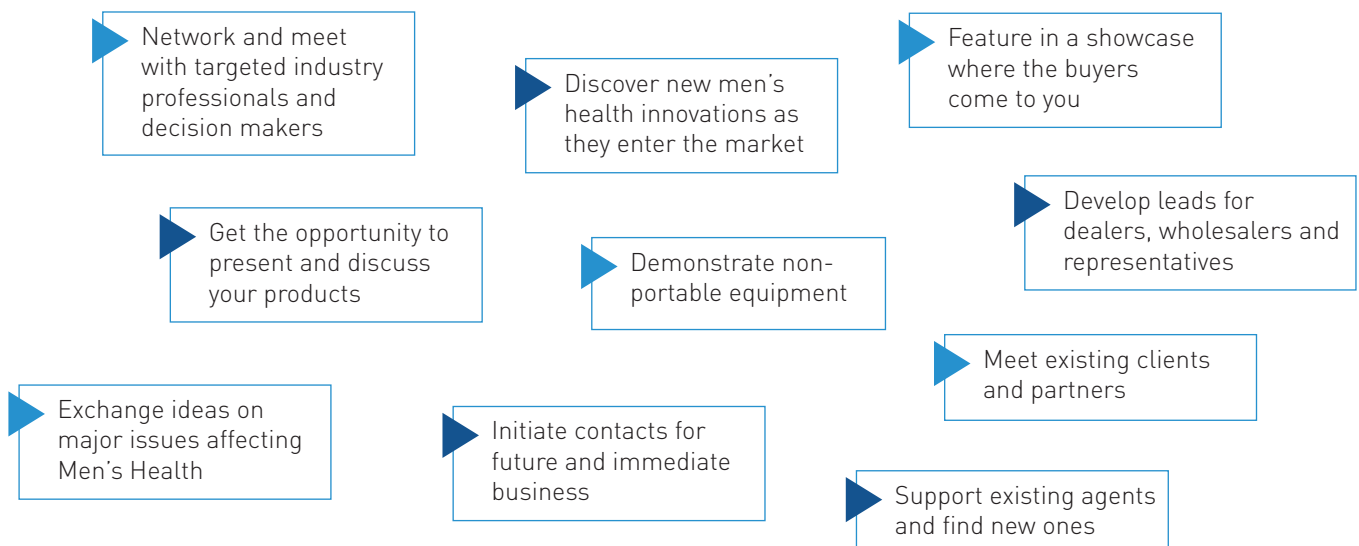
## All Exhibitors operate business in GCC and Middle East



**63%** of 2017 exhibitors are very satisfied with their participation.

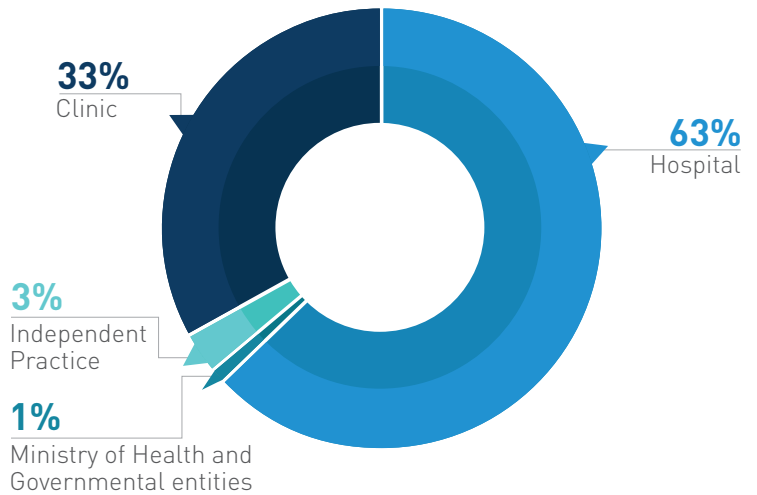


## Participating at Men's Health Congress allows you to:



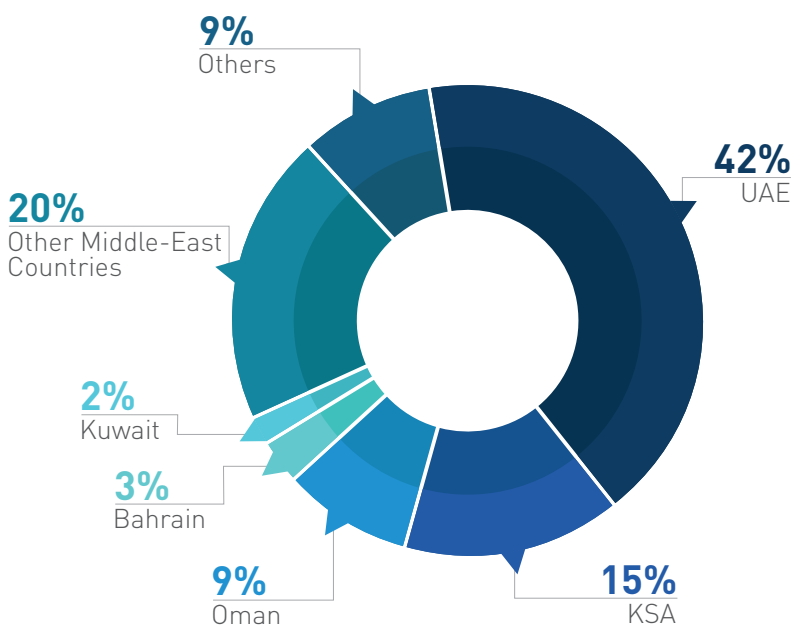


More than **400**  
Delegates and Trade visitors attended  
Men's Health Congress 2017



## 70% of Men's Health Congress Attendees are decision makers

- |                                    |   |                                   |
|------------------------------------|---|-----------------------------------|
| ▶ Urologists <b>55%</b>            | ▶ Sexual & Reproductive Specialists <b>3%</b> | ▶ Cardiologists <b>1%</b>         |
| ▶ General Practitioners <b>19%</b> | ▶ Dermatologist <b>3%</b>                     | ▶ And <b>5%</b> Nutritionists,    |
| ▶ Andrologists <b>8%</b>           | ▶ Endocrinologists <b>3%</b>                  | Psychiatrists, Family Physicians, |
| ▶ Sports Physicians <b>3%</b>      |   | Medical Students, Nurses,         |
|                                    |   | Surgeons                          |





# A Qualitative and Recognised Scientific Content

1<sup>st</sup> edition of Men's Health Congress was a success for the quality of the scientific content presented:

 **11**  
Scientific Sessions

 **30**  
Speakers

 **19**  
CME Points

**86%** attendees were satisfied with the international speakers

**83%** attendees were satisfied with the chosen topics



## Featured Topics:

- Sexual Dysfunction
- Live Session
- Benign Prostatic Diseases
- Prostate Cancer
- Fertility
- Urinary Incontinence

## Men's Health Congress Enjoys International Scientific Support from Different Societies and Organisation



**ESOU**



**RUDOLFINERHAUS**  
Vienna's Leading Private Hospital

## Prominent industry specialists sponsored and took part in the exhibition and the conference

**Julphar**

 **astellas**

**Biologix** FZCO  
serviced by: Algorithm SAL

**Pharmatrade**

 **nmc**

 **sobi**

 **ZAHRAWI**

**MEDICLINIC**  
CITY HOSPITAL

 **FourMed**  
committed to service excellence



 **S H A N A B**

 **Pierre Fabre**  
Médicament

## The Experts' Opinion



*It's a very good event and what I like the most about the event is the convergence between different specialties in Men's Health. Having key opinion leaders from different specialties here is very good start for the highly specialized meeting.*



**Mr. Karim Mahrous**

Product Specialist, Urology,  
Oncology, Astellas, UAE



*At this congress I can see a very good mix of topics that are not only directed and aimed at the public but also at medical professions. This is a very big topic in the Middle East because it is generally neglected. It is a program that will appeal to the entire region and not only to the residents in the UAE. I think this really can be the beginning of a very big Men's Health endeavor for not only the UAE as I said but also for the Middle East.*



**Univ. Prof. Dr. Dr. (hc). Bob Djavan**

Professor of Urology,  
University of Vienna, Austria



*I think this event is a marvelous congress for the first edition and I would like to sincerely urge the scientific committee and the organizers to go on and continue with this event.*



**Dr. Akos Pytel**

Assistant Professor of Urology,  
University of Pecs Medical School,  
Hungary



*I am very impressed. I saw the opening ceremony this morning which was great. I want to call everybody from Universities to Corporate bodies and tell them to please take the initiative to bring their staff, students or family members to an event such as Men's Health Congress. The event played host to top experts who were sitting on the panel and were open to engage with public and answer questions. This event offers a great opportunity to learn more about the health symptoms and signs of male cancer.*



**Ms. Lize De Jonge**

Programs Manager,  
Friends of Cancer Patient, UAE



*The focused theme of this event attracted us the most. We witnessed a great collaboration between different disciplines in the healthcare departments, which makes it valuable in terms of the comprehensive coverage of various topics while also reaching out to different stakeholders. The first edition of Men's Health was really good. I believe it's a concept that could evolve in the future and will benefit all the stakeholders.*



**Mr. Abdulrahman Ramadan**

Sr. Executive Director,  
Gulf Region, Zahrawi, UAE



# How to exhibit in 2018 ?

Men's Health Congress proposes two options for participating:

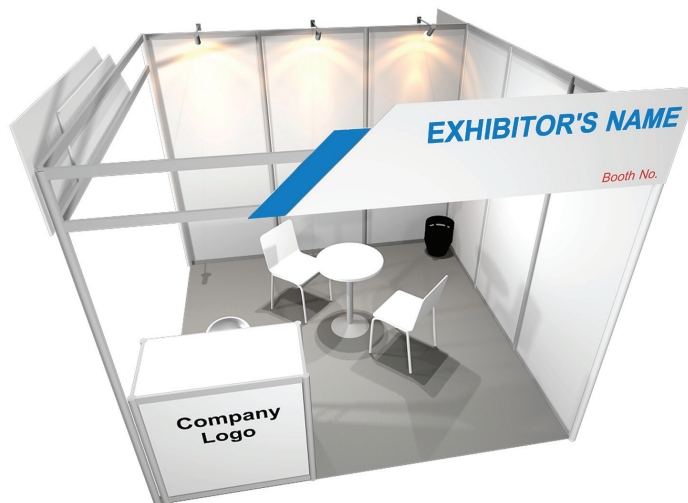
## RAW SPACE:

You can rent a totally bare space to build your own stand and differentiate from other exhibitors.

A well-designed stand will surely attract attention and leave a lasting impression on your potential customers.

## SHELL SCHEME:

This solution is a turnkey option which is included in shell scheme: white 2,5 m modular partitions, grey carpet, fascia name, furniture (white chairs & round table), electricity & light, counter desk with company logo, garbage bin.



*NB: Informative and non contractual design*

Size	9 Sqm	18 Sqm	24 Sqm	36 Sqm
Raw Space / Shell Scheme	15,300 AED	30,600 AED	45,900 AED	61,200 AED

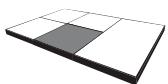
## Included within the exhibitor participation:

- ▶ Listing in the official Exhibition Directory
- ▶ Listing of your company/brand on [www.menshealthcongress.com](http://www.menshealthcongress.com)
- ▶ Listing on the floor plans
- ▶ Possibility to post your press releases on the event website
- ▶ Use of Men's Health Logo within your communication
- ▶ Benefit from Men's Health Congress PR to promote your brand and products through our PR communications (before and during the event) and on-site.

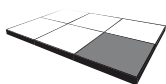
## Co-Exhibitors participation:

- ▶ Co-exhibiting company sharing a stand are eligible to same benefits as exhibitors, according to the payment of a co-exhibitor participation fee.
- ▶ It is considered as a co-exhibitor when any entity is physically present in the exhibitor stand and displaying products and/or services for which the exhibitor is neither the manufacturer nor the distributor.

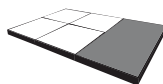
## Configurations:



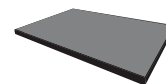
1 Open Side



2 Open Sides



3 Open Sides



4 Open Sides





# Participating

Men's Health congress will take place at Mohammad bin Rashid University of Medicine and Health Sciences, Dubai Healthcare City, United Arab Emirates on circa **+250 Sqm** gross.

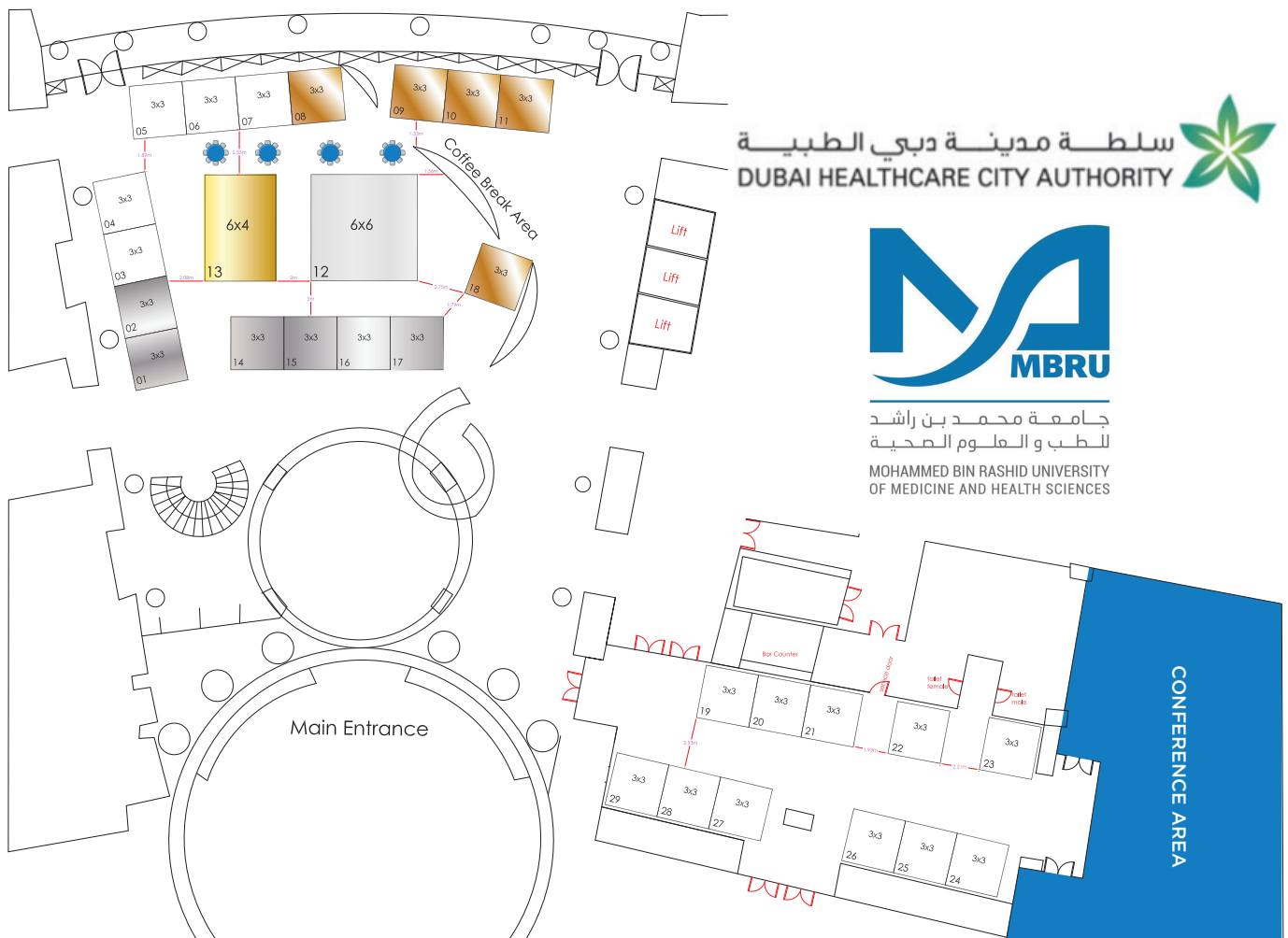
- The Trade Exhibition and the Conference are co-located to permit the most efficient networking between all stakeholders especially between delegates and exhibitors.
- Book your preferred location as soon as possible and get the stand configuration and position that suits you best.

## Why Dubai Healthcare City ?

Dubai Healthcare City will become an internationally recognized location of choice for quality healthcare and an integrated centre of excellence for clinical & wellness services, medical education & research.

## Why Mohammed bin Rashid University of Medicine and Health Sciences ?

A global hub for innovative and integrated healthcare education and research at the service of humanity.



**NB:** Floor plan subject to changes, not contractual

9 SQM
  BRONZE SPONSOR
  SILVER SPONSOR
  GOLD SPONSOR
  PLATINIUM SPONSOR



# Advertising and Promotion Tools

## Simply make up your mind!

### Men's Health Congress Directory

**1,500** print copies 4/C, Free circulation, Format A5 includes list of Exhibitors with stand number by alphabetical order, speakers and conference program

**Front Cover Inside Advertisement** **5,000 AED**

**Back Cover Inside Advertisement** **3,000 AED**

**1 Page Advertisement** **1,000 AED**

### Lanyards

**1,000** lanyards. (VIP, Media, Conference delegates, Trade Visitors, Exhibitors) Lanyards provided by exhibitors (type of lanyard to be approved and items sent)

**10,000 AED**

### Men's Health Congress Website

**1 Banner** W: 320 x H: 350 pixels, + 3,830 Pages views, + 1,243 visitors can be animated on 1 heading and its sub headings (except Home page, Conference, registration reserved to sponsorships packages)

**2,000 AED**

### Men's Health Congress Mobile Application

**1 pop up advert** (appears after using the app for 3 seconds)  
Size: W: 1,242 x H: 2,208 / W: 1,536 x H: 2,048

**1,000 AED**

**Footer Banner** on all pages (max 3 rotations)  
Size: W: 640 x H: 100 / W: 500 x H: 200

**500 AED**

### Conference Slot

**One hour** for 700 Pax in the main conference hall, Topic is subject to approval by Men's Health Congress scientific committee, will be promoted within the conference program Speakers expenses (Flight, Accommodation and Honorarium) at Sponsor / Exhibitor costs

**15,000 AED**

### Key note

**5 minutes** in the Opening of a symposium (subject to approval by Men's Health Congress scientific committee)

**2,500 AED**

In order to support your participation, we designed marketing and communication tools to allow you to specifically target delegates, strengthen brand awareness within the men's health community, gain visibility through our website, present or launch a new product...

### Workshop Sponsor

#### Cadaveric Workshop Sponsor (one day) At Anatomy Laboratory

##### Includes:

- Scientific product presentation promoted in the Men's Health Congress program
- Accessibility to registered delegates on FCFS basis (10 Pax capacity)
- AV setup
- 1page advertisement in the directory

##### Excludes:

- Speakers expenses (Flight, Accommodation and Honorarium) at Sponsor / Exhibitor costs

**50,000 AED**

#### Greenlight Workshop Sponsor (one day) At Lecture hall 1<sup>st</sup> floor

##### Includes:

- Scientific product presentation promoted in the Men's Health Congress program
- Accessibility to registered delegates on FCFS basis (50 Pax capacity)
- AV setup
- 1page advertisement in the directory

##### Excludes:

- Speakers expenses (Flight, Accommodation and Honorarium) at Sponsor / Exhibitor costs

**25,000 AED**

### Delegates Bags

**800 bags** = VIP, Media, Conference delegates, bags provided by the sponsor (Type/size of bags to be approved and items sent)

**15,000 AED**

### Insert in Delegates Bags

**800 bags** = 1 goody/pen & notepad or 1 flyer

**3,500 AED**

### Gala Dinner (14 December 2018)

**Up to 150 Pax**, reserved to Scientific committee, Speakers, Chairpersons, Exhibitors, international societies representative, Media, Organizers and VIPs

**Customised**

**If you cannot find what you are looking for in the categories above we can tailor a package according to your needs and budget.**



# Sponsorship Packages

Being a sponsor will help increase your visibility with the added benefit of exposure on major Men's Health Congress communication tools throughout the event (before-during-after) and allow you to get more publicity exclusively directed towards conference attendees as well as trade visitors.

3 sponsorship packages include animated advertisement on key pages of Men's Health Congress website with link to your own website. Do not miss this opportunity!

**You want to get the most out of your participation? Opt for a sponsorship package!**

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>PRICE</b>	<b>185,000 AED</b>	<b>95,000 AED</b>	<b>50,000 AED</b>	<b>35,000 AED</b>
<i>Maximum Sponsors Per Category</i>	1	2	3	5
<b>Booth in the Trade Exhibition (raw space)</b>	36 SQM	24 SQM	18 SQM	9 SQM
<b>Exhibition Directory advertisement</b>	Back Cover	Double spread page	1 Page	1 Page
<b>Insert in Attendees &amp; Media Bag</b>	Up to 2 Goodies	1 Goody	Literature	—
<b>Mobile App push notifications</b> (November and December)	Yes	—	—	—
<b>Mobile App advertisement</b>	Splash Screen	Banner advertisement Max 3 in rotation	—	—
<b>Men's Health Congress Website Banner</b> (3 in rotation)	Home Page 320 x 350	Registration Menu 320 x 350	Conference Menu 320 x 350	—
<b>Social media posts</b> (from September to December)	Weekly	Twice a month	Monthly	Monthly
<b>Company symposium of 15 minutes</b>	Yes	—	—	—
<b>Conference registration pass</b> (full details of delegates should be received two weeks before the show starts)	30	15	10	5
<b>1 Video Interview</b> (produced one month prior to the event at INDEX H.Q)	Posted on the exhibition website and social media platforms	Posted on the exhibition social media platforms	—	—
<b>Company logo on: Pre-event and onsite collaterals, e-collaterals, website, onsite signages</b>	Yes	Yes	Yes	Yes
<b>Company logo on all badges (back of the badge)</b>	Yes	—	—	—

**Note:** The mentioned prices in this lists are not inclusive of the Value Added Tax (VAT). 5% VAT will be levied on the final invoice.





Looking forward to welcoming you at



# ملتقى صحة الرجال Men's Health Congress — DUBAI —

**13-15 DECEMBER**

Mohammad bin Rashid  
University of Medicine and  
Health Sciences

**2018**



Mens Health Congress UAE



MensHealthC

[menshealthcongress.com](http://menshealthcongress.com)

Organised by



**INDEX Conferences & Exhibitions Organisation Est.**

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