

DUBAI IAMOT 2008

17TH INTERNATIONAL CONFERENCE ON MANAGEMENT OF TECHNOLOGY
07TH - 10TH APRIL 2008

**Under the patronage of
H.H Sheikh Ahmed Bin Saeed Al Maktoum**

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www.buid.ac.ae/iamot2008

www.iamot.org

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Project Brief

Objective

To organize the IAMOT Conference

- **Date**
6th-10th April, 2008
- **Number of People**
450
- **Venue**
DWTC
- **Location**
Dubai

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Introduction

Under the patronage of H.H Sheikh Ahmed Bin Saeed Al Maktoum

- Aim: To share best practices through journals, magazines & conferences providing a platform for academics & practitioners
- Annual conference is 16 years old
- Attracts 350 – 450 participants
- Past hosts : Austria, Switzerland, Egypt, China, France, United Kingdom & USA
- Past high profile speakers : Prince of Sweden, Chairman of World Bank, US Secretary of State

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Theme

“Creating & Managing a Knowledge Economy”

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List of tracks

1. Knowledge Management
2. Green Technologies
3. Social Impact of Technology Development
4. MOT Education & Research/Corporate Universities
5. National & Regional Systems of Innovation
6. Small & Medium Enterprises
7. Technological Alliances, Mergers & Acquisitions
8. Technology Transfer, Marketing & Commercialization
9. Technology Foresight & Forecasting
10. Integration of Technology & Business Strategies
11. R&D Management
12. Project & Program Management
13. Industrial & Manufacturing System Technologies/Supply Chain Management
14. Management of Technology for Service Economy
15. Management of Technology in Developing Countries

Special tracks which portray research emphasis on this region

1. E-Government
2. Sustainable Innovation
3. Innovation & Management of Renewable Resources
4. Education for Creation of knowledge Economy
5. Technology in Financial Services Sector

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Statistics

- Overwhelming response – 598 papers
- Authors from 57 countries spanning the six continents
- Total number of accepted papers and abstracts – 485
- Authors from USA, UK, Germany, Australia, South Africa, Brazil, Iran, & several Gulf countries.

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Papers

Submitted papers by region

(All authors of submitted papers are counted)

Region	Authors	%
Europe, Middle East, Africa	482	48.2
Asia/Pacific	264	26.4
Latin America	157	15.7
United States	58	5.8
Canada	33	3.3
Unknown	7	0.7

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Accepted papers by region

(All authors of accepted papers are counted, regardless of whether they are first or second author)

Country	Authors	%
Brazil	93	11.1
Iran	66	7.9
USA	56	6.7
Finland	54	6.5
Taiwan	45	5.4
Germany	45	5.4
Korea	35	4.2
United Kingdom	34	4.1
Canada	33	4.0
India	30	3.6
France	27	3.2

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Benefits of Sponsorship

- Key speaking slot- provides a platform to showcase industry, knowledge & abilities of a senior representative of an organization
- Chairmanship of a conference session - helps in aligning yourself with a high profile panel of industry experts in a session related to your business. Also the chance to give a short talk at the start of the session.
- Host a Workshop - An exclusive opportunity to have your company be associated with a full day specialized workshop presented by a well know specialist in the field on the 6th April 2008.
- Industry panel discussion - chance to engage in industry-critical debate at the end of a the session chaired.
- Branding - via IAMOT '08 brochure, website, banners, posters, set panels, official conference proceedings, conference documents & delegate gifts
- Host a lunch, coffee break or dinner - for all attendees provides a networking opportunity giving privileged access to target delegates & speaker

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Benefits of Sponsorship

- Display stand - opportunity to present video or poster demonstration of services & products, hold informal meetings or give exposure to your brand
- Complimentary delegate passes- invite key clients & prospects or ensure key members of staff to attend
- Corporate gifts - such as delegate bags, corporate pens, notebooks & business card holders with name and logo
- Acknowledgement - of company as official sponsor of IAMOT '08

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Platinum sponsor

Advantage - Prominent speaking opportunity to highlight concerns & addresses your message to a select community of political & business opinion leaders

Benefits - Acknowledgement as Platinum sponsor of IAMOT 2008

Speaking opportunity - chairman's announcement thanking your company
- Opportunity to present keynote paper in one of the Plenary Sessions

E-profile - company profile, contact listing , logo & banners on conference website
- speaker presentation given priority for immediate posting

Conference brochure & proceedings - company logo on front of conference brochure

Conference delegate places - 5 complimentary delegate places for staff or guests

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Platinum sponsor

Signage - Sponsor's company name, logo & sponsorship level displayed at delegate , speaker registration areas, banner behind stage & speakers at the press conference

Marketing - Logo to be placed on promotional material including brochures, newsletters, web-site, e-banners, conference timetable, direct mailers ,inserts, domestic & international advertising

Other benefits - One table (10 places) reserved for staff or guests for conference lunch & IAMOT 2008 Gala Dinner

Exhibition - 3m x 2m space stand reserved I prime location
- 2 staff to manage exhibition to be admitted for free

Cost - AED 60,000

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Gold Sponsor

Advantage - Company name will be displayed before international & local companies thereby giving it high visibility

Benefits - Acknowledgement as Gold sponsor of IAMOT 2008

Speaking opportunities - Chair a relevant session with the chance to give a short talk at the start and direct the discussion at the end of the session.

E-Profile - Sponsor logo on conference website

Brochure & Proceedings - Company logo on front of the brochure with title
- One 4-color advertisement in conference Timetable

Conference delegate places - 3 complimentary places for staff or guests

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Gold Sponsor

- Signage** - Sponsor's company name, logo & sponsorship level displayed at delegate, speaker registration areas & on all on-site signage
- Marketing** - Sponsor logo placed on all promotional material like brochures, newsletters, web-site, e-banners, conference proceedings, direct mailings plus inserts
 - Logo to be placed in all advertisements in industry publications & industry conferences
 - One table (10 places) reserved for guests/delegates for lunch & IAMOT '08 Gala Dinner
- Exhibition** - 2m x 2m space stand reserved in a prime location
 - One staff managing exhibition stand admitted free
 - Company logo included in signage floor plans for exhibition

Cost - AED 45,000

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Workshop Sponsor

Workshop Sponsorship is an exclusive opportunity to have your company be associated with a full day specialized workshop presented by a well know specialist in the field on the 6th April

- Acknowledgment as a Workshop Sponsor of IAMOT 2008
- Opportunity to moderate the sponsored workshop on the 6th April
- 2 complimentary workshop delegate places for your staff or guests
- 2 complimentary conference delegate places for your staff or guests
- Workshop Sponsor's logo placed on all promotional material produced for the conference marketing campaign. This will include brochures, newsletters, web-site, e-banners, direct mailings plus inserts etc in addition to all advertisements placed in industry publications and at industry conferences
- One table (10 places) reserved for your staff or guests at the IAMOT 2008 Gala Dinner
- A 2m x 2m (**4m²**) space only stand

Cost - AED 45,000

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Other Sponsorships

- Sponsorship of Delegate bags** - Number to be supplied : 450
- **Cost: AED 12,500**

Note: *Opportunity is limited to only one sponsor for this conference*

Prices quoted may vary depending on the type & quality of bag the sponsor chooses. The delegate bag will feature the conference logo, BUiD's logo and the sponsor's logo. The organizers can advise on the available choices locally.

- Sponsorship of Delegate Notebooks** - Number to be supplied: 450
- **Cost: AED 10,000**

Note: *Opportunity is limited to only one sponsor for this conference*

Leather bound notebook with A4 pad each branded with sponsor's logo. The delegate notebook will feature the conference logo, BUiD's logo and the sponsor's logo. The organizers can advise on the available choices locally.

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Other Sponsorships

Sponsorship of Delegate Pens - Number to be supplied : 450
- **Cost : AED 8,000**

Note: Opportunity is limited to one sponsor.

This item is most likely to be retained so company's logo on these will be seen and serve as a memory jogger after conference closes.

Company insert in delegate bag – Cost: AED 7,500

Note: Opportunity is limited to 3 companies.

1 A4 page flyer insert in each delegate bag promoting your organization, products or services to all delegates..

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Gala Dinner Sponsor

Dinner

- Venue – Jumeirah Beach Hotel
- International Buffet refreshments for all attendees
- Duration 120 minutes
- Dinner sponsor will be invited to host
- Conference Chairman's announcement of dinner before close of day 1
- Opportunity for the sponsor to make a 5 minute address thanking guests for their attendance **OR** to provide a professional speaker at the dinner

E-Profile

- Sponsor's logo on conference web-site
- Hyperlink to website from conference web-site

Conference Brochure

- Company logo on front of conference brochure with Gala Dinner Sponsor
- Acknowledgement throughout conference brochure as Gala Dinner Sponsor
- One full page, 4 color advertisement in conference timetable

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Gala Dinner Sponsor

Delegate & Gala Dinner places

- 5 complimentary places for staff or guests
- 2 tables (10 places each) reserved for staff or guests
- 1 table (10 places each) reserved for staff or guests at conference lunch

Signage

- Dinner sponsor's company name, logo & sponsorship level prominently displayed at delegate & speaker registration areas and all other on-site signage
- 1 color signage with sponsors company logo outside reception room during evening
- Opportunity to brand & decorate dinner venue and tables with company banners, balloons, etc

Marketing

- Dinner sponsor's logo place on all promotional material used for marketing campaign
- Will include dinner invitations, web-site, e-banners, conference timetable, direct mailings ,inserts, etc I
- Sponsor name in all advertisements placed in industry publications and industry conferences

Cost – to be advised

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Lunch Sponsor

Lunch

- 3 course sit down lunch with refreshments each day for all attendees
- Duration 60 minutes
- Opportunity to make a 5 minute address

E-Profile

- Sponsor's logo on conference web-site
- Hyperlink to website from conference web-site

Brochure information

- Company logo on front of conference brochure with Lunch Sponsor
- Lunch sponsor logo on front cover

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Lunch Sponsor

Signage

- 1 color signage with company logo outside lunch area
- Opportunity to supply company banners for lunch area

Marketing

- Sponsor logo placed on promotional material used for marketing campaign
- Will include brochures, newsletters, web-site, e-banners, conference timetable, direct mailings, inserts
- Chairman's announcement thanking sponsor after lunch
- Black & white logo on formal invitation cards to lunch
- Opportunity to distribute company brochures or giveaways for duration of lunch

Note: *Exclusive opportunity limited to one sponsor per day*

Cost – AED 20,000 per day

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Coffee Breaks Sponsor

Coffee break

- 2 times a day for 30 minutes each
- Offered to all attendees
- Complimentary coffee, tea and biscuits

Brochure & delegate information

- Company logo inside conference timetable with acknowledgement as “ coffee sponsor”
- Opportunity to distribute company brochure or giveaways for duration of the break

Conference delegates places

- 1 complimentary delegate place for staff or guest

Signage

- Branded signage with company logo outside coffee area
- Opportunity to supply company banners, balloons & napkin with logo

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Coffee Breaks Sponsor

Marketing

- Sponsor's logo will be placed on promotional material like brochure, newsletters, web-site, e-banners, direct mailing & inserts used for marketing campaign
- Company logo placed on all advertising for conference

Note: *Exclusive opportunity limited to one sponsor per day*

Cost – AED 10,000 per day

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For enquiries or further information please contact:

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