EXHIBITION, SPONSORSHIP & ADVERTISING BROCHURE
Dear Colleagues

Health Systems Research is a field that takes on some of the defining concerns of our age – from breaking the barriers to access created by social inequalities, to reaching out across borders to those most in need of care, to harnessing technology so that more people can benefit. Every two years, communities of health professionals, planners, advocates and scientists engaged in strengthening health systems come together for the Global Symposia on Health Systems Research to share their experiences and expertise. Previous Symposia have taken place in Montreaux 2010, Beijing 2012, Cape Town 2014, Vancouver 2016 and Liverpool 2018.

HSR2020 will take place at the Sheikh Rashid and Sheikh Maktoum Halls of the Dubai World Trade Centre (DWTC), Dubai, UAE located just minutes away from the iconic Burj Khalifa the world’s tallest building, during 8th to 12th November 2020.

Ten years on from the first Global Symposium on Health Systems Research, health systems around the world are still far from achieving the Sustainable Development Goal to ‘Ensure healthy lives and promote well-being for all at all ages’. HSR2020 will seek to reorient health systems to address public health and engage the political, social, and environmental forces that perpetuate health inequities and social injustices. It will also explore how technological, data and social innovations can address these challenges.

HSR2020 is expected to bring together about 2,200 participants from over 130 countries that includes leading policymakers, implementers and researchers to address global health challenges in a changing world.

Join us in helping shape the conversations and collaborations that will make a difference, and in making Dubai HSR2020 a success!

Prof. Asha George
HSG Board Chair & Chair HSR2020

H.E. Dr. Ali Seba Al Marri
Co-Chair of HSR2020 Executive Committee
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>31st July 2020</td>
<td>Deadline for early exhibition rates</td>
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<tr>
<td>31st July 2020</td>
<td>Early Bird Registration Closes</td>
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<tr>
<td>6th November 2020</td>
<td>On-site Registration Opens</td>
</tr>
<tr>
<td>8th November 2020</td>
<td>09:00- 17:00  Technical Exhibition Set up</td>
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<tr>
<td>9th November 2020</td>
<td>09:00- 17:00  Plenary &amp; Technical Sessions</td>
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<tr>
<td>8th November 2020</td>
<td>09:00- 17:00  Sixth Global Symposium</td>
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<tr>
<td>9th November 2020</td>
<td>09:00- 17:00  Sixth Global Symposium</td>
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<tr>
<td>10th November 2020</td>
<td>09:00- 17:00  Sixth Global Symposium</td>
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<td>11th November 2020</td>
<td>09:00- 17:00  Sixth Global Symposium</td>
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<tr>
<td>12th November 2020</td>
<td>09:00- 16:00  Sixth Global Symposium</td>
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KEY INFORMATION

Dates: Sixth Global Symposium on Health Systems Research will take place from 8th – 12th November 2020.

Venue: Sheikh Rashid & Sheikh Maktoum Halls, DWTC, Dubai, UAE

Attendees: We are anticipating between 2000 – 2200 delegates from over 130 countries attending HSR2020. These will include members of HSG, researchers, policymakers, healthcare managers, educators, civil society, the media and donors from around the world.

Hosts: Health Systems Global will host the Symposium with co-sponsors that includes Alliance for Health Policy and Systems Research, World Health Organization and from the Eastern Mediterranean region the Mohammed Bin Rashid School of Government, UAE and American University of Beirut, Lebanon. The UAE consortium members are:

The UAE consortium members are:
• His Excellency Dr Ali Sébaa Al Marri - Executive President, Mohammed Bin Rashid School of Government, United Arab Emirates
• Raed Awamleh - Mohammed Bin Rashid School of Government, United Arab Emirates
• Immanuel Azaad Moonesar (Chair) - Mohammed Bin Rashid School of Government, United Arab Emirates
• Irina Berezhnova Godchaux - Public Health and Policy Consultant, United Arab Emirates
• Ruchi Dass - Private sector consultant, United Arab Emirates
• Rola Youssef El Moubadder - Ministry of Health and Prevention, United Arab Emirates
• Melodena Stephens - Mohammed Bin Rashid School of Government, United Arab Emirates
• Racquel Warner - Mohammed Bin Rashid School of Government, United Arab Emirates
• Salha Juma Bu-Kattara - Mohammed Bin Rashid School of Government, United Arab Emirates
• Yusra Alagha - Mohammed Bin Rashid School of Government, United Arab Emirates
• Mohammed Al Khatib - Mohammed Bin Rashid School of Government, United Arab Emirates
• MCI Middle East (Congress Secretariat)

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KEY INFORMATION (Contd.)

Health Systems Global is a membership society that connects the health systems research and policy community and contributes to the attainment of better health, equity and wellbeing. HSG links and engages researchers, policymakers, healthcare managers, educators, civil society, the media and donors from around the world to advance the field of health systems research. HSG creates opportunities to strengthen individual and collective capacity for generating, sharing and applying knowledge necessary for health systems strengthening.

Please visit the official Symposium website for more information and regular blog updates hsr2020.healthsystemsresearch.org

HH Sheikh Mohammed Bin Rashid Al Maktoum, Inspired by this vision, Mohammed Bin Rashid School of Government (MBRSG) was launched in 2005 under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai.

Being the first research and teaching institution focused on governance and public policy in the Arab world, our academic and training programs aim to help future leaders meet public administration challenges across the region.

Programs have been developed and are delivered in partnership with Harvard Kennedy School, MBRSG also collaborates with government and private institutions, both regionally and internationally.

MBRSG proudly organizes international and regional conferences and specialized workshops and holds forums to facilitate the exchange of ideas and knowledge between the Middle East and the rest of the world. www.mbrsg.ae

GEOGRAPHIC SPREAD OF HSG MEMBERS
Next Steps:
If you are interested in joining us in Dubai at HSR2020 and featuring your work in the marketplace, please complete, sign and return the booking form at the back of this prospectus, indicating your preferred option(s) for booths or table-tops. Once received, a member of the HSR2020 Sponsorship Team will be in contact with you. Should you wish to discuss your requirements or check availability of any of the opportunities you are interested in, please contact the HSR2020 Sponsorship Team using the contact details below.

Exhibition & Sponsorship Manager HSR2020 c/o MCI-Group
Email: geoffrey.mohan@mci-group.com
Note: Your booking form must be signed for the HSR2020 Sponsorship Team to be able to accept it.

PROGRAM OVERVIEW

Theme ‘Reimagining health systems for better health and social justice’

The Sixth Global Symposium on Health Systems Research will host a full and diverse program in Dubai.

The program will include:
• About 50 Satellite sessions on Sunday and Monday offering a selection of capacity building, special issue and skills-building opportunities
• 126 Organized sessions exploring current, topical issues hosted by the field’s leading experts.
• About 500 Poster presentations showcasing health policy and systems research from around the world.
• A marketplace where exhibitors will promote and share their work.
• Opportunities to network and engage with fellow delegates at social events, receptions and in an active online community.
• The final program will be available in September 2020 on the HSR2020 website and via the HSR2020 Symposium App.
**VENUE & DESTINATION INFORMATION**

**Venue**
Sheikh Rashid & Sheikh Maktoum Halls at the Dubai World Trade Centre are located on the busy Sheikh Zayed Road highway, one of the main highways and one that links all the seven emirates that form the United Arab Emirates (UAE). Both venues are easily accessible from the many hotels that dot the periphery of the venue as well as all along this highway. Transport to and from these venues are accessible by Dubai Metro with its own iconic landmark (World Trade Centre) station. Bus, taxi and limousine services are available too. 
Venue Information:  www.dwtc.com

**Dubai**
The exotic jewel of the United Arab Emirates. Bordered by deserts and beaches, Dubai provides stark contrasts, from intriguing Islamic culture to the ultra-modern, high-tech metropolis of the 21st century. The city is a magnificent expression of an incredible vision and an uncompromising statement of success and opportunity. Dubai has something for everyone, from vacationers seeking a relaxing break away from the pressures of work, to business travellers looking for a new exciting experience. The emirate is an international conference, exhibition and leisure destination. Lying on the calm, blue waters of the southern Gulf and flanked by the majestic desert, Dubai offers year-round sunshine and five-star luxury along with the adventure of a unique Arabian experience. Dubai is a class destination with all the modern amenities of the western world. It is a fascinating emirate with beautiful buildings, excellent restaurants and nightlife as well as white sandy beaches, culture and history that you can feel as you visit the souks, shopping malls, museums and historic buildings and sites. www.visitdubai.com

**EXHIBITION OPPORTUNITIES**

The Sixth Global Symposium on Health Systems Research offers a unique opportunity to meet and network with other participants and meet key decision makers within Global Health.

The Exhibition is intended to provide:
- A central meeting point
- A place where literature and resources related to health systems research and people-centred health systems can be displayed
- An opportunity and a connection point for participants from different sectors and continents to meet and network
- The possibility for non-profit organizations and community-based programmes to showcase their work (and resources).

The Exhibition will also function as an informal networking place for participants, with café-style seating that provide informal meeting spaces throughout the Symposium.

The Exhibition will take place across the Sheikh Rashid & Sheikh Maktoum Halls located at the ground level of the Dubai World Trade Centre.

Posters will be displayed throughout the exhibition areas and tea; coffee and lunches will be served from the exhibition areas. Spaces will be allocated on a first come - first served basis.

We anticipate that the Exhibition areas will be lively gathering points for the following types of stand holders:
- International agencies working in the field of health systems research and development
- Networks and membership organisations involved in advocacy, health systems development and/or research
- Academic institutions and research organisations, consultancies and foundations
- Academic publishers
- Funding organisations
- Non-profit organisations working in the field of public health, development and/or research
SHELL SCHEME
Exhibition space is available in 4sqm and 9sqm spaces.

Shell scheme spaces include:
• Shell scheme fixture: 2m high white panels and fascia panels with name board displaying exhibitor name and stand number
• 1 x table and 2 x chairs
• 1 x square pin socket outlet
• Track with 2 x mounted spotlights
• 2 x exhibitor passes
• Acknowledgement on the HSR2020 website and app
• Daily cleaning of exhibition area
• Wastepaper bin

EXHIBITION TABLETOP
Tabletop exhibition space includes:
• 1 x table and 2 x chairs
• 1 x square pin socket outlet
• Company listing in the final programme book
• 1 x exhibitor pass
• Acknowledgement on the HSR2020 website and app
• Daily cleaning of exhibition area
• Wastepaper bin

Should you have any other exhibition requirements, please contact the Sponsorship & Marketplace Manager. All exhibition stands are allocated on a first come - first served basis.

Exhibition Packages

<table>
<thead>
<tr>
<th>Exhibition Package</th>
<th>Unit Cost</th>
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<tbody>
<tr>
<td>Shell Scheme - 4sqm</td>
<td>USD 1500 + 5% VAT</td>
</tr>
<tr>
<td>Shell Scheme – 9sqm</td>
<td>USD 2700 + 5% VAT</td>
</tr>
<tr>
<td>Shell Scheme - 4sqm reduced rate only for Publishing Houses/Booksellers</td>
<td>USD 750 + 5% VAT</td>
</tr>
<tr>
<td>Table- top Exhibition for organizations based in High Income Countries</td>
<td>USD 700 + 5% VAT</td>
</tr>
<tr>
<td>Table- top Exhibition for organizations based in Low-Lower Middle Income Countries</td>
<td>USD 350 + 5% VAT</td>
</tr>
<tr>
<td>Additional Exhibitor Registration</td>
<td>USD 60 + 5% VAT</td>
</tr>
</tbody>
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Early Exhibition Booking Rates:
If you book before Friday 31st July 2020, we will apply 5% discount to your exhibition rate.
Note: Not applicable to additional exhibitor registrations

Additional Exhibitor Registrations:
Exhibitors are welcome to purchase additional exhibitor registrations should more be required than the three for 9 sq.m, two for 4 sq.m, and one per tabletop entitlements. Each additional registration is priced $60 + 5% VAT for the duration of the Symposium and can be booked via the exhibition and sponsorship booking form if required. Exhibitor registrations include access to the exhibition and poster areas, tea, coffee and lunch from when the exhibition is open to delegates. Exhibitor Registrations do not include access to any of the Symposium sessions/lectures.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Printed Items
USB Abstract Stick
An opportunity to brand complimentary USBs for all delegates containing all the Symposium abstracts. USBs can be distributed from your exhibitor stand.
A ‘not to be missed’ opportunity to increase footfall to your stand. The USB stick is not only a valuable reference tool for the delegates during the symposium but an extremely useful item that can be used for many years after.

The organizers will produce the USB sticks.
• Co-branding of the USB stick – HSR2020 logo with sponsor logo/strapline
• Acknowledgement on the HSR2020 website and app
Price: USD 7000 + 5% VAT

Delegate Bags
Exclusive opportunity to align your organization with the Sixth Global Symposium by ensuring your logo is included on all conference delegate bags alongside the conference logo.
*note: bag to be provided by sponsor or secretariat to charge sponsor for the production at actuals:
Price: USD 5000 + 5% VAT

Delegate Bag Insert
All delegates will receive a complimentary delegate bag. Ensure your organization is represented by adding an insert into every bag.
*note: sponsor must provide delegate bag inserts for inclusion. Size and specifications will be advised in the technical manual.
Price: USD 800 + 5% VAT

Pens & Note Pads in Delegate Bags:
An exclusive opportunity to ensure delegates are using your organizations branded materials throughout the Symposium.
*note: sponsor must provide pens and pads for inclusion. Size and specifications will be advised in the technical manual.
Price: USD 2500 + 5% VAT
Refreshment Breaks:
The refreshment breaks provide an invaluable opportunity during the conference for delegates to interact with Symposium delegates, to make new contacts, meet existing contacts and share and exchange information and ideas outside of the main program. The refreshment break partner opportunity gives your organization the chance to place your branding next to the tea and coffee points located in each of the exhibition areas within the Sheikh Rashid & Sheikh Maktoum Halls of DWTC.

Your support of this item will include:
• Sponsor acknowledgment with your organization logo positioned around the select catering points
• Coffee, tea and biscuits supplied
• Acknowledgement on the HSR2020 website

Price: $USD 7000 +5% VAT per opportunity

*note: branded biodegradable disposable coffee cups can be included at an additional cost.

STRATEGIC SPONSORSHIP PACKAGES

If you are interested in several promotional opportunities or in opportunities that are different to those listed in this document, we would be happy to discuss customized packages. To discuss specific sponsorship and advertising arrangements please contact - geoffrey.mohan@mci-group.com

TERMS AND CONDITIONS

Booking
If you would like to be a sponsor or exhibitor, please complete the booking form and return by email to the Sponsorship & Marketplace Manager, email: HSR2020@mci-group.com
Allocation is subject to availability.

Payment
All prices within the prospectus are listed in USD and on completion of the booking form an invoice will be issued. If you prefer to pay in USD or AED please complete and return the booking form as usual. Full payment is due within 30 days of the invoice date. Any payment made by credit card will incur a %3.5 surcharge.

HSG Logo
The use of the HSG and its co-sponsors’ name, logo or materials will not be permitted by any person, corporation or organization without prior written consent from HSG.

Cancellation Policy
We cannot accept cancellation of sponsorship once it has been committed. Upon commitment of sponsorship the sponsor will be liable for the total sponsorship committed. This includes the cost of the items / materials pledged under the commitment of sponsorship.

Registration of Staff
Sponsors and exhibitors who wish to attend the Symposium sessions must register as full Symposium delegates, unless a specific arrangement has been made with the organizers.

Alterations
The organisers reserve the right to make alterations to the Symposium program, venue and timings at any time. Every endeavour is made to preserve the published layout of the Symposium area and Marketplace. Should it be necessary to revise the layout for any reason, the organisers reserve the right to transfer an exhibitor to an alternative suitable site and/or renumber the stands.

Insurance
Exhibitors and Sponsors are responsible for arranging appropriate insurance cover in connection with their attendance at the Symposium including prevention, postponement or abandonment. The organizers cannot be held liable for any loss, liability or damage to personal property.

Cancellation / Postponement of the Symposium
In the event of it being necessary for whatever reason to postpone or cancel the Symposium, the organizer will not be liable for any expenditure, damage or loss incurred by the sponsor. In the event of cancellation, the sponsor will be refunded any monies paid. If the Symposium is postponed the contract between the organizer and sponsor will remain in force.

Product Promotion
In line with the non-profit regulation and HSG policies, sponsors can promote their work as an organisation, but sponsors should not promote specific products in the final program book or delegate bag inserts.
SPONSORSHIP & EXHIBITION BOOKING FORM

Main Contact
Organization:
Company VAT No. (if applicable):
Contact Name:
Address:
Country:
Telephone:
Email:

Invoicing Details If different
from main contact
Organization:
Company VAT No. (if applicable):
Preferred Invoice Currency: (USD / GBP / EUR)
Contact Name:
Address:
Country:
Telephone:
Email:

Space Requirement         Price
Shell Scheme - 4sqm                                                                                                                     $USD  1500 + 5% VAT
Shell Scheme – 9sqm                                                                                                                      $USD  2700 + 5% VAT
Shell Scheme - 4sqm reduced rate only for Publishing Houses/Booksellers  $USD    750 + 5% VAT
Table- top Exhibition for organizations based in High income Countries   $USD    700 + 5% VAT
Table- top Exhibition for organizations based in Low-Lower Middle income Countries $USD    350 + 5% VAT
Additional Exhibitor Registration                                                                                                   $USD      60 + 5% VAT

Stand No (s):  First Choice   Second Choice    Third Choice

Special Note: Please specify if your stand must not be located adjacent to a particular competitor.
Name of Competitor:

Sponsorship & Advertising

Sponsorship Item      Price (Excl 5% Vat)
USB Abstract Stick – Exclusive Opportunity    $USD 7000
Delegate Bags – Exclusive Opportunity       $USD 5000
Delegate Bag Insert                          $USD 800
Pens & Note Pads in Delegate Bags            $USD 2500
Refreshment Breaks (Per Break)               $USD 3000

Please complete and return this form to the Sponsorship & Exhibition Manager by email:
SponsorshipHSR2020@mci-group.com
I confirm that I have read the Terms and Conditions and my organisation agrees to abide by these conditions.

Signature:      Name:      Date: