



11th DUBAI INTERNATIONAL FOOD SAFETY CONFERENCE

Predict Prevent Protect

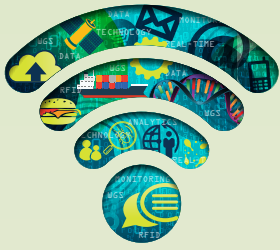


19th to 21st November 2017

Dubai International Convention & Exhibition Centre

SPONSORSHIP OPPORTUNITIES

Creating an excellent city that provides the essence of success and comfort of sustainable living
رؤيتنا: بناء مدينة متميزة تتوفر فيها استدامة رفاهية العيش ومقومات النجاح.



11th DUBAI INTERNATIONAL FOOD SAFETY CONFERENCE

On behalf of Dubai Municipality and the Organising Committee of the 11th Dubai International Food Safety Conference, I am pleased to invite you to be a sponsor of the 11th Dubai international Food Safety Conference that will be held at the Dubai Convention and Exhibition Centre from the 19th to the 21th of November, 2017.

The theme of this year's conference is "Predict, Prevent & Protect," and we aim to focus on timely and trending topics that will address the opportunities and challenges in the emerging technology and data-driven food safety world. To list a few of these, the use of Whole Genome Sequencing to track outbreaks, the use of IoT devices to ensure accurate process monitoring and decision making, use of smart mobile devices to connect us with a network of humans and machines with back-end applications that can manage and analyse data for action in real time....

Over the three days of the event, we will explore opportunities and ideas to use Technology Platforms, Artificial Intelligence; Big Data, Data Analytics and Data Science; IoT Devices; and learn how governments as well as the food industry are using these tools for driving inspections and for decision making in food safety, nutrition and other areas of public health.

While looking at technology and data driven systems as enablers, the conference will, as every year, bring to the room the latest trends and challenges in the more fundamental aspects of food safety, including approaches to food inspections and audits, microbiological and chemical risk assessment, and the human behavioural aspects of food safety management. Like every year, we will have programs for students and young researchers, with particular focus on the regional and national initiatives. Apart from the Food Safety programs and workshops, the conference will also feature workshops on Applied Nutrition, with particular emphasis on Dubai's vision to increase healthy food choices in schools and restaurants.

We sincerely hope that you will be able to support Dubai Municipality and contribute as a sponsor to enable us to make the conference bigger, better and beneficial to more and more people.

Looking forward to a positive response for you.

Regards

Khalid Mohammed Sharif Al Awadhi

Assistant Director General – Environmental Health Control Sector
Dubai Municipality

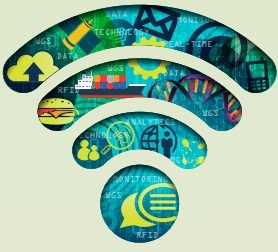


WHO?

**will be attending
the conference**

**The conference
will target
food safety
professionals
from different
fields including**

- Regulatory Authorities
- Food Safety Specialists, Nutritionists, Dieticians, Public health professionals
- Food business representatives
- Ingredient and service suppliers to the food industry
- Data Analysts and Data Science Experts
- Technology providers, IoT specialists, Platform builders
- Training providers, Auditors and consultants
- Academia and Students
- Media



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SPONSORSHIP PACKAGES 1

PLATINUM SPONSORS

Total Investment - AED 250,000

Package includes the following:

- 25 complimentary conference registrations
- Logo coverage in the home page of conference website with a link to the sponsoring company's website
- Logo coverage in collaterals including news letters
- Logo coverage in conference registration brochure as Platinum Sponsor
- One page advertisement in the conference proceedings
- Logo coverage on stage back drop during the conference
- Logo coverage on signage and boards displayed at the entrance to Conference Venue in prominent position
- Coverage in all official conference advertisements and pre/post conference press releases
- A flyer or promotional product inserted in the conference bag
- Recognition memento as Platinum Sponsor

GOLD SPONSOR

Total Investment - AED 150,000

Package includes the following:

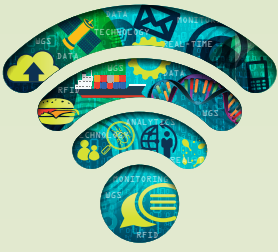
- 15 complimentary conference registrations
- Logo coverage in the home page of conference website with a link to the sponsoring company's website
- Logo coverage in all collaterals including news letters
- Logo coverage in conference registration brochure as Gold Sponsor
- Half page advertisement in the conference proceedings
- Logo coverage on boards displayed in conference hall
- Coverage in all official conference advertisements and pre/post conference press releases
- A flyer or promotional product inserted in the conference bag.
- Recognition memento as Gold Sponsor

SILVER SPONSOR

Total Investment - AED 100,000

Package includes the following:

- 10 complimentary conference registrations
- Logo coverage in the conference website with a link to the sponsoring company's website
- Logo coverage in all collaterals including news letters
- Recognition memento as Silver Sponsor



CONFERENCE BAG AED 100,000

Package includes the following:

- 15 complimentary Conference Registrations
- Logo coverage in the Conference Website and a link to the company website with company profile
- Logo coverage in the final program book
- Logo on the conference bag (specifications apply)

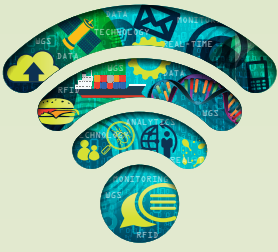
SUPPORTERS

If your company is interested in supporting the conference by sponsoring programs, providing programs or services that could benefit the attendees whilst they attend the conference,

Package includes the following but not limited to this:

- Food Safety Caps
- T-Shirts
- Provide gifts for inclusion in conference bag
- Sponsor speakers
- Sponsor food and beverages
- Program book printing
- Registration sponsor

*Kindly note that branding of specific food products will not be allowed in the conference venue and in the marketing as well as print materials associated with the conference.



Got an idea?

Contact us to discuss

Exhibitors

Please contact us if you wish to exhibit at the event.
Exhibition days are from the 19th to the 21st of November, 2017.
Priority bookings can be done now.

To confirm your participation as a sponsor or exhibitor, mail to difsc@dm.gov.ae.

If you require further information about the event, please contact

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