



TM

# Emirates Derma

DUBAI

4<sup>th</sup> Emirates Academy of Dermatology, Aesthetics  
and Laser Conference & Exhibition

## DIGITAL COMMUNICATION

Stay in touch with your Industry  
and Your Community

Organized by



Emirates Academy of  
Dermatology, Aesthetics  
and Laser (EADAL)

In Collaboration with



In Cooperation with



رابطة أطباء الجلد العرب  
Pan Arab League of Dermatology



ARAB ACADEMY  
OF DERMATOLOGY & AESTHETICS



الجمعية العربية لأطباء الأمراض الجلدية  
ARAB SOCIETY OF DERMATOLOGISTS

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

## Packages

Avail a special  
**DISCOUNT**  
up to **20%**  
compared to normal rate card prices.

Our digital marketing packages are geared towards producing results—increased visibility, website traffic, targeted reach, and sales. Avail a special **discount up to 20%** compared to normal rate card prices.

### Visibility Package

- Pack of three (3) E-flyers with your company banner  
Size - W: 675 x H: 100 pixels
- One (1) Dedicated Social Media Post on Emirates Derma Facebook, Twitter and Instagram platforms
- One (1) Leaderboard banner on Emirates Derma Registration Now Page (maximum 3 in rotation)  
Size - W: 1050 x H: 150 pixels

**Rate Card Price**

AED ~~5,000~~

**Package Price**

AED **4,000**

### Notoriety Package

- Pack of five (5) E-flyers with your company banner  
Size - W: 675 x H: 100 pixels
- Two (2) Dedicated Social Media Posts on Emirates Derma Facebook, Twitter and Instagram platforms
- One (1) Leaderboard banner on Emirates Derma Registration Now Page (maximum 3 in rotation)  
Size - W: 1050 x H: 150 pixels

**Rate Card Price**

AED ~~8,000~~

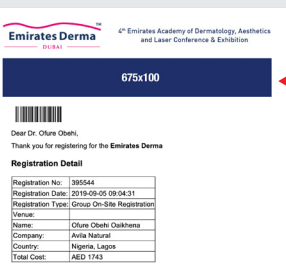
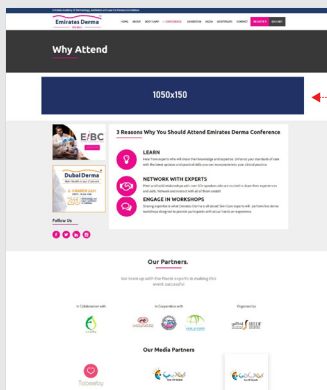
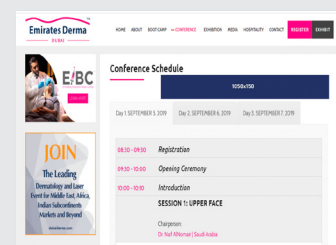
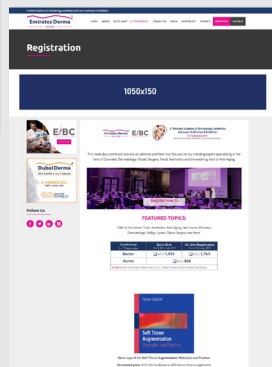
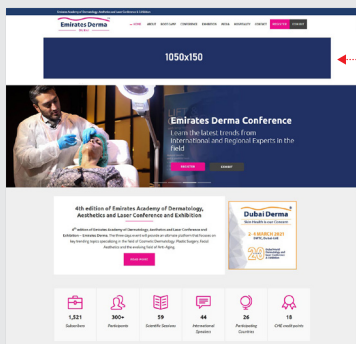
**Package Price**

AED **6,400**

*Notes: VAT 5% not included in the above fees.  
Content and artwork are subject to approval from the organizer.  
Date(s) to be decided by the organizer depending on availability.*

## Website

**emiratesderma.com** a comprehensive event website which has the latest information on all aspects of the event. The website receives **8,363** visits in one year and has **14,746** page views.



### Banner on Home Page

AED 2,000

- One (1) Leaderboard banner on Emirates Derma Home Page (maximum 2 in rotation)  
Size - W: 1050 x H: 150 pixels

### Banner on Main Registration Page

AED 2,500

- One (1) Leaderboard banner on Emirates Derma Main Registration Page (maximum 3 in rotation)  
Size - W: 1050 x H: 150 pixels

### Banner on Register Now Page

AED 1,500

- One (1) Leaderboard banner on Emirates Derma Registration Now Page (maximum 3 in rotation)  
Size - W: 1050 x H: 150 pixels

### Banner on Conference Program Page

AED 1,500

- One (1) Leaderboard banner on Emirates Derma Conference Program Page (maximum 3 in rotation)  
Size - W: 1050 x H: 150 pixels

### Banner on Any Other Page (Exclusive to one (1) company)

AED 1,000

- One (1) Leaderboard banner on Any Other Page  
Size - W: 1050 x H: 150 pixels

### Banner on Confirmation E-mail (Exclusive to one (1) company)

AED 3,000

- One (1) Leaderboard banner (static image) on Emirates Derma Registration Confirmation E-mail sent to all registered delegates and trade visitors till the event date.  
Size - W: 675 x H: 100 pixels

**Notes:** VAT 5% not included in the above fees.

Content and artwork are subject to approval from the organizer.

Date(s) to be decided by the organizer depending on availability.

## E-flyers

Emirates Derma e-campaigns are reaching out to **22,280** qualified contacts including all Dermatology Professionals, Dermatology Associations, Societies, etc. from the GCC region.



Reach out to Emirates Derma database of more than **22,280** qualified contacts through our e-flyers. One (1) advertisement banner per E-flyer only. E-flyer frequency depends on the event timeline and increases closer to the event. To support your brand marketing, you can also opt for a dedicated EDM and provide us your html artwork. E-flyer campaign and EDM dates to be agreed with organizer depending on availability.

### 1 banner on 1 E-flyer

**AED 1,000**

- Sent to general database
- Your banner will be placed in the footer of the E-flyer with a hyperlink to your website.

### Pack of 2 banners on 2 E-flyers

**AED 2,000**

- Sent to general database
- Your banner will be placed in the footer of the E-flyer with a hyperlink to your website.

### Pack of 3 banners on 3 E-flyers

**AED 2,500**

- Sent to general database
- Your banner will be placed in the footer of the E-flyer with a hyperlink to your website.

### 1 dedicated EDM with your customized HTML content

**AED 2,000**

- Your EDM will be sent to GCC Database via e-mail to increase visibility with your prospective clients in the region.

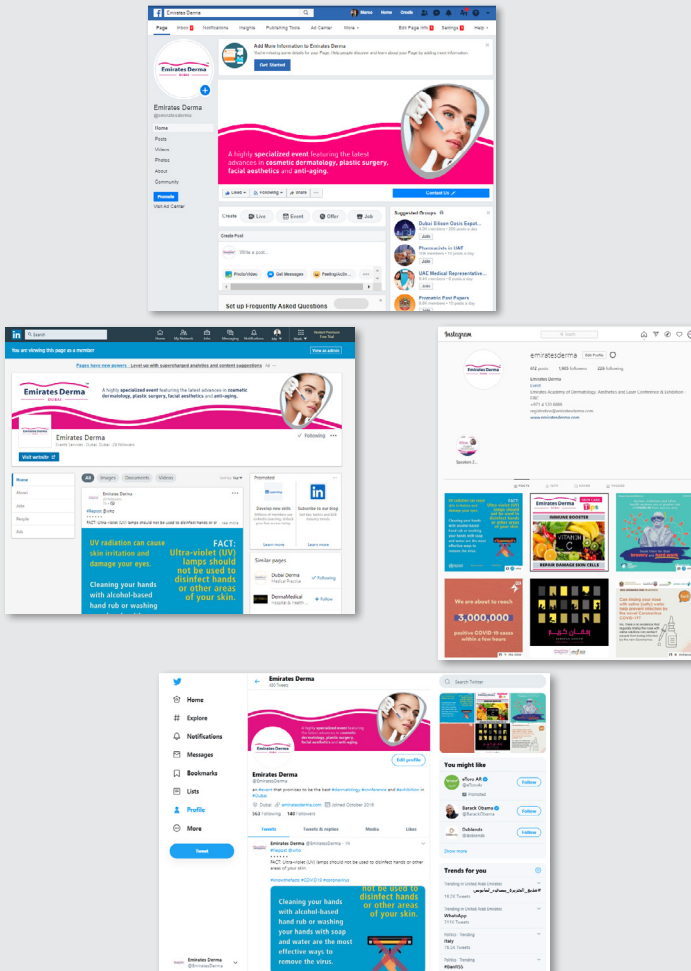
**Notes:** VAT 5% not included in the above fees.

Content and artwork are subject to approval from the organizer.

Date(s) to be decided by the organizer depending on availability.

# Social Media

Our event social media platforms count a total of **2,942** followers permanently connected with us.



Reach out to your target audience through our Social Media platforms and all our followers on Facebook, Instagram, LinkedIn and Twitter.

## 1 Dedicated Social Media

**AED 1,000**

➤ Your post can either be a design or a photo/video that you will be providing for the purpose.

➤ Facebook 1080 X 1080 pixels

➤ Twitter 1200 X 600 pixels

➤ Instagram 1080 X 1080 pixels

➤ LinkedIn 1104 x 736 pixels



**Notes:** VAT 5% not included in the above fees.  
Content and artwork are subject to approval from the organizer.  
Date(s) to be decided by the organizer depending on availability.

Company Name:

VAT TRN No.:

Brand(s) presented:

Address 1:

Address 2:

P.O. BOX:

City:

Post Code:

Country:

Tel:

Website:

Authorised  
Signatory

First Name:

Last Name:

Position:

Email:

Tel:

Mobile:

#### INVOICING DATA

Company Name:

VAT TRN No.:

Brand(s) presented:

Address 1:

Address 2:

P.O. BOX:

City:

Post Code:

Country:

Tel:

Fax:

Email:

Contact Billing Person Name:

#### PACKAGES (VAT 5% not included in the below fees)

Qty.

Visibility Package

AED 4,000

AED

Notoriety Package

AED 6,400

AED

#### RATE CARD (VAT 5% not included in the below fees)

Qty.

##### Emirates Derma Website

1 Leaderboard banner on Homepage

AED 2,000

AED

1 Leaderboard banner on Main Registration Page

AED 2,500

AED

1 Leaderboard banner on Registration Now Page

AED 1,500

AED

1 Leaderboard banner on Conference Program Page

AED 1,500

AED

1 Leaderboard banner on Any Other Page

AED 1,000

AED

1 Banner in registration confirmation email

AED 3,000

AED

##### Emirates Derma E-flyer

1 banner on 1 Emirates Derma E-flyer

AED 1,000

AED

Pack of 2 banners on 2 Emirates Derma E-flyers

AED 2,000

AED

Pack of 3 banners on 3 Emirates Derma E-flyers

AED 2,500

AED

1 dedicated EDM

AED 2,000

AED

##### Emirates Derma Social Media

1 dedicated post

AED 1,000

AED

TOTAL ORDERED

AED

VAT 5%

AED

TOTAL AMOUNT

AED

**NB:** Prices stated herein are applicable to Emirates Derma event products and services. All companies will be subjected to 5% Value Added Tax (VAT). Federal Decree-Law No. (8) of 2017 on Value Added Tax (VAT Law) has been issued by the UAE Government effective 1<sup>st</sup> January 2018. VAT Law stipulates that all supply of goods & services shall be charged at a standard rate of 5%. For more information, please visit [www.tax.gov.ae](http://www.tax.gov.ae) or [www.mof.gov.ae/En/budget/Pages/VATQuestions.aspx](http://www.mof.gov.ae/En/budget/Pages/VATQuestions.aspx)

#### PAYMENT SCHEDULE

1. Full payment is required upon signing the Contract.
2. All payments to be made by Bank Transfer, Credit Card or Cheque. Please refer below for banking and account details. All the bank charges to be borne by the remitter.

Account Name: **Index Conferences & Exhibitions Organization Est.**

IBAN: **AE500260001014435107601** Account No.: **1014435107601** SWIFT: **EBILAEAD**

Bank Address: **Emirates NBD, Oud Metha Branch, P.O. Box 13636, Dubai - U.A.E.**

Credit Card Payment: ☐ Visa ☐ Master Card

Credit Card No.:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Expiry Date: ..... Name on Card ..... Signature: .....

**Authorisation Note:** Please debit my credit card with an amount of AED..... I, ..... the card holder hereby honor this transaction and will not hold INDEX® Conferences & Exhibitions Organization Est. responsible if the credit card details have been compromised for whatsoever reasons.

**Disclaimer:** The customer assumes all risks inherent to payments via credit card and will not hold INDEX® Conferences & Exhibitions Organization Est., its subsidiaries, affiliates, directors, representatives, agents or employees liable for any claim, action, demand, damage or loss as a result of this transaction.

3. Sponsors will not receive brand promotion until receipt of payment.

Company Stamp :

Name & Signature :

Date :

## SPECS & TIMINGS

### Banners on the website

Advertising period starts once artwork and payment are received until completion of the event. 1 hyperlink only per banner. Banner to be approved by organizer.

### Banners on E-flyers and Newsletters

Exact date the e-flyer will be sent out will be mutually agreed depending on campaign schedule and availability at the time of booking. 1 hyperlink only per banner. Banner to be approved by organizer.

### Social Media Posts

Exact date posts will be sent out will be mutually agreed depending on availability at the time of booking. Artwork to be approved by organizer.

Banner dimensions (pixels) shall meet the technical requirements and Banners File Size (KB) shall correspond to the technical requirements.

Language can be either English or Arabic.

Specification of the target URLs shall be provided with the artwork.

## DIGITAL ADVERTISING SPACE TERMS AND CONDITIONS

The following general terms and conditions apply to the sale of any Digital Advertising in any marketing tools of Emirates Academy of Dermatology, Aesthetics and Laser Conference & Exhibition (Emirates Derma) (i.e. Event official website, newsletter, e-flyers and social media post(s)); collectively these falls under the category of "Digital Advertising". Any request to place an advertisement in Emirates Derma communication tools is considered firm and binding on the Advertiser as soon as it has been contracted with INDEX Conferences & Exhibitions Org. (hereinafter "INDEX®");

1. In the event of inconsistency between these general terms and conditions of sale and the terms and conditions of purchase of any Digital Advertising by the Advertiser, these general terms and conditions shall be the only provisions that are valid and applicable.
2. Upon ordering Digital Advertisement and upon receipt of the invoice, the Advertiser is expected to settle the price of the said advertisement as per the payment terms and conditions stated herein, including tax. Should the Advertiser fail to make the payment upon receipt of the invoice, INDEX® shall not proceed with the order.
3. Artwork/Images for any Digital Advertisement must be approved by and adhere to INDEX® rules and technical specifications and be delivered within the applicable timeframes provided. When INDEX® builds Digital Advertisement units on behalf of the Advertiser, the Advertiser must provide Artwork/Images in accordance with the requirements set out in INDEX® Digital Advertising Production Format.
4. The Advertiser agrees to provide any and all Artwork/Images necessary for on-line placement of the Advertiser's digital content within the agreed lead times. Any technical costs in relation to the artwork/images of the Digital Advertising (if any) shall be borne by the Advertiser.
5. INDEX® may, without any responsibility to the Advertiser, reject, or request any

amendment to Artwork/Images that it considers unsuitable or contrary to these Terms.

6. The Advertiser shall comply with any and all instructions issued by INDEX® and indicated in INDEX®'s commercial documents concerning the supply of technical materials for Digital Advertising (e.g. format of advertising banners, design and content).
7. If the Advertisement provided by the Advertiser contains a substantial error solely due to a mistake on the Advertiser's part, the Advertiser shall, on request, re-submit the Advertisement at no additional cost to INDEX®. INDEX® shall not be responsible for any errors due to the Advertiser's responsibility.
8. The content and visuals of an advertisement and in particular brands and designations are published under the sole responsibility of the Advertiser, whereby it owns the copyright in all Advertisements written or designed by it or on its behalf. In particular, the Advertiser is solely responsible for the payment of any reproduction rights for images used.
9. The lead time for an on-line placement is three (3) working days from the date of receipt of technical materials and receipt of payment. If an order is cancelled for any reason whatsoever, all the payments received shall be retained with INDEX®.
10. The registration by INDEX® of a request for the insertion of Digital Advertisement only grants the Advertiser the right to occupy the online booking order for such an advertisement. The space, form and mode of posting of the proposed Digital Advertisements and the related prices are indicated in the purchase order. Prices do not include technical costs such as, where applicable, the cost of creation and production of the advertisements.
11. The Advertiser hereby releases INDEX® from any civil or criminal liability they may

incur due to Digital Advertisements that have been published at the Advertiser's request. The Advertiser guarantees INDEX® against any claims asserted by any third parties in respect of the content of such Digital Advertisements. The Advertiser accordingly agrees to defend INDEX®, at his own expense, in the event that proceedings or claims are brought or asserted against INDEX® in respect of the contents, data, information, messages etc.

12. Any digital content and the like submitted by the Advertiser are subject to INDEX® approval.
13. Pursuant to the foregoing article 11 & 12 above, the Advertiser guarantees to INDEX® that all Digital Advertisements submitted for publication online and any landing page and/or destination site linked to from the Advertisements ("Advertiser's Site") will (i) be legal, decent, honest and truthful, (ii) not be contrary to the provisions of any applicable law(s), regulation or code of practice, (iii) not be libelous or obscene, (iv) not infringe the rights of any person (including any person's intellectual property rights) unless prior consent is obtained; (v) not be prejudicial to the image or reputation of INDEX® or the Event Website; (vi) be free from viruses, adware, malware, and/or bit torrents, (vii) not cause an adverse effect on the operation of the Website, and (viii) have a conspicuous privacy policy which complies with all applicable data protection and privacy laws, regulations and codes of practice. Any content which is provocative, derogatory or of an obscene nature and or not in accordance with the community and media guidelines, will be subject to refusal. Failing to adhere to these conditions shall be considered as breach of the Contract by the Advertiser.
14. The Advertiser grants INDEX® the right to use such of the Advertiser's names, trademarks and/or logos as INDEX® may consider necessary solely for the purposes of publishing the Digital Advertisements.

## Contacts

**Emirates Derma**  
DUBAI

[www.emiratesderma.com](http://www.emiratesderma.com)

## For Booking Contact the Emirates Derma Team:

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**INDEX® Conferences & Exhibitions Organization Est.**

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