



المؤتمر الخامس لصعوبات التعلم في دول مجلس التعاون الخليجي

5th GCC Learning Disability Conference

on 26th -27th October 2011 at JW Marriott Dubai Hotel, Dubai-UAE

SPONSORSHIP PROPOSAL

Organised by



Ishara Consultants

Conference Sponsorship Partner Opportunities

Sponsorship: Rising to the Challenge of Industry Leadership



Greetings,

Let me take this opportunity to invite your organisation to join us as a sponsor of the region's major "**5th GCC Learning Disability Conference & Workshops**" (LDC) on October 26th -27th 2011 at JW Marriott Hotel, Dubai – UAE supported by **Ministry of Education**.

This key event, organized by Ishara Consultants, we believe that the Summit would trigger a paradigm shift in the perception about this critical social and educational issue.

To be addressed by globally renowned experts, the two-day Summit in October will give an opportunity to your organisation to gain industry-wide visibility across the Middle East as a valuable corporate citizen. It would enhance your image and branding in social marketing. Your presence as a supporter of this groundbreaking Summit would also help you achieve wider consumer appeal and would demonstrate your commitment to corporate civic responsibility.

Over the past six months, we have been working with experts preparing for this event and the Summit would focus on the growth of regional society and educational and social trends that would have a bearing on every aspect of life of people in the GCC countries and we are expecting more than 300 delegates from the GCC and south east Asia.

Among the international speakers who will join the event are: **Dr. Arlyn Roffman** Ph.D., Developmental Psychology from Boston College, M.Ed. in Learning Disabilities from Lesley University, Professor of Special Education in Lesley University, 29 Everett St., Cambridge, USA. **Ms. Geet Oberoi** , Founder-president, Orkids is a chain of multidisciplinary clinics which provides remedial intervention to children with special needs. New Delhi , India.

We welcome your organisation to participate in the various sessions, share ideas and network with regional decision makers, social researchers and others. As a sponsor, we can help you with a bouquet of opportunities to raise your organisation's reach through several ways. These include: direct mails, e-mails, web marketing, print and media placements, outdoor, and tele-campaigns. These would make sure your brand name gets noticed by an audience who are valuable to your business.

Please see the attached information on the programme and our media campaign plan. We also welcome you to our website – www.isharaonline.com/ld/ for more information about the event.

Please do not hesitate to contact us with any questions you may have. We look forward to hearing from you and discussing your organisation's sponsorship opportunities.

Thank you and Best Regards,



Sunny Thomas
Conference Director
Ishara Consultants
Tel: 04-2955581
Mobile 050 -1555684

EVENT PROFILE

The Learning Disabilities Program is designed to assist students who have average to above average potential for learning but are not achieving their educational goals because of difficulties in study skills or basic skills such as reading, writing, spelling, math, reading comprehension, written expression, verbal expression,* vocabulary, memory, auditory discrimination, or visual discrimination.



What are Learning Disabilities?

Learning disabilities are disorders that affect the ability to understand or use spoken or written language, do mathematical calculations, coordinate movements, or direct attention. Although learning disabilities occur in most young children, the disorders are usually not recognized until the child reaches school age.

What Will Be Discussed?

- Raise awareness of learning disabilities
- Learning Disabilities & Inclusion: The way ahead
- Dyslexia, Dysgraphia and Dyspraxia: Strategies for inclusion
- Inclusion Quality Mark: A Framework for Inclusion
- Including students with dyscalculia: Strategies for intervention
- Looking at the whole child: Emotional and social inclusion
- Learning Disabilities & Inclusion: The role of ICT
- Screening & Assessment of Dyslexia, and Dyspraxia
- Motivating Students to learn: Tips for teachers
- Screening & Assessment of Dyscalculia
- Inclusion Quality Mark (IQM): The Evaluation & Assessment Process
- Mathematics anxiety, expectations, self-esteem and attributional style
- Tips for including parents of individuals with learning disabilities
- Explore how to help students succeed in secondary and post-secondary education
- Facilitate collaboration between professionals and others in the field
- Frame recommendations for improving students' experience and educational outcomes

The most common treatment for learning disabilities is special education. Specially trained educators may perform a diagnostic educational evaluation assessing the child's academic and intellectual potential and level of academic performance. Once the evaluation is complete, the basic approach is to teach learning skills by building on the child's abilities and strengths while correcting and compensating for disabilities and weaknesses. Other professionals such as speech and language therapists may also be involved. Some medications may be effective in helping the child learn by enhancing attention and concentration. Psychological therapies may also be used.

Who will attend the event?

Principals, Counselors, Teachers, Administrators, Researchers , College Educators, Curriculum Specialists, Social Workers, LD Specialists, Researchers, Staff Developers, Adult Literacy Educators , Correctional Specialists, ELL Educators, Reading Specialists, Speech & Language Specialists , Technology Coordinators , Library & Media Specialists , Medical and Mental Health Professionals, Senior government officials from Ministry of education and health, Education Policy Advocates and College Student Support Personnel. Teachers of special education and general education, Adults with learning disabilities and attention deficit hyperactivity disorder, Parents of children with learning disabilities and attention deficit hyperactivity disorder

Why Sponsor Partners Invest, What You Get , Benefits , Advantages

The organizers through a planned and imaginative marketing campaign will ensure that the objectives of the sponsor are met. The targeted marketing campaign ensures quality media exposure and significant turnout for the event.

- Direct mailing selected individuals using vertical lists from our database
- Print media distributing all over UAE and GCC
- Targeting individual business groups with tailored messages
- Adverts, inserts in key media titles
- Email Enhanced campaign to 1,000,000 prospective visitors via email
- High profile PR campaign, dedicated to getting the best coverage
- Direct telesales calls to prime organizations
- Sponsorship provides an exceptional opportunity to reach your organization's name in several ways. These would make sure your brand name gets noticed by an audience who are valuable to your business.
- Sponsorship builds relationships and develops brand identity. It will provide your organization with the opportunity to target your key audience.
- Extensive pre-conference mailings will promote your organization to the widest possible audience
- It creates an excellent opportunity for internal marketing by using our event

Extensive Promotional Campaign for the Event

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Sponsorship Level & Packages

Choose the level that's right for your organization

Opportunity	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Your organization's sponsorship will be highlighted by the tag line ' Sponsored by Your Organization . Name & logo will be extensively promoted in the media campaign	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Your sponsorship will be highlighted during the promotion campaign that includes media and print advertisements, press releases, and other promotion efforts	Prime recognition	Recognition	✓	✓
Address the audience for five minutes at the opening ceremony	✓			
Your logo will be printed on Main Brochure	Prime recognition	Recognition	✓	✓
Ishara media team will help arrange media interviews with your key executives during the event	✓	✓		
Sponsoring corporation will be honored at the opening ceremony	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Your Organization's Name In The Pre-Event Awareness Campaign				
Logo to appear in press ads (including UAE and regional publications)	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Coverage through various press releases and articles in local and regional media	✓	✓	✓	
Your organization name and logo will be on all flyers, brochures, faxes, e-newsletters etc sent to promote the event	✓	✓	✓	✓
Prominent Recognition For Your Organization At The Venue				
Opportunity to display stand along banners at the event venue	8	6	3	2
Logo to appear in all printed material (Flyers and Posters)	✓	✓	✓	✓
Advertisement in the conference Souvenir	Double Spread Middle page	Single Page	Single Page	
A platform for Networking with the right Target Audience	✓	✓	✓	✓
An exhibit table at the venue to be used by sponsor	2	2	1	
Opportunities to highlight functionality and quality of products and services	✓	✓	✓	✓
You can display promotional video at the pre function area	✓	✓		
Brochures or company booklets of your Organization will be distributed at the venue to guests and participants	✓	✓	✓	
Opportunity to distribute giveaways during the event	✓	✓	✓	✓
Display the sponsor's name and logo on the stage backdrops	Title Sponsor			
Opportunities for media interviews during the event to be arranged by the Ishara Media Team	✓	✓		
Mass Exposure For Your Organization Through The Event Website				
An acknowledgement as the sponsor with logo and hyperlink on the event website	✓	✓	✓	✓
Logo and hyperlink to appear on all e-Newsletters	✓	✓	✓	✓
VIP Invitations To Attend The Event				
Complementary invitations for your company representatives, clients, targets and business partners, to attend the event and interact one-on-one with key conference delegates.	12	6	4	2
Sponsorship Fee	AED: 60,000/-	AED: 35,000/-	AED: 25,000/	AED: 15,000/

Sponsorship Agreement Form

Sponsorship Confirmation Form If you would like to book a sponsorship package, please fill in the below form and return to us at 00971 4 2948486.

Company/ Organization:		
Authorized by:		
Designation:		
e-Mail:	Tel.:	Fax:
Additional Contact:		Tel.:
Position:		
PO Box :	City.	Country.
e-Mail:		
Please list us as:		
Title Sponsor:	<input type="checkbox"/>	AED. 60,000/-
Platinum Sponsor:	<input type="checkbox"/>	AED. 35,000/-
Gold Sponsor:	<input type="checkbox"/>	AED. 25,000/-
Silver Sponsor :	<input type="checkbox"/>	AED. 15,000 /-
Payment Method:	Credit Card <input type="checkbox"/>	Cash <input type="checkbox"/>
	Cheque /Bank Draft <input type="checkbox"/>	Direct Transfer <input type="checkbox"/>
Ishara Consultants, Emirates NBD, A/C Number: 101 13139241 01 , Deira Branch , Dubai –UAE		
<i>Please Note: We require at least 50% deposit to list you as a sponsor and hold your slot and balance to be paid prior to the event.</i>		
Authorized Signature:		
Date:		

Choose the level that's right for your organization

Please fax the signed form to Ishara Consultants at +971-4-2948486 or email to info@isharaonline.com or contact us at: +971-4-2955581, or mail to: P.O Box: 1420 Dubai-UAE

Sponsorship Contract

Terms And Conditions

1. GENERAL TERMS AND CONDITIONS

1. This Agreement shall become effective as of _____ (date) and shall remain effective until the "Event" ends on 27th October 2011. This agreement defines the terms under which **Ishara Consultants** (*Organizer*) and _____ (*Sponsor*) enter into a sponsorship agreement for the Learning Disability Conference 2011 at Renaissance Dubai Hotel, Dubai – UAE.
2. The parties acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of unforeseen occurrences and that may alter the conditions of this Agreement.
3. The person or persons signing the Agreement shall be deemed to have full authority to do so on behalf of the Sponsor.
4. The Organisers warrant that they have the right to grant and are capable of granting the Sponsorship Benefits in respect of the Conference to the Sponsor.
5. The Organisers warrant that the Conference will be carried out in accordance with good industry practice and shall be managed and conducted by appropriately qualified personnel who shall exercise an appropriate degree of skill, diligence and operating practice.

2. CANCELLATION OF CONFERENCE

1. The Organisers reserve the right to postpone or cancel the Conference. In the event of a decision to postpone the Conference, the Organisers will immediately contact the Sponsor with the new date and will agree with the Sponsor that the Organiser should hold the Sponsorship money against a future event. The Organisers reserve the right to relocate the conference to another venue without changing the terms of Sponsorship. The Sponsor does not have the authority to demand cancellation of the event. In the event of cancellation with no new date rescheduled, the Organisers will return Sponsorship money.
2. If the Conference attracts fewer delegates than anticipated by either the Organisers or the Sponsor, no refund will be given.
3. Similarly, if the event attracts more delegates than anticipated by either the Organisers or the Sponsor, there will be no additional charge incurred by the Sponsor.

3. PAYMENT TERMS

1. Upon acceptance of the Contract an invoice for the full amount will be issued and is payable immediately. Under no circumstances will a Sponsor be allowed to participate in the Conference and the benefits outlined in the Contract will be withdrawn, if any Conference invoice payment is outstanding. Please be advised that upon receipt of this contract an invoice from Organiser for the appropriate amount will be sent to you with detailed instructions of payment terms and conditions.

4. EXHIBITION/DISPLAY ITEMS

1. In the event the Sponsor provides articles, products and materials, ("the Exhibition/Display Items"), unless otherwise approved by the Organisers, the movement of such items in and out of the venue must be handled by the Sponsors' employees or nominated contractors. The Exhibition/Display Items will not be allowed in or out of the venue without official clearance which will not be unreasonably withheld or delayed. All Exhibition/Display Items must at all times abide by the health and safety standards set out and monitored by the venue. The Sponsor shall make its own arrangements for transportation of the Exhibition/Display Items including packaging material. The Organisers cannot accept or sign for Exhibition/Display items on behalf of the Sponsor.
2. All displays shall be removed and cleared from the exhibition space and the Sponsor shall ensure that vacant possession of the exhibition space is delivered in good order and clean condition at the end of the exhibition part of the conference. The Sponsor will pay the cost of making good any damage caused to the venue, whether by themselves and /or their contractors. Exhibition/Display items may not be moved by the Sponsor from the Conference venue before the exhibition portion of the Conference ends unless otherwise agreed.

5. COMPLIANCE WITH LOCAL LEGISLATION

1. The Sponsor and the Organisers must comply at all times with all relevant legislation and regulations of the country where the Conference is held.

6. INSURANCE

1. The Sponsor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and loss of property.
2. The Organisers shall take out and maintain at all times appropriate and adequate insurance to meet its obligations and liabilities under this Agreement (including cancellation of the Conference).

7. LIABILITY

1. Each Party shall indemnify and keep indemnified the other Parties, their affiliates and their respective officers, directors, employees and agents against all claims, liabilities, losses, suits, damages, judgements, expenses, reasonable costs (including reasonable legal costs) and charges of any kind ("Loss") arising out of the wilful default or negligence of the indemnifying party or its employees, servants or agents provided only that any such Loss was reasonably foreseeable at the time this Contract was made and that the indemnified party shall take reasonable steps to mitigate the same.
2. No Party shall be liable to the other Parties, whether in contract, tort (including negligence) or otherwise for any special, indirect, incidental or consequential loss or damage, loss of profits or loss of goodwill suffered by the other Parties in relation to the Conference.
3. All items or property that are brought to, displayed at, and removed from, the Conference venue by the Sponsor specifically for use at its stand are at the Sponsor's own risk.