



# Partnership Prospectus

Health Literacy Conference  
14 October 2023

# Invitation Letter

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Greetings from Sidra Medicine

On behalf of the Health and Wellness Division at Sidra Medicine, I am delighted to invite you to our 3rd Health Literacy Conference, to be held on the 14th October 2023 in the Sidra Medicine Auditorium.

This year's conference theme is "Health Literacy-connecting the dots: Factors associated with Health literacy." The objective of the conference is to highlight and discuss the factors associated with health literacy and their impact on patient and family's adherence to medical treatment and instructions. We will also identify strategies to support patients and families and helping them achieve the best health outcomes.

The conference will be an excellent opportunity for partners to showcase their services to a target audience of attendees that will include physicians, nurses, allied health professionals, health & wellness educators and public health experts.

Join us in creating change and helping patients and families become more health literate. We look forward to your response.

Sincerely,

**Amal Alfarsi**  
Manager, Health and Wellness Education

# Partnership Packages

Health Literacy Conference  
14 October 2023

PACKAGES	MEDICAL PARTNER	EDUCATIONAL PARTNER
<b>In-Person Event Benefits</b>		
Exhibition space with table and two chairs	✓	✓
VIP premiere seats at the event opening ceremony*	2	2
Acknowledgment as the Event Partner in the conference opening and closing remarks by the Chair	✓	✓
Complimentary registration for the full conference* (in person)	3	3
Company logo recognition on standing banner	✓	✓
<b>Online Branding Benefits</b>		
Logo/link to website to be included on the conference subpage*	✓	✓
Company description to be included on the conference subpage*	150 words	150 words

\* Per CME/CPD, QCHP regulations

As a Partner you will have the opportunity to:

- Reach a national and international audience of clinicians and healthcare providers
- Enhance your company profile to the fastest growing professional sector in the MENA market
- Showcase new products and services to target stakeholders
- Seek business opportunities and collaborative partnerships with service providers and institutions
- Demonstrate your company's commitment to advocacy, science, and education in healthcare

After you sign for your preferred partner option, we will ask you to support the event by promoting it on all your internal communication channels. For example, staff portal and email distribution.

# Partnership Package Booking Form

Health Literacy Conference  
14 October 2023

## PARTNERSHIP APPLICATION

Please complete and return a signed copy of this page to:

Fatima Al-Maslamani  
Falmaslamani@sidra.org

### PARTNERS PARTICIPATION LEVEL

Please indicate below the participation level requested option:

  
  


### CONTACT INFORMATION:

Primary Contact Name:

Job Title:

Company:

City:

State:  Zip Code:  Country:

Phone:

Email Address:

Web Address:

### AUTHORISING SIGNATURES — Please complete electronically

By signing this Partnership Package Booking Form, I confirm that I am a duly authorized signatory on behalf of the Company, as specified in the "Contact Information" section in this Partnership Package Booking Form, which hereby agrees to be bound by the terms in this Partnership Prospectus Package, including the Sponsor Terms and Conditions and Accreditation guidelines.

#### Authorised Signatory for Participating Company

Name:

Title:

Signature:

Date Signed:

By signing this contract, your Organization, its employees, representatives and agents agree to receive communication via telephone, fax, email and regular mail from Sidra Medicine event organizers, employees, representatives and agents that is directly related to your organization's participation in this conference.

Signed for and on behalf of Sidra Medicine:

Hassan Al Amri, Acting CFO

# Terms And Conditions

The following terms and conditions (the “Terms and Conditions”) become effective after the corresponding Booking Form is completed and signed by the Participant, and delivered to and accepted by Sidra Medicine hereinafter referred to as (“Sidra”) and official confirmation of the booking is sent by Sidra (in writing or over email) to the Participant. Please read these Terms and Conditions carefully.

## 1. Definitions

- a. Participant means a legal person or entity that has completed a Booking Form and paid the corresponding booking fees, if any, for their booking to participate as a sponsor, exhibitor or other type of participant at the Event in accordance with these Terms and Conditions.
- b. Booking Form means a completed signed and dated Booking Form to reserve participation and selection of the Package at the Event.
- c. Package means the package selected on the Booking Form.
- d. Event means the physical or virtual event described in the attached event description and Booking Form. Virtual Event is an online event that involves people interacting in a virtual environment on the web while Physical Event is event in physical location.

## 2. Reservation and Confirmation

- a. Completion and submission of a Booking Form by a Participant will be considered as a commitment by the Participant to undertake and, if applicable, pay for the selected Package.
- b. Upon receipt and acceptance of the completed Booking Form by Sidra, Sidra will issue an invoice of the total cost of the chosen Package, if any. The total payment is non-refundable.
- c. The booking of the Package will be confirmed once the payment, if any, has been received in full by Sidra.

## 3. Payment Terms (if applicable)

- a. Payment terms are strictly 30 days from the date of issue of the invoice and must be paid in full to Sidra. Where bookings are made within 60 days of the Event, full immediate payment of the cost of the chosen Package must be made before the booking will be confirmed.
- b. If the Participant fails to make full payment before a 30-day window of the Event, Sidra reserves the right to cancel that Participant’s participation in the Event, refuse the Participant access to the Event location or the Virtual Event, and have the Participant’s information deleted from the Event website, literature and paraphernalia.

## 4. Payment Methods (if applicable)

- a. Payments shall be made by direct bank transfer.
- b. The Participant shall be responsible for all wiring and bank fees and charges associated with payment of all amounts due under these Terms and Conditions.

## 5. Cancellation Policy and Cancellation Charges (if applicable)

- a. Any cancellation notices must be made in writing to Sidra.
- b. The following cancellation charges apply for any cancellation made by the Participant:
  - i. Within 30 to 60 days of the Event, 50% (fifty percent) of the agreed cost of the chosen Package. Any remainder paid by the Participant to Sidra will be refunded.
  - ii. Within 30 days of the Event, no refunds will be issued against the cost of any chosen Package and the cost of the chosen Package will be invoiced in full by Sidra.
- c. If the Event is cancelled by Sidra, the cost of the chosen Package paid to date by the Participant shall be refunded in full by Sidra.

## 6. Participant Obligations

- a. By submitting the Booking Form, the Participant makes a final irrevocable commitment to occupy the allocated space until the time for closure of the Event. The Participant may only represent itself. Transferring or subletting all or part of the space allocated to the Participant is strictly prohibited. This obligation is not applicable for Virtual Event.
- b. The Participant shall comply with the following:
  1. Rules regulations and guidance set by the owner of the venue at which the Event will be held (“Venue Rules”), if applicable.
  2. Sidra’s reasonable instructions in relation to the Participant’s participation in the Event.
  3. If applicable,
    - i. all instructions provided by Sidra’s medical education office (“MEO”), including without limitation all medical education guidelines set out in Appendix A, and shall provide all information, materials and fill-out any forms requested by the MEO.
    - ii. Qatar Council of Healthcare Practitioner (“QCHP”) and ACCME Standards for Commercial Support of Continuing Medical Education Policies and Procedures for Commercial Support of Educational Activities. Any actions that are not in accordance with the above stated policies may result in the removal of the Participant and its representatives from the Event site.
  - c. Nothing in these Terms and Conditions or participation in the Event generally shall give the Participant any right to use Sidra’s name or logo in any way whatsoever.
  - d. Venue Rules only applicable to Physical Event.
  - e. All Materials including, but are not limited to documents, slides, images, audio, and video displayed at this Event is subject to copyright protection. Materials in this Events are only for the use for purposes of the Event. Any unauthorised retention, duplication, distribution, or modification of this Materials are strictly prohibited by law.

## 7. Sidra’s Rights

- a. Any infringement of these Terms and Conditions or the Venue Rules (if applicable) may lead to the immediate withdrawal by Sidra of the Participant’s right to participate in the Event without compensation or refund of sums already paid.
- b. Sidra reserves the right to reject applications from Participants whose activities are considered, in Sidra’s sole discretion, not to be in line with, or related to, the purpose of the Event or Sidra’s mission and values.
- c. For Physical Event, Sidra will attempt to allocate space to the Participant on the basis of the Participant’s preference in accordance with the selected Package, subject to allocations being made on a first-come-first-served basis. However, final space allocations will be in Sidra’s sole discretion.
- d. Sidra may retain a third party to manage the Event and any associated exhibition setup, in which case the Participant agrees to work with such third party and comply with their event setup and exhibition requirements, where applicable.
- e. Sidra makes no guarantees or warranties with respect to the number of Event Participants, attendees, exhibitors or delegates, and will not be held liable in any way whatsoever if the Event attracts a lower than expected number of Participants, attendees or delegates.
- f. Sidra shall be entitled to offer to another Participant any space or Package that the Participant fails to occupy by the time the Event opens without any obligation to provide compensation to the defaulting Participant.

**8. Force majeure**

- a. A "Force Majeure" means any event beyond a party's control which causes a failure or delay in performance of any of such party's obligations hereunder, including without limitation any war, earthquake, riot, civil unrest, fire, flood, explosion, electrical, internet, or telecommunication outage or other disaster or similar event or any governmental act or regulation or action or blockade or embargo, and any act of God.
- b. In the event of a Force Majeure, Sidra reserves the right to cancel the Event and Sidra shall only be obliged to reimburse the payments received, if any, subject to deduction of any reasonable costs that it has incurred in preparing the Event.

**9. Limit on liability and insurance**

- a. Sidra shall not be responsible for (i) the safety (including personal injury) or security of the employees, contractors, representatives, or agents of the Participant, or (ii) any destruction of, or loss or damage to the property of the Participant or its employees, contractors, representatives, or agents (including without limitation, any equipment, exhibits, personal property, supplies, data or material).
- b. Sidra's total liability under these Terms and Conditions shall not exceed the total amounts received from the Participant in relation to the Event. Sidra makes no, and hereby disclaims all, warranties and representations relating to the Event, including warranties and representations regarding the attendance levels, press coverage, outcome, or success of the Event or its related activities.
- c. The Participant shall hold harmless and indemnify Sidra from and against any and all liabilities, damages, expenses or losses (including reasonable attorney's fees) incurred by or imposed upon Sidra in connection with any third party claim, suit, action or demand arising out of, or relating to the Participant's participation in the Event or breach of its obligations under this Agreement, or in connection with the gross negligence or willful misconduct of Participant or its employees, representatives, or agents.

**10. Best Industry Practice**

- a. The Participant shall comply with all applicable laws and international best practice relating to the industry sector in which the Participant operates.
- b. Sidra and the Participant acknowledge and agree that the booking fees hereunder, if any, represent fair market value for the services and other obligations of Sidra under these Terms and Conditions, and that the payment of such fees is not intended, directly or indirectly, to reward or encourage Sidra's purchasing of the Participant's products or services. Participant's decision to participate in the Event, and if applicable to purchase the Package, is not a requirement or expectation based on Sidra's past purchasing decisions and will have no influence on Sidra's future purchasing decisions.

**11. Privacy and Data Protection**

The Participant consents and agrees to the collection and processing of personal data by Sidra (including names and email address) for registration and participation purposes. Participant understands they have the right to contact Sidra and withdraw consent or request deletion of their personal data in accordance with applicable data privacy legislation.

# Appendix A

## Accreditation Guidelines (where applicable)

Sidra endeavors to follow the standards set by Accreditation Council for Continuing Medical Education.

### 1. Financial and in-Kind Support

Sidra Medicine is responsible when we receive any financial and in-kind support for the development of an accredited CPD activity.

- 1.1. The Scientific Planning Committee (“SPC”) cannot be required to accept advice from a sponsor as a condition of receiving financial and in-kind support. Specific interests of any sponsor must have no direct or indirect influence on any aspect of the development, delivery or evaluation of an accredited CPD activity.
- 1.2. The terms, conditions and purposes by which sponsorship is provided must be documented in a written agreement that is signed by Sidra Medicine and the sponsor.
- 1.3. Sidra Medicine or the SPC can assume or delegate a third party the payment of travel, lodging, legitimate out of pocket expenses and any honoraria offered to members of the SPC, speakers, moderators, facilitators and/or authors. Sidra Medicine or the SPC must approve what payments are delegated and retain overall accountability for these payments.
- 1.4. Sidra Medicine cannot pay for or subsidize a Participant’s travel, lodging or other out of pocket expenses related to their participation in an accredited CPD activity. This provision does not preclude participants claiming and receiving compensation from residency programs, employers or local CPD support funds, even when activities they attended have received support from these sources.
- 1.5. The travel, lodging or other out of pocket expenses of spouses, partners or other family members of the SPC, speakers, moderators, facilitators, authors or participants cannot be paid for or subsidized by the CPD provider organization, sponsor or any organization hired by a sponsor.
- 1.6. Social activities associated with CPD activities cannot occur at a time or location that interferes/competes with or takes precedence over accredited CPD activities.
- 1.7. Upon request by the QCHP-AD, Sidra Medicine will disclose how the financial and in-kind support was used for the accredited CPD activity.
- 1.8. Sidra Medicine has an obligation to ensure that the interactions with Participants meet professional and legal standards including the protection of privacy, confidentiality and copyright.

### 2. Recognizing Financial and in-Kind Support

- 2.1. The SPC must recognize and disclose to Participants all financial and in-kind support received from sponsors of CPD activities. All financial and in-kind support received must be recognized using the standard acknowledgement statement:  
“This CPD activity is supported by financial and/or in-kind support from the following sponsors...”
- 2.2. Sponsorship recognition must appear on a page separate from the educational content, activity schedule, learning objectives and accreditation statement.
- 2.3. Beyond the standard acknowledgement statement of financial and in-kind support outlined above, the linking or alignment of a sponsor’s name (or other branding strategies) to a specific educational session or section of an educational program within an accredited group learning activity is prohibited.

### 3. Managing Commercial Promotion

Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, adjacent to:

- 3.1. Any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity;
- 3.2. Activity agendas, programs or calendars of events (preliminary and final);
- 3.3. Any webpages or electronic media containing educational material.

Product specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity.

Commercial exhibits or advertisements must be arranged in a location that is clearly and completely separated from the accredited CPD activity.



The SPC cannot be required by an exhibitor or advertiser to accept advice concerning the CPD activity development, delivery or evaluation as a condition of their exhibit or advertisement. Specific interests of any exhibitor or advertiser must have no direct or indirect influence on any aspect of the CPD activity development, delivery or evaluation.

Any incentive provided to participants associated with an accredited CPD activity must be approved by Sidra Medicine.

#### **4. Independence**

- 4.1. This activity is for scientific and educational purposes only and will not promote specific proprietary business of the Commercial Interest.
- 4.2. Sidra is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of presenter(s) and organization(s) that will be in a position to control the content of the CPD, selection of methods, and the evaluation of the supported activity.

#### **5. Appropriate Use of the Commercial Support**

- 5.1. Sidra will make all decisions regarding the use and disbursement of the funds from the Commercial Interest.
- 5.2. The Commercial Interest will not require Sidra to accept advice or services concerning teachers, authors, participants or other education matters, including content, as condition for receiving this grant.
- 5.3. All commercial support associated with this activity will be given with the knowledge and approval of Sidra. No other payments shall be given to the director (leader) of activity, planning committee members, presenters or authors, joint sponsor, or any others involved with the Supported Activity.
- 5.4. Sidra will upon request furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

#### **6. Commercial Promotion**

- 6.1. Product promotion material or product specific advertisement of any type is prohibited in or during the Supported Activity. The juxtaposition of editorial and advertisement material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the Supported Activity. Promotional materials cannot be displayed or distributed in the education space immediately, during or after the supported activity. The Commercial Interest may not engage in sales or promotional activities while in the space or place of the Supported Activity.
- 6.2. The Commercial Interest may not be the agent providing the supported activity to learners.

#### **7. Disclosure**

- 7.1. Sidra will ensure that the source of the support from the Commercial Interest, either direct or "in-kind", is disclosed to the learners, in program brochures, syllabi, and other program materials, and at the time of the Supported Activity. Disclosure must never include the use of a corporate logo, trade name or a product-group message of the Commercial Interest.

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