



Sponsorship Prospectus

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Greetings

Dear Sponsor,

On behalf of the Board of the International Council of Nurses (ICN), thank you for your interest in ICN and our ICN Congress in Abu Dhabi, 5 – 9 June 2021. We welcome your participation and support for the Congress and throughout the year as we work together to improve health and support access to quality nursing care for all. Your partnership is a vital ingredient in realising the the ICN Congress 2021.

ICN's Congresses and Conferences are renowned as the largest international forum for nurses. The ICN Congress 2019 brought together 5,000 nurses leaders from across the globe to explore key topics such patient care, leadership and health systems, nursing education and learning, nursing workforce, regulation, information and communication and much, much more.

The over 20 million nurses working worldwide contribute to the health and well-being of society. Considered in public opinion polls worldwide to be the most trusted professionals today, nurses play a crucial role in shaping and delivering health care. Our public credibility means we also have a strong influence and impact on the populations we serve and key responsibilities in strategic planning and policy within international, national, and healthcare systems, services and programmes.

We hope you will find the sponsorship information presented here of interest and I look forward to the opportunity to collaborate with you and your organisation.



Annette Kennedy
President
International Council of Nurses

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Welcome to Abu Dhabi

2021 Congress

WHEN?

5 - 9 June 2021

WHERE?

**Abu Dhabi, UAE
Abu Dhabi National
Exhibition Centre**

As the number one nursing event in the world, ICN, in partnership with the Emirates Nursing Association, look forward to sharing this experience with you. For the past 120 years, the ICN Congress has proved itself as the global platform to gather and empower the global nurse community.

It is with great pleasure to inform you that the ICN 2021 Congress will be held in Abu Dhabi, UAE in partnership with the Emirates Nursing Association from **5 - 9 June 2021** at the Abu Dhabi National Exhibition Centre (ADNEC). I would also like to take this opportunity to thank you for your continued support making a real difference in the global nursing community.

Thank you and we look forward to welcoming you in Abu Dhabi!



International Hub

Serviced by more than 30 airlines to over 120 destinations in more than 60 countries.



Cultural Centre

Diverse and multi-cultural city leading the region with conference and event facilities.



Innovative

Innovative city with diverse industries.



Why Abu Dhabi?

Abu Dhabi is the largest emirate, the capital of the United Arab Emirates, and has been ranked one of the safest conference destinations with an outstanding air transport infrastructure. The sustainability of healthcare funding has been identified by the Government of Abu Dhabi as a key governmental policy.

An integral part of the Abu Dhabi 2030 economic vision is the establishment of advanced industries and research & development; and the associated development of a highly educated human capital to lead and grow this diversified economy.

ADNEC is Abu Dhabi's premier events venue and one of the region's leading conference and events facilities. Located in the heart of the UAE capital, ADNEC offers unparalleled events space across 133,000 square metres of world-class, fully-flexible design. Also benefiting from easy access to and from Abu Dhabi International Airport, ADNEC offers a wide range of accommodation options all within a 15 minute drive.



Why become a sponsor?

The ICN Congress has proved itself as the global platform to gather and empower the world nurse community. Over the past 120 years, the ICN Congress has become the unmissable meeting point for the scientific community and the industry to meet, connect, and learn.

Industry involvement is one of the key elements in the success of ICN Congress 2021. ICN Congress 2021 will bring together more than 5000 nurses leaders from across the globe to explore nurses' leading role in key areas of health, with a particular emphasis on nursing - the largest group of health professionals in the world.

Your presence and contributions are key to enhancing the overall value of the Congress. ICN Congress 2021 offers to the industry the opportunity to support and promote the world's nursing profession, leading communities and best practices by being a partner or sponsor with ICN Congress 2021 nursing community while promoting endeavours.



About ICN

The International Council of Nurses (ICN) is a federation of more than 130 national nurses associations (NNAs), representing the more than 20 million nurses worldwide. Founded in 1899, ICN is the world's first and widest reaching international organisation for health professionals. Operated by nurses and leading nurses internationally, ICN works to ensure quality nursing care for all, sound health policies globally, the advancement of nursing knowledge, and the presence worldwide of a respected nursing profession and a competent and satisfied nursing workforce.

ICN's ever-increasing networks and connections to people reinforce the importance of strong linkages with national, regional and international nursing and non-nursing organisations. Building positive relationships internationally helps position ICN, nurses and nursing for now and the future. Our work with the specialised agencies of the United Nations system, particularly with the World Health Organization, the International Labour Organisation and the World Bank, are important for nurses everywhere. In addition, we work closely with a range of international non-governmental organisations and other partners.

About Emirates Nursing Association

The Emirates Nursing Association (ENA) is a nonprofit organization founded on January 2003. It was established to exclusively strengthen the nursing and midwifery profession in the United Arab Emirates. The Association started with a few members, but now there are more than 3000 nurses that have joined the ENA.

By joining the ENA, members nurses will empower the Association to achieve its goals such as improving the nursing image in the country, which we believe is the responsibly of each and every nurse and midwife.



National Nursing Demographics

In just four decades, the United Arab Emirates (UAE) has grown to become one of Middle East's most important economic and cultural centres.

UAE has a comprehensive, government-funded health service and a rapidly developing private health sector serving estimated population of 9.3 million (FCSA, 2017). According to the UAE Federal Competitiveness and Statistics Authority (FCSA, 2017), the number of health facilities in UAE included 4,968 primary healthcare centres and 143 hospitals with total 13,312 beds. Both sectors deliver high standard health care to the population that aligns with the 2021 UAE vision national agenda of world-class healthcare.

According to the UAE Federal Competitiveness and Statistics Authority (FCSA, 2017) and Ministry of Health and Prevention (MOHAP) Statistics and Research center (2017), the total 2017 UAE nursing /midwifery workforce is 53,915 projecting an average 19% growth rate since 2012. The nursing/midwifery workforce accounts for almost 47.79 % of the total healthcare workforce with only 1% national nurses/midwives (WHO, 2016, EMRO, 2016)

The highest percentage of UAE nursing/midwifery workforce accounts for expatriate females with 19% for male workforce (FCSA, 2017, MOHAP Statistics and Research Center, 2017). This aligns with the international and regional data stating that female workers comprise the vast majority of the nursing and midwifery workforce. 79% of the Eastern Mediterranean region nursing/midwifery workforces are female (WHO, 2019).

Venue Highlights

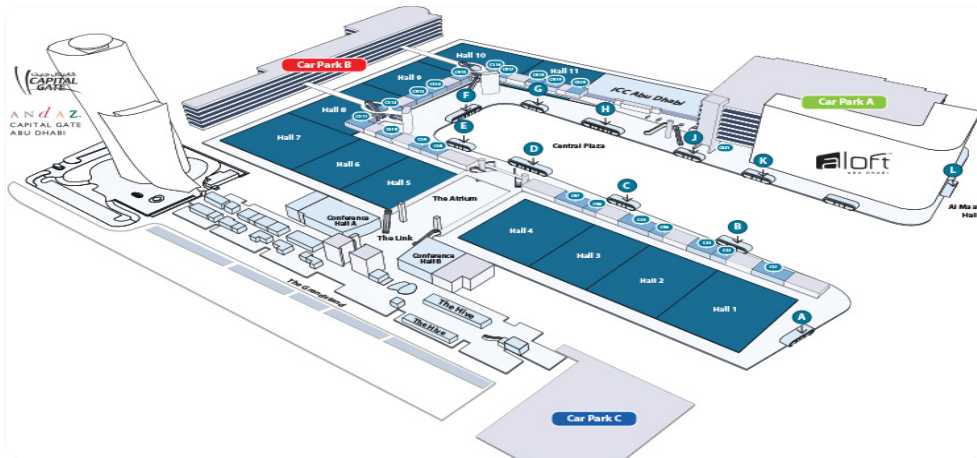


Exhibit Space

ADNEC's event halls offer premium space with maximum flexibility in mind.

12 dedicated exhibition halls and two conference halls benefit from world-class facilities, full accessibility and stylish modern interiors. Each conference and exhibition space can be customised to your exact needs and requirements.

Conference Halls

Conveniently accessible and stylishly decorated with a mixture of Arabian and modern fixtures, ADNEC's Conference Halls are the perfect location for any conference, banquet or special event. With a maximum capacity of up to 1,000 guests, our conference halls can be sub-divided into two, three and four smaller meeting rooms by fully retractable walls.

Meeting Rooms

Abu Dhabi National Exhibition Centre offers 21 meeting rooms situated on the mezzanine floor, overlooking the light-filled concourse.

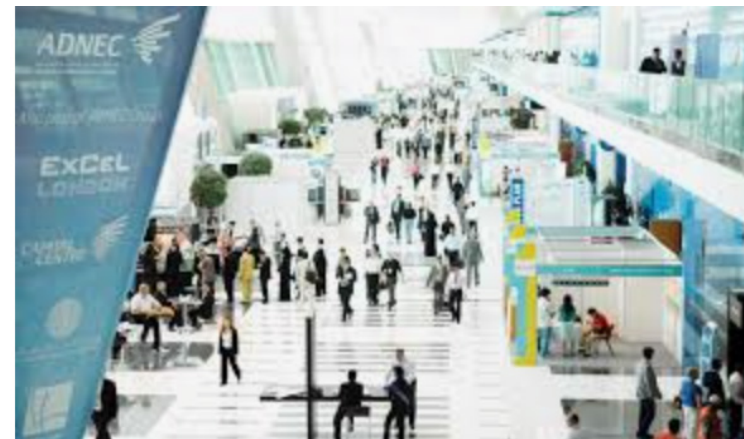
Our meetings rooms can cater from 12 to 200 people and are fully flexible spaces allowing for any type of event to be hosted; from small meetings to event launches, our meeting facilities are capable of hosting many different types of event.



Concourse

ADNEC's event halls are interconnected through a spacious, light-filled concourse. Linked to every exhibition hall, the fully air-conditioned area features several dedicated entrances for visitors.

A number of facilities including cafés, washrooms and ATMS are located along ADNEC's concourse.





Sponsorship Benefits

As a sponsor of the ICN Congress 2021, your company name, logo and profile will receive high visibility before and during the Congress. As the world's oldest and largest health professional organisation, ICN represents the over 20 million nurses from around the globe and its Congresses attracts a high levels of expert speakers from a variety of professions.

Sponsors benefits include:

- Giving your organisation a platform on which to raise its profile and enhance corporate image
- The chance to showcase your products and services to a targeted, high quality audience, maximising exposure and potential sales
- Demonstration of a high level of commitment to the nursing profession and healthcare
- The chance to gain access to key governmental, and health policy decision makers and opinion formers and network with potential partners and customers

Statistics of Our Reach

ICN 2013 Melbourne: 3777 participants from 120 countries

ICN 2015 Seoul: 5620 participants from 116 countries

ICN 2017 Barcelona: 8197 participants from 135 countries

ICN 2019 Singapore: 5000 participants from 130 countries

Key Dates

- **31 December 2020** Early Bird Rates End
- **28 February 2021** Submission of Booth Plan
- **6 April 2021** Submission of Designs for Sponsored Items
- **30 April 2021** Submission of Bag Insert Approval
- **6 May 2021** Submission of Names for Exhibitor Badges

Kindly email events@icn.ch to sign up for the 2021 Abu Dhabi Congress Sponsor Information Session.

**THANK YOU, WE LOOK FORWARD
TO PARTNERING WITH YOU**

Contact

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