



Stolzalpe Complex primary total knee instructional course

Basic principles , tips and tricks

Presented by **Dr. Laween Omar**

Organized by: **NOVUSFY**

📅 April 16-17, 2026

📍 Crixus Hotel, Duhok, Iraq

The Program: World-Class Orthopedic Training

- ▶ **10th Edition in Iraq and 3rd Edition in Kurdistan Success**
Building on a proven track record of five successful courses.
- ▶ **World-Class Faculty**
Direct knowledge transfer from Austria's premier Knee Training Center (Stolzalpe) led by Professor Siegfried Hofmann.
- ▶ **Intensive 2-Day Program**
Focused on mastering advanced techniques for Complex Primary Total Knee Arthroplasty (TKA).
- ▶ **Event Details**
April 16-17, 2026 | Crixus Hotel, Duhok, Iraq | 40 Orthopedic Surgeons | 6 Expert Faculty



Led By

Dr. Laween Omar Musa



Dr. Laween Omar Musa, Head of Orthopedic Department at Azadi General Hospital, is Duhok's leading orthopedic surgeon with 11+ years of experience specializing in knee surgery and joint replacement. As Course Chairman last edition of the Stolzalpe TKA Instructional Course in Duhok and faculty in other editions, he has trained 200+ surgeons and established partnerships with Austria's prestigious Knee Training Center Stolzalpe.

Academic Credentials

F.I.C.M.S

Fellowship of Iraqi Council
for Medical Specializations

PhD in Orthopedic Surgery (2014)

M.B.Ch.B

University of Duhok (2005)

Leadership Positions

- Head of Orthopedic Department — Azadi General Hospital, Duhok
- Assistant Professor — College of Medicine, University of Duhok
- Course Chairman — Stolzalpe Complex Primary TKA Instructional Course (9 Editions)
- Member — Kurdistan Board of Medical Sciences, Orthopedic Branch

Specialization

Knee Surgery & Joint Replacement — Recognized as Duhok's leading expert in complex primary total knee arthroplasty, hip surgery, and orthopedic trauma. Renowned for surgical precision, patient outcomes, and commitment to advancing orthopedic care in Kurdistan.



Direct Access to High-Value Decision-Makers

- ▶ **Expected Attendance**
40 Orthopedic Surgeons from across Iraq.
- ▶ **Professional Profile**
Mid-to-senior level specialists, Department Heads, and Consultants.
- ▶ **International & Local Faculty:**
6 Expert Surgeons
- ▶ **Strategic Impact**
Your brand engages directly with the most influential professionals in the field.
- ▶ **Buying Power**
Primary decision-makers and influencers for orthopedic implants, surgical instruments, and hospital equipment.

Maximize Your Brand's Impact: Four Key Benefits

1

Premium Brand Positioning

Align your company with international orthopedic excellence and the prestigious Stolzalpe Training Center.

2

Direct Engagement

Face-to-face interaction with 40 key decision-makers over two intensive days.

3

Year-Round Visibility

Benefit from 12+ months of pre-event marketing exposure across all digital and physical channels.

4

Measurable ROI

Opportunities for lead generation, content creation, and detailed post-event reporting.



Comprehensive 360° Marketing Exposure

Digital Campaign

Targeted Social Media (Facebook, LinkedIn), Email Marketing (500+ doctors), and dedicated Website features.

On-Ground Presence

Premium booth locations, prominent event signage, and branded giveaways distributed to all attendees.

Strategic Partnerships

Leverage outreach through the Iraqi Orthopedic Association and leading hospitals/universities.

Total Estimated Reach

200+ surgeons directly targeted, 5,000+ digital impressions.

★ Your brand reaches 5,000+ healthcare professionals across all channels



Marketing Reach

How We'll Promote Your Brand?

Digital Marketing Campaign

- Social Media: Targeted ads and organic content on Facebook, Instagram, LinkedIn
- Email Marketing: Direct outreach to 500+ doctors across Iraq
- Website: Dedicated event site with sponsor features
- Content Marketing: Videos, interviews, testimonials featuring sponsors

Strategic Partnerships

- Medical Associations: Kurdistan Medical Syndicate, Iraqi Orthopedic Association
- Hospitals & Clinics: Direct partnerships with leading orthopedic departments
- Universities: Medical schools and orthopedic residency programs
- Media: Healthcare publications and orthopedic news outlets
- Previous Course Attendees: Database of 200+ surgeons from past 5 editions

On-Ground Presence

- Event Signage: Banners, stage backdrops, registration areas
- Printed Materials: Programs, badges, attendee folders, certificates
- Booth/Exhibition Space: Direct interaction with attendees
- Branded Giveaways: Items distributed to all participants

Estimated Total Reach:

- 200+ orthopedic surgeons directly targeted through database marketing
- 500+ surgeons and medical professionals reached via social media and partnerships
- 2,000+ healthcare professionals across digital channels
- 5,000+ impressions through comprehensive marketing campaign
- Regional media coverage in Kurdistan and Iraq

Aligning Your Brand with the Right Audience



★ Orthopedic Implant Manufacturers

Direct access to surgeons who perform hundreds of TKAs annually.

★ Surgical Instrument & Device Companies

Showcase specialized tools, navigation systems, and technical support.

★ Pharmaceutical Companies

Promote pain management, infection prevention, and bone health solutions.

★ Medical Equipment & Imaging

Display surgical imaging, 3D planning software, and OR solutions.

Platinum Tier: Exclusive Visibility

Brand Visibility

- ✓ Exclusive main stage branding – your logo prominently displayed
- ✓ Logo on all promotional materials: website, social media, emails, print ads
- ✓ Premium booth location – best visibility and foot traffic (4m x 3m)
- ✓ VIP lounge branding – exclusive networking area

Marketing Benefits

- ✓ Featured sponsor on website – dedicated company profile page
- ✓ Social media spotlight: 10+ dedicated posts across platforms
- ✓ Sponsor interview video and live event coverage
- ✓ Email marketing feature – dedicated email to all registrants
- ✓ Press release mention – included in all media outreach

Engagement Opportunities

- ✓ Speaking slot (10-15 minutes) – address the audience directly
- ✓ VIP dinner access – join international trainers and select attendees
- ✓ Private meeting room – one-on-one discussions with doctors
- ✓ Product demonstration opportunity – showcase your solutions

Additional Benefits

- ✓ 4 complimentary VIP tickets – bring your team
- ✓ First right of refusal for next year's Platinum sponsorship
- ✓ Post-event report – detailed analytics and attendee feedback
- ✓ Premium welcome kit inclusion – branded materials in every folder
- ✓ Certificate co-branding – your logo on all participant certificates

Investment: \$9,000

Limited to 1-2 Platinum Sponsors – Secure your exclusive position as a premier partner of the Iraq Medical Excellence Summit 2025



Gold & Silver Tiers: High-Impact Engagement

Gold Sponsor

Investment: \$6,000

Key Benefits

- ✓ Stage branding with logo on main stage backdrop
- ✓ Standard booth location (3m x 2m) in high-traffic area
- ✓ Social media features with 6+ dedicated posts
- ✓ Website listing with company description
- ✓ Networking session access and VIP events
- ✓ Welcome kit inclusion with branded materials
- ✓ Logo on conference program
- ✓ 3 complimentary VIP tickets

Silver Sponsor

Investment: \$3,500

Key Benefits

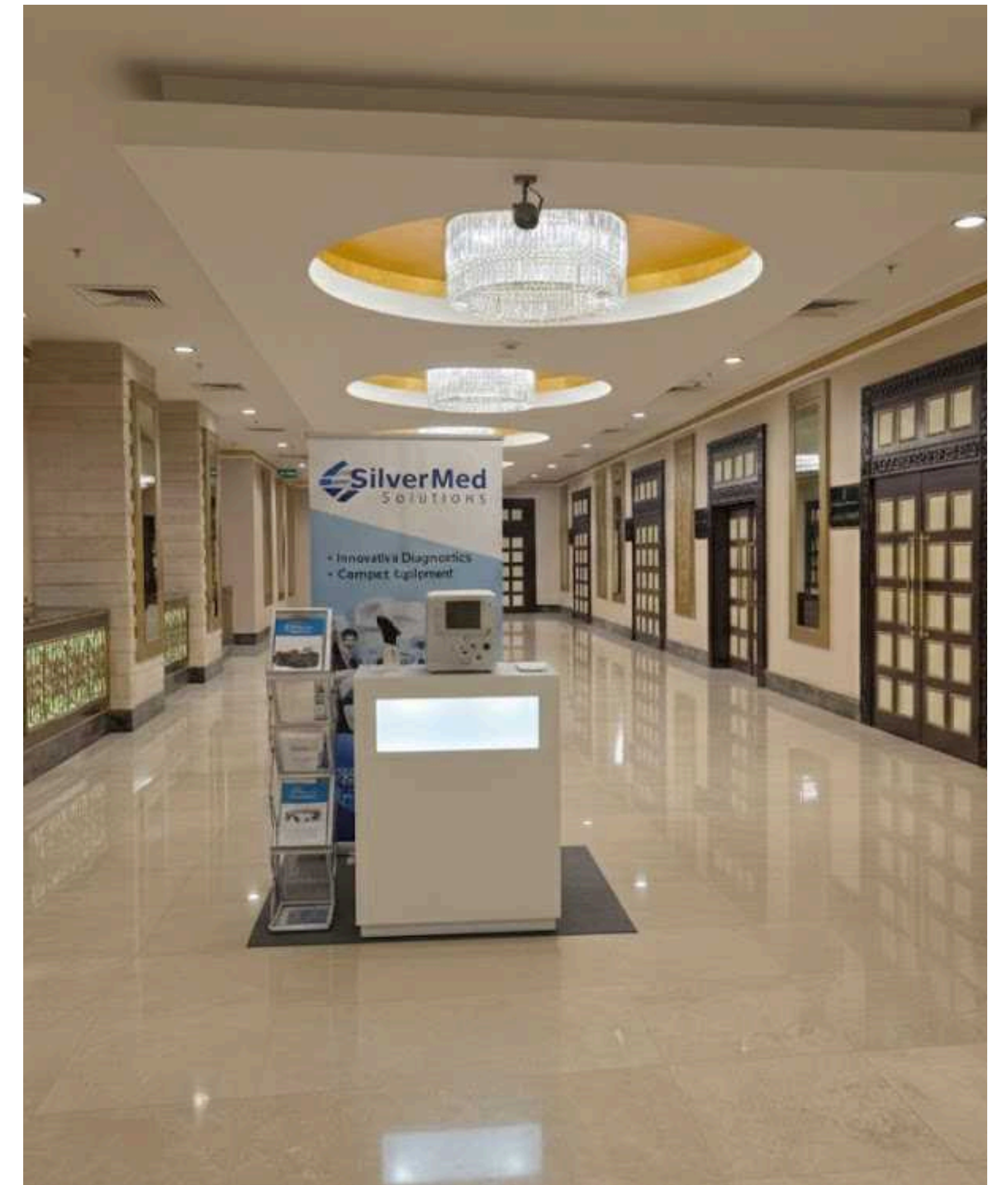
- ✓ Logo on event signage and registration area
- ✓ Booth space (1.5m x 1.5m) to exhibit products/services
- ✓ Website listing with company logo and description
- ✓ Social media mentions with 3+ dedicated posts
- ✓ Email mention in pre-event communications
- ✓ Welcome kit inclusion with branded item
- ✓ Logo on conference program
- ✓ 2 complimentary ticket

Sponsors, Booth Demo

Platinum and Gold Sponsors, full both with different spaces Mentioned in Sponsors Packages.



Silver Sponsors, 1v1 Booth with stand and space to demonstrate products.



Custom Sponsorship Opportunities



Custom Solutions

We are flexible and open to creative partnership ideas that align with your objectives.

Work with us to design a sponsorship package that perfectly matches your marketing goals and budget.

Let's Create Something Great Together



Why Choose Custom Sponsorship?

Tailor your investment to match your specific marketing objectives, target audience engagement, and budget constraints. Our team will work closely with you to maximize your ROI and ensure your brand receives the visibility and impact it deserves.

Luxurious Venue and Professional Preparations



Entrance and Receiving Guests



Sponsors Booths and Exhibition Area



Conference and Training Hall



Partner with Excellence: Next Steps

1

Secure Your Tier

Choose your preferred sponsorship level and reserve your position today.

2

Customize Package

Work with us to tailor a package that meets your unique goals.

3

Maximize Impact

Engage with 40 key decision-makers and build lasting partnerships.

Don't miss this exceptional opportunity to align your brand with orthopedic excellence and reach Iraq's most influential medical professionals.

[Contact us today to secure your sponsorship position](#)

Get in Touch

Presented by

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Event Date

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Together, we will advance orthopedic excellence and create meaningful connections that drive professional growth and innovation.

