28th AFA International Annual Fertilizers forum & Exhibition

Arab Fertilizer Association

March 2022 Event



PURE SPOT
EVENTS MANAGEMENT

28th AFA International Annual Fertilizers forum & Exhibition

Event Hierarchy

- Venue Selection
- Feasibility Study
- Timetable
- Logistics arrangements
- Post Event Evaluation Report

Arab Fertilizer Association
Since 1975

Arab Fertilizer Association
Since 1975

Item	Event Milestones	Notes
Date	1- 3, March 2022	
Venue	Ritz Carlton	Done
Meeting Rooms	One Meeting Room for 3 Days	
Gala Dinner options	Nile Cruise, Mena House Oberoi backyard facing pyramids, Studio Misr at Al Azhar Park outdoor seating facing old Citadel, & outdoor place for Gala Dinner or National Museum of National Civilization	
Event requirements as per AFA	Meeting Room Backdrop Translation Registration Desk + Backdrop Event Photo Booth Light / Sound System Flags Directional Signs Giveaways Printed Invitation Entertainment Registration system Led Screen Leaser show Entrance Gate Brand Backdrop Branded Podium Photographer Multimedia PR Service Ushers / Uniform Videographer MC	

Item	Event Milestones	Notes
Hybrid Event	- Direct Steaming through Platfrom you can Gurantee Full Event Customization	Including Streaming Control Room
Transporation	- Airport Meet & Great Service direct from the Tube to Car then to Accommodation Desk - Shuttle Buses for Gala Dinner - Limousine for individual Pickups	
Audio Visual	- LED Screen PH2 - Sound system - Engineer, Supervisor & Techinicians - IT Support at Presentation Time - Light System - Speakers ready Room for Helping Speakers to edit & Deliver their presentations	
Registration System	- Branded Registartion Units with Event Backdrop - Registartion System with Barcode including Pre Registration process - Ushers - Scaning ID’s outside meeting rooms	
IT	- Mobile App, website	
Gifts	- Trophies, Bags, Pins, Pens, BlockNote, ..etc.	

Item	Event Milestones	Notes
Sponsors	- Sponsorship Plans through Exhibitor Prospectus - Floor Plan - Industry Meeting for Arrangements - Side Events	
Transaltion	- French Simulatounus Translation	
Desgins	- Event Identitiy	
Printings	- Event Logo, Agenda, Name Tags, Certificates, other 2 D Desgins	
Media	- Video recording, Pre/Post Promo Video	
Event Setup	- Social Distance regulations	
PCO	- Our role is to coordinate, manage & reflect customer need as Customer Target	

Gala Dinner Venue Selection


NATIONAL MUSEUM OF
EGYPTIAN CIVILIZATION
NMEC
المتحف القومى للحضارة المصرية







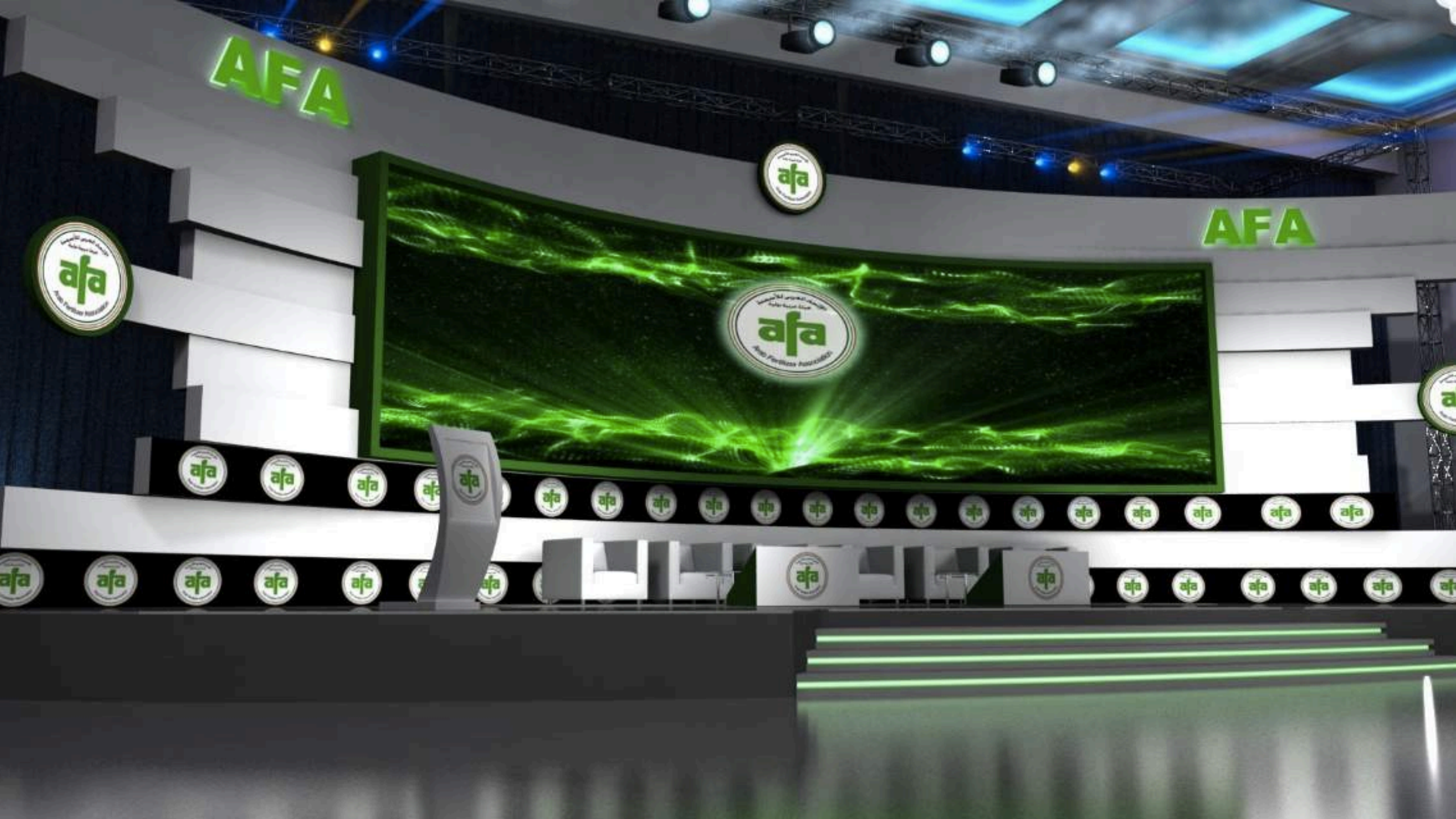


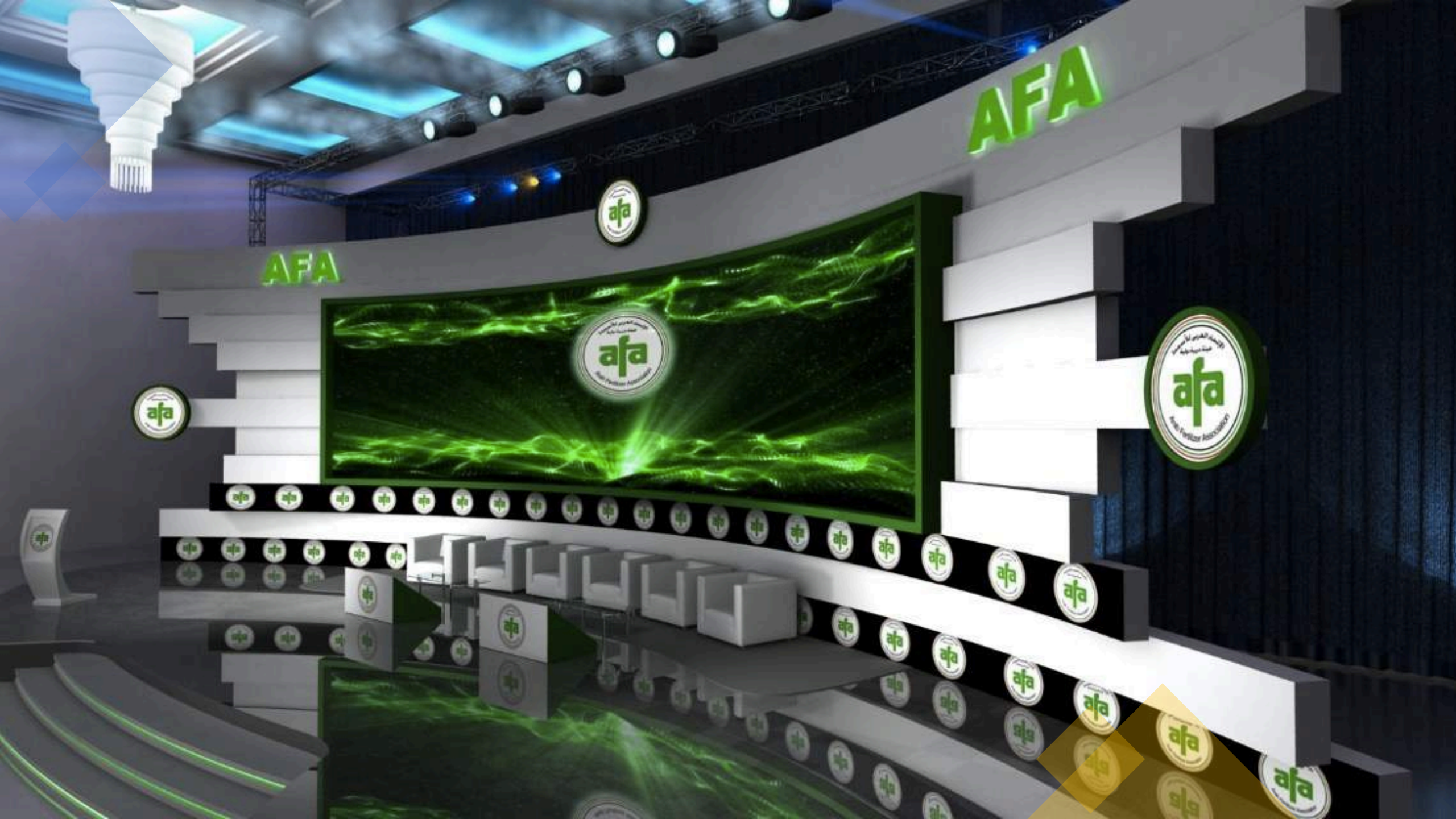


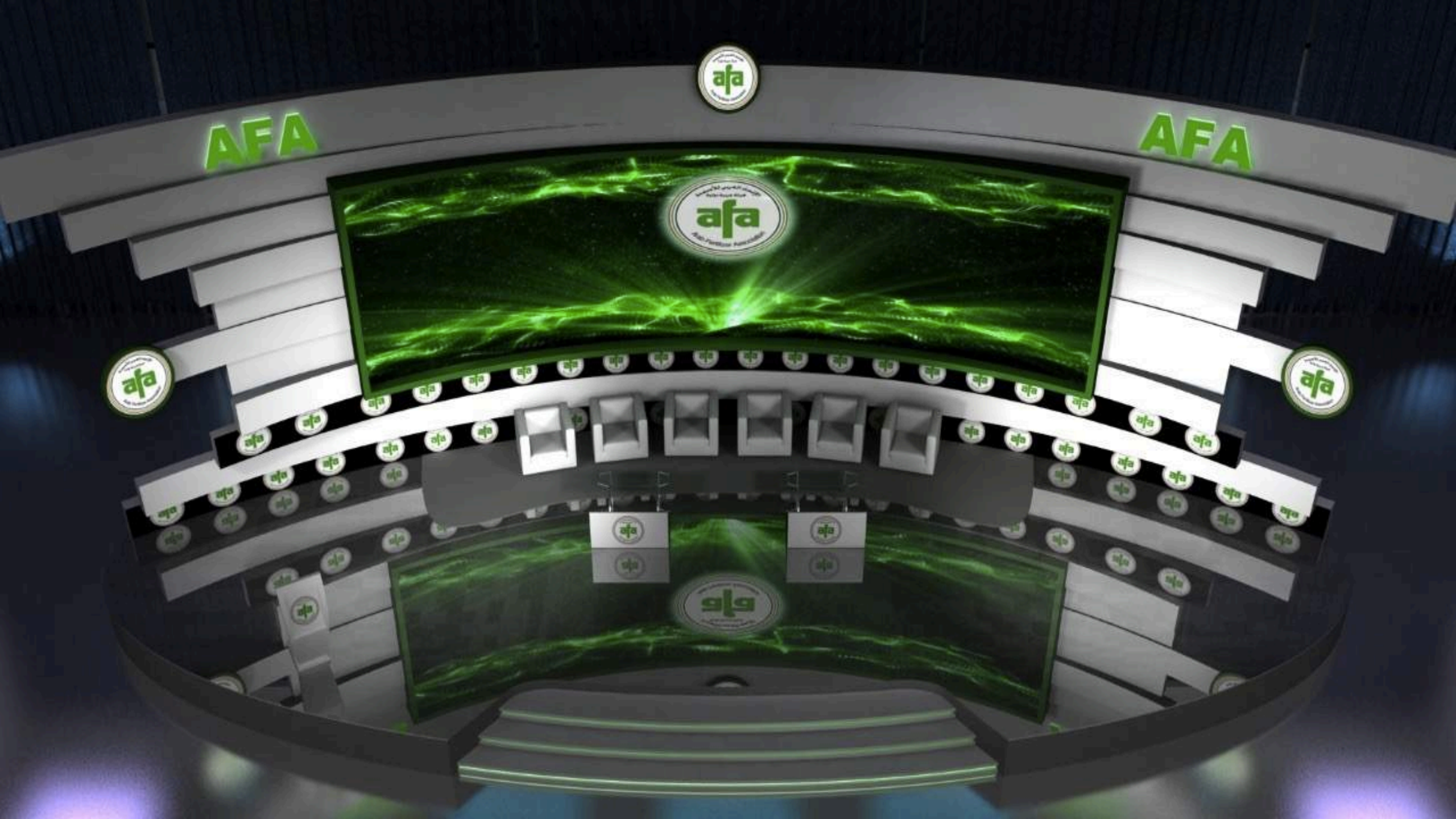




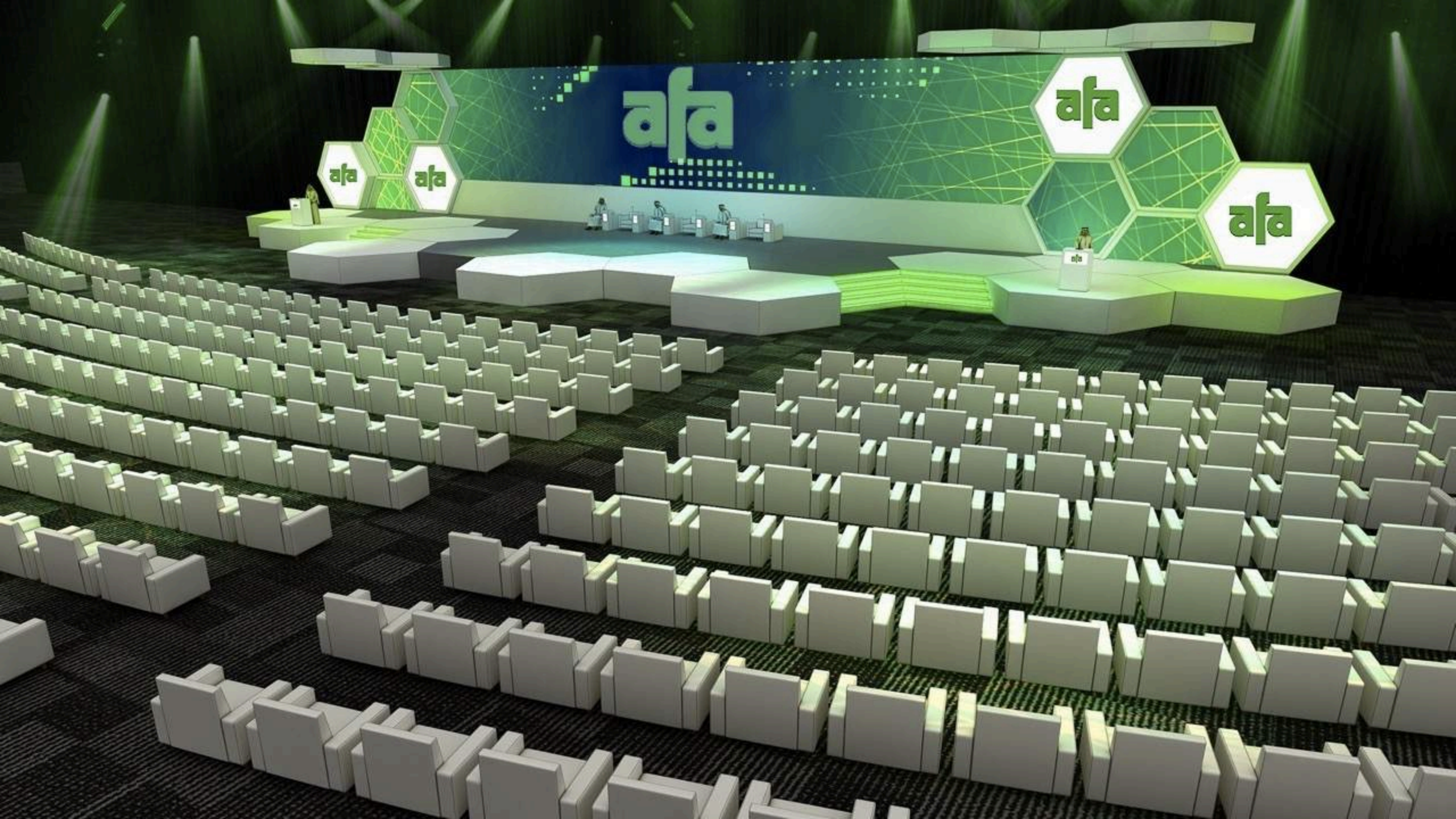
Decoration Snapshot


AFA
AFA


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الإتحاد العربي للأسمدة
هيئة عربية دولية
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Arab Fertilizer Association


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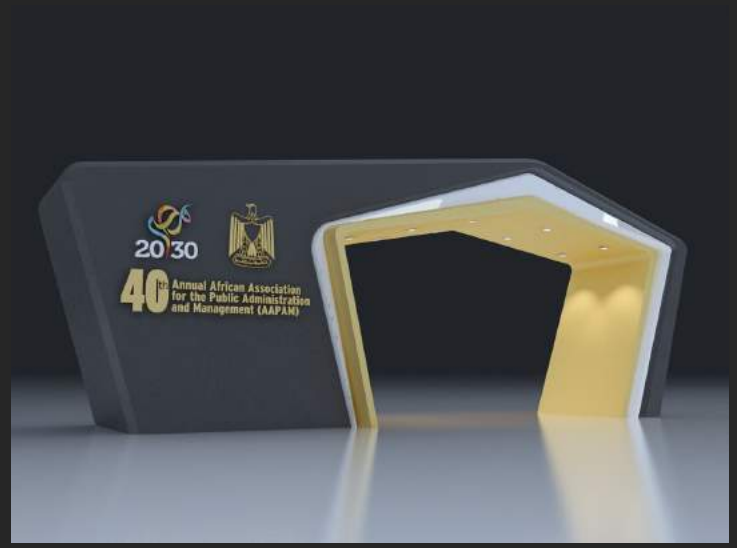



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Tress
BLUEBELL
BIO
Pierre Fabre
Dermo-Cosmétique
Pure Spot
EGYPTIAN WOMEN'S DERMATOLOGIC SOCIETY
27th International Annual Conference of the Egyptian Women's Dermatologic Society


2030
40th Annual African Association for the Public Administration and Management (AAPAM)


PURE SPOT
EVENTS MANAGEMENT


MDCIN 2021


IVF Tips

Arab Fertilizer Association
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• Podium Designs







Photo Booth


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ANNUAL INTERNATIONAL
CONFERENCE OF THE
EGYPTIAN
FERTILITY
AND STERILITY SOCIETY
HYBRID CONFERENCE
25-26
NOVEMBER, 2021
MARRIOTT ZAMALEK HOTEL
CAIRO , EGYPT
EFSS
E.F.S.S
2021



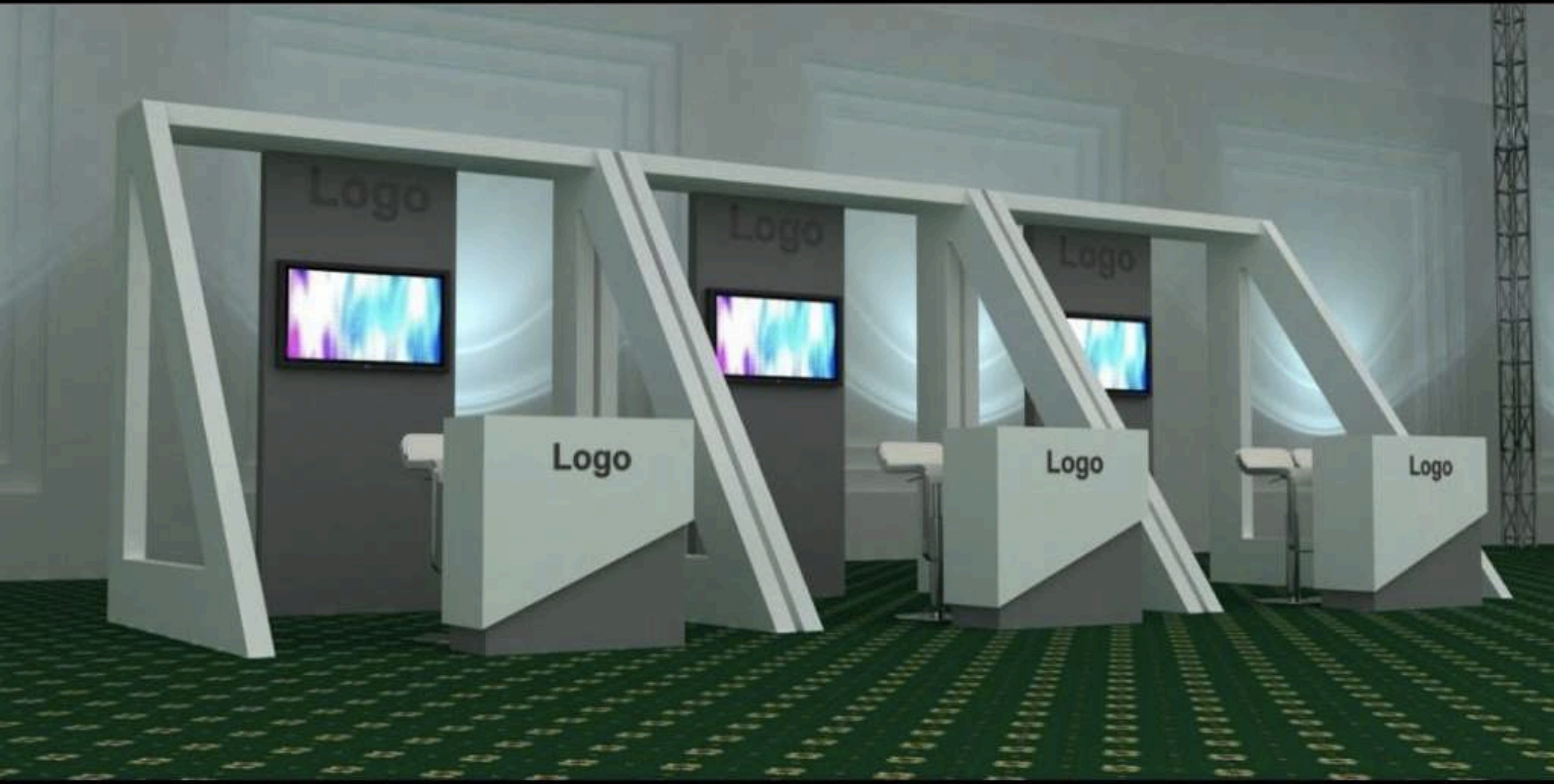

2019
UEARS
UPPER EGYPT
ASSISTED
REPRODUCTION
CONFERENCE
PURE SPOT
THANKS TO UEARS SPONSORS 2019
Merck
WIS
Pharm Export & Import
FERRING
PHARMACEUTICALS
GLOBAL PHARM
NERHADOU
MINAPHARM
IBSA
eio
Bio-Systems
DEVART
DL
DulexLab
OPTOMIDENT
TECH.
maiopharma
CMC
Cairo Medical
Warnex
SIUI
Health Curve
CROWN
ASTER MED
BROTHER PHARMA
UEARS
PURE SPOT
EVENTS MANAGEMENT

Registration Desk
Sponsors booths Desgin






Psychiatry Delegate
5TH Annual Conference of
Tanta Neuropsychiatry Department
PURE SPOT
Neurology Delegate
PURE SPOT
EVENTS MANAGEMENT


Logo
Logo
Logo
Logo
Logo
Logo




ARGENTO CLEAR
Profit
ARGENTO EYE CONTOUR
ARGENTO NIGHT
AZHA cream
TOLA HAIR OIL REPLACEMENT
TOLA HAIR Lotion
TOLA BABY Shampoo & Body wash
ALBA


Light System



2020
IMPROVING PERFORMANCE
EXIT




PURE SPOT
EVENTS MANAGEMENT

ADF 2021




17 Annual International AASD Conference 2021
Arabic Association for the Study of Diabetes and Metabolism
Member of
International Diabetes Federation (IDF)
17th AASD Conference 2021
LIVE






PURE SPOT
EVENTS MANAGEMENT

Hybrid/ Virtual Event



#stay_home_stay_safe

LIVE CAIRO

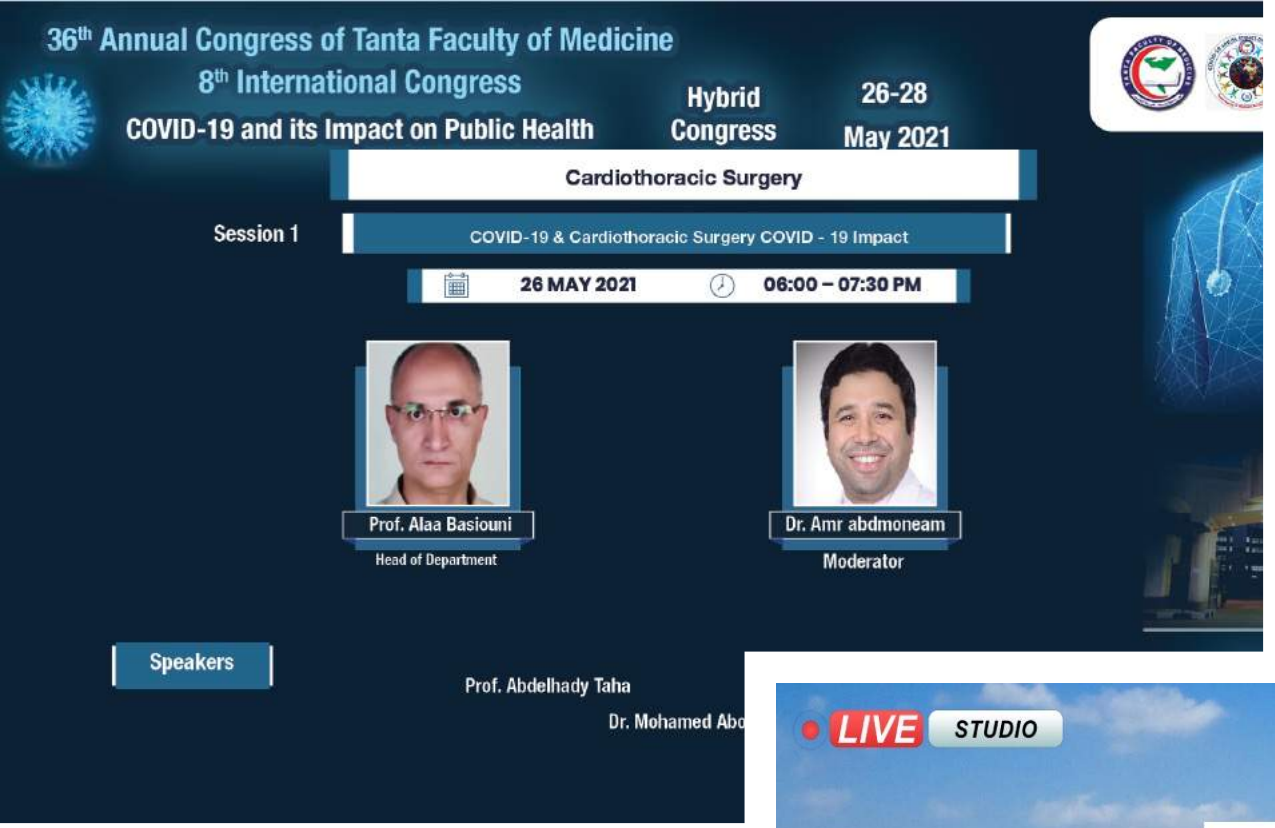


PROF. AMR ELHADIDY
PROFESSOR OF CARDIOLOGY AND CRITICAL CARE MEDICINE, CAIRO UNIVERSITY

PATHOPHYSIOLOGIC MECHANISMS THAT COULD BE THERAPEUTICALLY TARGETED FOR TREATING HF IN DIABETES

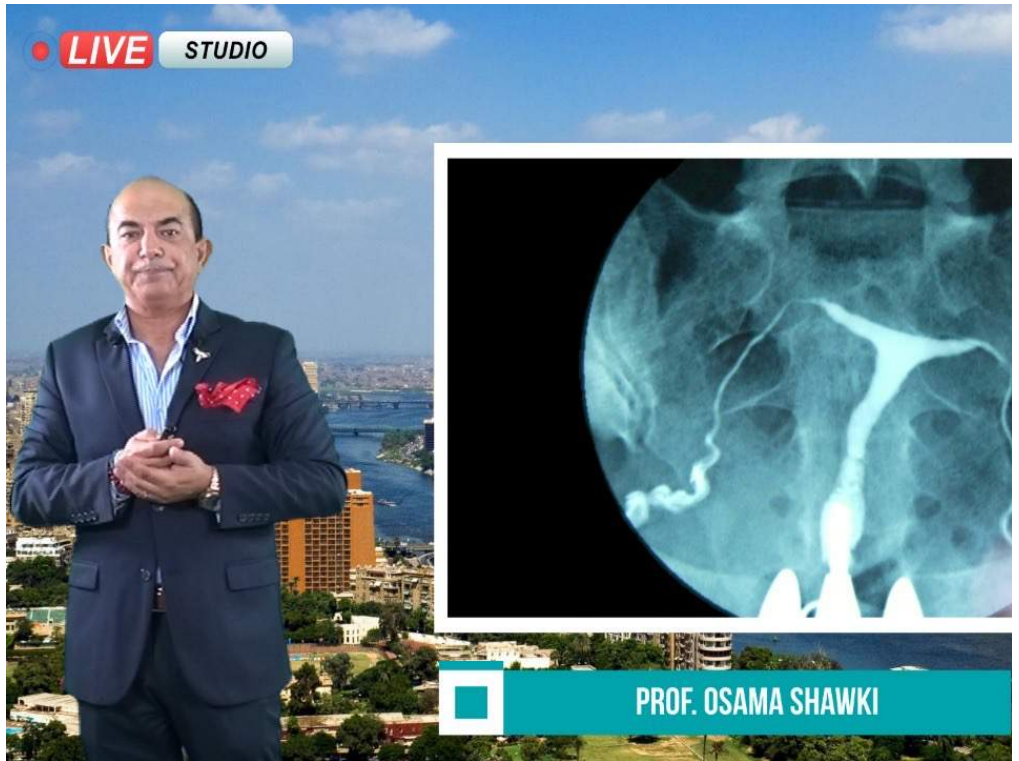
Cardiac Metabolism in Diabetes Mellitus and in HF	diabetes mellitus is associated with increased myocardial FA utilization, decreased glucose utilization (glycolysis and glucose oxidation), increased myocardial oxygen consumption and decreased cardiac efficiency.
Mitochondrial Bioenergetics	diabetes mellitus might be more likely to be associated with increased mitochondrial uncoupling, which contributes to impaired cardiac efficiency in the diabetic heart.
Lipotoxicity and Glucotoxicity	inability of the heart to process these substrates stem in part from mitochondrial dysfunction leading to the accumulation of toxic byproducts of these cardiac fuels that may contribute to increased myocardial injury
Obesity	Considering the strong association between body mass index and waist circumference with HF incidence
Oxidative Stress and Pharmacological Targeting of ROS	contributes importantly to the pathophysiology of diabetic cardiomyopathy and arises from mitochondrial and nonmitochondrial sources such as NADPH oxidase and xanthine oxidase
Inflammation as a Therapeutic Target in Diabetic Cardiomyopathy	Proinflammatory cytokines have been implicated in the pathogenesis of HF. Increased circulating levels of proinflammatory cytokines and cytokine receptors correlate with mortality in patients with HF with reduced EF and HF with preserved EF.
Modulating Insulin Signaling Pathways	evidence from clinical studies exist to support the notion that insulin resistance predicts the development of HF.


LIVE
24
رحلة أمل مع سرطان الثدي
(بث مباشر عبر الفيس بوك من المجلس القومي للمرأة لسيدات مصر)
المجلس القومي للمرأة
THE NATIONAL COUNCIL FOR WOMEN
٣٠ اكتوبر ٢٠٢٠| من الساعة ٦-٨:٣٠ مساء
سيبدأ القاء خلال
00:12:40
2020


36th Annual Congress of Tanta Faculty of Medicine
8th International Congress
COVID-19 and its Impact on Public Health
Hybrid Congress
26-28 May 2021
Cardiothoracic Surgery
Session 1
COVID-19 & Cardiothoracic Surgery COVID - 19 Impact
26 MAY 2021
06:00 – 07:30 PM
Prof. Alaa Basiouni
Head of Department
Dr. Amr abdmoneam
Moderator
Speakers
Prof. Abdelhady Taha


UPPER EGYPT
ASSISTED REPRODUCTION
WEBINAR
JULY 2, 2020 |7:30 PM – 9:45 PM (CLT)
"ALL ABOUT FROZEN EMBRYO TRANSFER"
LIVE CANADA
LIVE LONDON, UK
PROF. MOHAMED BEDAIWY
PROF. YACOUB KHALAF
SOHAG, EGYPT
OR. MOHAMED FAWZY
LIVE SOHAG, EGYPT
LIVE LOS ANGELES, US
F. MOHAMED SABRY
PROF. RICHARD J.PAULSO


أهمية الكمامة في منع العدوى
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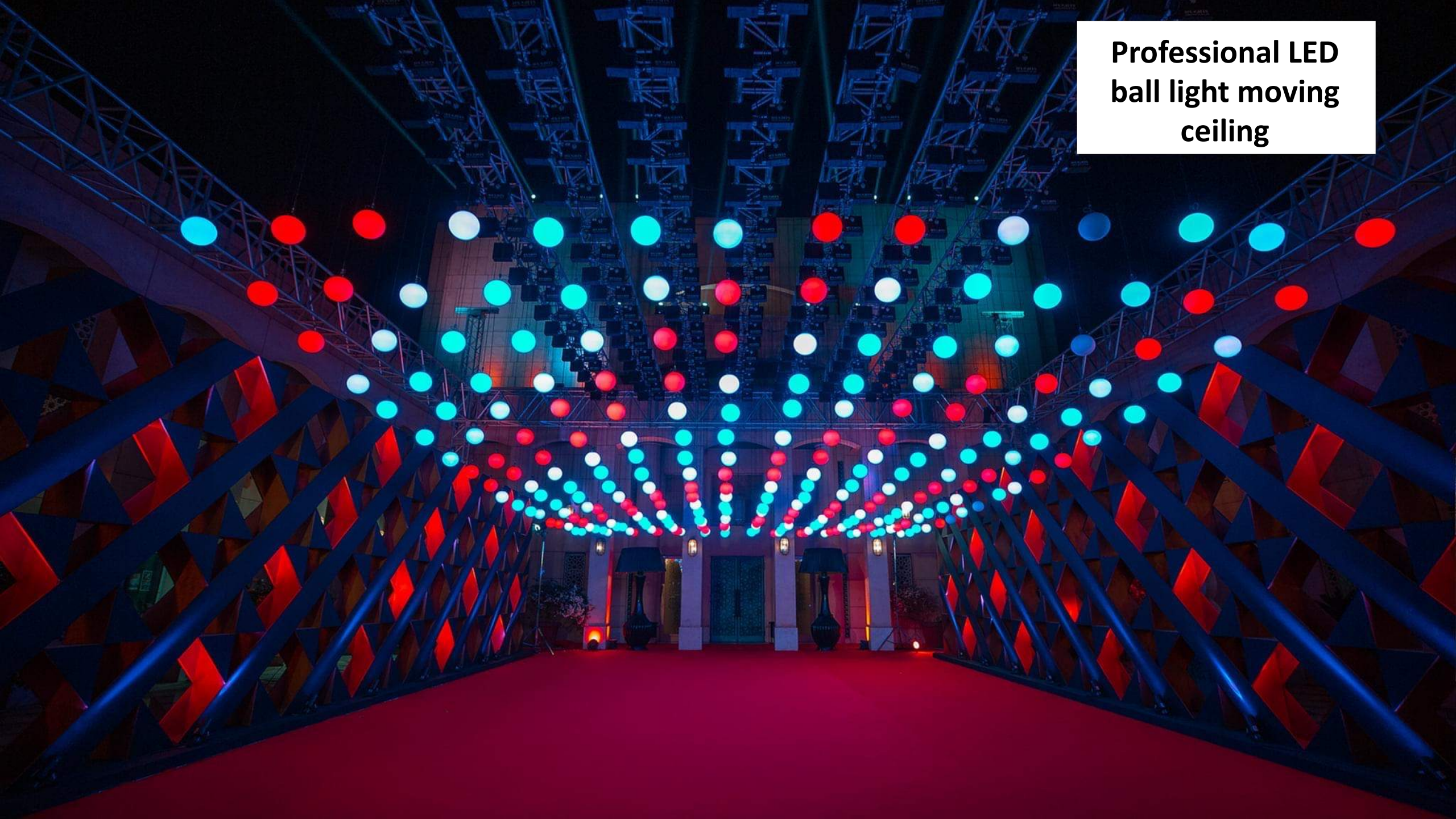

LIVE STUDIO
PROF. OSAMA SHAWKI



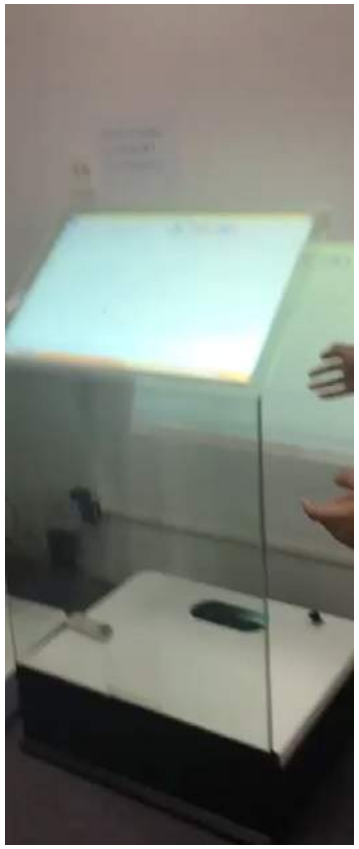
Extras

Turn all sponsors booths to virtual platform for more exposure




Professional LED ball light moving ceiling



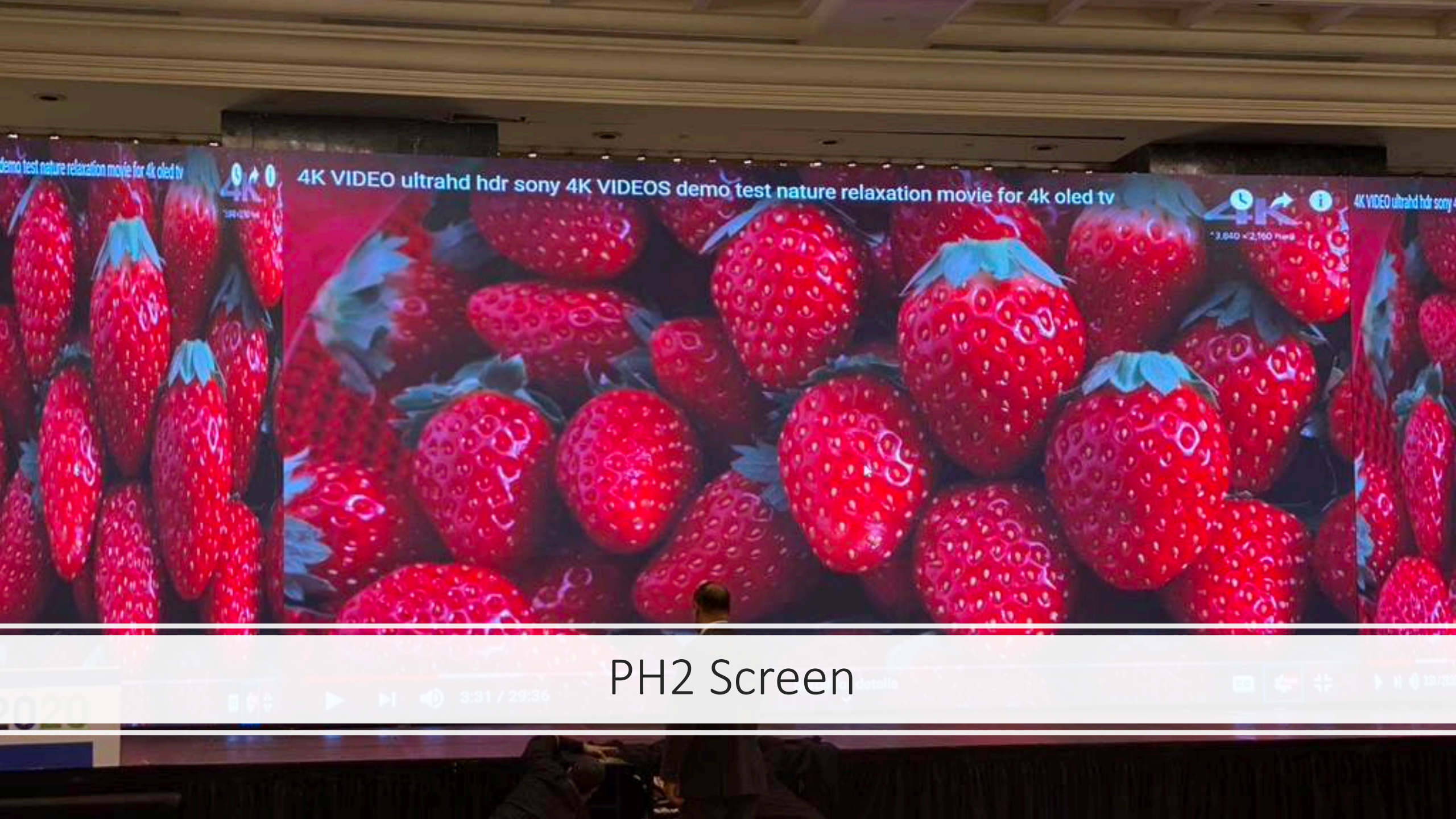






Video Snapshots


TECHNO
PHARMACEU ALS


4K VIDEO ultrahd hdr sony 4K VIDEOS demo test nature relaxation movie for 4k oled tv

PH2 Screen


EGYPT 2019


4th Annual Arab International Pharmacy Conference
AIPC 2020
Pharmacy Vision 2030
(Education - Profession and Pharma -Innovation)
Egypt | Grand Nile Tower | 6th - 9th March 2020
Lectures
Workshops
Seminar
Success Partners
4K
AIPC 2020


STRATEGIC PARTNER
MED EL
5TH WORLD CONGRESS ON
STRATEGIC PARTNER
MED EL


The Groove
DM DEVELOPMENT

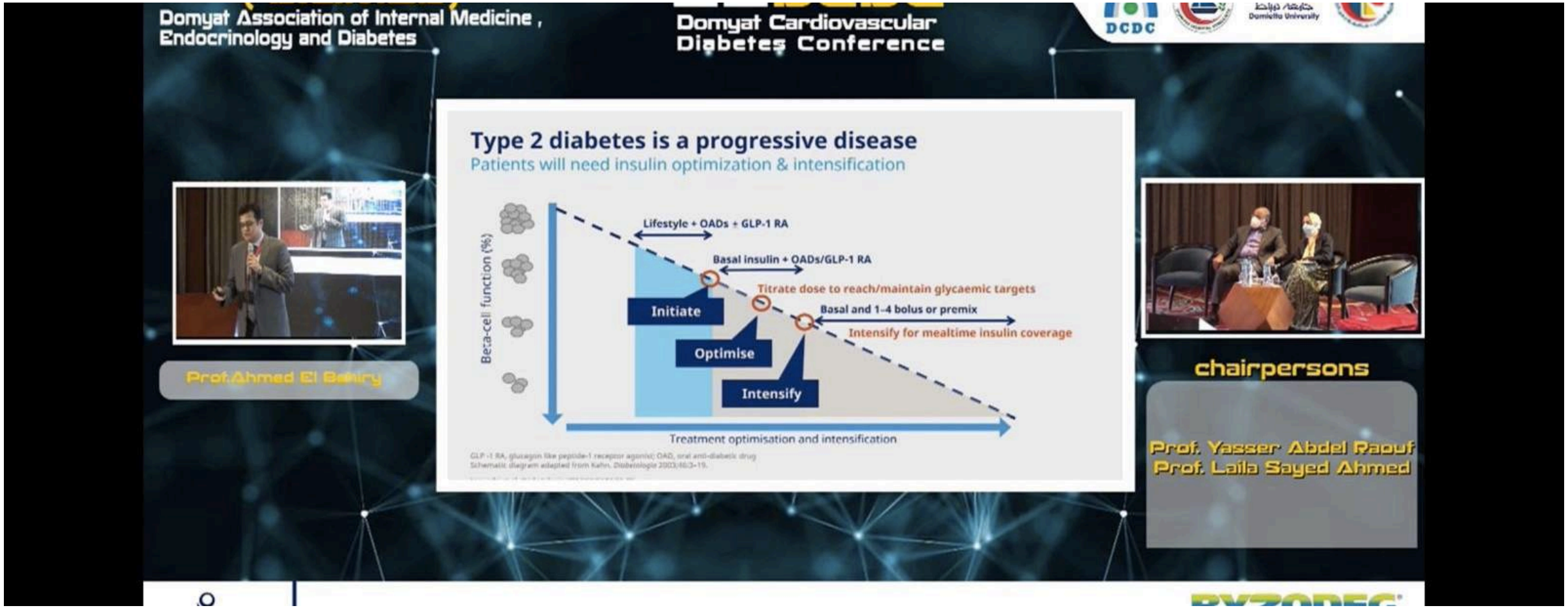


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Event Quotation

#	Item Description	Qty	Price
1	4 Branded Registration desk + 10 * 3 Backdrop		24000
2	Registration system Process- 3 Days Customized Registration landing page with a link, email confirmation E-ticket, scan your ticket at the event, Name Tag delivery & ID Scanning for check in/ out at Meeting room access & 8 system admins Including Printers, Laptops & Scanners		30000
3	Printing "with an average" - Event brochure – 8 serial pages without cover – B5 - Agenda – 50 serial pages without cover – B5 – Digital printing - 400 Name tag, printed one color lanyard, Plastic holder - 400 A4 Certificates	 400 400 400 400	 1000 30000 6000 1600
4	Event Technology	website mobile application with engagement like polls, rating, Q&A & extra features	20000 70000
5	Airport Meet & Assist – NA for Egyptians Without Limousine pickup	Meet and assist for all relevant	750
6	Exhibition wooden booths – White melamine 18 mm floor + 1 counter + 2 chairs+ 1 round table +. 42 inch Led screen+ backdrop design, setup, teardown & transportation.	Per Booth 2m x 3m	15000
7	Sponsorship Process - Design exhibitor prospectus - Floor Plan - Sponsors Follow-up Process - Online tracking system for sponsors response - Collection Process - Calls, Visits, Ex. Prospectus printings - Post Event Sponsors evaluation cycle with report	10% From total generated income Or	40000

8	Social media: <u>without ads</u> - Facebook + Instagram + LinkedIn - Event Promo Video session “4 to 6 Videos - Content creation, “20 posts monthly.” - Page moderation - Responding “15 Hrs. per day” - 2D Graphic designs - Detailed report “ADS - Page analytics - Crisis Management - Social Listening - 1 Motion graphic video Monthly	<u>Ads Budget recommendations:</u> Facebook – 10 K Monthly LinkedIn - 10 K Monthly Instagram - 5k Monthly Target to reach: 500K Pax	50,000
9	Transportation	Shuttle bus 45 pax – 3 hours	4000
		Airport / Nile Ritz Carlton 2021 or 2022 Cars (sedan) one way	550
		Airport /Nile Ritz Carlton (hiace) 10 pax with luggage	950



Hybrid Event Technology

Option 1	**Hybrid Event on Platform for 3 Days** • Customized Registration page • Customized confirmation email • Home page with Event Logo • Lobby include branding, Information - Desk, Welcome Video & 2 side branding or tutorial videos • Virtual Meeting Room for scheduled Meetings • capacity of attendees up to 1000 • One Auditorium for Streaming with delegate interaction through social media impressions or Q&A or Chat or Polls • Event reports (CME Reports) • 2 cameras • Speakers • Mixer • Lighting system • Technical support • Switcher • Mic • Mini Sound speaker • Branded Screen design • Picture frame • Intro & outro Countdown • Internet Package & Backup • UPS to avoid Electricity Problems	45000 / Day

Option 2	<u>Hybrid Event on Zoom for 3 Days</u> • Creating registration link • 2 cameras • Speakers • Mixer • Lighting system • Technical support • Switcher • Mic • Mini Sound speaker • Branded Screen design • Picture frame • Intro & outro Countdown • UPS to avoid Electricity Problems • Internet Package & Backup • Event reports (CME Reports	30000 / Day

Gala Dinner Options for 400 pax Without Decoration or transportation	**Nile Cruise – Standard buffet/ Rich Menu buffet** **Studio Misr Citadel** **Mena House Oberoy. (Setup) without entertainment taxes** **Civilization Museum rental & catering from Carve or similar**	**201600/ 327600** **252000** **585000** **450000 to 600000**
Meeting Room Backdrop Plexi Stage or black melamine 18 mm with 2 wide 45 angel led branded screens for chairpersons, designed, VIP chairs with branded side tables, 3 small centerpiece & one large centerpiece & stage 40 cm coverage with event branding		From 100000 – 225000 EGP
Led screen PH2 – 60 sqm for 3 days **LED PH3 – 60 sqm**		108000 72000
Podium options **For 3 days**	Price according to designs approval Digital Podium	10000 18000 25000
Entrance Gate	Price according to designs approval	15000 25000 35000

ntertainment ull oriental "Arabic Oud, riq, violin, nay (duration 45 minutes) ith sound system" hmed Gamal with sound system		**60000** **175000**
hotographers. Per Day – Full HD Cam – unlimited photos with photo album edits with event branding for 500 ictures max	2 Photograpghers	10000 per Event
ideographer Per Day onin cam o-pro rane		30000 per Event
lags – Large 4 m h	10	10000
IC		7000 10000
shers gyptians reign		750 2000
lowers Decoration	Small Centerpiece Large Centerpeice 1.5 * 1 m	350 1000
ower Generators 300K	1	8000
ound system	Standard sound system 6 Colum speakers + 4 speakers + 6 mic + mixer (3 days)	21000 30000

light system Premium optios: Beam moving HD device Wash moving HD device RGB LED Bar ACL beam laser device	**Standard** **Premium option 1** **Premium option 2**	**12000 /Day** **20000 / Day** **35000/ Day**
Laser show (Concept Creation with sound track)	Option 1 Option 2	65000 100000
Translation (3 Days) 3 Cabin booths 3 language Ar/ En/ FR 100 headset 6 translators		35000 / Day
Giveaways	From 150 EGP to 1000 EGP	
PR Service " 2 premium TV Channels at least" Including 5 TV cams, 15 newspapers, 20 journalists, PR backdrop, sound system, Transpostartion & Coffee break with Meeting room setup		150000

WOW EFFECT

Sr	Item	Cost
1	Semi Virtual Booths	25000 per booth
2	Robot inside Expo or working as MC in Opening	20000 Per Day
3	Slefie Mirror for Attendees- printed 4 color pictures with Event Frame	13000 per Day
4	Branded Registrtaion Desk – Self with touch screen	8000 per unit per event
5	Digital Podium	5000 Per Day
6	Smoking with logo gate	30000 Per event
7	Automated Full HD Cam Sensor with IPAD inside Meeting room	9000 Per Event
8	**Professional LED ball light moving ceiling**	550 per square meter per day





BUSINESS DEVELOPMENT
DEPARTMENT



MEDICAL DEPARTMENT
DEPARTMENT



BRANDING
DEPARTMENT



iT SOLUTIONS
DEPARTMENT



PURE SPOT
AND THE LEGEND OF THE 10 RINGS

DIGITAL MARKETING
DEPARTMENT



PRODUCTION
DEPARTMENT



EVENTS MANAGEMENT
DEPARTMENT



MEDIA PRODUCTION
DEPARTMENT



VIRTUAL
SOLUTIONS



TRAVEL
DEPARTMENT




Thank You