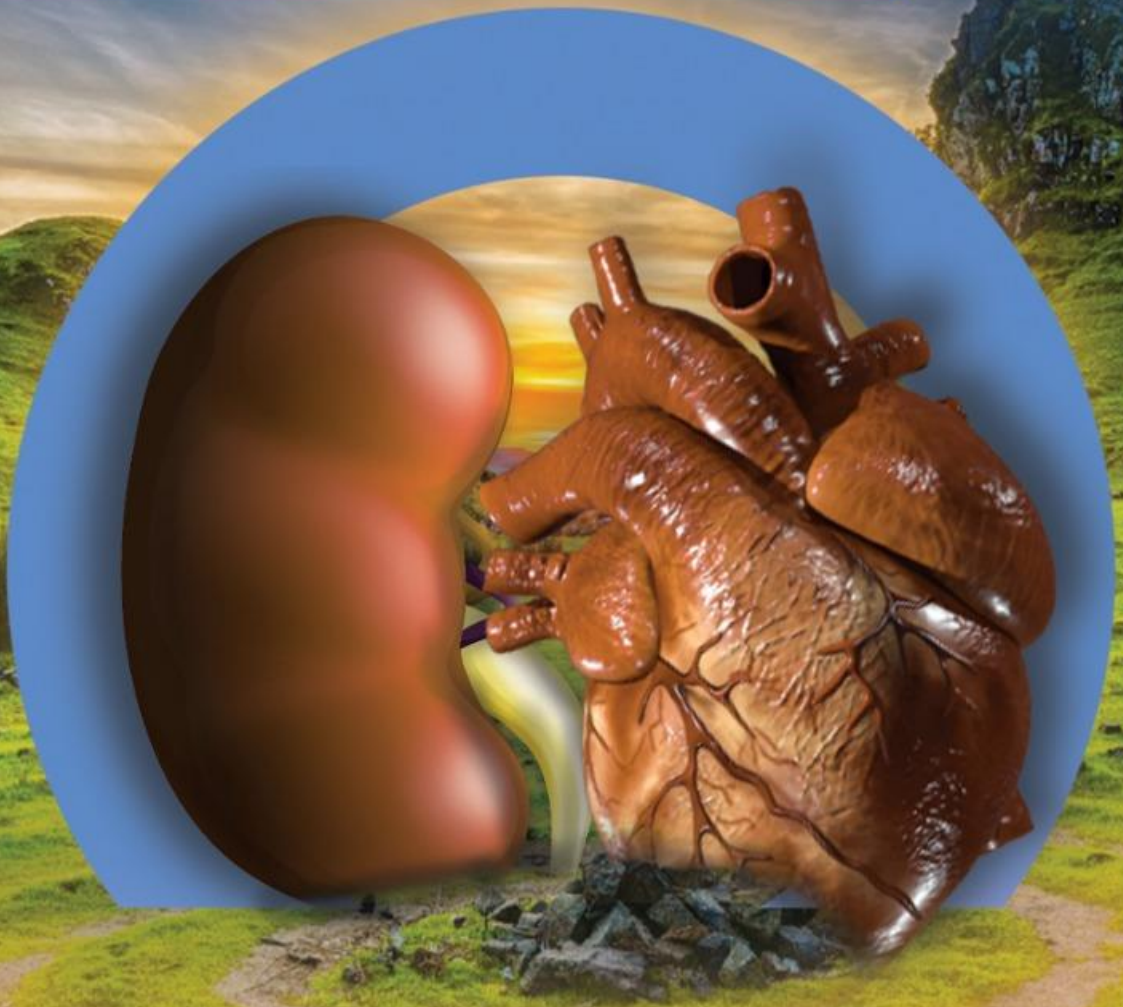
# EGYPTIAN DIABETES | CRM Forum

Sharkia Endocrinology & Diabetes Association (SHEDA)



## Where The Heart, Kidney and Diabetes
## Meet in Clinical practice

**SHEDA President**
**Prof. Mohamed Kamar**

**Congress President**
**Prof. Mohamed Awad**

**Wave 2** 2022
30 June - 1 July

**Hybird Event**
Aracan Hotels & Resorts - Port Said

# EXHIBITOR HANDBOOK

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# Conference Registration & Accommodation

# Registration Fees:

••Full Registration:

Includes Coffee break, lunch, program book, bag and certificate

••Scientific Registration:

Includes Coffee break, program book and certificate

| Registration Category | Early Bird Deadline till 28 April, 2022 | Advanced Deadline: 31 March 2022 | On-Site: 30 June 2022 |
|---|---|---|---|
| Full Registration | 3300 EGP | 3500 EGP | 3800 EGP |
| Scientific Registration | 1500 EGP | 2000 EGP | 2500 EGP |

# Accommodation Fees:

| Options | Package Includes | Cost |
|---|---|---|
| First Option | Accommodation for two nights in a SGL Room (bed & breakfast) Full Registration for one person for the 2 days of the conference. | 6000EGP |
| Second Option | Accommodation for Two nights in a DBL based on (bed & breakfast), Full Registration for one person for the 2 days of the conference. | 7000EGP |

Note: Rooms Booking Deadline not Later than 30 May, 2022



# Why to Exhibit?

We all know this pandemic will come to an end and we need to get back to business: be prepared:
Exhibitions – Clear Goals, Preparation and more …

## Importance of Exhibition

Exhibitions are very important. It's a Perfect chance to interact with attendees in person. Your exhibit can also show that you're aware of the latest technology trends. It allows you to provide live product demos. When potential customers can see exactly how your products work, it could pique their interest. The exhibition also will enable you to answer customer questions in real time and allow you to have personal interactions & leads.

## Objectives of Exhibition

The main goal of exhibits is to make sure you leave the event with as many leads as possible. These leads should be "warm" or have the potential to turn into long-term loyal customers. You should also strive to ensure that existing customers feel valued when they visit your booth. One of your goals should also be to make your company just as appealing in person as it is in market. It is vital to have a fantastic, knowledgeable team at your booth to interact with Delegates.

## Purpose of Exhibition

The exhibition serves the purpose of making your services and products tangible. You can also make contact with businesses owner that you may want to work with in the future. It gives you the chance to connect with people who may share your professional vision. Connecting with these types of people will allow you to make innovative strides in your business.

# Sponsorship Levels & Benefits



# Sponsorship Opportunities

At every support level, customized packages are built to meet your company's needs:

We offer 5 levels of support

| Sponsorship Packages | | Platinum | Golden | Silver | Bronze |
|---|---|---|---|---|---|
| V = Virtual O - Onsite V/O – applicable for both | | 200,000 EGP | 150,000 EGP | 100,000 EGP | 75,000 EGP |
| Coffee break area | O | ✓ | ✓ | ✓ | ✓ |
| Sponsor's logo on coffee break & lunch kits | O | ✓ | ✓ | ✓ | ✓ |
| Logo on conference bag | O | ✓ | ✓ | ✓ | ✓ |
| Logo Exposure on Main Screen layout except in other symposia time | O/V | ✓ | ✓ | ✓ | ✓ |
| Online Polls/Voting system during symposium time | V | ✓ | ✓ | ✓ | ✓ |
| Faculty lounge | O | ✓ | ✓ | × | × |
| Inserts in Attendee Bags (Production & Printing completed by Sponsor) | O | 5 | 3 | 2 | 1 |
| Email Campaigns Blast Sponsors' Acknowledgment to more than 100 K attendees<br>* Reach every conference registrant with a logo.<br>* Tailor Your message & choose your preferred layout. | V | Frequency 4 | Frequency 3 | Frequency 2 | Frequency 1 |
| Acknowledgement as MAIN Sponsor in all Printed or Online Document/Material. | O/V | Elite | Platinum | Golden | Silver |
| An exclusive online Promotion in all our Social Media Platforms on Sponsoring Company and its Products (PINNED POST) | O | 1 Week | 5 Days | 4 Days | 2 Days |

| Sponsorship Packages | | Platinum | Golden | Silver | Bronze |
|---|---|---|---|---|---|
| V = Virtual O - Onsite<br>V/O – applicable for both | | 200,000 EGP | 150,000 EGP | 100,000 EGP | 75,000 EGP |
| Symposium | O/V | 30 Min | 20 Min | 15 Min | 15 Min |
| Recognition of Company Logo in Conference | O | Lanyard | Nametag | × | × |
| Accommodation (SGL) | O | 40 Nights With Maximum Of 20 Rooms | 30 Nights With Maximum Of 15 Rooms | 20 Nights With Maximum Of 10 Rooms | 10 Nights With Maximum Of 5 Rooms |
| Full registered doctors (physical Attendance) | O | 50 | 40 | 30 | 20 |
| Full registered doctors (Online Attendance) | V | 200 | 180 | 150 | 130 |
| Program book Ads | O/V | Spread Sheet | Back Cover | Inside | Inside |
| Acknowledgment in thank you ads in program book | O/V | ✓ | ✓ | ✓ | ✓ |
| After the event "Thank you email" to all attendees with company logo | V | ✓ | ✓ | × | × |
| 100 word company / Product Profile in the E- Program | O | ✓ | ✓ | ✓ | ✓ |
| Exhibit booth | O | (A+) 2*6 m | (A+) 2*6 m | (A) 2*4 | (A) 2*3 |

**Note: 2*6 sqm booth sale priority for Elite package**

# 01

## Choose an Individual Sponsorship

Showcase your brand and boost exhibit hall booth traffic with an individual sponsorship. Congress sponsorships display your brand strength in the industry and increase the awareness of your company's purpose.

# 02

## Choose Multiple Sponsorship

Multiple sponsorships make big impressions for your brand and reassure buyers that your brand is an industry leader. Guarantee your Conference brand dominance and odds of increasing your booth traffic .

# 03

## Tailor Your Own Sponsorship

Let us know if you have a sponsorship idea for the CRM Conference.

The CRM is always open to new ideas.

# Physical Event Booths










| Exhibition Booths | Category | Description | Price |
|---|---|---|---|
| | Class (A+) booth | 12 sqm Premium space<br>(2 X 6 m) | 60,000 |
| | Class (A) | 8 sqm Special space<br>(2 X4 m) | 50,000 |
| | Class (B) | 6 Sqm Popup (2 X 3 m) | 40,000 |
| | Class (C) | 4 Sqm only roll up (2 X 2 m) | 30,000 |

## Industrial Symposium

**Timeslots will be assigned on a First-come, First-served basis.**

**The price includes:**

- Meeting Room Rental
- Standard audio/visual equipment

**Note:**

**the Sponsor will invite Speakers & cover their travel costs and accommodation of the speakers as well**

| | |
|---|---|
| **An excellent opportunity for your organization to provide an educational lecture** | **75,000 for 30 Minutes**<br>**50,000 for20 Minutes**<br>**40,000 for 15 Minutes** |



# Additional Ideas for



## Registration Desk Branding

Reach attendees outside of the exhibit hall by sponsoring the Registration Desk. This counter has a visible presence in the registration area, as it provides meeting attendees with an area to complete on-site registration forms. Sponsors can put their advertisement on all four panels of the kiosk.

**50,000 EGP**




## Main Conference LED Screen Ads



Put your ads on the LED Screens inside the main hall between Sessions & in the exhibition area

**25,000 EGP**

## Coffee Break Area Exposure

Place your brand like Pole flags @ the coffee break area for all to see.

**25,000 EGP/Day**

**"According to the Availability"**



# Hotel Room Door Drop

Get your name and branding at attendee's rooms.

**35,000 EGP/Day**



# Conference Lunch

As a networking lunch sponsor, you will have the opportunity to display your name/logo on banners in the lunch area.

"Only for 150 Pax"

**60,000 EGP**



# Gala Dinner



Sponsorship of the gala dinner. This is always well attended as participants take the opportunity to network and establish contacts in a relaxed setting: Sponsor will receive table signage with Company Logo

"Only for 100 Pax"

**50,000 EGP/Day**

# Faculty Lounge

Grand faculty lounge located in highly visible locations. The lounge offers a prime spot for promoting your company's presence, your guests will get free entry

**20,000 EGP / Day**

"According to the Availability"

*Priority to the main Packages



# Press Room Sponsorship




**Non-Exclusive Opportunity:**

A key place for interviews where you will receive a guaranteed interview to promote your presence at the conference and highlight your new products you will have the opportunity to display your Brand on banners.

**50,000 EGP**

# Lanyards



**Exclusive Opportunity:**
Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the conference name.
**15,000 EGP**
"According to the Availability"

# logo on Delegate Badges

**Non-Exclusive Opportunity:**
Have your company name and logo printed on the delegate badges.
**15,000 EGP**
"According to the Availability"



# Program at a glance Sponsorship



**Exclusive Opportunity:**
Sponsor will have the opportunity to get more exposure to all attendees.
**20,000 EGP**
"According to the Availability"

# Certificate Folders

Have your company name and logo printed on the certificate folders

**15,000 EGP**




# Note Pads And Pens



Have your company name and logo printed on note pads and pens to be distributed in the participants' bags.

"Production not included"

**5,000 EGP**

# Photo Session Booth

Expanding your social marketing reach as the photos are shared with friends, and friends of friends in the region.

**15,000 EGP**

Non-Exclusive Opportunity

**40.000 EGP**

Exclusive Opportunity



# Advertising in Final Program

The printed version will be handed out to all participants during the congress Your Company Logo:



Your Company Logo on
Splash page 10,000 EGP
Inside front/back cover 20,000 EGP
Spreadsheet 20,000 EGP
Full page inserted 15,000 EGP
Outside back cover 20,000 EGP

# Delegate Bag Insert

Reach All Access attendees by distributing your promotional item inside the conference bags.
Only four bag inserts are available so your messaging will not get lost or diluted.
10,000 EGP
4 Opportunities available



# Bags



Placing company logo on congress bag.
Logo size 3cm×3cm maximum
“According to the availability”
**50,000 EGP**

# Email Blast

Send out your individual announcement for your session, exhibition booth or other information to all potential attendees. For more than 10K emails from our target audience

**10,000 EGP** onetime cost



# Chairpersons & Speakers Blast SMS Reminder Pre-Sessions



Service that allow to send customized SMS reminder pre-sessions for Chairpersons & Speakers acknowledged by your company name

**15,000 EGP/ One shot**

# Post Conference Promo Video

Video can boost your Exposure in an effective way to increase customer engagement.

**35,000 EGP**



# Parking Voucher Sponsorship



Distribute Branded Parking Voucher from your Booth to the delegates

**15,000 EGP/**25 Cars.

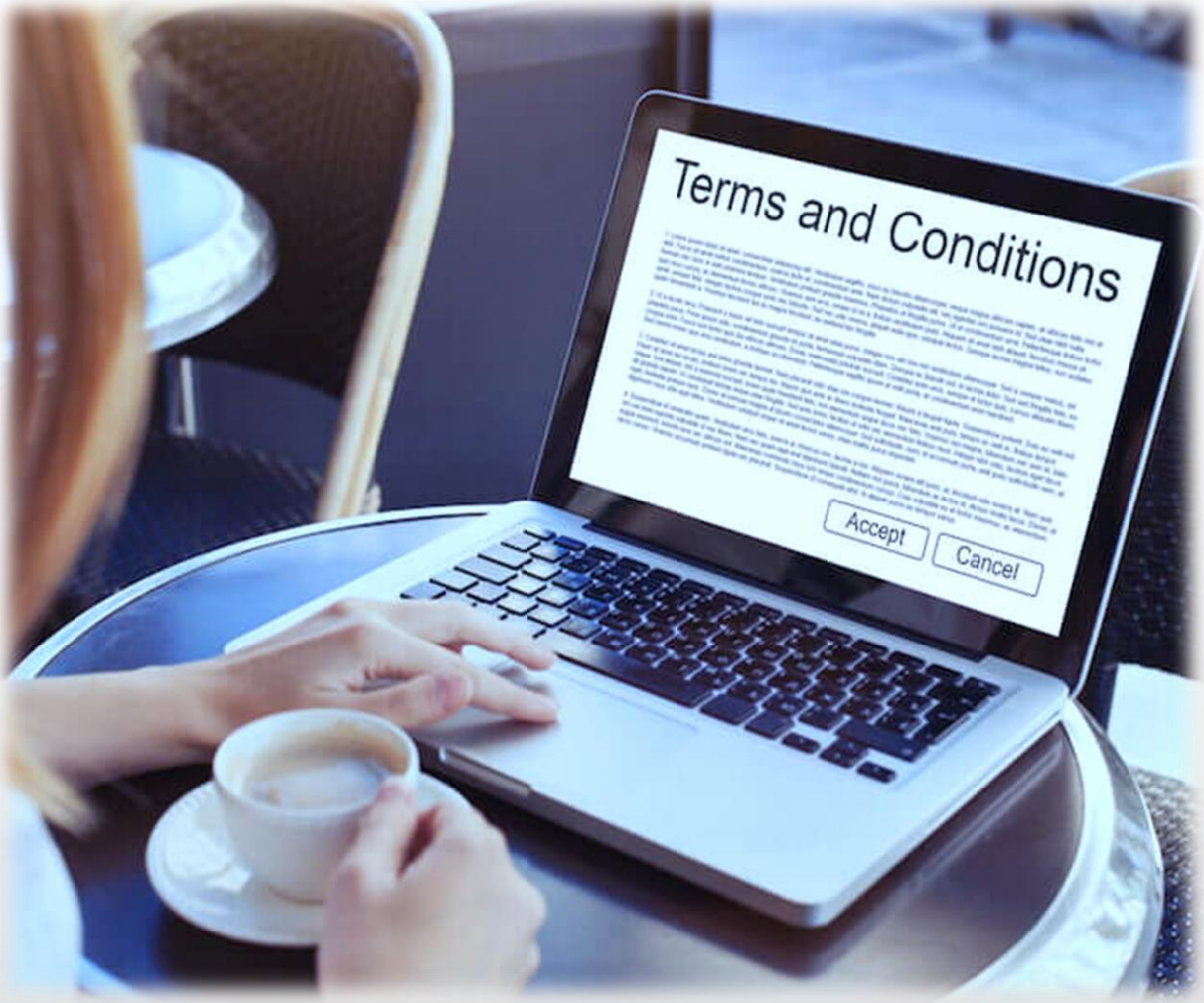
Non-Exclusive Opportunity.

# Customize Your Package

**We are aware that the Sponsorship of any of the above items may not suit your current marketing target plan. In this case, we can provide you with Customizing your package option which may be more convenient.**



# Terms & Conditions



Contribution is confirmed by mail which sends to the responsible for the conference,

**We will not confirm any participation without mail or by phone only**

## Booths Allocation:

**First come first served basis & Priority for main sponsors after official confirmation**

## Registration & Accommodation:

- **In case 2 doctors will share the same room, extra registration will be applied.**
- **For hotel reservations, ID copy should be received before check in date.**
- **List of Registration & Accommodation to be sent to Pure Spot before May 30, 2022 to confirm (Names – Dates – Spelling)**
- **Any change in Registration or Accommodation must be declared in the main list, (Stating the new name and the name that should be replaced).**
- **Any transaction (contributing details, Reg., Acc., changes or extra demands must be documented by (e-mail, others…)**

## Advertisements & Publications:

- **The file has to be with resolution not less than 300 pixels / inch**
- **All the advertisement materials for the conference (Advertisements Designs-Logos–Flyers … etc) Should be delivered to the organizing company (Pure Spot) before May 30 , 2022 or the organizing company will not be responsible for any delays .**

## Cancellation Policy (for Registration & Accommodation)

**All reservation should be canceled in writing, stating the reason for.**

- **In case of any cancellation or amendment before 45 Days of the arrival date you will charge 25% From Total Amount.**
- **In case of any cancellation or amendment before 30 Days of the arrival date you will charge 50% From Total Amount.**
- **In case of any cancellation, amendment or No Show before 15 Days of the arrival date you will charge Full stay 100%.**



# Payment Methods

**Please choose one of the following modes of payment**

## Cash at Pure Spot Offices

Working hours: 10:00 AM-05:00 PM Sun-Thu

**Address:**

- **Cairo:** 62 Makram Ebaid St., 6th Zone,Nasr City,
  **Landmark:** In Front of Child Garden
- **Assiut:** G2, Al Ibrahimeya St, Nasr buildings, Assiut.
- **Mansoura:** El Gomuhria St. Flat No.5
  **Landmark:** beside Fathallah Market, Above Tarek El Zeini Mall.

## Bank Transfer to:

**Bank Name: Arab Banking Corporation - Egypt**
**Branch: 62 Makram Ebied St.**
**Address: 62 Makram Ebied St. Area No. 6 - Nasr City**
**Account Name: Pure Spot Congress & Event Organizers Account No.:**
**EGP: 1820060473010015 /**
**IBAN EG110040000701820060473010015**
**USD: 1820060472020015/**
**BAN EG110040000701820060472020015**
**EUR: 1820060472030014/**
**BAN EG870040000701820060472030014**
**Swift Code: : EAABEGCX**

## By Check

**The check Payable to: Pure Spot**
**بيور سبوت لتنظيم المؤتمرات**

# Venue

The Conference will take place at Aracan Port Said Hotel
Tarh El Bahr Road



**For Reserving your Place | Registration | Accommodations**

**No doubt you have lots of queries...**

**Why not get in touch...!**



**Project Manager:** **Ms. Wessam Hatem**

**Phone:** **+2 010 09110644**

**Email:** wesam.hatem@egypure.org

Organized By

PURE SPOT
EVENTS MANAGEMENT