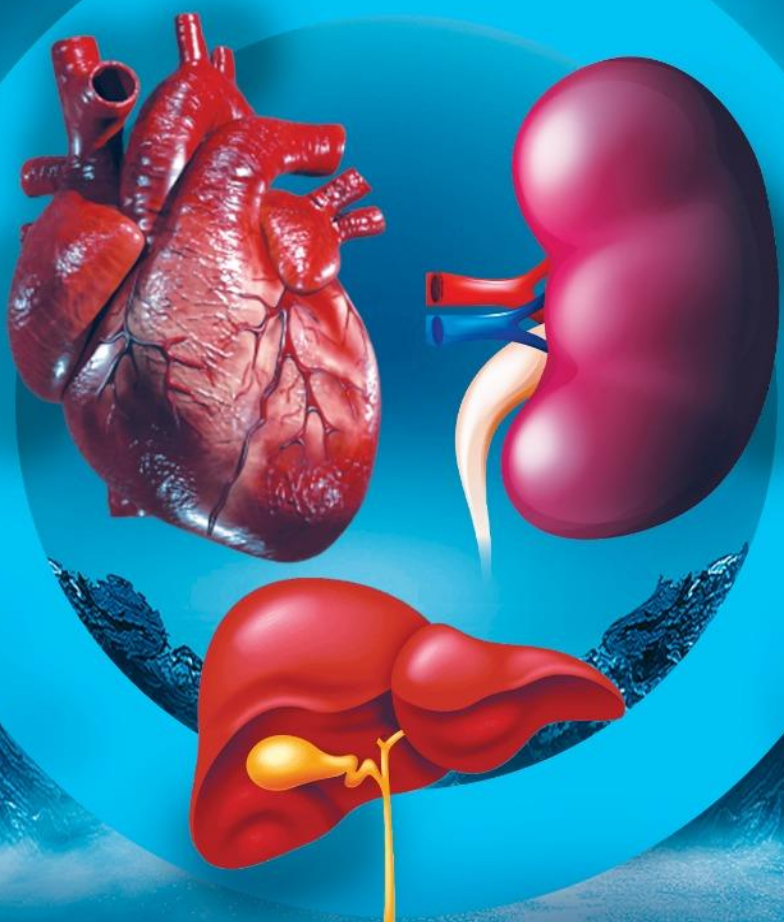
4th EGYPTIAN DIABETES | 2024 CRM Forum

Sharkia Endocrinology & Diabetes Association (SHEDA)



Where The Heart, Kidney, Liver and Diabetes

Meet in Clinical Practice

SHEDA President
Prof. Mohamed Kamar

Conference President
Prof. Mohamed Awad

6-9 March 2024

Golden Jewel
Alexandria - Egypt

EXHIBITOR HANDBOOK

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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

all prices are subject to 14% VAT



Sponsorship Opportunities

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

We offer 4 levels of support

Sponsorship Packages	Platinum 600,000 EGP	Golden 500,000 EGP	Silver 400,000 EGP	Bronze 300,000 EGP
Exhibit booth	(A+) 2*6 m	(A) 2*4 m	(B) 2*3m	(B) 2*3 m
Symposium	45 Min	30 Min	20 Min	15 Min
Coffee break area	1st Day	2nd Day	3rd Day	×
Sponsor's logo on coffee break & lunch kits	1st Day	2nd Day	3rd Day	ü
Logo Exposure on Main Screen layout except in other symposia time	✓	✓	✓	✓
Distribute flyer from registration desk (Production and printing are completed by Sponsor)	5	3	2	1
Email Campaigns Blast Sponsors' Acknowledgment to more than 100 K attendees * Reach every conference registrant with a logo. * Tailor Your message & choose your preferred layout.	Frequency 4	Frequency 3	Frequency 2	Frequency 1
Acknowledgement as MAIN Sponsor in all Printed or Online Document/Material.	Platinum	Golden	Silver	Bronze
An exclusive online Promotion in all our Social Media Platforms on Sponsoring Company and its Products (PINNED POST)	1 Week	5 Days	4 Days	2 Days
Recognition of Company Logo in Conference	Lanyard	Nametag	×	×
Full registered doctors (physical Attendance)	40	30	20	10
Program book Ads	Spread Sheet	Inside Back Cover	Inside	Inside
Acknowledgment in thank you ads in program book	✓	✓	✓	✓
After the event "Thank you email"	✓	✓	×	×
to all attendees with company logo	✓	✓		
100 word company / Product Profile in the E- Program	✓	✓	✓	✓



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 15 Jan, 2024	Advanced Deadline: 2 March 2024	On-Site: 6 March 2024
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 @ Golden Jewel Hotel Alexandria based on (bed & breakfast) Full Registration for one person for the 3 days of the conference.	12000 EGP
Second Option	Accommodation for Two nights in a DBL Room @ Golden Jewel Hotel Alexandria based on (bed & breakfast), Full Registration for one person for the 3 days of the conference.	14000 EGP

Note: Rooms Booking Deadline not Later than 15 Feb, 2024

01

Choose an Individual Sponsorship

02

Choose Multiple Sponsorship

03

Tailor Your Own Sponsorship

Physical Event Booths







Exhibition Booths	Category	Description	Price
	Class (A+) booth	12 sqm Premium space (2 X 6 m)	200,000
	Class (A)	8 sqm Special space (2 X4 m)	150,000
	Class (B)	6 Sqm Popup (2 X 3 m)	130,000
	Class (C)	4 Sqm only roll up (2 X 2 m)	100,000

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	**200,000 EGP for 45 Minutes** **175,000 EGP for30 Minutes** **150,000 EGP for 20 Minutes** **125,000 EGP for 15 Minutes**



Workshop Sponsorship

100,000 EGP (for each one)

Workshop 1:

Insulin Therapy Clinical Course The Effectiveness of Insulin Therapy in the Management of Diabetes

Workshop 2:

Concurrent Sessions: Clinical Workshop Contemporary Management of DCRM

- 2 Roll-ups inside the workshop hall
- 30 complimentary workshop registrations
- Prominent display of logo at all workshop sessions and breaks
- Logo Exposure on Main Screen Layout
- distribute ads from the workshop registration desk (Production & Printing completed by Sponsor)
- Symposium 15 minutes
- **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







Additional Ideas for branding





Photo booth Sponsorship

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

35,000 EGP

Non-Exclusive Opportunity

70.000 EGP

Exclusive Opportunity





Crossing Gate

Get your name and branding on Sequence Gate in Special Place & on the main Entrance Hall

35,000 EGP

Branded Pole Flags

Be one of the first brands to be seen and stay at the forefront of attendees minds by featuring your brand on the outside flagpoles

-Can be branded on both sides

-For Entrance or in lunch

Lunch for first day (1 sponsor per day)

Lunch for second day (1 sponsor per day)

15,000 EGP – Per Day



Rotating Backlit Cube

Catch the eyes of attendees by securing this back-lit, rotating structure places in prominent
areas of the conference .
All four sides of the cube will display your message
2 slot available

35.000 EGP

per tower





Conference Mockup

Conference logo mockup in letters &
Backdrop with Your company logo
“According to the Availability“

35,000 EGP

According to Availability

Directions Signs

Signs will be located outside the exhibit hall and/or in session hallways

20,000 EGP



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.

70,000 EGP



Conference Backdrop Sponsorship



Put your Logo on the main conference room backdrop

150,000 EGP

Exclusive for only one company

Coffee Break Area Exposure

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

35,000 EGP/Day

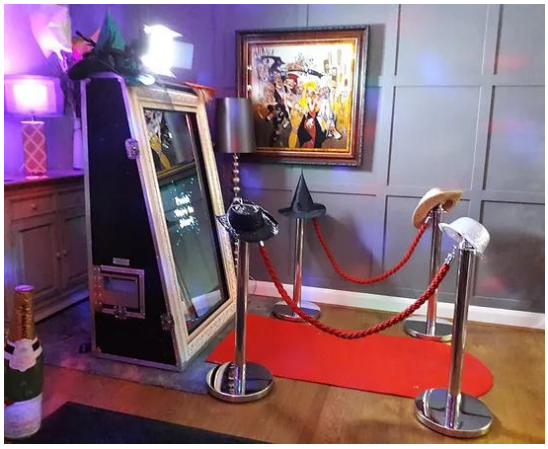
“According to the Availability“



Magic mirror photo booth

A magical, interactive photo booth experience for the modern crowd. This unique photo booth attracts all audiences with its charming design, durable casing, interchangeable frames, and exciting features

20,000 EGP



Charging Locker



Get noticed while attendees power up their mobile devices for the day. This important tool will be placed in key areas. Each station includes Thirty (30) charging units equipped with adaptors to accommodate most cell phone with your branding & your message on it.

25,000 EGP

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"

255,000 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"

200,000 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

80,000 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.
50,000 EGP
"According to the Availability"

logo on Delegate Badges

Non-Exclusive Opportunity:
Have your company name and logo printed on the delegate badges.
50,000 EGP
"According to the Availability"



Program at a glance Sponsorship



Exclusive Opportunity:
Sponsor will have the opportunity to get more exposure to all attendees
50,000 EGP
"According to the Availability"

Certificate Folders

Have your company name and logo printed on the certificate folders

40,000 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"

35,000 EGP

Parking Voucher Sponsorship



Distribute Branded Parking Voucher from your Booth to the delegates

15,000 EGP/25 Cars.

Non-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 20,000 EGP
Inside front/back cover 25,000 EGP
Spreadsheet 35,000 EGP
Full page inserted 15,000 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.
25,000 EGP
4 Opportunities available



Bags



Placing company logo on congress bag.
Logo size 3cm×3cm maximum
"According to the availability"
70,000 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

20,000 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

30,000 EGP/ One shot

Post Conference Promo Video

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

50,000 EGP

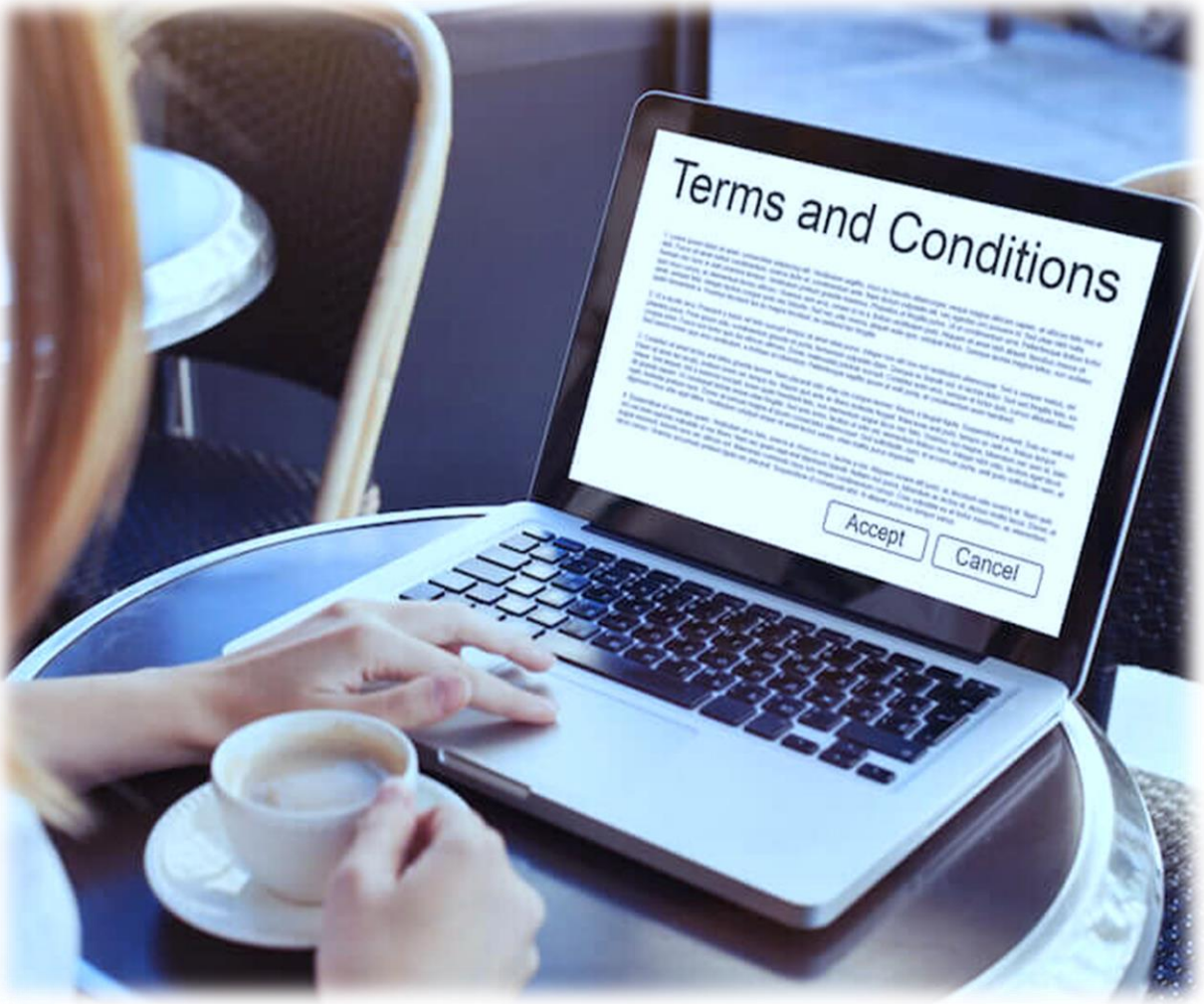


Customize Your Package

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 Feb 15, 2024 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:

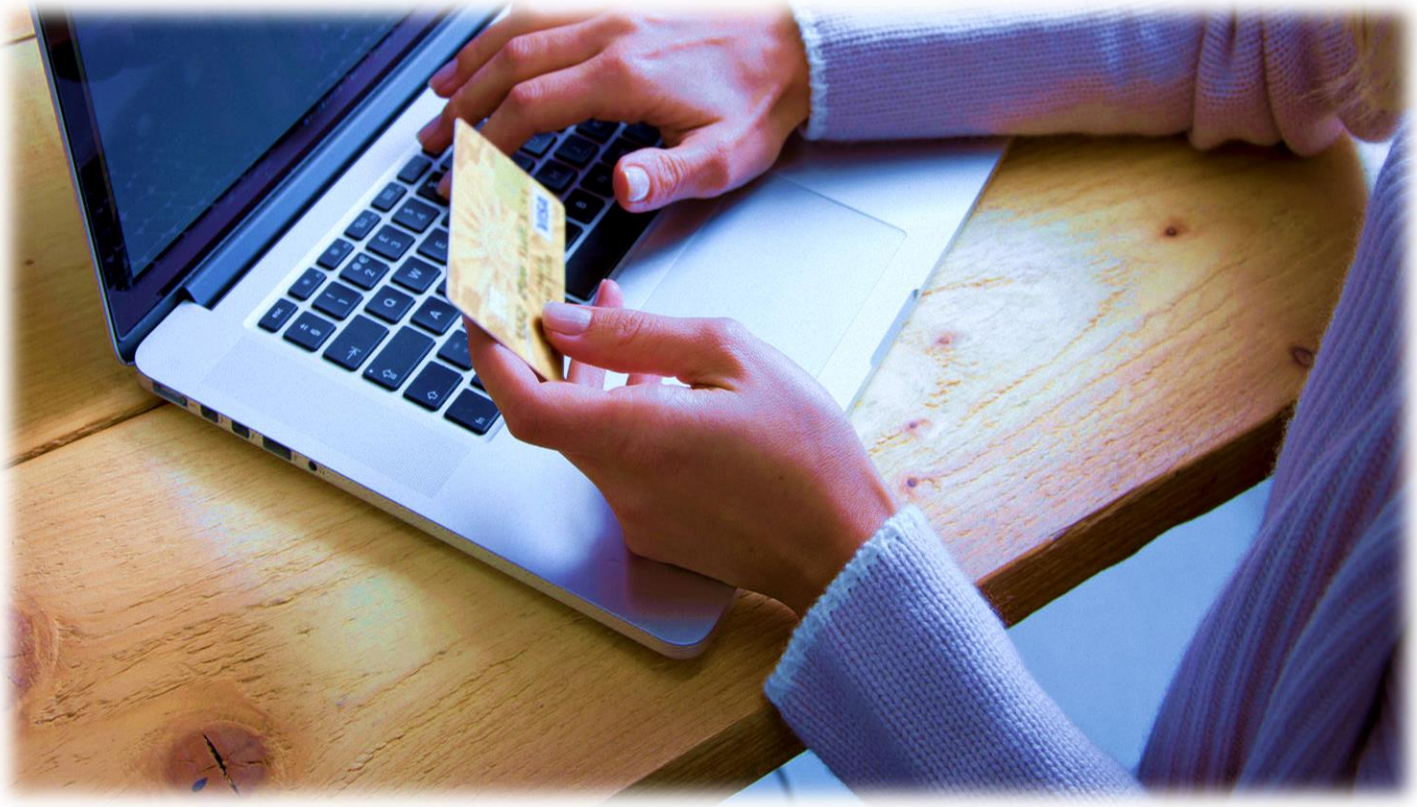
- **The file has to be with resolution not less than 300 pixels / inch**
- **All the advertisement materials for the conference (Advertisements Designs-Logos–Flyers … etc) Should be delivered to the organizing company (Pure Spot) before Feb 15 , 2024 or the organizing company will not be responsible 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 Golden Jewel Hotel, Alexandria- Egypt which is ideally located in Mostafa Kamel – Sidi gaber - Alexandria, Egypt



For Reserving your Place | Registration | Accommodations

No doubt you have lots of queries...

Why not get in touch...!



Project Manager: **Ms. Wessam Hatem**

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Email: wesam.hatem@purespot.org



PURE SPOT
EVENTS MANAGEMENT

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ICCA Member

MECOMED CERTIFIED

19 YEARS OF EXCELLENCE

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