15th INTERNATIONAL CONFERENCE OF DIABETES AND ENDOCRINOLOGY IN CHILDHOOD AND ADOLESCENCE

11 - 12 AUGUST 2022 Semiramis Intercontinental Hotel Cairo, Egypt

Organized by

The Egyptian Society of Pediatric Endocrinology and Diabetes (ESPED)

ESPED

"HAND IN HAND FOR A BETTER FUTURE"



President of ESPED and Conference
Mona Salem

Conference General Secretary
Mona Mamdouh

EXHIBITOR HANDBOOK

Index

Content	#
Announcement	4
Why to Exhibit?	5
Sponsorship Levels & Benefits	6
Physical Event Booths	10
Additional Ideas for branding	11

Announcement

On behalf of the Egyptian Society of Pediatric Endocrinology and Diabetes [ESPED], we are delighted to announce the **15th international conference of the society**, which will be held in Semiramis Intercontinental Hotel, Cairo on the 11th and 12th of August 2022.

Under the theme “Hand in Hand for a Better Future”, we invite all colleagues from around Egypt in the field of pediatric diabetes and endocrinology to participate.

Our aim is to tackle current challenges, updates, and future perspectives related to diabetes and endocrinology in children and adolescents.

We are looking forward to a fruitful scientific and social interaction that brings together all health care professionals caring for children and adolescents living with diabetes and endocrinal disorders all around our beloved nation.



President of ESPED and Conference

Mona Salem



Conference Secretary General

Mona Mamdouh Hassan

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		Elite	Platinum	Golden	Silver	Bronze
V = Virtual O - Onsite V/O – applicable for both		900,000 EGP	800,000 EGP	700,000 EGP	500,000 EGP	350,000 EGP
Coffee break area	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	First day	Second day	×	×	×
Distribute sponsors materials from registration desk (Production & Printing completed by Sponsor)	O	5	3	2	1	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.	V	Frequency 4	Frequency 3	Frequency 2	Frequency 1	Frequency 1
Acknowledgement as MAIN Sponsor in all Printed or Online Document/Material.	O/V	Elite	Platinum	Golden	Silver	Bronze
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	1 Day

Sponsorship Packages		Elite	Platinum	Golden	Silver	Bronze
V = Virtual O - Onsite V/O – applicable for both		900,000 EGP	800,000 EGP	700,000 EGP	500,000 EGP	350,000 EGP
Recognition of Company Logo in Conference	O	Lanyard	Nametag	×	×	×
Program book Ads	O/V	Spread Sheet	Back Cover	Inside	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	© 2* 3m Popup

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 Conference.

The conference is always open to new ideas.

Physical Event Booths









Exhibition Booths	Category	Description	Price
	Class (A+) booth	12 sqm Premium space (2 X 6 m)	400,000
	Class (A)	8 sqm Special space (2 X4 m)	300,000
	Class (B)	6 Sqm Popup (2 X 3 m)	200,000
	Class (C)	4 Sqm only roll up (2 X 2 m)	150,000

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.

100,000 EGP



Main Conference LED Screen Ads



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

90,000 EGP

Coffee Break Area Exposure

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

100,000 EGP/Day

"According to the Availability"



Hotel Room Door Drop

Get your name and branding at attendee's rooms.

45,000 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"

250,000 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

100,000 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.

75,000 EGP

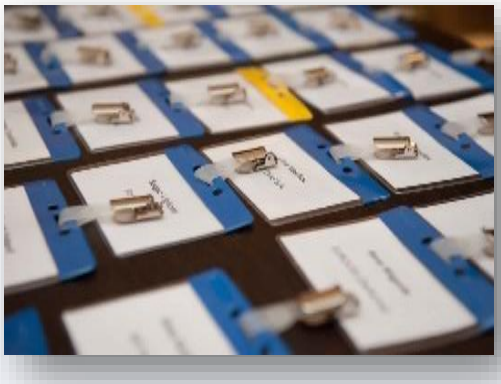
Lanyards



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.
35,000 EGP
"According to the Availability"

logo on Delegate Badges

Non-Exclusive Opportunity:
Have your company name and logo printed on the delegate badges.
35,000 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

35,000 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"

30,000 EGP

Photo Session Booth

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

75,000 EGP

Non-Exclusive Opportunity

150.000 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 15,000 EGP
Inside front/back cover 30,000 EGP
Spreadsheet 30,000 EGP
Full page inserted 25,000 EGP
Outside back cover 30,000 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.
20,000 EGP
4 Opportunities available



Bags



Placing company logo on congress bag.
Logo size 3cm×3cm maximum
"According to the availability"
75,000 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

25,000 EGP/ One shot

Post Conference Promo Video

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

50,000 EGP



Parking Voucher Sponsorship



Distribute Branded Parking Voucher from your Booth to the delegates

25,000 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.



Venue

The Conference will take place at Semiramis Intercontinental Cairo Hotel, Egypt which is ideally located in Kamal El Din Hussein St, Qasr al-Dobara, Qism Qasr al-Nil, Cairo Governorate



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