

# Sharm Derma (Spring) 2020

In Collaboration with

## 17<sup>TH</sup> Pan Arab League of Dermatology



## Exhibitor Manual

Pre-Congress

**31<sup>st</sup>**

March 2020  
Cairo-Egypt

Congress

**1<sup>st</sup> - 3<sup>rd</sup>**

April 2020  
Cairo-Egypt

Post-Congress

**4<sup>th</sup> - 5<sup>th</sup>**

April 2020  
Sharm El Sheikh

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# Exhibition



- A Wide area provided for large medical exhibition including some of largest pharmaceutical companies and manufacturers of Dermatological equipment.
- Space only stand 650 US \$ Per Meter
- 50 % Deposit is due upon signing the Contract
- Balance Due on 1<sup>st</sup> March 2020

## Sharm Derma 2020 Badge Policy

|  |  |
|--|--|
| Each "2x3 m" Booth will get 1 Name Tag + 1 Lunch Ticket                    |  |
| Each "3x3 m", 3x4 m & "4x4 m" Booth will get 2 Name Tags + 2 Lunch Tickets |  |
| Each "4x7 m" & "4x8 m" Booth will get 3 Name Tags + 3 Lunch Tickets        |  |
| Each "5x8 m" & "9x8 m" Booth will get 4 Name Tags + 4 Lunch Tickets        |  |

### in Addition to

|   |  |
|---|--|
| Silver sponsor "25.000 \$" will get 3 Gala Dinner Invitations                           |  |
| Gold sponsor "50.000 \$" will get 4 Gala Dinner Invitations +5 Doctor Registration      |  |
| Platinum sponsor "75.000 \$" will get 5 Gala Dinner Invitations +10 Doctor Registration |  |

## Exhibitor's Stand Preparation & Display of Exhibits

31 March | 07:00 am -12:00 am

## Sharm Derma 2020 Exhibition Official Opening Hours

### Setup

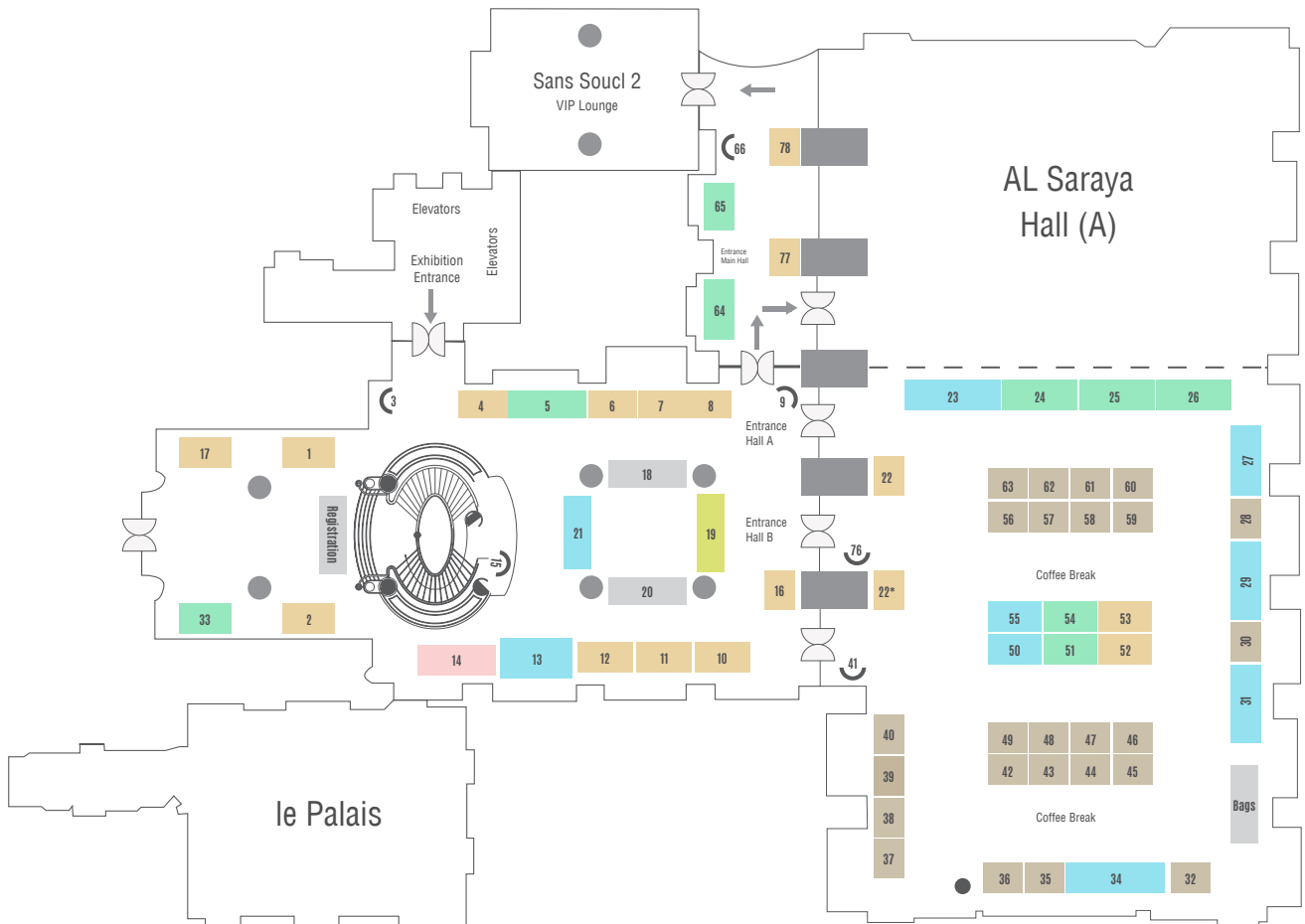
|           |                            |         |  |
|-----------|----------------------------|---------|--|
| Wednesday | 1 <sup>st</sup> April 2020 | 8am-6pm |  |
| Thursday  | 2 <sup>nd</sup> April 2020 | 8am-6pm |  |
| Friday    | 3 <sup>rd</sup> April 2020 | 8am-6pm |  |

### Removal

|        |                            |          |  |
|--------|----------------------------|----------|--|
| Friday | 3 <sup>rd</sup> April 2020 | 7pm-11pm |  |
|--------|----------------------------|----------|--|

## Venue

The Congress will be held from 31<sup>st</sup> March -3<sup>rd</sup> April 2020 at Intercontinental City Stars, Cairo - Egypt which is ideally located in Nasr City - Cairo.



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## Advertisements & Publications

|                              |            |         |
|------------------------------|------------|---------|
| 1 <sup>st</sup> Announcement | Cover Page | 1000 \$ |
| 2 <sup>nd</sup> Announcement | Cover Page | 2000 \$ |

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## Final Program

|                          |         |
|--------------------------|---------|
| Cover page inserted      | 3000 \$ |
| Back cover page          | 5000 \$ |
| One page inserted Middle | 2000 \$ |
| One Page inserted        | 1000 \$ |

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## Brunch Seminar (Maximum 50 Doctors)

5.000 \$

- You have the chance to gather around 50 VIP top doctors and present a lecture in a private room followed by High quality Specialized menu in the early morning with fresh attendee

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## Lunch Seminar (Maximum 50 Doctors)

6.000 \$

- You have the chance to gather around 50 VIP top doctors and present a lecture in a private room followed by High quality Specialized menu.
- Give your customers special attention and hospitality in a friendly atmosphere.

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## Early Dinner (Maximum 50 Doctors)

5.000 \$

- You have the chance to gather around 50 VIP top doctors and present a lecture in a private room followed by High quality Specialized menu.
- Give your customers special attention and hospitality in a friendly atmosphere.



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**Presidential Reception (500 Pax) Wednesday 1<sup>st</sup> April 2020****50.000 \$**

- Printed invitation by your company's name and logo & putting the sponsored name in the program book



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**Sharm Derma Shuttle Bus****3.000 \$**

- Put your colored adv. on all bus lines of the conference.
- Each adv. 2 m X 0.75
- Your video film Adv. will be displayed on all buses on all lines

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**Sharm Derma Senator Lounge (exclusive)****5.000 \$ Per Day**

- Top VIP guests (speakers & chairmen) spend time in the Elegance lounge
- Serving amenities; coffee, tea, cookies, and all sessions are transferred live to this room all Conference days.
- Company's logo on sharm lounge signage.

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**Audiovisual Show Support****1.500 \$**

- Put your logo or small ad ON screens set in all scientific halls, during and between the sessions.
- This show will be visible to every conference participant and thus you will gain thousands of impressions

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## Workshop

- Parallel Workshop ( Free Admission 30 Doctors)

5,000 \$



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## Advertising on the Official Congress Website

3.000 \$

- Put your company's logo on the website and linking it to your company's website



[www.charmderma.net](http://www.charmderma.net)

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## Gala Dinner

125.000 \$

- Specialized menu For Gala Dinner
- Printing the Gala Dinner's invitation with the sponsor's logo & putting the sponsor's name in program book without the show
- The Company will be given 50 Invitations in order to invite whoever they want.



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## Conference Hall Sponsorship

10.000 \$

- 2 Sponsors' Banners will be placed in the conference Hall Next to the Stage all the conference Days
- (Material Should Be Provided By The Client)



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## Exhibition Hall

15.000 \$

- 25 Banners (1 M x 1 M) of the sponsoring company will be placed in the Exhibition Area.
- (Material Should Be Provided By The Client)
- The banners should not weigh-up more than 3 kilos each.



**- Advertisements & Publications**

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## Sharm Derma VIP Lounge (exclusive)

5.000 \$ Per Day

- Top VIP guests (speakers & chairmen) spend time in the Elegance lounge
- Serving amenities; coffee, tea, cookies, and all sessions are transferred live to this room all Conference days.
- Company's logo on sharm lounge signage.

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**Badges Sponsor**

**15.000 \$**

- The Sponsor's Logo will be Printed on All the Conference Participants' badges.
- (Material Should Be Provided By The Client)



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**Sharm Derma Registration Area Exclusive**

**15.000 \$**

- Conference and companies' close guests spend time in the registration writing area lounge - serving amenities
- Company's Logo on registration Lounge and on Counter



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**Program at A glance**

**5.000 \$**

- This Condensed, Pocket - size version of the final Program is available on site to all attendees.
- It Provides a handy guide to all the Meeting Halls, Exhibitors and Plans.
- 1 advertisement on the back Cover of the Program will be available for your company.





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### Congress CD Sponsored (Exclusive)

3.000 \$

- Sponsor's Logo Will be Printed on All the Conference Participant badges.
- (Material Should be Provided By The Client)



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### Lecture

|   | Parallel  | Non Parallel |
|---|-----------|--------------|
| - Lecture 20 Minutes  | 5.000 \$  | 10.000 \$    |
| Sponsoring Plenary Lectures Non-parallel session              |           |              |
| - Symposium 60 Minutes  | 10.000 \$ | 20.000 \$    |
| Sponsoring of 2 or 3 lectures (60 Min)- Non-parallel session. |           |              |



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### Congress Bag Sponsor (Exclusive)

20.000 \$

- Your company's Logo will appear on 1000 congress bags given to all attendees
- putting advertisement, pens or notepads in the bags.



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## Notepads and Pens

3.000 \$

- Sponsor will provide or provide funding for the participants' notepads and pens.
- The notepads and pens will bear the Sponsor's name/company's logo and will be distributed in the participants' Congress bags



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## Congress Bag Inserts

2.000 \$

- Expand your company's marketing opportunities by providing inserts for the Congress Bags.
- Inserts may take the form of flyer, brochure, or gift promoting your company's product or service.
- All inserts are subject to Committee approval.
- Benefit.
- Opportunity to promote your company to all delegates with tangible information

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## Gate on Main Hall

5.000 \$



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Gate on Exhibition Entrance

5.000 \$



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Gate on Exhibition Entrance

10.000 \$





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**Special Dinner for Sharm Derma Board & VIP's (50 Pax) 5.000 \$**



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According to the Organizing Committee's recommendations for all pharmaceutical companies' sessions during Sharm Derma, each speaker can share in only 3 sponsored sessions and be a chairperson in only 3 sponsored sessions.



IN  
TEAMWORK,  
WE BELIEVE



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