

14TH

INTERNATIONAL PAN ARAB LEAGUE OF DERMATOLOGY CONFERENCE

المؤتمر الرابع عشر لرابطة أطباء الجلد العرب

JOINTLY WITH

SHARM DERMA 2014

THE INTERNATIONAL CONFERENCE FOR
DERMATOLOGY & COSMETOLOGY



رابطة أطباء الجلد العرب
Arab League of Dermatology



Sharm
Derma
2014



Pre-Congress courses 25th – 26th November, 2014
Congress 27th – 30th November, 2014
Sharm El-Sheikh, International Convention Center, Egypt

Exhibitor Manual

01 Exhibition



- A Wide area provided for large medical exhibition including some of largest pharmaceutical companies and manufacturers of Dermatological equipment.
- Shell Scheme stand 550 US \$ Per Meter
- Space only stand 500 US \$ Per Meter
- 50 % Deposit is due upon signing the Contract
- Balance Due on 1st July 2014

Sharm Derma 2014 Badge Policy

Exhibitor's badges will be issued with the name of the exhibition firm only. They will be given to you at the registration desk.

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

25th -26th November 2014 07:00 am -11:30 pm

Sharm Derma 2014 Exhibition Official Opening Hours

Thursday	27 th November 2014	12:00 pm - 08:00 pm
Friday	28 th November 2014	10:00 am - 07:00 pm
Saturday	29 th November 2014	10:00 am - 07:00 pm
Sunday	30 th November 2014	10:00 am - 03:00 pm

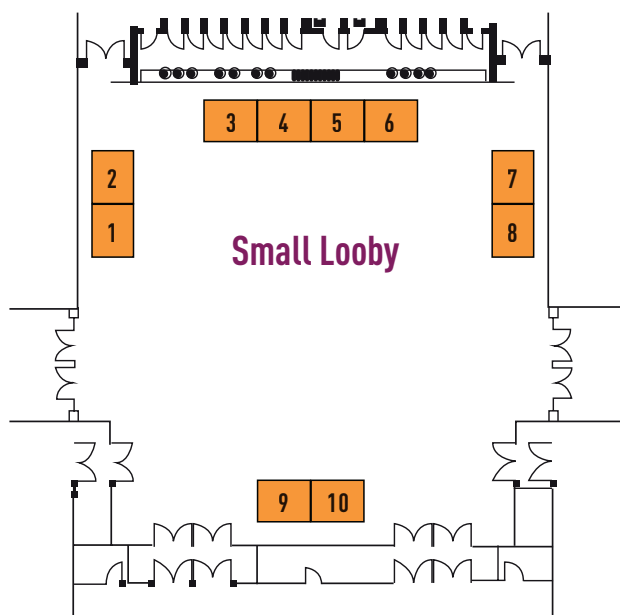
Venue

The Congress will take place at Maritim Jolie Ville, Sharm El-Sheikh, International Convention Center which is ideally located in Um Marikha Bay, Peace Road , Sharm El-Sheikh , South Sinai, Egypt .



Exhibition Area





The Congress will take place at Maritim Jolie Ville, Sharm El-Sheikh, International Convention Center which is ideally located in Um Marikha Bay, Peace Road , Sharm El-Sheikh , South Sinai, Egypt .

- The exhibition is open to all registered attendees.
- It is a comprehensive showcase of the latest developments in the pharmaceutical field, technology, and equipment, and a unique opportunity for learning, information sharing and networking.
- To guide them through the exhibition, participants will find in the Congress bag, a very practical exhibition directory in which are listed contact details and the profile of each exhibiting company.

01 Advertisements & Publications

1 st Announcement	Cover Page	2000 \$
2 nd Announcement	Cover Page	3000 \$

02 Final Program

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

03 Brunch Seminar (Maximum 50 Doctors) 8.000 \$

- 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

04

Lunch Seminar (Maximum 50 Doctors)

10.000 \$

- 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.

05

Early Dinner (Maximum 50 Doctors)

10.000 \$

- 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.

06

Presidential Reception (500 Pax) Thursday 27th Nov. 2014

8.000 \$

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



07

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

08

Sharm Derma Senator Lounge (exclusive) 2.000 \$ 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.

09

Audiovisual Show Support 1500 \$

- 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

10

10- Workshop

- Non Parallel Workshop (Free Admission 40 Doctors) 4,000 \$
- Parallel Workshop (Free Admission 30 Doctors) 3,000 \$



11

Advertising on the Official Congress Website 1000 \$

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



www.sharmderma.net

12

Gala Dinner

25.000 \$

- 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.



13

Slide Show or Small Movie on Gala Dinner

2.000 \$

- Send your Message in the form of a small Movie during Gala Dinner (5 min)
"Special approval from the Scientific Committee is needed"



14

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.



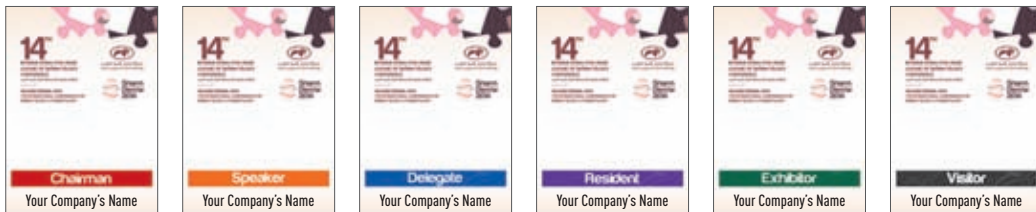
16

- Advertisements & Publications

Registration Badges Sponsor

12.000 \$

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

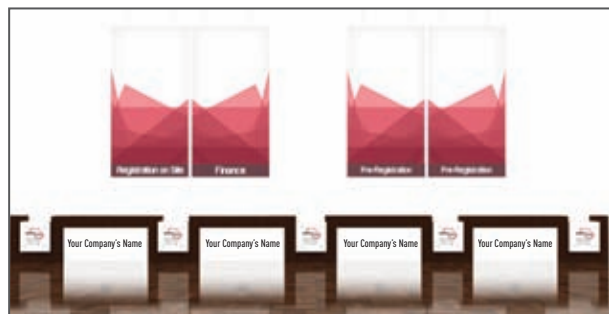


17

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



18

Program at A glance

4.000 \$

- 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.



19

Congress CD Sponsored (Exclusive)

4.000 \$

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



20

Lecture

Parallel

Non - Parallel

- Lecture 20 Minutes	3.000 \$	5.000 \$
Sponsoring Plenary Lectures Non-parallel session		
- Symposium 40 Minutes	5.000 \$	7.000 \$
Sponsoring of 2 or 3 lectures (40 Min)- Non-parallel session.		
- Symposium 60 Minutes	7.000 \$	10.000 \$
Sponsoring of 2 or 3 lectures (60 Min)- Non-parallel session.		



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21

Congress Bag Sponsor (Exclusive)

15.000 \$

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



22

Speakers' Get-Ready Room

2.000 \$

Facilities will be available at the Congress Center for speakers and abstract presenters to check their Presentations.

- Sponsor's name/ company's logo will appear on all signs on this room.
- Opportunity to provide Sponsor's mouse pad at each workstation.



23

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



24

Congress Bag Inserts

1000 \$

- 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

25

Hands-on in the Exhibition Area

3.000 \$

To attract delegates to the exhibition area, 6 rooms of hands-on will be allocated and provided with LCD screens, all through the day, in the exhibition area.

The sessions will include Peeling, Fillers, Botox & Dysport, Laser, Lip augmentation, Hair transplant & Fat transfer, and liposuction.



26



Daily News

2.000 \$ per day

- Summary of the congress whole day Activities (scientific and social).
- It will be distributed at the beginning of the next day immediately to all congress attendees .
- It will be printed in A5 hi resolution quality papers.
- It will contains in a unique way Sponsor company's logo and one advertisement.




Your ADV.
Here

Best Clinical Case Award.... The big challenge

After two hours of case presentations by 47 dermatologists from 14 different countries, the participation of dermatologists from Saudi Arabia, amongst others, was highly appreciated. The award of the Best Clinical Case Award was given to Dr. Sara Ibrahim from Saudi Arabia. The award was presented to her by Dr. Sara Ibrahim, the president of the conference.

Best Clinical Case Award Competition



EGYPT

- 90 MILLION = PEOPLE POWER
- 7 THOUSAND YEARS = CULTURE
- 29 GOVERNORATES = PLACES
- 2 SEAS = GEOGRAPHY
- 1 MILLION SQUARE KILOMETERS = SPACE
- 1 RIVER NILE = LIFE
- 1 GREAT PYRAMID = GLORY

MISR 2000

Medical Conferences



IAPCO Member
In Middle East and Africa

Member since: 2008
Since: 1999
History: Over 400 Event



MEMBER

1 IAPCO PCO = UNIQUE

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