

07 | 08 | 09

NOVEMBER 2017

Gujarat - INDIA

SPONSORSHIP OPPORTUNITIES



PHARMAC

INDIA 2017



PHARMA
ANCILLARY
EQUIPMENT




In today's highly competitive environment, creating and maintaining market-share is crucial to the success of your business. Sponsorship and advertising will enable you to achieve a higher profile during the forthcoming Pharmac India & Pharma Ancillary Equipment Expo 2017 and help promote your particular brand within the industry.

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The background features a light gray gradient with abstract geometric shapes in various shades of blue. These shapes, including triangles and trapezoids, are arranged in a way that suggests a staircase or a series of steps ascending from the bottom left towards the top right. The colors range from a deep navy blue to a bright, vibrant blue.

With this in mind, there are
number of high profile
opportunities on offer

PLATINUM SPONSORSHIP

(1 No) SPONSORSHIP

Cost : **INR 15,00,000/-**

Deliverables:

- A 72 sq meters space on the front row of exhibition floor
- Branding on the welcome entrance gate of the exhibition (4 sides)
- Your logos on all digital & printed promotional materials
- Advertisement on the back cover of Show Directory
- Your logo on all on site branding as Platinum Sponsor
- Your company logo on event website home and visitor registration pages as Platinum Sponsor
- You may also choose any two from “Other Sponsorship opportunities” provided below. The cost for the same should be on or below INR 2,00,000 and should be available on date of confirmation (Special Note: Art work to be provided by sponsor)



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**YOUR
ART
WORK
HERE**

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GOLD SPONSORSHIP

(2 Nos) SPONSORSHIP

Cost: **INR 10,00,000/-**

Deliverables:

- A 36 sq meters space on the front row of exhibition floor
- Your logos on promotional materials as Gold Sponsor
- Inside front cover advertisement in Show Directory
- Your logo on all on site branding as Gold Sponsor
- Your company logo on event web site home and registration pages as Gold Sponsor
- You may also choose any two from “Other Sponsorship opportunities” provided below. The cost for the same should be on or below INR 1,00,000/- and should be available on date of confirmation (Special Note: Art work to be provided by sponsor)

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Other Sponsorship
opportunities



LANYARDS

Issued with an entry badge to all attendees, the sponsor will achieve a high level of exposure during the show.

- Sponsor's logo will appear at regular intervals along the lanyards
- One color on white ribbon background

Cost: **INR 2,00,000/-**



CARRIER BAGS

To be distributed at the entrance, carrier bags provide an excellent high profile branding opportunity.

- Sponsor's logo to be printed on one side of the carrier bags
- Logo to be printed maximum 2 color
- Pharmac India & Pharma Ancillary Equipment Expo logo will appear on the opposite side of the bag

Cost: **INR 5,00,000/-**



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EXHIBITOR RECEPTION (Gala Dinner)

This is a unique opportunity to highlight your presence while networking with fellow attendees during a fun-filled evening. Fine cuisine and live entertainment ensures the evening is a 'must attend' by the exhibitors.

- Banner and company branding displayed at function venue
- Company name and logo on invitations

Cost: **INR 5,00,000/-**





PRESS OFFICE

A number of exclusive opportunities will be made available to the sponsor in order to achieve maximum exposure where it matters most.

- Sponsor to receive acknowledgement in letter of invitation to the press.
- Sponsor's logo to feature on press badges in association with Pharmac India & Pharma Ancillary Equipment Logo.
- Sponsor's logo on Press Office signage.
- Sponsor has the option (**at sponsor's cost**) to provide branded items and/or give away for the Press Office e.g. pens, notepaper, goodies, etc.
- Sponsor's logo to appear on the cover of the Pharmac India & Pharma Ancillary Equipment press pack which is given to all journalists at the show.
- Sponsor's press release bound into the Pharmac India & Pharma Ancillary Equipment press pack.
- An area available within the Press Office where the sponsor can display their press packs and brochures separately from those of other exhibitors.

Cost: **INR 50,000/-**





VISITOR REGISTRATION DESK

- **Display your company advertisement** Highlight your company to visitors when they arrive at the visitor registration desk Remember first impressions count. (1m x 1m banner will be placed at the front side of registration desks facing visitors - 2 desks)
- **Pens & writing pads** Sponsor can provide branded pens and scribbling pads at the registration counter creating immediate brand awareness during and after the show.
- **Registration staff uniforms** This opportunity is exclusive to one exhibitor and will enable you to raise your corporate profile through the provision of branded t-shirts and/or caps for the registration staff to wear throughout the show.

Cost: INR 2,00,000/-

(plus cost of production)



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E-NEWSLETTERS AND BANNERS

Get your message out to pre-registered visitors. As a sponsor your customized banner advertisement can be included in the regular newsletters updating visitors to the show.

Cost: **INR 5000/-**

per newsletter (banner and article will be provided by the sponsor)

RESTAURANT / CAFETERIA

The Sponsor will have exclusive branding of the restaurant/cafeteria areas. In all cases branding to be supplied by the sponsor:

- Signage
- Give-aways from counters and tables

Cost: **INR 1,00,000/-**

(All branding material will be supplied from the sponsor. Organizers can arrange the branding materials on request of the Sponsor)

VISITOR BADGE

Sponsorship of the visitor badge is exclusive.
These will be worn by all visitors.

- Logo of sponsoring company will be added along with Pharmac India & Pharma Ancillary Equipment logo to the badge

(Note: This does not include exhibitor, press, VIP or conference badges)

Cost: INR 2,00,000/-



CONFERENCE AREA

The Sponsor will have exclusive branding of the restaurant/cafeteria areas. In all cases branding to be supplied by the sponsor.

- Signage
- Give-aways from counters and tables

Cost: INR 2,00,000/-

(All branding material will be supplied from the sponsor. Organizers can arrange the branding materials on request of the Sponsor)

PS:

1. Govt Service Tax as applicable will be levied on the above prices additionally
2. All above pictures are for representation purpose only; the actual images on site may vary as per requirement from the venue
3. All art- works, signage, promotional materials where ever required should be provided to organizer as per the deadlines mentioned in exhibitor manual

ALL SPONSORS WILL BE ACKNOWLEDGE ON THE SHOW DIRECTORY

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