



Quality Child C.A.R.E

PEDICON 2020

Indore • 9th - 12th Jan, 2020

Pre-Conference Workshop on 8th of Jan, 2020



57th Annual Conference of the Indian Academy of Pediatrics

Hosted by: Indore Academy of Pediatrics, Indore Society

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C - Comprehensive **A** - Accessible **R** - Relevant **E** - Economical

PARTNERSHIP PROSPECTUS

📍 Brilliant Convention Centre, Indore, Madhya Pradesh

INVITATION LETTER



Dr. V. P. Goswami
Chief Organising Secretary

Dear Partners,

Welcome to the 57th PEDICON - the most prestigious annual conference of the Indian Academy of Pediatrics to be held in the city of Indore. The Indore Academy of Pediatrics has had the proud privilege of hosting PEDICON in 2014 as well. Riding on the resounding success of 2014, we promise you an exciting partnership opportunity this time as well.

It is an exciting time for Pediatrics, as we have branched out into various subspecialties, each with a dedicated chapter in the IAP and a robust number of motivated paediatric sub specialists or 'super specialists'. We have taken great strides in our fields and our results are comparable to any country in the world. However, it is our belief that we now turn our attention towards providing Quality Child C.A.R.E. which means care that is **Comprehensive, Accessible, Relevant and Economical**. Hence we have adopted this mission as the theme of our conference.

Partners have always been supportive of the various educational initiatives undertaken by the Indian Academy of Pediatrics. We are grateful for your support and enthusiasm and we hope that you extend the same this year as well. PEDICON is the most sought after event in Pediatrics. We are confident that PEDICON 2020 will surpass all previous events in terms of registration and footfall. We also need your support for charity camps during PEDICON.

The venue for PEDICON 2020 is the world-class Brilliant Convention Centre which has a proven track record of undertaking events of similar scale. We assure you of the best infrastructural assistance to make your participation in PEDICON 2020 fruitful. At PEDICON 2020, in addition to the traditional Indore hospitality, you can expect an engaging Partnership with well planned opportunities. This will ensure maximum visibility for your research and educational material of awareness. As the new decade approaches, your participation in PEDICON 2020 will definitely strengthen your presence in the pediatric care sector for years to come.

Thanks & Regards,

Dr. V. P. Goswami
Chief Organising Secretary
PEDICON 2020
On Behalf of Organising Committee

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Chief Organizing Secretary
Dr. V. P. Goswami

PEDICON 2020 ORGANISING COMMITTEE

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Dr. Dharendra Jain
Coordinator, Finance Committee

Dr. Mukesh Birla
Chairperson, Finance Committee



WHY TO PARTICIPATE AT PEDICON 2020?

Over the years PEDICON has become the most awaited event for delegates and partners. PEDICON is now considered to be the largest gathering of pediatricians and child health experts in Asia. Some key metrics from PEDICON 2019 have been outlined below:

Delegates at PEDICON 2019



PEDICON 2020 is already poised to break all previous benchmarks in terms of registration. Our early bird campaign (1 month) has seen registration interest like never before. We are proud to announce that as of 15th Mar, 2019, we have crossed 2600 registrations making PEDICON 2020 an ideal platform for Partners to showcase their research and educational material of awareness.

WHO SHOULD PARTICIPATE

- Domestic and multinational companies in the healthcare and allied services sector
- Manufacturers and distributors of all types of Pediatric equipments
- Laboratory testing aids (material testers, raw products for basic science)
- Medical research consulting firms
- Medical software solution providers
- Publishers of medical books and journals
- Hospital furniture and utilities
- Specialty hospitals
- Real estate companies
- Automotive companies
- Hi-tech appliances and high-end gadget/accessories manufacturers

EVENT TIMINGS

Sr. No	Date	Event Entry From	Event Starts	Event Ends	Event Exit
1	9th Jan, 2020	0600 hrs	0800 hrs	1700 hrs	1800 hrs
2	10th Jan, 2020	0700 hrs	0800 hr	1700 hrs	1800 hrs
3	11th Jan, 2020	0700 hrs	0800 hr	1700 hrs	1800 hrs
4	12th Jan, 2020	0700 hrs	0800 hr	1400 hrs	

TITLE/NAMING RIGHTS

Platinum Partner

Available Opportunities - 1 nos.

Total financial commitment of **INR 3,00,00,000 + GST**

- Top tier Logo presence on various conference collaterals and promotional platforms where possible and as approved by Organising Committee
- Top tier Logo presence and preferred general venue branding space of 1500Sqft where possible and as approved by Organising Committee
- Special mention as Platinum Partner during the valedictory function with facilitation of senior manager
- 10 nos. complimentary guest access badges for senior management of partner during the conference and social functions

Gold Partner

Available Opportunities - 4 nos.

Total financial commitment of **INR 2,80,00,000 + GST**

- Second tier Logo presence on various conference collaterals and promotional platforms where possible and as approved by Organising Committee
- Second tier Logo presence and preferred general venue branding space of 1000Sqft where possible and as approved by Organising Committee
- Special mention as Gold Partner during the valedictory function with facilitation of senior manager
- 7 nos. complimentary guest access badges for senior management of partner during the conference and social functions

Silver Partner

Available Opportunities - 4 nos.

Total financial commitment of **INR 2,50,00,000 + GST**

- Third tier Logo presence on various conference collaterals and promotional platforms where possible and as approved by Organising Committee
- Third tier Logo presence and preferred general venue branding space of 800Sqft where possible and as approved by Organising Committee
- Special mention as Silver Partner during the valedictory function
- 5 nos. complimentary guest access badges for senior management of partner during the conference and social functions

ACADEMIC PARTNERSHIP OPPORTUNITIES

Guest Lecture

Available Opportunities - 5 nos.

Financial commitment of INR **30,00,000** + GST

- Opportunity to support a guest lecture of 20 minutes in the scientific session of PEDICON 2020
- Note: Scientific committee will decide on the topic and coverage of the talk. No product promotional material will be allowed
- Cost of travel and logistics of the guest speaker to be borne by the partner. (Speaker will be decided in consultation with organising committee)

Academic Symposia

Available Opportunities - 4 nos.

Financial commitment of INR **40,00,000** + GST

- Opportunity to support an academic symposia of 60 minutes in the scientific session of PEDICON 2020
- Note: Scientific committee will decide on the topic and coverage. No product promotional material will be allowed
- Cost of travel and logistics of the guest speaker to be borne by the partner (Speaker will be decided in consultation with organising committee)

Workshop Partnership

Available Opportunities - 26 nos.

Financial commitment of INR **10,00,000** + GST

- Opportunity to partner with a workshop of your choice at PEDICON 2020
- One banner with company name at the workshop venue
- Two standee at workshop venue
- Workshop Signage to Read "Workshop Supported by X Company"

Content Rights

Available Opportunities - 1 nos.

Financial commitment of INR **40,00,000** + GST

- Opportunity to have exclusive rights to record and publish all talks at PEDICON 2020
- Company to ensure that PPTs of speakers are embedded in a way that is non-transferrable/copyable

Abstract Rights

Available Opportunities - 1 nos.

Financial commitment of INR **20,00,000** + GST

- Opportunity to have exclusive rights to publish all accepted abstracts at PEDICON 2020
- Company to ensure that the published material is embedded in a way that is non-transferrable/copyable

SOCIAL EVENTS PARTNERSHIP OPPORTUNITIES

Presidential Dinner

Available Opportunities - 1 nos.

Financial commitment of INR **55,00,000** + GST

- Opportunity to have a named Presidential Dinner (7.30 PM-11.00 PM)
- All dinner publicity and branding to carry company name and logo on exclusive basis
- Additional venue branding opportunities at the presidential dinner venue will be offered subject to approval of organising committee
- Organising committee to have final say in selection of venues, suppliers and event flow
- Entry and access to the event will be controlled and monitored by the Organising committee. Invitation open only to invited guests and 10 personnel from the partner company

Inaugural Dinner

Available Opportunities - 1 nos.

Financial commitment of INR **1,80,00,000** + GST

- Opportunity to have a named Inaugural Dinner (7.30 PM-11.00 PM)
- Inaugural dinner publicity and branding to carry company name and logo on exclusive basis e.g. Inaugural Dinner supported by "X Company"
- Additional venue branding opportunities at the presidential dinner venue will be offered subject to approval of organising committee
- Organising committee shall select venues, suppliers, vendors and event flow
- Entry and access to the event will be controlled and monitored by the Organising committee. Invitation open only to registered conference delegates and 40 personnel from the partner company

Banquet Dinner - 1

Available Opportunities - 1 nos.

Financial commitment of INR **2,20,00,000** + GST

- Opportunity to have a named Banquet Dinner (7.30 PM-11.00 PM)
- All dinner publicity and branding to carry company name and logo on exclusive basis e.g. Banquet Dinner supported by "X Company"
- Additional venue branding opportunities at the banquet dinner venue will be offered subject to approval of organising committee
- Organising committee shall select venues, suppliers, vendors and event flow
- Entry and access to the event will be controlled and monitored by the Organising committee. Invitation open only to registered conference delegates and 20 personnel from the partner company
- All money will be routed through PEDICON 2020

Banquet Dinner - 2

Available Opportunities - 1 nos.

Financial commitment of INR **2,20,00,000** + GST

- Opportunity to have a named Banquet Dinner (7.30 PM-11.00 PM)
- All dinner publicity and branding to carry company name and logo on exclusive basis e.g. Banquet Dinner supported by "X Company"
- Additional venue branding opportunities at the banquet dinner venue will be offered subject to approval of organising committee
- Organising committee shall select venues, suppliers, vendors and event flow
- Entry and access to the event will be controlled and monitored by the Organising committee. Invitation open only to registered conference delegates and 20 personnel from the partner company
- All money will be routed through PEDICON 2020

ZONE PARTNERSHIP OPPORTUNITIES

Registration Area

Available Opportunities - 1 nos.

Financial commitment of INR **80,00,000** + GST

- Exclusive branding opportunity of the registration desk and registration desk backdrop
- All registration desk personnel to wear uniform of the partner company (to be provided by partner)
- All lanyards to have partner logo
- Space provided for building of reception counter (to be done by partner)
- Exclusive entry of 10 personnel along with company pass entitlements into the delegate, OC, faculty and VIP registration areas
- Opportunity to provide handouts, gifts etc. to delegates (to be printed and procured by partner) after confirmation by organising committee

Food Court

Available Opportunities - 1 nos.

Financial commitment of INR **2,00,00,000** + GST

- Exclusive branding opportunity of the food court lunch area (Main food court that will be operational on all days)
- All catering personnel to wear uniform of the partner company (to be provided by partner)
- Space provided for building of welcome counter (to be done by partner)
- Exclusive entry of 10 personnel along with partner pass entitlements into the zone

Cloak Room

Available Opportunities - 1 nos.

Financial commitment of INR **30,00,000** + GST

- Opportunity to exclusively manage and brand all cloak rooms across the venue during PEDICON 2020
- Pre-constructed cloak rooms will be provided by the Organising committee at various locations
- Company personnel to manage end-to-end cloak room operations
- Luggage tags can have company branding (to be printed and procured by partner)
- Exclusive entry of 20 personnel along with partner pass entitlements for managing the various cloak rooms

Preview Room

Available Opportunities - 1 nos.

Financial commitment of INR **25,00,000** + GST

- Exclusive branding opportunity of the preview room
- Preview room name to be re-branded as "X Company Preview Room"
- All event personnel to wear uniform of the partner company (to be provided by partner)
- Space provided for building of welcome counter (to be done by partner partner)
- Exclusive entry of 8 personnel along with partner pass entitlements into the zone

Faculty Lounge

Available Opportunities - 1 nos.

Financial commitment of INR **25,00,000** + GST

- Exclusive branding opportunity of the preview room
- Faculty lounge name to be re-branded as "X Company Faculty Lounge"
- Food and beverages as per policy and safety guidelines can be served by the partner company
- All event personnel to wear uniform of the partner company (to be provided by partner)
- Space provided for building of welcome counter (to be done by partner)
- Exclusive entry of 10 personnel along with partner pass entitlements into the zone

ZONE PARTNERSHIP OPPORTUNITIES

Hospitality Lounge

Available Opportunities - 1 nos.

Financial commitment of INR **1,00,00,000** + GST

- Opportunity to create company branded hospitality lounge
- Organising Committee to provide a bare space
- All expenses towards construction and decoration (as per conference theme) to be done by partner company
- Exclusive entry of 20 personnel along with partner pass entitlements into the zone

Tea/Coffee/Water Station

Available Opportunities - 1 nos.

Financial commitment of INR **50,00,000** + GST

- Opportunity to brand the tea/coffee/water stations placed at various areas within the convention centre
- All catering personnel to wear uniform of the partner company (to be provided by partner)
- Option (at partner company's cost) to build custom tea/coffee booth at various locations
- **Note:** Stocking, serving, refilling, disposal, health & safety, vendor selection and licenses to be managed by the organising committee.

Help Desk

Available Opportunities - 1 nos.

Financial commitment of INR **50,00,000** + GST

- Opportunity to brand the Help desks placed at various areas within the convention centre
- All help desk personnel to wear uniform of the partner company (to be provided by partner)
- Option (at partner company's cost) to build custom help desk booth at various locations
- **Note:** Help desk manpower to be provided by the organising committee.

Logistic Partner

Available Opportunities - 1 nos.

Financial commitment of INR **1,50,00,000** + GST

- Opportunity to support the complete transfers of participating delegates and faculty from various transportation hubs (airport, bus stand and railway stations) to various drop locations (selected hotels across the city and venue). Partner company can display their name on the vehicle.
- Further transfers to be supported from the various hotels to the venue for 4 days on a pre-determined circuit transfer route
- All management personnel to wear uniform of the partner company (to be provided by partner)
- Option (at partner company's cost) to undertake the entire opportunity on actual expenditure

Venue Wifi

Available Opportunities - 1 nos.

Financial commitment of INR **15,00,000** + GST

- Opportunity to brand the Wifi landing page, Wifi name and Wifi password
- Logo on the wifi password distribution desk
- Option (at partner company's cost) to provide branded print coupons of wifi password

EXHIBITION PARTNERSHIP OPPORTUNITIES

Category	Pavillion (Big)	Pavillion (Mid)	Pavillion (Small)	Elite	Premium
Size of Stall	8m x 5m	6m x 5m	4m x 5m	3m x 3m	3m x 2m
Inclusions	Bare demarcated spaces for building of custom pavillion	Bare demarcated spaces for building of custom pavillion	Bare demarcated spaces for building of custom pavillion	Pre-fabricated octanorm structure, carpet, 1 table, 2 chairs, 1 5/15 Amp power point, dustbin, fascia name printing	Pre-fabricated octanorm structure, carpet, 1 table, 2 chairs, 1 5/15 Amp power point, dustbin, fascia name printing
Power	5 KVA	5 KVA	3 KVA	1 KVA	1 KVA
Financial Commitment	INR 25,00,000 + GST	INR 22,00,000 + GST	INR 20,00,000 + GST	INR 15,00,000 + GST	INR 10,00,000 + GST
Partner Badges	8	8	8	4	3

OTHER OPPORTUNITIES

Sr. No.	Particulars	Financial Commitment
1	Delegate Kit Branding	INR 1,20,00,000 + GST
2	Chair cover branding - Hall 1	INR 35,00,000 + GST
3	Chair cover branding - Hall 2 to Hall 5	INR 20,00,000 + GST each
4	Chair cover branding - Hall 6 to Hall 10	INR 10,00,000 + GST each
5	Three minute video screening during lunch or dinner as per direction of organising committee	INR 20,00,000 + GST
6	Mini Sofa and small sitting stools in entire conference area designated by organising committee	INR 20,00,000 + GST
7	Mandatory Advertisement on Mobile App (Splash screen)	INR 15,00,000 + GST
8	Digital Signage (30 sec. rotational slot on 10 Large LED Walls)	INR 12,00,000 + GST
9	Digital Logo display on 8 LED Cubicles	INR 12,00,000 + GST
10	Pedicon Balloon with company logo	INR 10,00,000 + GST
11	4 Advertisements on Website home page (For main partners)	INR 10,00,000 + GST
12	Full page advertisement in the program booklet (Print and e- version)	INR 8,00,000 + GST
13	Brochure or flyer insert in delegate kits	INR 7,00,000 + GST
14	One standee in area designated by organising committee	INR 3,00,000 + GST
15	One Push Notifications on Mobile App	INR 1,50,000 + GST
16	One SMS to all registered delegates	INR 1,00,000 + GST
17	One Email to all registered delegates	INR 1,00,000 + GST

APPLICABLE TAXES

- Kindly note that the value of all of the opportunities above is excluding mandatory Goods and Services Tax (GST). The current applicable taxes are outlined below. Taxes are subject to change as per government regulations at the time of confirming.
- GST for partnership opportunities is to be paid directly by the partner company under the reverse charge mechanism (RCM) and reflected online within a month.

TERMS AND CONDITIONS

- All partnership opportunities have been quoted in gross terms. Mandatory govt. taxes as applicable at the time of booking will be levied (currently GST at 18%).
- All payments to be done and completed by 30th of Nov, 2019.
- Partners confirming and clearing dues before the 15th of July, 2019 are eligible for a 15% discount on the total value and a 10% discount on the total value if confirmation and clearance of dues is done before 15th of August, 2019.
- Fascia name must be submitted to the event organizers by email at least 15 working days prior to the event.
- The number of partner badges provided with the participation have been outlined above. Should you need more badges, kindly pre-purchase them by writing to pedicongoswami@gmail.com. Badges for company personnel will be made available at:
 - Full conference pass - INR 20,000 inclusive of taxes
 - Day pass - INR 6,000 inclusive of taxes
- The partner will have to abide by Fire and Safety norms of Brilliant Convention Centre. A copy can be requested by writing an email to pedicongoswami@gmail.com
- Each stall will be given 1 KVA power (Single Phase). Additional power or three Phase connection can be bought at additional cost by writing an email to pedicongoswami@gmail.com 15 working days prior to the event.
- Dinner and Banquet invitation is not open to company personnel or partners.
- No nailing will be allowed on octanorm stalls. For branding purposes only, normal double sided tapes can be used.
- Partners can display banners and hoarding only within designated stall areas. No banners or display boards are allowed outside the designated stalls unless venue branding related partnerships have also been taken.
- Any damage caused to the octanorm sheets or stall material will have to be compensated to the contractor.
- Subletting of stall will be considered as breach of contract and in such a case the stall owner will be asked to vacate the stall with immediate effect and a fine of INR 1,00,000 + Taxes will be charged.
- Sharing of stall is strictly not allowed.
- Goods and Material displayed in stalls should be as per Government Rules & Regulations.
- Overnight retention of goods in respective stalls will be at the sole risk of the partners. Organizers will take no responsibility for loss or damages of goods, banners or any other promotional material.
- No storage space for boxes, consumables etc. will be provided. partners have to make arrangements for this by themselves in their stall. Alternatively, lockable furniture will be available for booking 15 working days prior to the event. partners may book the same and pay directly.
- Partners/3rd party companies will have to obtain a gate pass from Brilliant Convention Centre management while getting material inside or out of the venue. Event management agency and organizers are not responsible for this.
- Organizers reserve all rights to alter the stall layout or allocation of stalls.
- 3rd party insurance has been taken for the overall event. partners are requested to take individual booth insurance if needed.
- Partner has to deposit INR 1,00,000 as advance security deposit in addition to their total agreed amount

In case of cancellation by the company, the organizers shall retain:

- 30% of the agreed amount if the cancellation/modification is made on or before 90 days till conference
- 70% of the agreed amount if the cancellation/modification is made between 90-30 days till conference
- 100% of the agreed amount if the cancellation/modification is made 30 days till conference date

In case of event cancellation due to any reason:

- Organizers will inform all partners about revised dates and extend same rates/packages
- Not retain any amount if revised dates do not align with the expectations of the partners

Conference Secretariat:

PEDICON 2020

Dr. V. P. Goswami, Chief Organizing Secretary

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