SPONSORSHIP AND EXHIBITION PROSPECTUS

Invitation to Industry
9th August 2020

www.acpindiachapterconference.org
Dear Industry Partner,

Warmest greetings from American College of Physicians, India Chapter!

**ACP India Chapter brings to you the first ever 3D VIRTUAL conference in the history of ACP – India Chapter.**

It is our pleasure and privilege to present to you the exhibition and partnership opportunities and invite you to participate in the conference.

**Virtual Event brings with it an array of opportunities to connect with your peers, clients, prospects & leads. Going virtual is the need of the hour and with this thought we have come together and created virtual platform for you and our colleagues to come together discuss science and connect.**

On behalf of the Organizing Committee, I look forward to welcoming you virtually. Please go through the prospectus and select the best option in our virtual conference.

Warm Regards,

Dr A. Muruganathan  
Governor – ACP-India Chapter  
Scientific Chairman – ACPCON 2020
ACP recognizes that industry plays a huge part in the success of the conference and it is our aim to work with you to ensure your visibility is strong and that there are plenty of platforms to interact with the delegates.

Whether it is to influence, create lead generation or to raise your company’s profile through brand visibility, we have various categories for you to achieve your marketing objectives and offer a valuable experience to the participants.
ACPCON 2020
ORGANIZING COMMITTEE

Governor
Dr. A. Muruganathan / Tirupur

Governor Elect
Dr. Anuj Maheshwari / Lucknow

Vice President
Dr. Jyotirmoy Pal / Kolkata

Secretary
Dr. K. Mugudhan / Chennai

Treasurer
Dr. R. Rajasekar / Kumbakonam

Immt. Past Governor
Dr. S. B. Gupta / Mumbai

Dr. Dwijen Das / Silchar

Dr. Jatinder K. Mokta / Shimla

Dr. Jayant K Panda / Cuttack
Dr. Mangesh Tiwaskar / Mumbai
Dr. Meenakshi Bhattacharya / Aurangabad
Dr. Sudhir Mehta / Jaipur
Dr. Vidya Menon / Kochi
Dr. Suresh Babu / Mysore
Dr. Minal Mohit / Jaipur
Dr. Selva Saravanan / Tirupur

Scientific Committee
Dr. A. Muruganathan / Chairman
Dr. Apurba Mukherjee / Kolkata
Dr. Sekhar Chakraborty / Siliguri
Dr. Sabitha Krishnamoorthy / Kochi

Registration Committee
Dr. R. R. Singh / Jhansi
Dr. N. K. Singh / Bihar
Dr. J. K. Sharma / Delhi
Dr. Subrahmanyam Karuturi / Rajahmundry

Industries & Exhibition Committee
Dr. Anita Namibar / Kochi
Dr. Sangram Biradar / Gulbarga
Dr. Divya Saxena / Delhi
Dr. Amit Saraf / Mumbai

Audio Visual Committee
Dr. S. V. Kulkarni / Mumbai
Dr. Amit Gupta / Delhi
Dr. Amitabh Sagar / Dehradun
Dr. N. N. Anand / Chennai

Poster Presentation
Dr. Partha S. Karmakar / Kolkata
Dr. Narsing Verma / Lucknow
Dr. Amit Varma / Dehradun
Dr. Bidita Khandelwal / Gangtok
ACPCON 2020 NATIONAL & INTERNATIONAL FACULTIES

International

Dr. Darilyn Moyer  
MD, FACP  
USA

Dr. Bruce Silver  
MD  
USA

Dr. David Rizik  
MD  
USA

Dr. Elisa Choi  
MD, FACP, FIDSA  
USA

Dr. George M. Abraham  
MD, MPH, FACP, FIDSA  
USA

Dr. Harumi Gomi  
MD, MPH, MHE, DTM&H, DMSc, FACP, FIDSA  
Japan

Dr. H.A.M. Nazmul Ahasan  
FCPS, FRCPG, FRCPE, MACP  
Bangladesh

Dr. Irma Luisa Ceja Martinez  
MD, FACP  
Mexico

Dr. Jeffrey Schriber  
USA

Dr. Manju Chandran  
MD, FACP, FACE, FAMS, CCD  
Singapore

Dr. Molz M Kasubhai  
MD, MRCP  
USA

Dr. Priya Radhakrishnan  
MD, FACP  
USA

Dr. Stephen D. Sisson  
MD, FACP  
USA

Dr. Waqar Habib Ahmed  
MD MS FACC FACP  
Saudi Arabia

National

Dr A V Srinivasan  
MD, DM, PHD, DSC, FRCP (LON) FAAN, FIAN  
India

Dr. C. Venkat S. Ram  
India

Dr. D. Nageshwar Reddy  
M.D, D.M, D.Sc., FAMS, FRCP, FASGE, FACG, MIGQ, AGAF  
India

Dr. D. Suresh Kumar  
India

Dr. Georgi Abraham  
MD, FRCP  
India

Dr. Randeep Guleria  
India

Dr. V. Mohan  
India

Chief Guest  
To inaugurate the conference on 9th August  
Dr Soumya Swaminathan  
Chief Scientist, WHO

Guest of Honour  
Dr. Jacqueline Winfield Fincher  
President of the American College of Physicians (ACP), USA

...and many more to join
REASONS TO PARTICIPATE:

- First ever virtual conference in the history of Indian Medical Fraternity with a 3D environment and various engagement activities
- Virtual event will attract large scale participation, beyond the numbers ever touched in past ACP conferences
- ACP speakers and program content aims to form a radical wealth of knowledge in the community with advanced sessions and pioneering topics
- An ever-increasing research will benefit from ACPCON’s efforts to advance and improve the knowledge and practice
- Internationally & Nationally acknowledged experts will enrich the scientific value of the sessions, discussions, etc.
- Participation as exhibitor and sponsor will ensure premium high-value visibility across a wide spectrum of Healthcare professionals
- Promotion of ACPCON will be done extensively through electronic and social media by engaging with the community in large and various relevant and supporting associations and organizations
- Showcasing your latest products and systems, at the exhibition, will enrich the learning experience for the attendees

BENEFITS TO PARTICIPATE:

- Individual Virtual Exhibition Stall with specific design
- Recorded Video byte on the Stall (Video clip about the product/company)
- Company Profile demonstration (PDF documents)
- Product Portfolio demonstration (PDF documents to download and save to attendee briefcase)
- Live Chat between exhibitor & stall visitor
- Schedule a call or virtual meeting between exhibitor & stall visitor
- Business Card Exchange
- Lead Retrieval
- Database availability of stall visitors
- Tailor made options are available to suit your needs
- Freebies to attendees for visiting your stalls
DIAMOND SPONSOR:
INR 6 LACS
ONLY 2 SLOTS AVAILABLE

- One Premium Virtual Booth
- One 25-minute scientific session
- Logo on the conference log in page
- Acknowledgment in the Virtual Event Lobby as Platinum Sponsor
- Acknowledgment on the exhibition pathway
- Pre-loaded company literature in the Virtual Delegate Kit
- Hyperlinked logo on the conference website
- Three Social Media Post with branding
- Three E-mail invitations to delegates with company branding
- One Thank you e-mail on behalf of the sponsor to all the attendees
- One Full Page Advertisement in the Conference Guide

- Complimentary Delegate Registrations: 200
- Complimentary Faculty Registration: 15
- 30 days post event availability of content
- Access to scientific sessions - 20
- Live Chat facility with delegates
- Lead Retrieval
- Stall visitor can request an appointment with the sponsor
- Company profile demonstration on the stall
- Company Portfolio in downloadable format
- Relationship Manager contact details for visitor purposes
- Permission to distribute company branded freebies to delegates
PLATINUM SPONSOR: 
INR 4 LACS 
ONLY 2 SLOTS AVAILABLE

- One Premium Virtual Booth
- Logo on the virtual conference log in page
- Acknowledgment in the Virtual Event Lobby as Platinum Sponsor
- Acknowledgment on the exhibition pathway
- Hyperlinked logo on the conference website
- Pre-loaded company literature in the Virtual Delegate Kit
- Two Social Media Post with company branding
- Two E-mail invitations to delegates with company branding
- One Full Page Advertisement in the Conference Guide

- Complimentary Delegate Registrations: 100
- Complimentary Faculty Registration: 10
- Access to scientific sessions - 15
- Live Chat with delegates
- Lead Retrieval
- Stall visitor can request an appointment with the sponsor
- Company profile demonstration on the stall (video)
- Company Portfolio in downloadable format (PDF)
- Relationship Manager contact details for visitor purposes
GOLD SPONSOR: INR 3 LACS

- One Premium Virtual Booth
- Acknowledgment in the Virtual Conference Lobby as Gold Sponsor
- Hyperlinked logo on the conference website
- One E-mail invitations to delegates with company branding
- Complimentary Delegate Registrations: 50
- Complimentary Faculty Registration: 5
- Access to virtual conference - 8
- Live Chat facility with delegates
- Lead Retrieval
- Stall visitor can request an appointment with the sponsor
- Company portfolio in downloadable format (PDF)
- Company profile demonstration on the stall (video)
- Relationship Manager contact details for visitor purposes

SILVER SPONSOR: INR 2 LACS

- One Virtual Booth
- Acknowledgment in the Virtual Conference Lobby as Silver Sponsor
- Logo on the conference website as Silver Sponsor
- Complimentary Delegate Registrations: 20
- Access to virtual conference - 4
- Company Portfolio in downloadable format (PDF)
- Live chat facility with delegates
- Lead Retrieval
- Stall visitor can request an appointment with the sponsor
- Relationship Manager contact details for visitor purposes
REGULAR EXHIBITOR
INR 1 LACS
15 STALLS AVAILABLE

- One Virtual Booth
- Logo on the conference website as Exhibitor
- Access to virtual conference - 2
- Relationship Manager contact details for visitor purposes

SPECIAL REQUESTS
Tailor packages can be arranged to suit your objectives. Please feel free to contact the conference secretariat to discuss your needs (Contact information provided in the “General Information” section)

VIRTUAL TOUR
A virtual tour (teaser) can be given to showcase the opportunities to meet your demands as a sponsor
NOW A FULLY VIRTUAL EXPERIENCE

Agenda Video Streaming
Live conference sessions including topic focused presentations and panel discussions from leading speakers.

Virtual Meeting
Our virtual platform is easy to navigate and will allow you to view presentations, participate in Q&A sessions with speakers.

Virtual Exhibition
Exhibitors and attendees can engage with each other through live chat on the virtual exhibition floor, download brochures and send meeting requests.

Networking
Chat with your fellow attendees and exhibitors.

Engagement Activities
Participate in quizzes, live polling, surveys, etc.

Virtual Pass Access
Access includes Live sessions, recorded sessions, E-posters and Exhibition.
NETWORKING AND BRANDING OPPORTUNITY

- Virtual Exhibition
- Connect with the attendees in Real-time with chat tools
- Request a meeting with a personal message
- Dedicated networking page for each sponsor
- Pop up adverts
VIRTUAL MEETINGS
- Connect with all participants
- Information desk and live chat assistance
- Feedbacks and surveys
- Virtual briefcase for collecting paraphernalia
- Make notes and download post meeting

NETWORKING
- Instant Messaging available between participants
- Network and set up virtual meetings with other users
- Live chat with exhibitors and peers

VIRTUAL PASS ACCESS
- Live sessions
- Access to recorded sessions after the conference
- E Poster Sessions
- Exhibitions
AGENDA VIDEO STREAMING
- Detailed conference agenda
- Personal agenda for attendees
- Attendees can save specific sessions to their personal agenda
- Live streaming of conference sessions, networking and interaction
- Easily cycle between sessions, video, comments and Q&A

ACTIVITY FEED
- Post photos, messages and comments
- Make announcements to all users
- Engage with like-minded people

Q&A & LIVE POLLING
- Participants can ask questions
- All participants can ask and view questions anywhere in the world
- Access live polls instantly
- All participants can respond to polls from anywhere in the world
WHY PARTNER

As a sponsor or exhibitor you are supporting the first-ever online conference for ACPCON 2020. The virtual conference gives you a unique educational experience and the opportunity to engage with thousands of physicians and other specialty doctors.
TARGET AUDIENCE

Physicians
Internal Medicine Experts
Critical Care Experts
Neurologists
Endocrinologists
Diabeticians

Junior Doctors
Gastroenterologists
Medical Experts
Pharmaceuticals
Researchers & Scientists
# Other Sponsorship Opportunities:

<table>
<thead>
<tr>
<th>Category</th>
<th>No.</th>
<th>Sponsorship</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Sponsored Scientific Session - 25 minutes</td>
<td>1</td>
<td>INR 3 Lacs</td>
<td>Video bytes between breaks in Auditorium - Each</td>
</tr>
<tr>
<td>Photo Op - Lobby</td>
<td>1</td>
<td>INR 2 Lacs</td>
<td>3D Logo in the lobby</td>
</tr>
<tr>
<td>Information Desk - Lobby</td>
<td>1</td>
<td>INR 2 Lacs</td>
<td>Branding on the information desk</td>
</tr>
<tr>
<td>Delegate Dinner - 9th August</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>Dinner shall be delivered to delegates’ residence with SMS text</td>
</tr>
<tr>
<td>Virtual Posters Gallery</td>
<td>1</td>
<td>INR 2 Lacs</td>
<td>Branding on screens / in the area</td>
</tr>
<tr>
<td>Recorded Session Gallery</td>
<td>1</td>
<td>INR 3 Lacs</td>
<td>Session recordings shall be available post event, the sponsor branding shall be available</td>
</tr>
<tr>
<td>Conference Gift</td>
<td>1</td>
<td>INR 5 Lacs</td>
<td>T-shirts / bags shall be delivered to delegates by pharma representatives</td>
</tr>
</tbody>
</table>
REFERENCE IMAGES

*The images are for reference purpose, the actual environment shall differ from this.
EXPLANATION OF BENEFITS

1. **Pre-recorded Videos**: Sponsors can upload a pre-recorded video of their products and services to their exhibitor booth. Videos must be 5 minutes or less. There is a limit of two videos per booth.

2. **Free sponsors attendee Passes**: The passes allow you, a colleague or a client, to attend the virtual conference and the post-event access.

3. **Brand awareness**: Through pre-event and post-event marketing efforts. Differentiate yourself from the competition and position your brand as the leading go-to solution for potential buyers.

4. **External Marketing Inclusions**: Our marketing team will be sending promotional and follow-up emails about the conference to our entire database nationwide, as well as social media marketing which reaches over 70,000 users. Sponsor logos with links to your website will be included in these communications.

5. **Text/Group Chat**: Event attendees, exhibitors, speakers and sponsors can participate in real time chat during the conference.
EXPLANATION OF BENEFITS

SPONSORSHIP & EXHIBITION
The Conference & Exhibition will be held Virtually.

ALLOCATION OF EXHIBITION SPACE
Space Allocation will be made on a “first come, first served” basis. A completed Exhibition Booking Form should be emailed to ensure reservation of a desired location. Upon receipt of the Exhibition Booking Form, space will be confirmed and an invoice will be mailed. Space allocations will be made in the order in which application forms & payment are received.

EXHIBITORS’ TECHNICAL MANUAL
An Exhibitors’ Technical Manual outlining all technical aspect sof exhibition will be circulated 15 days prior to the conference.

PAYMENT METHODS
- NEFT/RTGS
- Demand Draft / Cheque
- Bank Transfer

PAYMENT DETAILS
Sponsor/Exhibitor is responsible for all bank transfer fees. It is necessary to enclose a copy of the Payment/Transaction Advice obtained from your bank to identify you and confirm your payment.

BANK DETAILS
Account Name: American College of Physicians India Chapter Conference
Account Number: 502 000 369 913 83
Bank Name & Address: HDFC Bank, No.14, Aristo International, Mahaveer Colony, Sabapathipuram, Tirupur – 641601, Tamil Nadu
IFSC Code: HDFC0000445

All invoices for exhibition space shall be issued by ACPCON in INR. For payments in other currencies, please note the current conversion rate as per RBI would apply. All completed sponsorships / exhibition space booking forms along with Demand Draft / Bank Transfer Payment Transaction Advice must be sent via e-mail to the conference secretariat.

PAYMENT TERMS
50% payable on presentation of the invoice
50% payable by 15 July 2020

CANCELLATION TERMS
Cancellation and changes to your original bookings must be made in writing to Conference Secretariat. If the exhibitor withdraws from the exhibition after signing and returning the booking form, they will be liable to pay the following cancellation fees:

On or before 15 July 2020: 50%
After 15 July 2020: 100%
Dr A. Muruganathan
Governor: ACP India Chapter
Chairman: Scientific Committee
80124 16872
governoracpindia@gmail.com
No. 34, KPN Colony,
3rd Street, Tirupur - 641 601
Tamil Nadu

Udit Joshi
90306 95668
acpcon2020@mci-group.com
Mansarover Building, 366,
Third Floor, Mehrauli-Gurgaon Rd,
Sultanpur, New Delhi - 110030