



SPONSORSHIP BROCHURE

71st Annual Conference of IAPM & IAP-ID
6th-10th December' 2023

Organized by: **DEPARTMENT OF PATHOLOGY**
All India Institute of Medical Sciences, Ansari Nagar, New Delhi 110029
In collaboration with:
IAPM, IAP-ID & the Pathology Education Society

Dear Colleagues and friends,

Greetings from the Capital city of India...!

On behalf of the Organizing Committee of APCON 2023, we extend a warm invitation to all to attend the 71st Annual Conference of Indian Association of Pathologists and Microbiologists being organized in collaboration with the Indian Association of Pathologists and Microbiologists, International Academy of Pathology- Indian Division, Pathology Education Society, and the Department of Pathology, AIIMS, New Delhi from December 6th to 10th, 2023 at the All India Institute of Medical Sciences (AIIMS), New Delhi. After hosting the 1963 and 1974 Annual Conferences, we are gearing up to host yet another memorable APCON in 2023 after a long hiatus.

The theme for 2023 APCON is '**Pathology at the forefront of Precision Medicine**' keeping in view that pathology and laboratory science and associated technical advancement have made laboratory medicine and pathology practice an integral part of patient management decisions. Also, there has been tremendous progress in the field of Pathology over the last decade and we hope to provide the delegates with an opportunity to update themselves with the recent advances that took place in the field. Carefully chosen National and International experts with proven contributions in the field will engage in academic sessions, multiple hands-on workshops, CMEs, breakfast sessions, and deliver orations. Apart from the rich scientific program, we wish to introduce the concept of 'Late Evening Sessions', 'Topics beyond Pathology to excel', 'Sponsored Symposium', etc., in addition to the conventional sessions mentioned above.

Not only in academics, but we have also planned the inclusion of top-notch industry partner participation, exhibition, and interesting participant-exhibitor engagement programs.

To abreast you about all upcoming information throughout the year, we have designed a superb 'APCON 2023' website. The conference mobile application will be available on the Android and Apple app stores well before the commencement of this grand event and the link will be shared with registered delegates.

Also, keeping in mind the uniqueness of the city, excellent monuments, and infrastructure, and superb connectivity with the rest of the country and world, we not only chose Delhi as the venue of APCON 2023 but also to host the event at AIIMS, New Delhi itself, because this great institute has motivated several young generations to innovate and excel over decades. With great programming, a world-class venue, delicious meals, and enthralling entertainment, we are confident that APCON 2023 will be an event to remember.

We wholeheartedly welcome you to join us for APCON 2023 in "The Capital City – New Delhi."



Prof. V K Iyer
Organizing Chairman



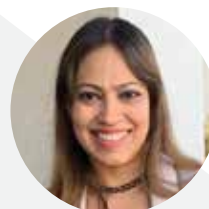
Prof. Prasenjit Das
Organizing Secretary



Prof. Sudheer K Arava
Co-Organizing Secretary



Prof. Geetika Singh
Treasurer



Dr. Aanchal Kakkar
Co-Treasurer

SPONSORSHIP OPPORTUNITIES:

[Expected delegates 1500]

1. Platinum Sponsor Rs. 16 lacs (including GST)

- Complimentary exhibition space/pavilion at the most prime location (Stall size: 3 x 6 m)
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program guides, etc.
- The name and Logo will be placed on the conference Website
- 6 Standee panels display space at the Conference venue
- Name & Logo on the Supporters panel
- 4 daily lunch coupons and exhibitor badges
- 2 slide shows of 5 min duration during the conference Lunch & Tea/Coffee breaks at a suitable time slot and venue decided by the organizers
- Free placement of leaflet/brochure in registration kit

2. Diamond Sponsor Rs. 13 lacs (including GST)

- Complimentary exhibition space/pavilion at the most prime location (stall size: 3 x 2 m)
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program guides, etc.
- The name and Logo will be placed on the conference Website
- 2 Standee panels display space at the Conference venue
- Name & Logo on the Supporters panel
- 2 daily lunch coupons and exhibitor badges
- 1 slide show of 3 min duration during the conference Lunch & Tea/Coffee breaks at a suitable times lot and venue decided by the organizers
- Free placement of leaflet/brochure in registration kit

3. Gold Sponsor Rs. 9 lacs (including GST)

- Complimentary exhibition space/pavilion at the prime location (stall size 3 x 2 m)
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program guides, etc.
- The name and Logo will be placed on the conference Website
- Name & Logo on the Supporters panel.
- 1 Standee panel display space at the Conference venue
- 2 daily lunch coupons and exhibitor badges
- One slide show of 2 min duration during Conference breaks at a suitable time slot and venue decided by the organizers
- Free placement of leaflet/brochure in registration kit

4. Silver Sponsor Rs. 5 lacs (including GST)

- Permission to put branding in the lunch area
- Special mention on the direction signages
- Acknowledgment in the final brochure
- Tent cards on the table with company logo (printing of cards by Grant Supporter)
- Will be allowed to put 2 Rollup standees in the lunch area
- Company logo on the website
- 2 daily lunch coupons and exhibitor badges

5. Stall only (3 x 2 m) Rs. 2.5 lacs (Rs. 50,000 extras for corner stalls) (including GST)

- Octanorm Panel Structure
- Fascia Plate
- 2 PowerPoint / Socket
- 3 Spotlights
- 1 Table (110 cm x 50 cm)
- 2 Wastepaper Basket
- 3 Chairs
- Carpet inside the stall
- 2 daily lunch coupons and exhibitor badges



6. Stall only (2 x 2 m) Rs.2 lacs (Rs. 50,000 extras for corner stalls) (including GST)

- Octanorm Panel Structure
- Fascia Plate
- 1 PowerPoint / Socket
- 2 Spotlights
- 1 Table (110 cm x 50 cm)
- 1 Wastepaper Basket
- 2 Chairs
- Carpet inside the stall
- 2 daily lunch coupons and exhibitor badges



7. Advertisement in the APCON 2023 Printed Souvenir (including GST)

- Back cover full page Rs. 1,20,000
- Second cover full page Rs. 80,000
- Third cover full page Rs. 70,000
- Colour Full page Rs. 60,000
- Black & White full page Rs. 40,000
- Black & White Half page Rs. 25,000

8. Website advertisements

Rs. 5 Lacs, with an option of hosting 3 min product launch video on the website and mobile apps

9. Display of Banners at a suitable place and time as decided by the organizers

Rs 45,000 (including GST)

10. Sponsored Satellite Hands-on-workshop (5 slots only)- 5 Lakhs each (including GST)

- The date of the sponsored Hands-on workshop would be 6th December 2023.
- The venue hall will be provided by the organizer.
- The industry partner should arrange all necessary infrastructure to conduct the hands-on workshop including reagents.
- The workshops would be for half-day (4.5 hours)
- The speakers to be arranged for the session would be entirely on the approval of the organizing committee.
- If the sponsor wants to invite a guest speaker, his/ her registration, travel, stay and logistics would be the responsibility of the sponsor.
- The maximum number of attendees in each workshop would be 25.
- The organizer will make audiovisual arrangements and refreshments during the sponsored hands-on-workshop.
- The workshop sponsors would be mentioned under prominent sponsors in conference website and mobile app, and would be given opportunity to host 30 secs product video on website or app

11. Sponsored Satellite symposium (5 slots only)- 5 Lakhs each (including GST)

- Each sponsored symposium will be 15 mins each maximum.
- The sponsor will be allowed for a video presentation or give a talk by a chosen expert, anyone for a maximum period of 15 mins.
- Such sessions would be arranged either before lunch break or preceding tea break in one of the major halls during the conference sessions.
- The sponsor will be allowed to distribute leaflets or product mementos during the session to delegates if wants to.

12. Other partnership options, in addition to any other above-mentioned sponsorship options:

- **Registration Kits-** Writing pad, pen, gift hamper sponsorship, Program booklet- For 1500 delegates. Items to be sponsored after agreement with the organizing committee
- **Conference Website and mobile app sponsorship-** 4.5 lacs (including GST)
- **Product Launches (not included in any above-mentioned sponsoring options)-** on-site, with an option of a recorded demo with sound level limited to 60 dbs, brief session of 10-15 mins. Any sponsor opting for options 1-5 in this brochure can only additionally opt for this. – 2 Lacs each
- **Banquet Dinner (Per complete package basis/ per day)-** Site, decoration, arrangement, cultural program & food for approx. 2000 attendees on actual price and direct pre-payment basis to all third parties. All arrangements are to be made after discussing with the organizing committee. Date options 7th, 8th, or 9th December. There will be an option of installing a banner/ HD screen of a product at the dinner site (only on the date of sponsorship)
- **Cultural program-** with brief on-stage product launch options, pre/post cultural program (No lectures). The programs will be scheduled either on the 7th, 8th, or 9th of December. All arrangements are to be made after discussing with the organizing committee. The arrangement can be made on actual price and direct pre-payment to 3rd party/s basis. In the event, there will be a provision of a brief 5 mins introduction of a product/ kit.
- **Water booths-** 15-20 water stations for 12 hours each day (6th to 10th Dec 2023). One lac a day basis (including GST)
- **Audio Visual sponsorship-** Option of mentioning sponsor's name & logos in the Footer line of all HD hall screens Price to discuss.
- **Photo Booth Sponsor-** Selfie point, social media corner, 3D photo Booth, still and video photography- for 7th -10th December- 4 Lacs (including GST). On the footer of the background banner or installation, the name/s of the sponsor will be mentioned.
- **Tea/coffee/ cookies stations-** In addition to Tea break arrangement by organizers, for 8 AM-6 PM basis, adjacent to the exhibition area and halls. 6th-10th Dec' 2023. Price to discuss.
- **Award sponsors-** Three awards each for plenary poster paper presentation session, Professor KB Basu Mallick Plenary paper session, best plenary paper presentation sessions, and faculty mementos (nearly up to 100)- 2.5 lacs.

The sponsor's name would be announced during the award ceremony and the name and company logo would be mentioned on the website under the 'our sponsor' tab. There would be a special mention on the website and mobile app mentioning the award sponsor with Logo.

Note: There is also a provision for sponsoring actual award items such as textbooks/microscopes/ hard disks etc., for the prize categories. However, in such cases, the sponsor will have to, in addition, sponsor the price of the faculty mementos (Approx 1.5 lacs).

Other partnership options (actual price to be decided with organizers)

Content partner- Digitization of workshop/ CME slides and web-hosting (with option of digital branding)

Travel partner- Arrangement of conference pick-up and drop facilities between 5th till 11th Dec' 2023 from airport to hotel and venue and arrangement of discounted local and near distant travel packages for delegates with branding on website, emails and on-site banners

Media partners- exclusive access to renowned speakers, academic content coverage, short write ups for news magazine by speakers or 2-minutes web videos

EXHIBITION DETAIL

Exhibition Duration: 7th -10th December 2023 for 4 days

Workshop sponsors- Workshop Day-6th Dec' 2023

EXHIBITION SITES:

1. Premium Site: Foyer adjacent to JLN Auditorium (Most prime location- Platinum/ Diamond/ Gold sponsors on first come & advance payment basis) & Foyer in first floor adjacent to Conference Hall (Prime location- Platinum/ Diamond/ Gold sponsors who cannot be accommodated on the ground floor) [There will an option for Premium sponsors to choose exhibition site adjacent to the area of Lunch break if desired]

2. Economy Site: Silver sponsor/ all other stalls- In the ground area adjacent to food courts in front of the cafeteria & Community ground

Measures to increase participant industry networking:

1. Announcements will be made for stall visits and any provision of participation in stall-based prizes will be displayed on screen during breaks.
2. The organizers will allow the sponsors to keep stall-based prizes for visiting delegates on basis of the lottery at the end of the day. Cards bearing the names of sponsoring stalls can be prepared by the sponsors and stamped on a visit. An entry collection bowl will be kept near the tea/coffee stall.
3. The industry partners can innovate optional prizes such as 'most valued visitor', 'most gracious visitor', etc. to encourage industry interactions. The cost of prizes would be the responsibility of the sponsors.
4. Product launches can be done during a suitable time with a display of short videos keeping the noise limit in mind as mentioned.
5. For sponsored lunches/ dinners/ banquets there will be a provision of branding at the actual site of the program in consultation with the organizers.
6. If required and space is available, stalls can install tea/ coffee kiosks with cookies for people visiting the stalls.
7. The sponsors can arrange for portrait makers or can arrange small prize-based games inside the stall if needed. The cost will be borne by the sponsor and no extra space will be allotted for the same.

Terms & Conditions:

- Microphone or any promotional activities. Hindering or disturbing another sponsor/ exhibitor will not be permitted. All prices are inclusive of GST @18%.
- The stall will carry your firm name and you are requested not to make any changes to the arrangement.
- The sponsor, Exhibitor must not cause any damage to the walls, panels, and other areas of the venue. In case of any such damage, the sponsor/exhibitor will have to indemnify the organizers for the same.
- All booking forms must be accompanied by a 50% advance and the balance must be paid within 30 days. Written confirmation of booking and GST receipt will be given after 100% advance payment is received.
- The Exhibition Committee reserves the right to modify or rearrange the floor plan or even cancel any – sponsorship/ exhibitor, without assigning any reason thereof. Cancellations are to be made in writing to the secretary. 50% of the payment will be refunded on cancellation.
- Please be advised that your participation is not considered confirmed until payment has been received in full. Please note that all payments must be made in Indian Rupees. NO ON-SITE ENTRY PERMISSION WILL BE GIVEN TO SPONSORS WHO HAVE GIVEN ONLY VERBAL ASSURANCE AND WHERE A LETTER OF INTENT ON THE COMPANY LETTERHEAD WAS NOT SUBMITTED TO THE ORGANIZING SECRETARY WITH 50% OF ADVANCE PAYMENT IN THE CONFERENCE ACCOUNT WITH MENTION OF TRANSACTION NUMBER, AMOUNT AND DATE.
- Companies wanting to import equipment or consumables for exhibition purposes should inform the conference secretariat at the time of booking to enable us to obtain International Trade Promotion Organization (IPTO) approval & assist with our freight partner details.
- Sponsor/exhibition stall confirmed are not transferable.
- Sponsorship/ exhibition will be allocated on a first come first served basis only after the Cheque/Demand Draft for non-payment within the stipulated time. ALL ADVANCE PAYMENTS MUST BE MADE BY THE END OF SEPTEMBER 2023.
- The date and time of the handover of the exhibition space shall be communicated to all near the conference dates. No work will be allowed in the exhibition site after 5:00 PM under any circumstances. If the participants fail to occupy the stall the trade & exhibition Committee reserves the right to allot the vacant stall to the waiting applicants.
- The appointed Electrical Contractor will execute all electrical connections inside the stall and other areas. The sponsors/exhibitors are required to intimate the organizers in writing of the additional points required by them at least 30 days in advance. Please note all extra points/connections would be changed on a pro-rata basis.

BANK DETAILS:

Account Name: APCON-2023

Account Number: 41648343301

IFSC Code: SBIN0001536

Address: Ansari Nagar Branch (East)
State Bank of India. New Delhi 110029

Payments can also be made by using the following
UPI ID & QR code

UPI ID: APCON2023@SBI

Scan here to pay



Conference Secretariat

Prof. Prasenjit Das, Organizing Secretary

Room 1083, Dept. of Pathology, Teaching Block, AIIMS, New Delhi 110029, India

Mobile: + 91-9873898110 | Landline no: +91-11-2659 4701

E-mail: info@apcon2023.com | website: www.apcon2023.com

Co-Organizing Secretary: Prof Sudheer K Arava. M: 9013078404

Appointments for Meetings: Mr. Kishan K Arora. Landline: +91-11-2659 4701

Please note: It is desirable to take an appointment for any business meeting with the organizers from Mr. Kishan K Arora. If not reachable the organizing secretary may be contacted directly.

Conference Manager



Karan Chaudhary

M : +91 9717975700

W : karanchaudhary@elbonmeetings.com