



**Sharm  
Derma**  
THE INTERNATIONAL CONFERENCE FOR  
DERMATOLOGY & COSMETOLOGY



# SHARM DERMA (SPRING) 2021

THE INTERNATIONAL CONFERENCE FOR  
DERMATOLOGY & COSMETOLOGY

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PRE CONGRESS

**23<sup>RD</sup>** | **MARCH 2021**  
**CAIRO - EGYPT**

CONGRESS

**24<sup>TH</sup>** | **MARCH 2021**  
**26<sup>TH</sup>** | **CAIRO - EGYPT**



## Platinum Sponsor Package

[125000 \$]

- Space 36 m2
- Session non parallel.
- Workshop.
- VIP lounge one day.
- 100 registration.
- 30 rooms.
- Gala dinner.
- 50 CME certificate.

### Webinar

#### Logo exposure

- Display your logo as an initiative supporter through-out all webinar episodes in 3 day [Exclusive to Platinum Sponsor]
- Display your logo on official 'Sharm Derma website/Facebook page/ Twitter / Instagram as platinum sponsor.
- Branded Speakers' Waiting Lounge for 1 day
- News Bar
- Logo fixed on-screen through-out all lectures/all year [Limited to 5 logos only]

#### Marketing message reach

- You are granted 20 Second advertisement to be played in between lectures.
- You are granted 'Still Picture' advert to be aired for 10 seconds

#### Direct Marketing

- Logo display in weekly e-mail campaign targeting Dermatologists recognized as platinum sponsor.

## Gold Sponsor Package

[62000 \$]

- Space 21 m<sup>2</sup>
- Session 30 min non parallel.
- Session 30 min parallel.
- Workshop.
- 75 registration.
- 20 rooms.
- 30 CME certificate.

### Webinar

#### Logo exposure

- Display your logo on official 'Sharm Derma' website/Facebook page/ Twitter / Instagram as Gold sponsor.
- Display of your logo in-between lectures

#### Marketing message reach

- You are granted 10 seconds advertisement to be played in between lectures.
- You are granted 'Still Picture' advert to be aired for 5 seconds

#### Direct Marketing

- Logo display in weekly e-mail campaign targeting dermatologists recognized as Gold sponsor.
- Facebook Exposure
- News Bar



## Silver Sponsor Package

[31000 \$]

- Space 18 m2
- Session 1 hrs.
- 50 registration.
- 15 rooms.
- 20 CME certificate.

### Webinar

#### Logo exposure

- Display your logo on official 'Sharm Derma' website/Facebook page/ Twitter / Instagram as Silver sponsor.
- Display of your logo in-between lectures.
- Branded Correspondence
- You are granted a 5 seconds exposure to your still picture adv.
- Display your logo on backdrop.

#### Marketing message reach

- You are granted 5 seconds advertisement to be played in between lectures.
- You are granted 'Still Picture' advert to be aired for 5 seconds.

#### Direct Marketing

- Logo display in weekly e-mail campaign targeting dermatologists recognized as Silver sponsor.

## Exhibition



- A Wide area provided for large medical exhibition including some of largest pharmaceutical companies and manufacturers of Dermatological equipment.
- Space only stand 750 US \$ Per Meter
- 50 % Deposit is due upon signing the Contract

### Exhibitor's Stand Preparation & Display of Exhibits

#### Pre Congress

23 March | 07:00 am -12:00 am

### Sharm Derma 2021 Exhibition Official Opening Hours

#### Congress

24<sup>th</sup> March 2021 8am-6pm

25<sup>th</sup> March 2021 8am-6pm

26<sup>th</sup> March 2021 8am-6pm

#### Removal

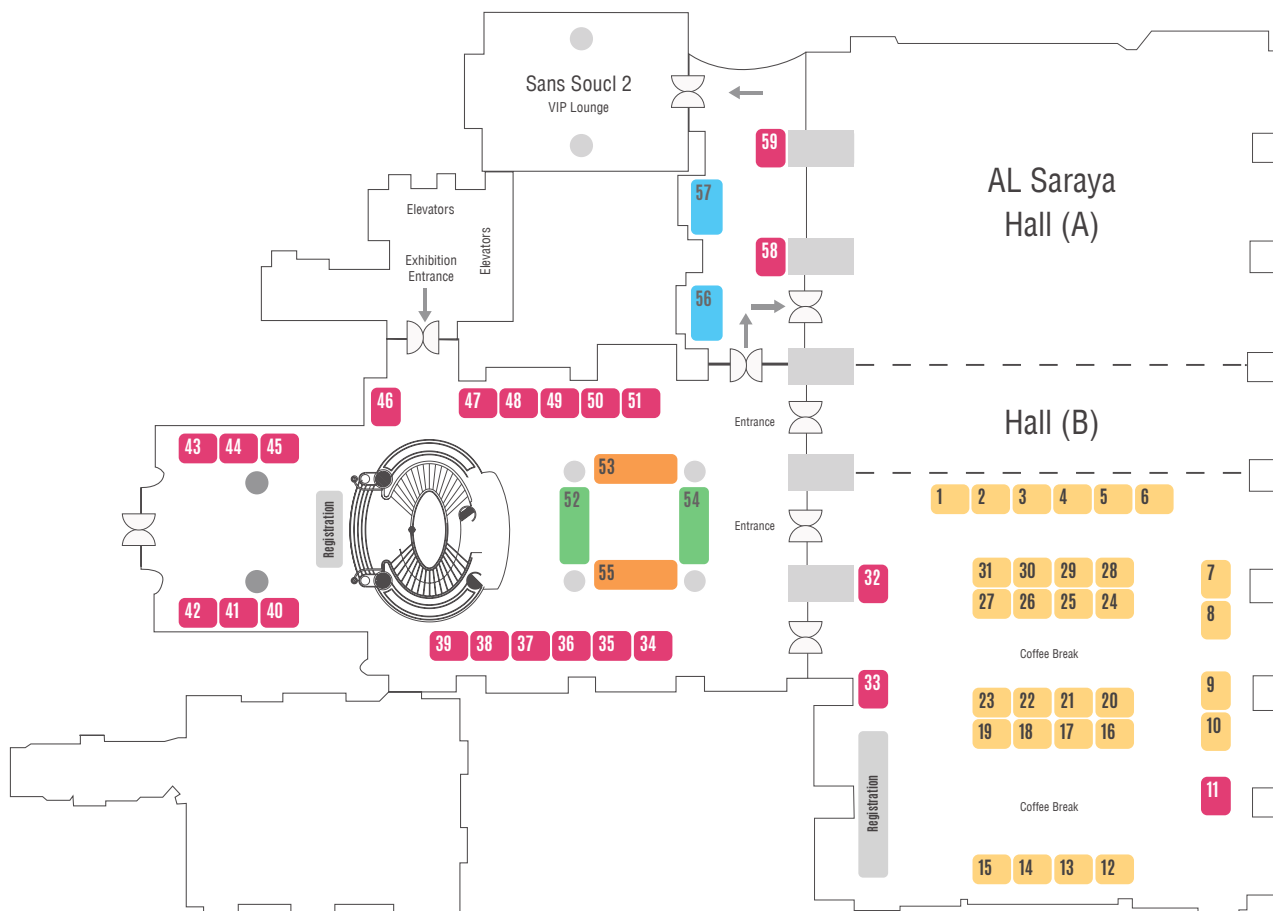
26<sup>th</sup> March 2021 11pm

## Venue Part II

The Pre Congress will be held 23<sup>RD</sup> March 2021  
 Congress will be held from 24<sup>th</sup>- 26<sup>th</sup> March 2021 at Intercontinental City Stars,  
 Cairo - Egypt which is ideally located in Nasr City - Cairo.



**INTERCONTINENTAL.**  
 HOTELS & RESORTS



## Advertisements & Publications

1 <sup>st</sup> Announcement	Cover Page	1000 \$
2 <sup>nd</sup> Announcement	Cover Page	2000 \$

## Final Program

Cover page inserted	3000 \$
Back cover page	5000 \$
One page inserted Middle	2000 \$
One Page inserted	1000 \$

## Early Dinner (Maximum 50 Doctors)

**5.000 \$**

- 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.

**Presidential Reception (500 Pax)****50.000 \$**

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

**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

**Sharm Derma Senator Lounge (exclusive)****5.000 \$ 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.

**Audiovisual Show Support****1.500 \$**

- 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



## Workshop

5,000 \$

- Parallel Workshop ( Free Admission 30 Doctors)



## Advertising on the Official Congress Website

3.000 \$

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

[www.sharmdermaegypt.com](http://www.sharmdermaegypt.com)

## Gala Dinner

100.000 \$

- 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.



## 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.



### - Advertisements & Publications

## Sharm Derma VIP Lounge (exclusive)

5.000 \$ 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.

## Badges Sponsor 20.000 \$

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

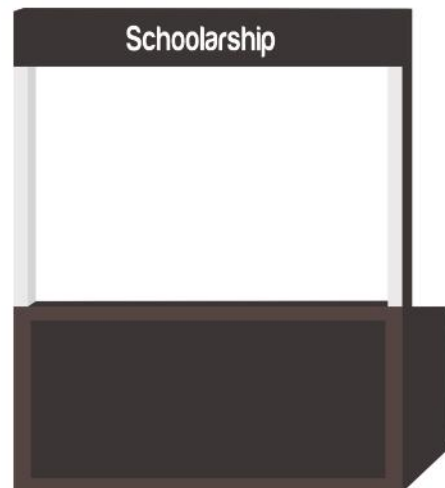


## Sharm Derma Registration Area Exclusive 20.000 \$

- Conference and companies' close guests spend time in the registration writing area lounge - serving amenities
- Company's Logo on registration Lounge and on Counter



## Scholarship Registration Area Exclusive 10.000 \$



## Program at A glance

5.000 \$

- 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.



## Congress CD Sponsored (Exclusive)

3.000 \$

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



## Lecture

	Parallel	Non Parallel
- Symposium 20 Minutes	5.000 \$	10.000 \$
- Symposium 40 Minutes	7.500 \$	15.000 \$
- Symposium 60 Minutes	10.000 \$	20.000 \$

## Congress Bag Sponsor (Exclusive)

20.000 \$

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



## 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



## Congress Bag Inserts

2.000 \$

- 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



**Gate on Main Hall**

**5.000 \$**



**Gate on Exhibition Entrance**

**5.000 \$**



## Hands-on in the Exhibition Area

5.000 \$

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.

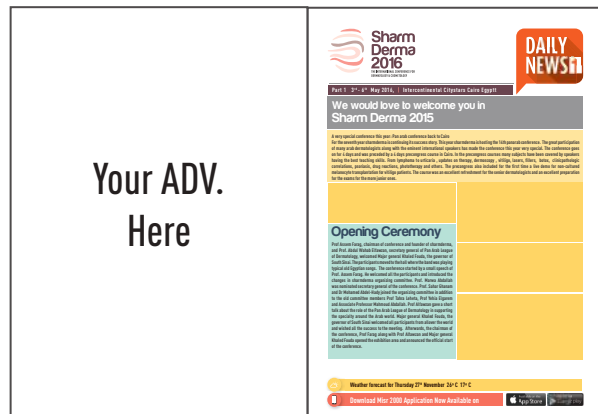
The sessions will include Peeling, Fillers, Botox & Dysport, Laser, Lip augmentation, Hair transplant & Fat transfer, and liposuction.



## Daily News

1.000 \$ 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.



## Special Dinner for Sharm Derma Board & VIP's (50 Pax) 5.000 \$



According to the Organizing Committee's recommendations for all pharmaceutical companies' sessions during Sharm Derma, each speaker can share in only 3 sponsored sessions and be a chairperson in only 3 sponsored sessions.