



SPONSORSHIP PROPOSAL



औषध विभाग
Department of
Pharmaceuticals

सत्यमेव जयते



26th - 27th May 2023

The Ashok Hotel, New Delhi



Format of INDIA PHARMA EVENT 2023

Inaugural by Shri (Dr.) Mansukh Mandaviya, Hon'ble Minister of Health and Family Welfare; and Minister of Chemicals and Fertilizers, Government of India

CEOs Roundtable

Thematic Conference
Sessions

Regulators Interaction

Cultural Program & Dinner hosted by Shri (Dr.) Mansukh Mandaviya, Hon'ble Minister of Health and Family Welfare; and Minister of Chemicals and Fertilizers, Government of India

SALIENT FEATURES

Regulators
Meet

CEO's
RoundTable
with Union
Minister

Media
Coverage

Keynote
Addresses

Participation
of Industry
Leaders and
regulators

Interactive
Panel
Discussions

Presence of
relevant
Govt.
Officials

Excellent
Branding &
Networking
Platform

WHY PARTNER?



Enhance Visibility at the Flagship Annual Conference on Pharmaceuticals & Medical Devices

Build your Brand and Stand out Amongst the Peers in the Industry

Engage with Target Audience

Meet with Veritable Who's Who of the Pharmaceuticals & Medical Devices Industry, Government & Regulatory bodies.

Only way to pay back for our year-long work for the Industry

SPONSORSHIP OPPORTUNITIES

BRANDS

S. No	CATEGORIES	AMOUNT*	SLOTS
1	Event Patron	₹15 Lacs	1
2	Principal Sponsor	₹12 Lacs	2
3	Co-Sponsor	₹10 Lacs	5
4	Associate Sponsor	₹ 8 Lacs	5
5	Session Sponsor	₹6 Lacs	As per Request
6	Corporate Sponsor	₹5 Lacs	5
8	Registration Desk Sponsor	₹3 Lacs	1
9	Conference Merchandise Sponsor	₹2 Lacs	Multiple

*The amount is exclusive of 18% GST

DELIVERABLES



#1 - EVENT PATRON

Financial Implications: ₹ 15 Lacs

- 1) Branding Opportunities through
 - Company Logo on the top of the wings, of the Pharma conference backdrop. Size of the logo to be bigger than other categories.
 - Display of company logo as “EVENT Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Display of company logo as “EVENT Sponsor” at Conference Entry Backdrop and wings of the main backdrop at the venue.
 - Event Brochures and E-Mailers along with company logo as “EVENT Sponsor”, to be sent to a vast database of key stakeholders of Pharma.
 - Social Media Activation
 - 3 Hoardings /Corporate Standees at the venue
- 2) 2 Speaking slots in the conference sessions.
- 3) Single spread advertisement in Conference Souvenir distributed amongst delegates and 200 words write up about the company to be published in the souvenir.
- 4) Running of sponsor’s promotional Corporate Film during the session breaks.
- 5) 15 complimentary Delegate Passes for the conference.
- 6) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Delegate Kit.

#2 – PRINCIPAL SPONSOR

Financial Implications: ₹ 12 Lacs

- 1) Branding Opportunities through
 - Display of company logo as “**Principal Sponsor**” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme) and visual media advertisements etc.
 - Display of company logo as “**Principal Sponsor**” at Conference Entry Backdrop, wings of the main backdrop and Pharma conference backdrop, at the venue.
 - Conference Brochures and E-Mailers along with company logo as “**Principal Sponsor**”, to be sent to a vast database of key stakeholders of Pharma.
 - Social Media Activation
 - 2 Hoarding /Corporate Standees at the venue
- 2) 1 Speaking slot in the conference session
- 3) Single spread advertisement in Conference Souvenir distributed amongst delegates and 200 words write up about the company to be published in the souvenir.
- 4) Running of sponsor’s promotional Corporate Film during the session breaks.
- 5) 12 complimentary Delegate Passes for the conference, along with reserved seating.
- 6) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Delegate Kit.

#3 – Co-SPONSOR

Financial Implications: ₹ 10 Lacs

- 1) Branding Opportunities through
 - Display of company logo as “Co-Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Display of company logo as “Co-Sponsor” at Conference Entry Backdrop, wings of the main backdrop and Pharma conference backdrop, at the venue.
 - Conference Brochures and E-Mailers along with company logo as “Co-Sponsor”, to be sent to a vast database of key stakeholders of Pharma.
 - Social Media Activation
 - 1 Exclusive Hoarding/Corporate Standee at the venue
- 2) 1 Speaking slot in the conference session.
- 3) Single spread advertisement in Conference Souvenir distributed amongst delegates and 200 words write up about the company to be published in the souvenir.
- 4) 10 complimentary Delegate Passes for the conference, along with reserved seating.
- 5) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Delegate Kit.

#4 - ASSOCIATE SPONSOR

Financial Implications: ₹ 8 Lacs

1) Branding Opportunities through

- Display of company logo as “Associate Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
- Display of company logo as “Associate Sponsor” at Conference Entry Backdrop, wings of the main backdrop and Pharma conference backdrop, at the venue.
- Conference Brochures and E-Mailers along with company logo as “Associate Sponsor”, to be sent to a vast database of key stakeholders of Pharma.
- Social Media Activation.
- 1 Speaking slots in the conference session.

2) Single spread advertisement in Conference Souvenir distributed amongst delegates and 200 words write up about the company to be published in the souvenir.

3) 8 complimentary Delegate Passes for the conference, along with reserved seating.

4) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Delegate Kit.

#5 - SESSION SPONSOR

Financial Implications: ₹ 6 Lacs

- 1) Branding Opportunities provided through
 - Display of Company logo as “Session Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Display of Company Logo as “Session Sponsor” at Conference entry backdrop and Sponsor’s panels.
- 2) Four Special Exclusive (no logo of other Sponsors/Partners) Panels (Two inside the conference main hall immediately next to the main conference backdrop, and two at the entry of the main conference hall), along with company logo, acknowledging “Session Sponsor” while the chosen session is in progress.
- 2) 3 complimentary Delegate Passes for the conference
- 3) 200 words write up about the company to be published in the souvenir

#5 – CORPORATE SPONSOR

Financial Implications: ₹ 5 Lacs

- 1) Branding Opportunities through
 - Display of company logo as “CORPORATE SPONSOR” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Display of company logo as “CORPORATE SPONSOR” at Conference Entry Backdrop, wings of the main backdrop and Pharma conference backdrop, at the venue.
 - Conference Brochures and E-Mailers along with company logo as “CORPORATE SPONSOR”, to be sent to a vast database of key stakeholders of Pharma.
- 2) Exclusive (no logo of other Sponsors/Partners) company Logo on the Delegate Kit Bags, as “CORPORATE SPONSOR” distributed to all the Speakers and Delegates attending the Conference.
- 3) Single spread advertisement in Conference Souvenir distributed amongst delegates and 200 words write up about the company to be published in the souvenir.
- 4) 5 complimentary Delegate Passes for the conference, along with reserved seating.
- 5) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Conference Kit.

#7 – REGISTRATION DESK SPONSOR

Financial Implications: ₹ 3 Lacs

- 1) Branding Opportunities through
 - Display of company logo as “Registration Desk Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Conference Brochures and E-Mailers along with company logo as “Registration Desk Sponsor”, to be sent to a vast database of key stakeholders of Pharma.
- 2) Exclusive (no logo of other Sponsors/Partners) company Logo to be printed on the Registration Desk, of all the categories (Speakers, Delegates, Sponsors, Media, Special Invitee etc.).
- 3) 4 complimentary Delegate Passes for the conference, along with reserved seating.
- 4) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Conference Kit.

#6 - CONFERENCE MERCHANDISE SPONSOR

Financial Implications: ₹ 2 Lacs

- 1) Branding Opportunities through
 - Display of company logo as “Conference Merchandise Sponsor” on Conference Website, Souvenir, print (other than the ads to be released under DAVP Scheme), and visual media advertisements, etc.
 - Conference Brochures and E-Mailers along with company logo as “Conference Merchandise Sponsor”, to be sent to a vast database of key stakeholders of Pharma.
- 2) Exclusive (no logo of other Sponsors/Partners) company Logo to be printed on the conference goods, as “Conference Merchandise Sponsor” for all the Speakers and Delegates attending the Conference.
- 3) 4 complimentary Delegate Passes for the conference, along with reserved seating.
- 4) Corporate Literature (1 CD and 8-10 pages Brochure) to be included in Conference Kit.



26th - 27th May 2023

**For More Details &
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