



# Sharm Derma

The International Conference for Dermatology & Cosmetology



Exhibitor Manual

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## Part I

23 - 25 November 2012, Cairo Egypt

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## Part II

26 - 29 November 2012, Sharm El-Sheikh

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## Message from the Chairman

*From your feedback and comments we are trying to keep-up ...*

*"It is a well-run conference and the clinical cases session is a real highlight, the like of which we no longer see in the UK! The quality of the plenary talks and workshops is excellent and there is enough state of the art cosmesis to prove educational too." ... John McGrath*

*"It was simply great to be part of this group. Thank you for inviting me. I hope to be back next year" ... Barry Lycka*

*"It was a great pleasure for me to attend Sharm Derma. I thank you for your hospitality. I was thrilled by the atmosphere between the colleagues, fantastic!" – Loek Habbema*

*"Congratulations to the excellent congress in one of the most beautiful places of the world. I enjoyed the meeting and your warm hospitality very much and I am looking forward to the next conference." ... Thomas Luger*

*"I would like to congratulate you on this very successful conference of Sharm Derma 2011 that you and the organizing committee have achieved this outstanding success in such a very difficult time" ... Qasem Al-Saleh*

*"On behalf of the GCC dermatologists I'd like to congratulate you for the success of Sharm Derma 2011. The Scientific program and courses were of great interest to all dermatologists." ... Abdul Wahab Al-Fouzan*

*"Hands-on sessions in the exhibition area" – is an outstanding idea*

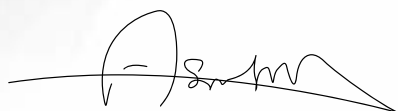
### New ... New ... New ... in Sharm Derma 2012

- We will do our best to maintain all the organization and even perfect it more and more.
- The program is designed in such a way that you have to select only what you actually need.
- We are keeping-on the CME accredited hours.
- A complete Laser course in Cairo with other basic courses in Dermatology & Cosmetics from 23 – 25<sup>th</sup> November.
- More outstanding international speakers will be invited.
- More hands-on sessions will be arranged. 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 & Disport, Laser, Lip augmentation, Hair transplant & Fat transfer, and liposuction.
- A complete "Hands-on" on Dermatotomy – Moderator "Anthony Erian".
- More and more residents will be invited.



Chairman

**Assem Farag MD,**



Professor of Dermatology and Venereology  
Faculty of Medicine, Benha University

## Why Sponsor and Exhibit ?

The Conference will provide a unique educational environment dedicated to the exchange of leading edge scientific research, training and commercial intelligence. As such, aligning your company with the Conference will provide you with consolidate corporate relationships and expose your staff to their markets.

With over 1000 delegates expected to attend, the reasons to participate are plentiful and varied:

- Sponsorship provides an excellent opportunity to promote your company, support your brands and maintain a high profile among specialists, before, during and after the event.
- Conference participants are keen to improve their scientific knowledge.  
Aligning your company with this powerful educational experience demonstrates your commitment to assist their development at a deeply personal level .
- Your company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.
  - Your company's involvement, commitment and support for the conference, will be widely acknowledged leading-up to the conference and during it.
- Sponsorship contributes to the promotion, planning and operation of the conference, reducing the overall cost of managing and staging the event, and enabling a higher level of participation by delegates.
- The Conference will assist you in achieving strategic goals by providing you with direct exposure to your target market.
- The Conference will provide the perfect platform to demonstrate and/or promote new products and techniques.
- Early confirmation of your support for the Conference will ensure maximum exposure as your company's logo can be an extensive promotional campaign implemented in the lead-up to the Conference.

## Exhibitor Dear

Welcome to **SHARM DERMA MEETING 2012** which will be held in Cairo (from Friday 23<sup>rd</sup> till Sunday 25<sup>th</sup> November, 2012) and in Sharm El-Sheikh, from Monday, 26<sup>th</sup> till Thursday 29<sup>th</sup> November, 2012.

What are the innovations of this coming **SHARM DERMA** ? In addition to our complete annual overview of all the recent developments in our surgical & medical professions - plastic surgery, cosmetic dermatology, and concerned specialties - we will provide you with every new innovation in your field.

This year we will provide you with many and many new ideas for exhibition.

We ensure **meeting** with your expectations and hopes

Our Operations' Team will be happy to answer any questions, explain a regulation or offer any special assistance you may require. Please call if you need help!!

We are looking forwards to seeing you at **SHARM DERMA 2012**.

Wishing you a successful Exhibition,



Mr. Khalid M. Gado

Sharm Derma Managing Director

## Congress Office

## Misr 2000 Medical Conferences



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Website: [www.misr2000online.net](http://www.misr2000online.net)- [www.facebook.com/misr2000](http://www.facebook.com/misr2000)

## 1- Exhibition



- A Wide area provided for large medical exhibition including some of largest pharmaceutical companies and manufacturers of Dermatological equipment.
- Shell Scheme stand 550 US \$ Per Meter
- Space only stand 500 US \$ Per Meter
- 50 % Deposit is due upon signing the Contract
- Balance Due on 1st July 2012

## SHARM DERMA 2012 Badge Policy

Exhibitor's badges will be issued with the name of the exhibition firm only. They will be given to you at the registration desk.

Each "2x3 m" Booth will get	1 Name Tag + 1 Lunch Ticket
Each "3x3 m", 3x4 m & "4x4 m" Booth will get	2 Name Tags + 2 Lunch Tickets
Each "4x7 m" & "4x8 m" Booth will get	3 Name Tags + 3 Lunch Tickets
Each "5x8 m" & "9x8 m" Booth will get	4 Name Tags + 4 Lunch Tickets

## in Addition to

Silver sponsor "25.000 \$" will get	3 Gala Dinner Invitations
Gold sponsor "50.000 \$" will get	4 Gala Dinner Invitations
Platinum sponsor "75.000 \$" will get	5 Gala Dinner Invitations

## The fee for each additional badge is

20 US \$

- The exhibitor's badges will be issued for the exhibiting company members only.
- Exhibitor's badges do not give access to the scientific sessions.
- Exhibitor's badges do not give access to buffet luncheons.
- Please emphasize the importance of wearing the badges. No one will be allowed admission to the Exhibition Area without a badge.
- Extra Lunch Tickets for Exhibitors for 3 Days 100 US \$

## Exhibitor's Stand Preparation & Display of Exhibits

Saturday	25 <sup>th</sup> -26 <sup>th</sup> November 2012	07:00 am -11:30 pm
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## Sharm Derma 2012 Exhibition Official Opening Hours

Monday	26 <sup>th</sup> November 2012	12:00 pm - 08:00 pm
Tuesday	27 <sup>th</sup> November 2012	10:00 am - 07:00 pm
Wednesday	28 <sup>th</sup> November 2012	10:00 am - 07:00 pm
Thursday	29 <sup>th</sup> November 2012	10:00 am - 07:00 pm

## Removal of Exhibits/Dismantling of Stands

Thursday	29 <sup>th</sup> November 2012	10:00 am - 07:00 pm
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## Venue

The Congress will take place at Maritim Jolie Ville, Sharm El-Sheikh, International Convention Center which is ideally located in Um Marikha Bay, Peace Road , Sharm El-Sheikh , South Sinai, Egypt .





## Exhibition Area



- Element System 2 x 3 m (3 booths)
- Element System 3 x 3 m (30 booths)
- Customized booths 3 x 4 m (10 booths)
- Customized booths 4 x 4 m (5 booths)
- Customized booths 4 x 7 m (6 booths)
- Customized booths 4 x 8 m (2 booths)
- Customized booths 5 x 8 m (2 booths)
- Customized booths 9 x 8 m (3 booths)

- The exhibition is open to all registered attendees.
- It is a comprehensive showcase of the latest developments in the pharmaceutical field, technology, and equipment, and a unique opportunity for learning, information sharing and networking.
- To guide them through the exhibition, participants will find in the Congress bag, a very practical exhibition directory in which are listed contact details and the profile of each exhibiting company.

## 1- Advertisements & Publications

1 <sup>st</sup> Announcement	Cover Page	3000 \$
2 <sup>nd</sup> Announcement	Cover Page	4000 \$

## 2- Final Program

**8.000 \$**

Cover page inserted	3000 \$
Back cover page	4000 \$
One page inserted Middle	3000 \$
One Page inserted	1500 \$

## 3- Brunch Seminar (Maximum 50 Doctors)

**8.000 \$**

- 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 in the early morning with fresh attendee

## 4- Lunch Seminar (Maximum 50 Doctors)

**11.000 \$**

- 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.

## 5- Coffee Break (Per Day)

**5.000 \$**

- Specialized menu coffee break
- Printing the Coffee Break ticket with the sponsor's logo & putting the sponsor's name in the program book.

## 6- Presidential Reception (500 Pax) Monday 26 November 2012

**12.000 \$**

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





**7- 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

**8- Sharm Derma Senator Lounge (exclusive)****5.000 \$**

- 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.

**9- 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

**10- Workshop**

- |  |                 |
|--|-----------------|
| - Non Parallel Workshop ( Free Admission 40 Doctors) | <b>5,000 \$</b> |
| - Parallel Workshop ( Free Admission 30 Doctors)     | <b>4,000 \$</b> |

**11. Advertising on the Official Congress Website****1.000 \$**

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



**12- Gala Dinner****40.000 \$**

- 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.

**13- Slide Show or Small Movie on Gala Dinner****2.500 \$**

- Send your Message in the form of a small Movie during Gala Dinner (5 min)  
"Special approval from the Scientific Committee is needed"

**14- Conference Hall Sponsorship****10.000 \$**

- 2 Sponsors' Banners will be placed in the conference Hall Next to the Stage all the conference Days
- (Material Should Be Provided By The Client)

**15- Exhibition Hall****17.000 \$**

- 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****16 - Registration Badges Sponsor****13.500 \$**

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

**17- Sharm Derma Registration Area Exclusive****17.000 \$**

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

**18- 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.

**19 - Congress CD Sponsored (Exclusive)**
**5.000 \$**

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


**20 - Lecture**
**- Lecture 20 Minutes**
**5.000 \$**

Sponsoring Plenary Lectures Non-parallel session

**- Symposium 40 Minutes**
**7.000 \$**

Sponsoring of 2 or 3 lectures (40 Min)- Non-parallel session.

**- Symposium 60 Minutes**
**10.000 \$**

Sponsoring of 2 or 3 lectures (60 Min)- Non-parallel session.





**21- Bedouin Night****30.000 \$**

- Specialized menu for Bedouin Night
- Printing the Bedouin Night's invitation with the sponsor's logo & putting the sponsor's name in program book.
- The Company will be given 50 Invitations to invite whoever they want.

**22 - Congress Bag Sponsor (Exclusive)****15.000 \$**

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



**23 - Speakers' Get-Ready Room****5.000 \$**

Facilities will be available at the Congress Center for speakers and abstract presenters to check their Presentations.

- Sponsor's name/ company's logo will appear on all signs on this room.
- Opportunity to provide Sponsor's mouse pad at each workstation.

**24- 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

**25- Congress Bag Inserts****1.500 \$**

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



**26- 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.

**27 - CME Certificate sponsorship (exclusive)****7.500 \$**

- The conference is accredited by the American Academy of Continuing Medical Education (AACME). It gives the attendees an official certificate which helps doctors in their career and almost all of congress attendees will be willing to have it. In order to have the official accredited certificate, the doctors must fill a certain application which contains the full data of the interested doctor to guarantee receiving his certificate in a smooth, direct and fast way.

This application will be at the sponsor's company booth highly guaranteeing that all interested doctors will visit the booth and have a full face-to-face contact with the company's representatives as well as having the full doctors' data such like phone no, home address, clinic address, emails, etc. . .

Note: the accredited certificates will be sent to the doctors within two to three weeks after the congress in the sponsoring company's envelop.



# Exhibitor Manual

A complete Laser course in Cairo

## - Advertisements & Publications

### - Registration Badges Sponsor

3.000 \$



- The Sponsor's Logo will be Printed on all the "A complete Laser course in Cairo" Participants' badges.

## - Advertisements & Publications

Cover page inserted 2000 \$

Back cover page 3000 \$

One page inserted Middle 2000 \$

One Page inserted 1000 \$

## - Lecture

- Lecture 20 Minutes 5.000 \$

Sponsoring Plenary Lectures Non-parallel session

- Symposium 40 Minutes 7.000 \$

Sponsoring of 2 or 3 lectures (40 Min)- Non-parallel session.

**Congress Bag Sponsor (Exclusive)****5.000 \$**

- Your company's Logo will appear on 100 congress bags given to all attendees
- putting advertisement, pens or notepads in the bags.

**- Stand****5.000 \$**

- Put 2 quick Stands on A complete Laser course

**- Gala Dinner at Luxor Temple****10.000 \$**

- Specialized menu For Gala Dinner
- Printing the Gala Dinner's invitation with the sponsor's logo & putting the sponsor's name in the program book

WAITING FOR YOUR PARTICIPATION

## Medical Sponsoring Companies in sharm Derma 2011

We, Sharm Derma Organizing committee, gratefully acknowledge the support and contributions of the following companies, without whom this congress would not be possible.

### Patinum

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

  
**Pierre Fabre**  
Derma-Cosmétique

**URIAGE**  
EAU THERMALE

 **Palomar**

**ISIS**  
PHARMA  
DERMATOLOGIE

### Golden

LABORATOIRES  
**ASEPIA**  
MONACO

LABORATOIRES  
**TEOXANE**  
GENEVA

**Foltène®**  
PHARMA 

 **ALLERGAN**



 **PharmaClinix®**

**egypt dream**  
Speed Of Light Service

**HSO**  
Health Scientific Office  
QUALITY OF HEALTHCARE

### Silver

 **LUMENIS®**  
Enhancing Life. Advancing Technology.



**BiologiX**  
serviced by:  
Algorithm SAL

  
**RANBAXY**  
50th Anniversary

 **GlaxoSmithKline**

  
**BIO EGYPT**  
Advanced Aesthetic Concepts

 **NOVARTIS**

### Bronz

**BiOLiNX**

**AURIGA**  
INTERNATIONAL

**regenlab** 



  
**MTG**  
Masters Trading Group  
Mastery is more than just a word

 **NOVARTIS**  
caring and curing

# MAKES A DIFFERENCE



IAPCO  
PROFISSIONAL CONGRESS ORGANIZERS

PCO MEMBER



NON PCO MEMBER



Medical Conferences

## Random Work.... Makes Troubles

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