



10-11-12 MAY 2018
KICC - NAIROBI - KENYA



SPONSORSHIPS

Sponsoring at Kenya Laborum & Kenya Medical Show 2018 are excellent way to promote your business to a highly targeted group of key decision makers. We have a range of business development, marketing and sales solutions that will be tailored to specifically deliver on your business objectives.

TAKE ADVANTAGE OF THIS EXCELLENT OPPORTUNITY TO:

- Position yourself as a thought leader in the industry
- Showcase your products and services in the exhibition area
- Advertise your solutions in the exhibitor guide
- Distribute your literature in the delegates & visitors kit
- Brand your company at venue
- Web and print branding

SPONSORSHIP ADVANTAGES!

New Sales Leads – Only the trade related professionals and related associations will attend the show. They are an extremely focused group of people with a strong business critical. By showcasing your services either by exhibiting or taking part in the programme, you can meet and influence these buyers and grow your contacts and sales.

Launch New Products or Services – Draw attention to your products and brand by using this exhibition as a launch pad for new developments, products or services. With delegates and the media in attendance, your new service or product is guaranteed to create a buzz and generate leads.

Enter New Markets – This is one of the most cost effective and time efficient ways of entering new markets. It is a great opportunity to research and network whilst gaining exposure to a new and qualified database.

Build Customer Loyalty – Face to face contact at exhibition shows continued support of a market and helps you to develop client loyalty as well as cementing your position as a market leader.

Position Your Company Brand – Showcasing your company at leading industry events establishes your company, in the eyes of your prospect or existing client, as a strong market leading brand and creates a strong image of your company's capabilities.

Building Relations with The Media – Our events are run with the support of trade press and industry journalists. Opportunities for editorial coverage and developing better relations can be crucial to your companies' success. Associations also play a strong role in our events, which may also offer you excellent networking opportunities and publicity.

Brokering New Business Partnerships – Other sponsors and delegates are always looking for exciting new partnering opportunities in order to deliver more compelling solutions to their clients – our exhibition offer you an ideal opportunity to make contact and future business with these carefully selected and quality-based companies.

Talk to us! – As exhibition experts, we know how best to utilize events to promote, develop and generate business for our clients. If you have any questions, whether general or specific, we would be happy to help you to answer them.

Contact us to find out more about how you can make the most of your participation at this event!



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SPONSORSHIPS TYPES:

- 1) Title Sponsor
- 2) Gold Sponsor
- 3) Trade Partners
- 4) Lanyard Sponsor
- 5) Visitor's Invitation Cards Sponsor
- 6) Registration Area Sponsor
- 7) Cafeteria Sponsor

You can contact Vivek Vikram on Mobile Number +91-9312112656 or email vivek@sdpromomedia.com for sponsorship details of Kenya Laborum & Kenya Medical Show 2018

1) TITLE SPONSOR - (1 NO.) Price: INR 400000 / US\$ 6150

Prominent Branding Across the event

Company logo on all promotional materials (email, print brochures, print invitations, posters, trade magazines, news papers etc)

Banner on Home Page of exhibitions website with hyperlink of company official website (Size 250x85 pixels)

Full Page Advertisement on first page of Show Catalogue

Message of CEO in Show Catalogue

Company Logo on all the branding material during show time on venue

Display / Sign Board (4'x8') Near to Entrance – 1 No.

Display / Sign Board (4'x8') Near to Registration Counters - 1 No.

Logo on Visitor Badges

1 time SMS and email to the entire database on sponsor behalf

2) GOLD SPONSOR - (1 NO.) Price: INR 300000 / US\$ 4785

Prominent Branding Across the event

Company logo on all promotional materials (email, print invitations, exhibitor manual, posters, trade magazines etc)

Banner on Home Page of exhibitions website with hyperlink of company official website (Size 250x85 pixels)

Full Page Advertisement on second page of Show Catalogue

Company Logo on all the branding material during show time on venue

Display / Sign Board (4'x8') Near to Registration Counters - 1 Nos.

Logo on Visitor Badges

3) TRADE PARTNERS - (2 NOS.) Price: INR 100000 / US\$ 1700

Company logo on all promotional materials (email, print brochures, print invitations, exhibitor manual, posters, trade magazines, news papers etc)

Logo on Home Page of exhibitions website with hyperlink of company official website

Full Page Advertisement in Show Catalogue

Exclusive branding at 1 Pole Bunting on Exhibition Venue

Company Logo on all the branding material during show time on venue

4) LANYARD SPONSOR - (1 NO.) Price: INR 100000 / US\$ 1700

Company name on 5000 numbers of lanyards

Company logo with hyperlink in our official website

Company logo on all promotional materials (email, print brochures, print invitations, exhibitor manual, posters, trade magazines, news papers etc)

5) VISITOR'S INVITATION CARDS SPONSOR - (1 NO.) Price: INR 150000 / US\$ 2500

Your company details (12 cm x 5 cm) on 20000 numbers of invitations

Company logo with hyperlink in our official website

Company logo on all promotional materials (email, print brochures, print invitations, exhibitor manual, posters, trade magazines, news papers etc)

6) REGISTRATION AREA SPONSOR - (1 NO.) Price: INR 100000 / US\$ 1700

Hang 4 numbers of posters on form filling counters and one poster inside the registration counter (all registration counters)

Company logo with hyperlink in our official website

7) CAFETERIA SPONSORSHIP - (2 NOS.) Price: INR 40000 / US\$ 680

Allow sponsor to hang four posters (1 x 2 meter) in cafeteria and one brochure stand on prime location in the cafeteria

SHOW CATALOGUE ADVERTISEMENTS

ADVERTISEMENT PLACEMENT	IN INR	IN USD
Cover Page Inner Side	₹ 50000.00	₹ 850
Back Cover Page	₹ 50000.00	₹ 850
1st Page of Guide	₹ 45000.00	₹ 765
2nd Page of Guide	₹ 25000.00	₹ 425
3rd Page of Guide	₹ 20000.00	₹ 340
4th Page of Guide	₹ 18000.00	₹ 306
Full Page (Colour)	₹ 15000.00	₹ 255