



Widening Horizons

Next is What ?



EXHIBITION & SPONSORSHIP BROCHURE

The Orthodontic Trade Exhibition, an integral part of the 44th Indian Orthodontic Conference will be one of the largest exhibitions in Indian Orthodontics covering a wide range of materials & equipments. This conference would be attended by members of the Indian Orthodontic Society and foreign delegates from around the globe.

With a consistent growth record, India is presently the fourth largest economy and 10th most industrialized nation in the world. With a 250 million strong middle class, it is also the second fastest growing economy in the world.

The Indian medical hardware market (including medical and dental equipment and devices) currently ranks amongst the top ten markets in the world and is estimated to be Rs.65 billion (US\$ 1.4 billion) a year*. Based on the number of practicing dentists, fresh graduates every year and dental colleges in India, the market for dental equipment and material is estimated to be in the region of Rs.1.75 billion (US\$ 28 million) by the year 2015 actually. About 85 percent of India's demand is being met by imports primarily from Germany, USA, Italy, Japan and other countries.

The potential size of India's dental product market is vast – and most experts agree – that at some point, India will become one of the largest single market for overseas dental equipments and materials.

* Frost and Sullivan Study, UK

ABOUT INDIAN ORTHODONTIC SOCIETY

The IOS started as a Study Group in Bombay, now Mumbai, way back in the year 1963 and was formally established as the INDIAN ORTHODONTIC SOCIETY on Friday the 5th October 1965. The late Dr. H. D. Merchant was the founder President and Dr. Naishadh Parikh the Founder Secretary and treasurer. The other founder members were Late Dr. A.B.Modi, Dr. Keki Mistry, Dr.Mohandas Bhat, Late Dr. Prem Prakash and Late Dr. H.S.Shaikh

The total number of Life Members is approximately 1700 and the growing number of student members (Post Graduate students) is about 800. There are 105 institutions offering Post Graduation in orthodontics.

OPORTUNITIES FOR YOUR COMPANY

The Orthodontic trade exhibition is designed in such a way that each and every company could participate during the convention and show case their products and advertise/ market themselves in a number of ways:

SPONSORSHIP OPTIONS

1. Gold Sponsor

This sponsorship would provide you with the highest visibility from the moment you finalize with our conference.

Sponsorship Tariff: Rs. 10, 00, 000/-

Inclusions:

- 2 Stalls in the trade exhibition area.
- 1 full page Advertisement in the conference book
- Half page advertisement in all the call brochures
- Registered participants mailing lists
- Head space in the main conference banner
- Company logo in all the parallel session rooms
- Prominent space on the website
- 3 Registrations with hospitality
- 10 complimentary tickets to the Inauguration

2. Silver Sponsors

This sponsorship would provide you with the visibility from the moment you finalize with our conference.

Sponsorship Tariff: Rs. 7, 50,000/-

Inclusions:

- 1 Stall at the Trade exhibition area.
- 1/2 page Advertisement in the conference book
- Acknowledgement in all the call brochures
- Registered participants mailing lists
- Company logo on the main conference banner
- Company logo on the website
- 2 Registrations with hospitality
- 5 complimentary tickets to the Inauguration

3. Bronze Sponsors

This sponsorship would provide you with the visibility from the moment you finalize with our conference.

Sponsorship Tariff: Rs. 5, 00, 000/-

- One stall at the Trade exhibition area.
- 1/2 page Advertisement in the conference book
- Company logo on the main conference banner
- Company logo on the website
- 1 Registration with hospitality
- 5 complimentary tickets to the inauguration

4. Conference Book

The Conference Book would include details of the scientific programme, trade exhibition and social events.

Advertising tariff:

- ❖ Full Back Page: Rs. 1, 00,000/-
- ❖ Inside front cover: Rs. 75,000/-
- ❖ Inside back cover: Rs. 75,000/-
- ❖ Full Page Inside: Rs. 75,000/-
- ❖ Half Page Inside: Rs. 40,000/-

5. Conference bag insert

Sponsorship tariff: Rs. 25,000/-

Inclusions:

- Pre Printed company Leaflet (Single page provided by the company) will be distributed with the conference bags

6. Participant badges

Sponsorship tariff: Rs. 1, 50,000/-

Inclusions:

- All the badges for the registered participants will have the logo of your company
- Table space at the trade exhibition area

7. Scientific Program sponsorship

There will be 6 scientific sessions, starting on the 06th November at 0900 Hrs until 08th November 1700 Hrs. Your company could sponsor any scientific session.

Sponsorship tariff: Rs. 3, 00,000/-

Inclusions:

- Backdrop during the session in all the three halls simultaneously
- Full page advertisement in the conference book
- Prominent company logo on the website
- One stall in the trade exhibition
- 2 Banquet coupons

STALL TARRIF

<u>NATIONAL PARTICIPANTS</u>		
Stall Type	Booking before 31 December '08	Booking after 31 December' 08
3 x 2 mtr	Rs. 45000/-	Rs. 65000/-
3 x 3 mtr	Rs. 65000/-	Rs. 85000/-

<u>INTERNATIONAL PARTICIPANTS</u>		
Stall Type	Booking before 31 December' 08	Booking after 31 December' 08
3 x 2 mtr	Rupee equivalent payable in USD at the time of booking	Rupee equivalent payable in USD at the time of booking
3 x 3 mtr	Rupee equivalent payable in USD at the time of booking	Rupee equivalent payable in USD at the time of booking

The stalls will be fabricated by using white powder coated Octonorm system with white laminated panels

Inclusions in the Stalls:

- A. Three side walls as per the layout
- B. One(1) table (4' x 2') with white laminated top
- C. Two (2) Chairs
- D. Three (3) spot lights
- E. One(1) plug point 5/15 amp
- F. One (1) Dustbin
- G. Fascia with Company Name