

# WEST AFRICA PHARMA HEALTHCARE SHOW 2021

21-23 July 2021 | Accra International Conference Center, Accra Ghana

## Participation Charges:

<b>SAPCE CHARGES</b>	USD 215 PER SQM
<b>MINIMUM AREA TO BE TAKEN</b>	24SQM
<b>INCLUSIONS</b>	BARE SPACE

<b>STALL CHARGES</b>	USD 250 PER SQM SHELL
<b>MINIMUM AREA TO BE TAKEN</b>	9SQM
<b>INCLUSIONS</b>	1 TABLE, 3 CHAIRS, WALS 1 COUNTER, 3 SPOT LIGHTS BIN, SOCKET, CARPET

## AREA WISE STALL INCLUSIONS LIST

<b>INCLUSIONS / SQM</b>	<b>9</b>	<b>12</b>	<b>15</b>	<b>18</b>	<b>21</b>	<b>24</b>	<b>27</b>
TABLE	1	1	1	2	2	2	3
COUNTER	1	1	2	2	2	3	3
CHAIRS	3	4	5	6	7	8	9
SPOT LIGHTS	3	4	5	6	7	8	9
BIN	1	1	1	2	2	2	3
SOCKET	1	1	1	2	2	2	3

## Advertising Opportunities:

	<b>PRICE IN USD</b>
LANYARD SPONSORSHIP	5000
FRONT COVER	4000
FRONT INSIDE COVER	2500
BACK COVER	3000
BACK INSIDE COVER	1500
FULL PAGE ADVERTISEMENT	1000
CATALOGUE FOOTER	4000

## SPONSORSHIP OPPORTUNITIES:

<b>Sponsorship Type</b>	<b>Title Sponsor</b>	<b>Co-Sponsor</b>	<b>Associate-Sponsor</b>
Price in USD	25000	20000	10000
Opportunity	1	2	3
<b>Press Conference</b>			
Logo Presence	Yes as Title Sponsor	Yes	Yes
Representative	Yes	No	No
<b>Title Logo presence</b>			
PRINT ADVERTISEMENT	Yes as Title Sponsor	No	No
POSTERS/BILL BOARD	Yes as Title Sponsor	Yes as Co-Sponsor	No
FLYERS/DIRECTIONS	Yes as Title Sponsor	Yes as Co-Sponsor	Yes
Logo presence on show website	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
OUTDOOR ADS FACEBOOK ADS	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
DIGITAL VIDEOS & INVITATIONS	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
<b>During Exhibition</b>			
<b>Space</b>	<b>72sqm</b>	<b>48sqm</b>	<b>24sqm</b>
Entrance Arch	Yes as Title Sponsor	Yes as Co-Sponsor	No
Advertisement in Exhibitor catalogue	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
Logo presence in Catalogue	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
Seminar Backdrop - log presence	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
Speaking opportunity for nominated delegate in seminar	Yes as Title Sponsor	No	No
Logo presence in registration banner & Badges	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
Badges for invited guest	VIP Badges to be provided	VIP Badges to be provided	VIP Badges to be provided

Logo presence in the badges - back side	Yes as Title Sponsor	Yes as Co-Sponsor	Yes as Associate Sponsor
Logo presence in lenin yard of the badges	Yes	No	No
Panel for Thanking Sponsors	Yes	Yes	Yes

## COST BENEFIT IN SPONSORING THE EVENT

All figures in USD

<b>BENEFITS/ SPNSORSHIP TYPE</b>	<b>Title Sponsor</b>	<b>Co- sponsor</b>	<b>Associate Sponsor</b>
<b>sqm SPACE</b>	72	48	24
Organiser SPACE rate in USD	15480	10320	5160
LANYARD SPONSORSHIP	4000	0	0
CATALOGUE ADVERTISING	4000	2500	1000
BADGE SPONSOR	1000	1000	1000
Seminar Backdrop - log presence	1000	1000	1000
Logo presence in registration banner & Badges	2000	2000	2000
Entrance Arch	4000	4000	0
PRESS CONFERENCE Logo Presence	1500	1500	1500
PRINT ADVERTISEMENT	2000	2000	0
POSTERS/BILL BOARD	2000	2000	0
FLYERS/DIRECTIONS	1500	1000	500
Logo presence on show website	1000	1000	1000
OUTDOOR ADS FACEBOOK ADS	1000	1000	1000
DIGITAL VIDEOS & INVITATIONS	1000	1000	1000
<b>COST</b>	<b>41480</b>	<b>30320</b>	<b>15160</b>
PRICE	25000	20000	10000
DISCOUNT ACHIEVED	16480	10320	5160
DISCOUNT % ACHIEVED	40%	34%	34%