



**Indian Association
of Colleges of Pharmacy**

for a better body of knowledge

Presents

INDIAN CONGRESS OF PHARMACY PRACTICE 2020

&

4th IACP CONVENTION

Theme : Pharmacy Practice and Beyond

ONLINE CONFERENCE

Dates

Saturday, August 1, 2020

&

Sunday, August 2, 2020

SPONSORSHIP & EXHIBITION PROSPECTUS



www.iACP.org.in

INVITATION TO PARTICIPATE

Indian Congress of Pharmacy Practice 2020 & Indian Association of Colleges of Pharmacy welcomes you the 4th Edition of our flagship event IACP Convention. Join us on August 1 & 2 2020 for our first ever online conference.!

As we adjust to a world changed by the COVID-19 crisis, this important event will bring together Pharma students, Professionals, Professors, Deans, Educators & leaders from all over the world to connect and discuss on the theme "Pharmacy Practice & Beyond".

We are confident that our comprehensive virtual program will deliver the knowledge rich conference experience that has supported learning and development in our Pharma industry for over a decade. A digital platform offers many exciting possibilities, and we hope you will join us as we rise to the challenges and opportunities of a new decade. As always, IACP demonstrates our strong connection with the Pharma community, our sponsors and exhibitors are integral to providing participants with a conference that continues to lift the bar. This annual opportunity to explore new ideas and hear from local and international experts presents the perfect forum to support the Pharma Industry, connect with colleagues, and promote your business through online sponsorship and/or exhibiting. We welcome back our long-term supporters and look forward to engaging with new organisations. There are various ways to be involved. This document outlines the developed sponsorship packages

We look forward to your sponsorship!

Best Regards,

Executive Committee

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About IACP

Indian Association of Colleges of Pharmacy - IACP is a not for profit organization established in 2008 working towards advancing & enhancing the quality of pharmacy education in India. We are an association of over 135+ Pharmaceutical colleges across India and actively engage our members by conducting various conferences, seminars, and workshops & provide forums for interaction and exchange of information between the members and industry professionals.

IACP aims to provide leadership in advancing and enhancing the quality of Pharmacy Education & supporting institutions and student needs in pharmacy education. IACP serves its member college and their respective faculties as their advocate at national level

- By providing forums for interaction and exchange of information among its members
- By recognizing outstanding performances among its member educators and by assisting member colleges and schools in meeting their mission of educating and training pharmacists and pharmaceutical scientists.

DIGITAL PLATFORM

Moving IACP Convention to a digital platform allows the Association to continue developing encouraging thought leadership, while safeguarding the health and wellbeing of our members, staff and conference delegates. It also allows participants to stay informed and connected from the comfort of their own home! We are excited to embrace the opportunities offered by modern technology. The virtual program includes live webinars, panel discussions, and interactive Q&A sessions.

BUILD YOUR NETWORK

IACP 4th Convention is expected to attract several hundred pharma professionals from across the world if you are looking to gain brand exposure within pharma professions and build relationships with professionals working in this sector & institutions IACP 4th Convention is the perfect place to connect! Participants will include:

- PCI Members
- WHO Representatives
- FIP Representatives
- AACP Members
- ACPE Members
- Faculty from International university such as
 - a) Faculty from University of Maryland
 - b) Faculty from Illinois University
 - c) Faculty from University of Arizona
- Renowned National Leaders
- Deans
- Professors from Pharm D Colleges
- Pharm D Students

Sponsorship + Exhibitor Benefits

PERSONAL CONTACT

Personally connect with your audience and maintain relationships with your target audience.

PRESENCE & BUZZ

Show your commitment – support the community that supports your business. Launch a new product, service, or marketing campaign – with the undivided attention of your target audience.

SALES

Promote new services or demonstrate new products and equipment.

WEBSITE

A pivotal marketing tool, this is the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

MARKETING

Frequent email blasts to large target audience with general information, latest news, key dates, and program and speaker details. This ensures delegates remain engaged in activities leading up to the conference. Regular e-blasts will promote program highlights with your branding and updates on Social Media.

MARKETING COLLATERAL

Branded electronic and printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions, attractive student competition and “call for simulation videos”. These will be shared via direct email and the conference website.

Sponsorship Packages

PLATINUM SPONSOR – INR 1,50,000

Branding on IACP Newsletter for 1 year
 Dynamic banner space on the website for 1 year
 Branding on registration pages
 Introduction can be custom made highlighting brand and personality
 Sponsorship of a keynote speaker at 4th IACP Convention
 Access to complete participant data
 Launch product - 2 minute video during online conference
 Virtual Booth during online conference
 Logo on the virtual background of speakers throughout online conference
 Hyperlink to the sponsor website
 Logo on marketing collaterals
 Social Media Promotion
 Special Mention during the inaugural and valedictory

GOLD SPONSOR – INR 1,00,000

Branding on IACP Newsletter for 6 Months
 Logo space on the website for 6 Months
 Branding on registration pages
 Introduction can be custom made highlighting brand and personality
 Sponsorship of a keynote speaker at 4th IACP Convention
 Access to complete participant data
 Launch product - 2 minute video during online conference
 Virtual Booth during online conference
 Logo on the virtual background of speakers throughout online conference
 Hyperlink to the sponsor website
 Logo on marketing collaterals
 Social Media Promotion
 Special Mention during the inaugural and valedictory



Sponsorship Packages

TECHNOLOGY SPONSOR – INR 75,000

Logo on the virtual background of speakers throughout the online conference
 Logo display on IACP Website
 Hyperlink to the sponsor website
 Logo on Marketing Collaterals
 2D Virtual Booth
 Social Media Promotion
 Special Mention during the inaugural and valedictory

KEYNOTE SPONSOR – INR 50,000 – Day 1

Sponsorship of a keynote speaker at 4th IACP Convention
 1 minute personalized introduction to brand & speaker
 Logo on the virtual background of speakers throughout online conference
 Logo display on IACP Website
 Hyperlink to the sponsor website
 Logo on marketing collaterals
 Social Media Promotion
 Special Mention during the inaugural and valedictory

KEYNOTE SPONSOR – INR 50,000 – Day 2

Sponsorship of a keynote speaker at 4th IACP Convention
 1 minute personalized introduction to brand & speaker
 Logo on the virtual background of speakers throughout online conference
 Logo display on IACP Website
 Hyperlink to the sponsor website
 Logo on marketing collaterals
 Social Media Promotion
 Special Mention during the inaugural and valedictory

OTHER SPONSOR – INR 50,000

Logo on the virtual background of speakers throughout the online conference
 Logo display on IACP Website
 Hyperlink to the sponsor website
 2D Virtual Booth
 Social Media Promotion
 Special Mention during the inaugural and valedictory

Sponsorship Packages

E-CERTIFICATE SPONSOR – INR 20,000

Logo display on IACP Website
 Hyperlink to the sponsor website
 Logo on Marketing Collaterals
 Social Media Promotion
 Special Mention during the inaugural and valedictory

AWARD SPONSOR – INR 15,000

Logo display on IACP Website
 Hyperlink to the sponsor website
 Logo on Marketing Collaterals
 Logo on Prize Vouchers
 Company brand name will be mentioned during awards with the logo in the background
 Social Media Promotion
 Special Mention during the inaugural and valedictory

Note: Many more sponsorship packages can be Customised

Exhibitors – INR 25,000

Logo display on IACP Website
 Hyperlink to the website
 Launch Products – 1 Minute video during online conference
 Virtual Booth to display lab equipment products / other products
 Social Media Promotion
 Logo on Marketing Collaterals

Exhibitors Publishing House – INR 5,000

Logo display on Website
 Hyperlink to the website
 Virtual Booth to display books
 Social Media Promotion
 Logo on Marketing Collaterals

Secretariat Address



Prasanna Enclave

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Near Kotturpuram Railway Station, Kotturpuram,
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Association Manager



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