

9th Conference + Expo Pharmacy & Medical Management & Communication

+ 2nd Conference
on Pharmaceutical Care®

it really worths to be here!



4 Thematic Pillars:

- Marketing & Management
- Profession Developments
- Pharmaceutical Care
- Innovation & Technology

Athens,
January
20 & 21,
2018

08:30 - 20:00

FREE
ATTENDANCE

117 SPEAKERS
41 SPEECHES
20 WORKSHOPS
7 ROUND
TABLES



Organized by:

Empowering Health



Communications

CHARAMI SA

PUBLICATIONS & COMMUNICATIONS SERVICES

MEGARON ATHENS INTERNATIONAL CONFERENCE CENTRE
Vasilissis Sofias Avenue & Kokkali, Athens 115 21



9th Conference + Expo Pharmacy & Medical Management & Communication

+ 2nd Conference on Pharmaceutical Care®

REASONS TO PARTICIPATE

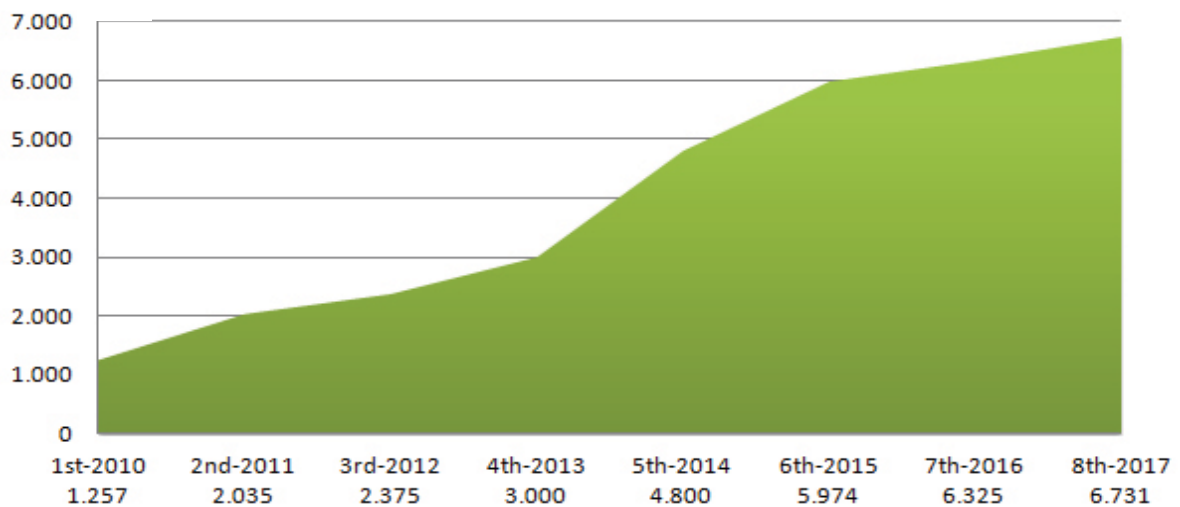
The **9th Conference + Expo** is not just the greatest national scientific, educational and commercial event. It is a broader social event that brings together health professionals and makes a real contribution to the upgrading of Greece's health sector.

It addresses pharmacists, physicians and their associates that actively seek to boost their business and build loyalty with their patient-customer.

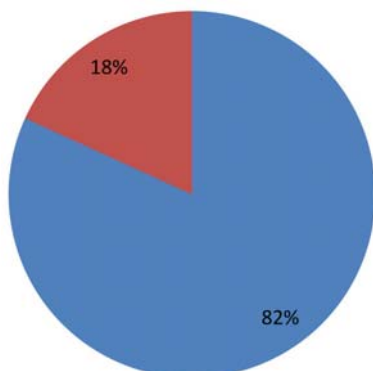
For two days, it will offer fresh ideas and solutions for the development and evolution of more than 100 and 6.800 expected exhibitors and visitors respectively.

International exhibitors will have the opportunity to meet with potential buyers and explore new business opportunities in Greece's growing health sector.

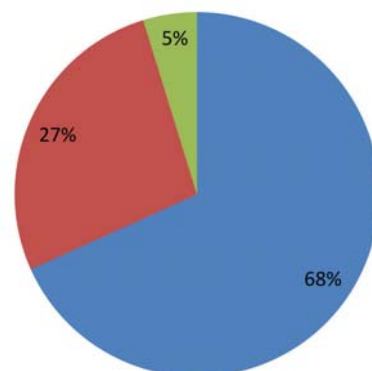
The Conference Proven Success Attendance YoY



8th Conference Exhibitor Satisfaction



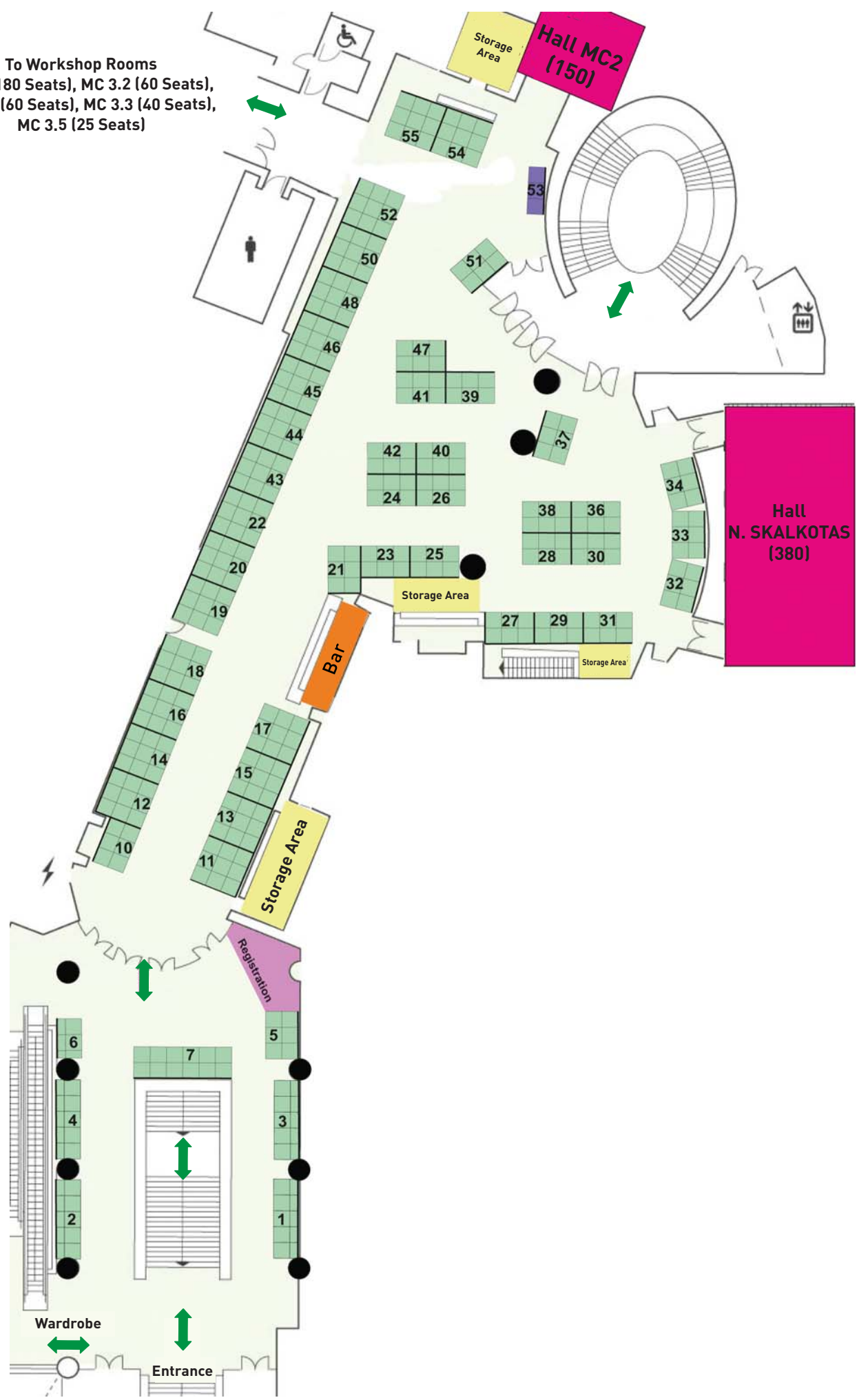
8th Conference Visitor Satisfaction



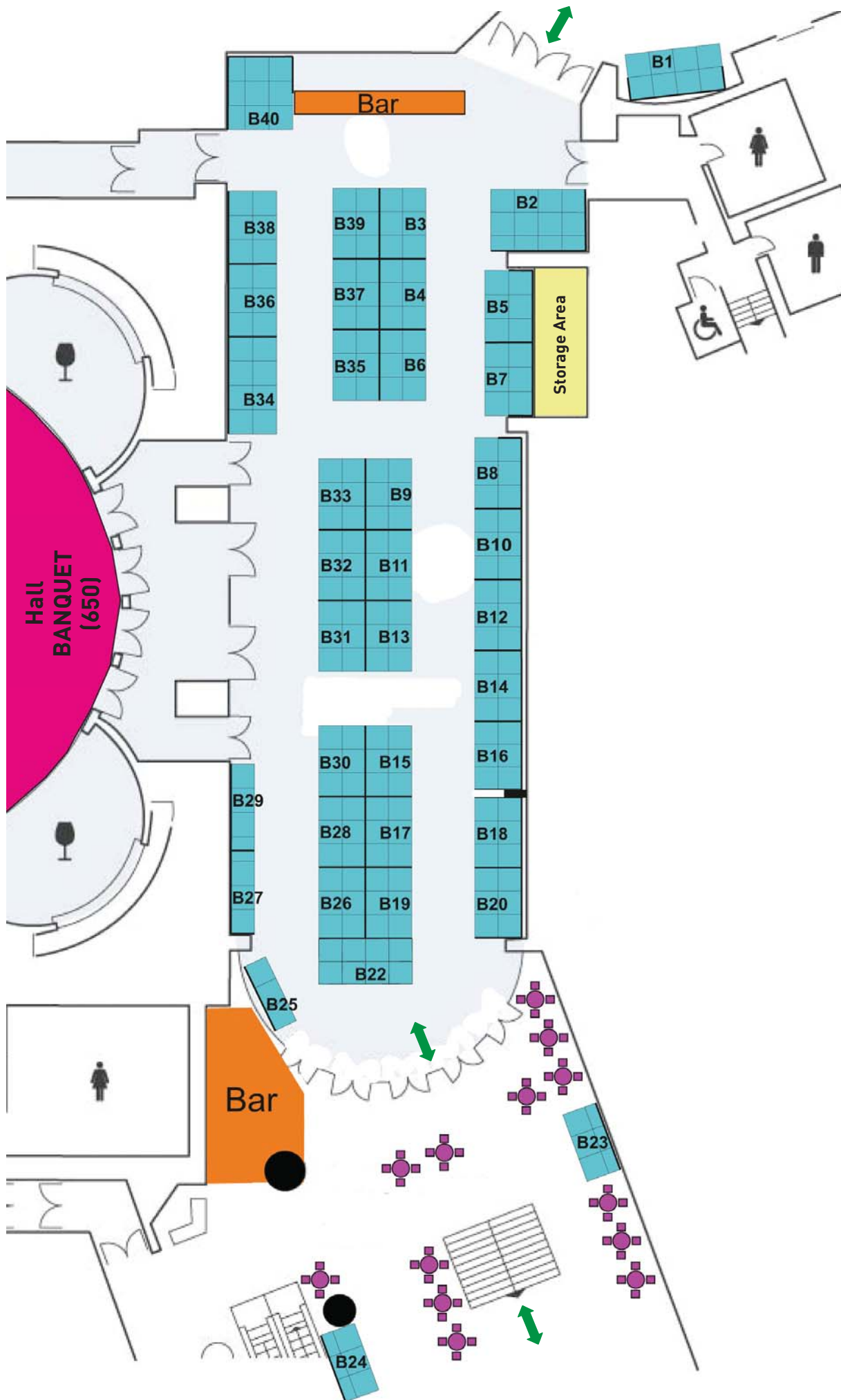
■ Satisfied ■ Rather satisfied ■ Satisfied ■ Rather satisfied ■ Not Satisfied

EXHIBITION & CONFERENCE LAYOUT - LEVEL N. SKALKOTAS

To Workshop Rooms
 MC 3 (180 Seats), MC 3.2 (60 Seats),
 MC 3.4 (60 Seats), MC 3.3 (40 Seats),
 MC 3.5 (25 Seats)



EXHIBITION & CONFERENCE LAYOUT - LEVEL BANQUET (-1)



Stands: Dimensions - Facades - Price (Space only)

Level	Stand	Dimensions	m ²	Facades	Price €
N. SKALKOTAS	1	5 x 1,5	7,5	1	3.400
	2	5 x 1,5	7,5	1	3.400
	3	5 x 1,5	7,5	1	3.400
	4	5 x 1,5	7,5	1	3.400
	5	3 x 2	6	2	3.500
	6	2,5 x 1,5	3,75	2	3.050
	7	6 x 2	12	3	6.500
	10	3 x 2	6	1	3.500
	11	3 x 3	9	1	3.900
	12	3 x 3	9	1	3.900
	13	3 x 3	9	1	3.900
	14	3 x 3	9	1	3.900
	15	3 x 3	9	1	3.900
	16	3 x 3	9	1	3.900
	17	3 x 3	9	1	4.900
	18	3 x 3	9	1	4.400
	19	3 x 3	9	1	4.400
	20	3 x 3	9	1	4.400
	21	3 x 2	6	2	4.300
	22	3 x 3	9	1	4.400
	23	3 x 2	6	1	3.800
	24	3 x 2	6	2	4.400
	25	3 x 2	6	1	3.800
	26	3 x 2	6	2	4.400
	27	3 x 2	6	1	3.800
	28	3 x 2	6	2	4.400
	29	3 x 2	6	1	3.800
	30	3 x 2	6	2	4.400
	31	3 x 2	6	2	4.200
	32	3 x 2	6	2	4.600
	33	3 x 2	6	1	4.200
	34	3 x 2	6	2	4.600
	36	3 x 2	6	2	4.400
	37	3 x 2	6	4	5.000
	38	3 x 2	6	2	4.400
	39	3 x 2	6	3	4.800
	40	3 x 2	6	2	4.400
	41	3 x 2	6	2	4.400
	42	3 x 2	6	2	4.400
	43	3 x 3	9	1	4.400
	44	3 x 3	9	1	4.400
	45	3 x 3	9	1	4.400
	46	3 x 3	9	1	4.400
	47	3 x 2	6	3	4.800
	48	3 x 3	9	1	4.400
	50	3 x 3	9	1	4.400
	51	3 x 2	6	3	4.800
	52	3 x 3	9	2	5.000
	53	3 x 1	3	3	3.800
	54	3 x 3	9	2	5.000
	55	3 x 3	9	1	4.400

Stands: Dimensions - Facades - Price (Space only)

Level	Stand	Dimensions	m ²	Facades	Price €
BANQUET (-1)	B1	4 x 2	8	1	3.400
	B2	4 x 2,5	10	2	5.800
	B3	3 x 2	6	2	4.400
	B4	3 x 2	6	1	3.300
	B5	3 x 2	6	2	3.500
	B6	3 x 2	6	2	3.700
	B7	3 x 2	6	2	3.500
	B8	3 x 2	6	2	3.500
	B9	3 x 2	6	2	3.700
	B10	3 x 2	6	1	2.900
	B11	3 x 2	6	1	2.900
	B12	3 x 2	6	1	2.900
	B13	3 x 2	6	2	3.700
	B14	3 x 2	6	1	3.300
	B15	3 x 2	6	2	3.700
	B16	3 x 2	6	1	3.000
	B17	3 x 2	6	1	2.400
	B18	3 x 2	6	1	2.400
	B19	3 x 2	6	1	2.400
	B20	3 x 2	6	2	2.600
	B22	4 x 2	8	3	4.200
	B23	3 x 1,5	4,5	3	2.400
	B24	3 x 1,5	4,5	2	2.250
	B25	3 x 1	3	2	2.800
	B26	3 x 2	6	1	3.200
	B27	3,5 x 1	3,5	1	2.800
	B28	3 x 2	6	1	3.300
	B29	3,5 x 1	3,5	2	3.100
	B30	3 x 2	6	2	4.400
	B31	3 x 2	6	2	4.600
	B32	3 x 2	6	1	4.200
	B33	3 x 2	6	2	4.600
	B34	4 x 2	8	2	5.100
	B35	3 x 2	6	2	4.400
	B36	3 x 2	6	1	3.800
	B37	3 x 2	6	1	3.800
	B38	3 x 2	6	2	4.400
	B39	3 x 2	6	2	4.400
	B40	3 x 3	9	1	4.900

CONFERENCE SPEECH SPONSORSHIP (45 mins)

- Hall BANQUET (650 Seats) €2.400
- Hall N. SKALKOTAS (380 Seats) €1.900
- Hall MC 2 (150 Seats) €1.600

WORKSHOP ROOM ½ DAY RENTAL (09:00 - 14:00 or 14:30 - 19:00)

- Hall MC 3 (180 Seats) €2.900
- Hall MC 3.2 (60 Seats) €1.900
- Hall MC 3.4 (60 Seats) €1.900
- Hall MC 3.3 (40 Seats) €1.700
- Hall MC 3.5 (25 Seats) €1.450

All Conference Halls and Workshop Rooms are fully equipped with audiovisual media, laptop, leaflet distribution, advertising material placement and ushers with wireless microphones. Translation equipment and services available upon request. Ask us for details and pricing.

FREE BENEFITS		SPONSOR Over 7.500€	SUPPORTER From 3.000€ up to 7.499€	PARTICIPANT Up to 2.999€
1	Single-phase electric power supply up to 100W/3m ²	✓	✓	✓
2	Your ad placed in the Conference Catalogue, distributed to the conference participants during registration	1 Full Page	—	—
3	1 month rotating, run-of-site banner at www.PharmaManage.gr or www.MedicalManage.gr or www.y-o.gr	160x600	208x208	—
4	Your logo appearance at printed and electronic communication	✓	✓	✓
5	Your logo appearance on all press releases, conference material, conference halls and social media	✓	—	—
6	Your 300X300 banner and company profile permanently posted on our sites	✓	✓	✓
7	Supporting Materials:			
	Printed Conference Programs	1.000	600	400
	Barcode reader to record stand visitors	4	2	1
	All day Parking Permits	8	4	2
	Conference CD with photos and videos	✓	✓	—
8	Sponsored speech and workshop schedule included in Conference Program	✓	✓	✓

Value Added Services

- Stand Construction (Optional): See sample on page 8 or ask us for additional options.
- Catering services: Ask us for details and pricing

Discount Policy

Description	Discount
Any combination of 2 Actions	5%
Any combination of 3 Actions	10%
Any combination of 4 Actions	15%

Where Actions are one or mutiple:

- Stand without construction
- Conference speech sponsorship
- Workshop room 1/2 day rental

STAND CONSTRUCTION (Optional)



Booth Package

- Construction of booth: 2,5m high aluminum frames with PVC filling panels in white color. Aluminum fascia board with company signage 1,20x0,25m
- Equipment Rental:
 - Floor carpet of blue color
 - 1 round table with sandblasting top
 - 3 chairs of ivory color
 - Spotlight 100W per 3m² and one socket 500W
- Booth dismantling and relevant services

Price: 65€/m²

ADVERTISING SERVICES

1. Ad in Conference Catalogue - Submit material by December 4th, 2017

Full Page (Dimensions: 21x28cm)	1.100€
Half Page (Dimensions: 10,5x28cm or 21x14cm)	600€
Two-Page Spread (Dimensions: 42x28cm)	1.800€
Inside Front Cover (Dimensions: 21x28cm)	1.550€
Inside Back Cover (Dimensions: 21x28cm)	1.300€
Back Cover (Dimensions: 21x28cm)	2.000€

Ask us for more options

2. Digital Ad Package - Submit material* by December 4th, 2017

a. Announcement in Newsletter to Health Professionals	750€
b. Announcement in Newsletter to Potential Buyers and Healthcare Industry Executives	
c. 2 Posts on Facebook to Healthcare Professionals and Potential Buyers (Page and Group)	
* Text up to 40 words, 2 pictures and up to 3 links	

3. Stand Promotion Employee

1 Person / 1 Day	250€
1 Person / 2 Days	450€



9th Conference + Expo Pharmacy & Medical Management & Communication

+ 2nd Conference
on Pharmaceutical Care®



CHARAMI SA

PUBLICATIONS & COMMUNICATIONS SERVICES
Empowering Health Communications

T. +30 210 984 3274 • F. +30 211 800 5575 • info@PharmaManage.gr
www.PharmaManage.gr/en • www.MedicalManage.gr/en