

# Medicall 2018

Book Your Sponsorship Opportunities

Think out of  
the Booth!

Organized by



*Excited to be  
in Indian Healthcare*

Medexpert Business Consultants Pvt. Ltd.

## **Medicall**

**INDIA'S LARGEST HOSPITAL EQUIPMENT EXPO**

**19<sup>th</sup> EDITION | FEB 23,24,25-2018 | HYDERABAD**

**20<sup>th</sup> EDITION | JUL 27,28,29-2018 | CHENNAI**

**21<sup>st</sup> EDITION | SEP 21,22,23-2018 | DELHI**

# MEDICALL 2017 KEY DATA

## Overview:

### CHENNAI-

Net Exhibition Space- 15000 sq.mt  
Number of Exhibitors- 750  
Foreign Exhibitors- 260  
Visitors- 16400  
Delegates- 1540  
Number of Countries- 16

### MUMBAI-

Net Exhibition Space- 9000 sq.mt  
Number of Exhibitors- 300  
Foreign Exhibitors- 24  
Visitors- 9800  
Delegates- 860  
Number of Countries- 4

## Visitor's Profile:

Dealers  
Distributors & Importers  
Doctors  
Hospital Owners  
Decision Makers  
Lab Incharge  
Hospital Administrators  
CEOs  
Manufactures  
Bio-Medical Engineers  
Academicians  
Hospital Architects  
Interior Designers

## Who is coming?

37%

Dealers, Distributors, Importers,  
and Manufacturers

30%

Doctors and Hospitals Owners

17%

Medical Administrators and  
Healthcare Professionals

13%

Department Heads and Paramedics

Medicall is India's Largest Medical Equipment expo. Medicall has grown considerably in terms of quality and quantity. The exhibition has maintained its position as the largest and the best attended medical shows in India. The show attracted Local, Regional and International visitors, which summed up to 16400. Compared to 2016, there was a significant increase of 20% in visitor number. Conferences & Innovation Awards took place alongside the exhibition, which provided the visitors an ideal platform for knowledge sharing.

This Brochure Summarises the opportunities that are available in Medicall. We look forward in helping you out to make the most of it in Medicall 2018.



## Local & International Visits to Healthcare Shows



## Digital Marketing



## Direct Marketing



## Email Campaign:

# SHOW MARKETING



## SMS Campaign



## Outdoor



## PR and Print Media

## Branding & Sponsorship opportunities Medicall, 20th Edition, Chennai 27-29 Jul 2018

	Platinum	Gold	Silver
<b>INR</b>	<b>8,00,000</b>	<b>6,00,000</b>	<b>2,00,000</b>
20% Discount in Stall Price			
10 Hall Buntings in Hall 1	✓		
Hall Buntings in Hall 2			
Logo in Badges	✓	✓	✓
VIP Passes for Seminars			
Lamp Post Buntings			
Lawn Post Buntings			
Exclusive Stall Map print Flex at Entrance	✓		
Floor Stickers			
Digital Directory Back page Ad	✓		
Digital Directory Front Inner Page Ad		✓	
Digital Directory Back page Inner			✓
Logo in Seminar Backdrop	✓	✓	✓
Emailers to Medicall's extensive database			
Logo in Print Ads	✓	✓	✓
Logo in Website	✓	✓	✓

<b>BrainStorm Medicall Seminar Sponsor (Per Seminar)</b>	<b>1,00,000</b>		
10 Minute Presentation			
Branding in Seminar Hall			
Distribution of Leaflet in Delegate Kit			
Distribution of Leaflet Before & After the Seminar			
Logo in Seminar Backdrop			
Corporate Video Ad before and after the seminar			
Logo in all marketing collaterals of the Seminar			

<b>Other Sponsorship Opportunities</b>			
Gift Sponsor	5,00,000		
Delegate Kit Sponsor	5,00,000		
1 Day Delegate	3,00,000		
LCD screen Advertisement at Entrance(10 sec Advt. in Loop)	55,000		
Lamp Post (Per Lamp Post)	25,000		
Lawn Post (Per Lawn Post)	25,000		
Hall Buntings (Per Hall Bunting)	35,000		

<b>Made In India Healthcare Innovation Awards</b>	<b>3,00,000</b>		
Logo in all marketing collaterals of Awards	✓		
Branding During the Awards Ceremony	✓		
10 Minute Presentation during the Award Ceremony	✓		

For more details:

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