



# UGANDA PHARMA HEALTHCARE 2024



## SPONSORSHIP PROPOSAL FOR UGANDA PHARMA HEALTHCARE 2024

**22 – 24 FEBRUARY, 2024**

**Multi – Purpose Hall,  
UMA Show Grounds,  
Lugogo, Kampala, Uganda**

[www.ugandapharmahealth.com](http://www.ugandapharmahealth.com)

## WHY SPONSOR?

Uganda Pharma Healthcare 2024 will be offering specific sponsorships as per the needs of the Industry in order to provide suitable entitlements and benefits that will assist your organization to achieve your set goals and objectives for this expo. Sponsoring the event presents an opportunity to your organization to engage with the stakeholders within the Industry in order to highlight your commitment and support to the East African market.

## KEY HIGHLIGHTS & BENEFITS

- ❖ Marketing Opportunities and Networking Exposure during the event
- ❖ Strengthen your connections with leading Industry Professionals & Corporate Networking
- ❖ Strategically planned Promotions & Branding Opportunities in Key Locations
- ❖ Create Brand Value and Consumer Awareness
- ❖ Media Coverage
- ❖ Sponsorship provides value addition and added exposure to your brand



## SPONSORSHIP CATEGORIES WITH COSTS

SPONSORSHIP CATEGORIES	SPONSORSHIP COSTS
Title Sponsor	USD 15000
Platinum Sponsor	USD 12500
Gold Sponsor	USD 10000
Pharma Sponsor	USD 8000
Medical Sponsor	USD 8000
Healthcare Sponsor	USD 8000
Lanyard Sponsor	USD 6500
Show Catalogue Sponsor	USD 2500

## TITLE SPONSOR – USD 15000

### Sponsorship Deliverables

- ❖ Name and Logo as Title Sponsor to be displayed on all promotional collaterals, banners, pre / during and after the event
- ❖ Title Sponsor / Brochures / Flyers will be kept at the visitor registration counter
- ❖ Complimentary 36 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database
- ❖ Display of Company Literature in the Show Management Office / Registration Counter
- ❖ Branding at 4 Strategic Locations onsite
- ❖ Logo Display on Hoardings
- ❖ Acknowledgement as title sponsor in FM / TV / Radio Advertisements
- ❖ Invitation to the curtain raiser press meet
- ❖ Promotional Video on the website
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Logo will be displayed on the conference backdrop
- ❖ Speaking opportunity at the relevant conference session
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue



## PLATINUM SPONSOR – USD 12500

### Sponsorship Deliverables

- ❖ Name and Logo as Platinum Sponsor to be displayed on all promotional collaterals, banners, pre / during and after the event
- ❖ Complimentary 27 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database

- ❖ Branding at 2 Strategic Locations onsite
- ❖ Acknowledgement as platinum sponsor in FM / TV / Radio Advertisements
- ❖ Invitation to the curtain raiser press meet
- ❖ Promotional Video on the website
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Logo will be displayed on the conference backdrop
- ❖ Speaking opportunity at the relevant conference session
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue



## GOLD SPONSOR – USD 10000

### Sponsorship Deliverables

- ❖ Name and Logo as Gold Sponsor to be displayed on all promotional collaterals, banners pre / during and after the event
- ❖ Complimentary 18 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database
- ❖ Invitation to the curtain raiser press meet
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Logo will be displayed on the conference backdrop
- ❖ Speaking opportunity at the relevant conference session
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue
- ❖ Branding at 1 Strategic Locations onsite
- ❖ Promotional Video on the website

## PHARMA SPONSOR – USD 8000

### Sponsorship Deliverables

- ❖ Name and Logo as Pharma Sponsor to be displayed on all promotional collaterals,

banners, pre / during and after the event

- ❖ Complimentary 18 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database
- ❖ Branding at 1 Strategic Locations onsite
- ❖ Invitation to the curtain raiser press meet
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue



## MEDICAL SPONSOR – USD 8000

### Sponsorship Deliverables

- ❖ Name and Logo as Medical Sponsor to be displayed on all promotional collaterals, banners, pre / during and after the event
- ❖ Complimentary 18 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database
- ❖ Branding at 1 Strategic Locations onsite
- ❖ Invitation to the curtain raiser press meet
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue

## HEALTHCARE SPONSOR – USD 8000

### Sponsorship Deliverables

- ❖ Name and Logo as Healthcare Sponsor to be displayed on all promotional collaterals, banners, pre / during and after the event

- ❖ Complimentary 18 sq.mt stall raw space on exhibit floor
- ❖ Exclusive logo visibility on the home page of the event website
- ❖ Logo in Mailers that goes to our database
- ❖ Branding at 1 Strategic Locations onsite
- ❖ Invitation to the curtain raiser press meet
- ❖ Logo on the exhibition invitation cards sent to the people from the Industry
- ❖ Sponsor's listing will be included in the Post Show Report
- ❖ One Full Page Color Advertisement in the Show Catalogue

## LANYARD SPONSOR – USD 6500

### Sponsorship Deliverables

- ❖ Company Name and Logo on Visitor and Exhibitor Lanyards
- ❖ Acknowledgment in List of Sponsors
- ❖ Logo will be placed on show website under lanyard sponsor
- ❖ Digital / Social Media Promotions
- ❖ Emailer Campaign on relevant Database



## SHOW CATALOGUE SPONSOR – USD 2500

### Sponsorship Deliverables

- ❖ Sponsors Advertisement on Front Inner Cover of the Show Catalogue
- ❖ Acknowledgment in List of Sponsors
- ❖ Digital / Social Media Promotions

The Sponsorship deliverables are designed to provide maximum possible exposure to the Sponsor Brand. Along with all the above mentioned entitlements, the company logo will be included during all promotional activities. Strategy & Frequency of Digital / Social Media Promotions will be discussed extensively with the sponsors and will be executed based on mutual agreed terms.