INDUSTRY PROSPECTUS

PEDICON 2019

56th Annual Conference of the Indian Academy of Pediatrics
6th-10th Feb, 2019
Mumbai, India
The Pinwheel, an intrinsic part of the Mumbai city-scape, symbolising childhood. It has 7 colours signifying the 7 point agenda of PEDICON 2019

<table>
<thead>
<tr>
<th>Agenda Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
</tr>
<tr>
<td>Healthy Lifestyle (i.e. Nutrition &amp; Exercise)</td>
</tr>
<tr>
<td>Immunization</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Mental Health</td>
</tr>
<tr>
<td>Family &amp; Social relations</td>
</tr>
<tr>
<td>Environment</td>
</tr>
</tbody>
</table>

Pinwheel signifies constant motion, like we all paediatricians who work tirelessly for the well being of children.
Dear Partner,

PEDICON is the flagship annual conference of the Indian Academy of Pediatrics (IAP). It is one of the largest gathering of pediatricians in the world. It acts as an arena for pediatricians to learn, network, collaborate and get inspired.

Pediatricians from across the world look up to PEDICON as an avenue to get access to the latest in pediatrics and its various specialized chapters.

The 56th edition of this conference will be hosted by the Indian Academy of Pediatrics, Mumbai, which will be held at one the most iconic exhibition venues of Mumbai - MMRDA Exhibition Grounds in Bandra Kurla Complex from the 6th-10th of Feb, 2019. Spread over an area of 6,00,000 sq ft, the venue will host 10,000 delegates and 500 faculty members speaking across 8 halls over 4 days. A variety of new training and learning formats have been proposed this year that will engage everyone from the PG student to the experienced practitioner. Along with a presidential and inaugural dinner, 2 star-studded banquets will be held on the 8th and 9th of Feb, 2019 at the JIO Gardens in Bandra Kurla Complex. Our successful early bird registration campaign gathered 3,500 registrations within the 1st month re-affirming our vision of hosting a landmark PEDICON at India's financial and entertainment capital.

It is beyond doubt that industry has played a huge role in facilitating the growth of PEDICON. Whether by means of academic grants and sponsorships or technical support, we acknowledge the commitment industry has extended over the years. We now call upon the same commitment and enthusiasm in partnering with PEDICON 2019. An event of this magnitude will present the perfect opportunity for you to exhibit your offerings, network with existing and potential customers and interact with the largest congregation of pediatricians at a single forum. As you are aware, events of this scale and magnitude involve huge financial and human resources. Your participation and partnership in this event will be deeply appreciated and besides the obvious business advantages, your participation will help the healthcare provider stay abreast with the latest updates in pediatrics, and touch the lives of millions under their care.

The industry prospectus and exhibition opportunities have been attached for your kind perusal. We look forward to your continuing support and contribution towards making PEDICON 2019 a memorable and benchmark event.

Dr. Bakul Parekh  
Chief Organising Chairperson  

Dr. Bipin Shah  
Chief Organising Secretary  

Dr. Prashant Moralwar  
Chairman, Finance Committee
### PEDICON 2019 ORGANIZING COMMITTEE

**CHIEF PATRONS**
- Dr. Y. K. Amdekar
- Dr. M. R. Lokeshwar

**PATRONS**
- Dr. R. P. Agarwal
- Dr. Meena Desai
- Dr. N. B. Kumta
- Dr. K. P. Mehta
- Dr. P. N. Patnekar
- Dr. N. C. Joshi
- Dr. M. K. Joshi
- Dr. Vasant Khatav
- Dr. Madhuri Kulkarni
- Dr. Armida Fernandez
- Dr. Tanmay Amladi

**ADVISORS**
- Dr. Bharat Agarwal
- Dr. Pravin Mehta
- Dr. Prashant Moralwar
- Dr. Rohit Agarwal
- Dr. Sailesh Gupta
- Dr. Deepak Ugra
- Dr. Kamlesh Shrivastava

**CHIEF ORGANISING CHAIRPERSON**
- Dr. Bakul Parekh

**ORGANISING CHAIRPERSONS**
- Dr. Samir Dalwai
- Dr. Bharat Parekh
- Dr. Sandeep Kadam

**CHIEF ORGANISING SECRETARY**
- Dr. Bipin Shah

**ORGANISING SECRETARIES**
- Dr. Bela Verma
- Dr. Uday A. Pai
- Dr. Upendra Kinjawadekar
- Dr. Subash Rao
- Dr. Paramanad Andankar
- Dr. Shilpa Aroskar

**CO-ORGANISING CHAIRPERSONS**
- Dr. Amin Kaba
- Dr. Sushant Mane
- Dr. Jeetendra Gavhane

**CO-ORGANISING SECRETARIES**
- Dr. Rajesh Chokhani
- Dr. Deep Parekh
- Dr. Barkha Chawla

**TREASURERS**
- Dr. Prashant Moralwar
- Dr. Pravin Mehta
- Dr. Anand Shandilya

**SCIENTIFIC COMMITTEE CHAIRPERSON**
- Dr. Nitin Shah

**SCIENTIFIC COMMITTEE CO-CHAIRPERSON**
- Dr. Vijay Yewale

**NATIONAL CONVENOR**
- Dr. Satish Pandya

**SCIENTIFIC COMMITTEE MEMBERS**
- Dr. Mamta Manglani
- Dr. Bela Verma
- Dr. Upendra Kinjawadekar
- Dr. Mahesh Mohite
- Dr. Tushar Maniar
- Dr. Prakash Vaidya
- Dr. Sudhir Sane
- Dr. Pravin Mehta
- Dr. Anand Shandilya
- Dr. Samir Dalwai
- Dr. Jeetendra Gavhane
- Dr. Sailesh Gupta
## PEDICON 2019 ORGANIZING COMMITTEE

### FINANCE COMMITTEE

**CHAIRPERSON**
- Dr. Prashant Moralwar

**MEMBERS**
- Dr. Sharat Menon
- Dr. Nitin Shah
- Dr. Mahesh Mohite
- Dr. Sandeep Kadam

---

## CIAP OFFICE BEARERS

<table>
<thead>
<tr>
<th>Position</th>
<th>President</th>
<th>President Elect</th>
<th>IMM. Past President</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dr. Santosh T. Soans</td>
<td>Dr. Digant D. Shastri</td>
<td>Dr. Anupam Sachdeva</td>
</tr>
<tr>
<td>VICE PRESIDENT - CENTRAL ZONE</td>
<td>Dr. Vineet K Saxena</td>
<td>Dr. Arup Roy</td>
<td>Dr. Kedar S. Malwatkar</td>
</tr>
<tr>
<td>VICE PRESIDENT - NORTH ZONE</td>
<td>Dr. Harmesh Singh</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VICE PRESIDENT - EAST ZONE</td>
<td>Dr. Arup Roy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VICE PRESIDENT - WEST ZONE</td>
<td>Dr. Kedar S. Malwatkar</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VICE PRESIDENT - SOUTH ZONE</td>
<td>Dr. D. Gunasingh</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SECREEETY GENERAL
- Dr. Remesh Kumar R

### TREASURER
- Dr. Upendra S Kinjawadekar

### JT. SECRETARY - LIAISON
- Dr. Sangeeta Yadav

### JT. SECRETARY - ADMIN
- Dr. Sandeep Bapu Kadam

### EB MEMBERS
- Dr. G Sudhakar
- Dr. Y S Guru Prasad
- Dr. Mritunjay Pao
- Dr. Nigama Prakash Narain
- Dr. Chhaya Harnarain Sambharya
- Dr. Amar Singh Thakur
- Dr. L N Taneja
- Dr. Rajeev Seth
- Dr. Rajendr C Trivedi
- Dr. Abhay Kantilal Shah
- Dr. Yogesh N Parikh
- Dr. Subhash Singh Slathia
- Dr. Ramesh Kumar Goyal
- Dr. Rakesh C Bhardwaj
- Dr. H B Mallikarjuna
- Dr. Sudhir Kumar Goyal
- Dr. G V Basavaraj
- Dr. Shimmy Paulose
- Dr. Shrinath B Mugali
- Dr. Joe Ouseph
- Dr. Dr. Sandh Singh Slathia
- Dr. T P Jayaraman
- Dr. G V Basavaraj
- Dr. H B Mallikarjuna
- Dr. Sudhir Mishra
- Dr. Rakesh C Bhardwaj
- Dr. Rajendr C Trivedi
- Dr. Sharad B Godbole
- Dr. Joe Ouseph
- Dr. Subhash Singh Slathia
- Dr. Shrinath B Mugali
- Dr. T P Jayaraman
- Dr. Sudhir Mishra
- Dr. Vivek Saxena
- Dr. Vivek Saxena
- Dr. Bipin Shah
- Dr. Shalabh Kumar
- Dr. Sanjay K Ghorpade
- Dr. Shalabh Kumar
- Dr. Shalabh Kumar
- Dr. T L Ratna Kumar
- Dr. Shalabh Kumar
- Dr. A Yashowantth Rao
- Dr. Shalabh Kumar
- Dr. Vivek Saxena
- Dr. Vivek Saxena
- Dr. Bipin Shah
- Dr. Subhasis Roy
- Dr. Bipin Shah
- Dr. Subroto Chakrabartty
- Dr. Subroto Chakrabartty

### SERVICES
- Dr. (Maj. Gen.) Madhuri R. Kanitkar
PEDICON being the flagship conference of the Indian Academy of Pediatrics, provides partners, exhibitors and advertisers the unique opportunity to engage and interact with over 10,000 pediatricians and allied healthcare providers under one roof over 4 exciting days. It is a fantastic opportunity to network with existing and prospective customers while showcasing your products and services. It is the single largest gathering of pediatricians in India and one of the largest in the world. Every year PEDICON is supported by over 100 exhibitors and this number is steadily rising.

The 70,000 sq ft industry exhibition zone has been strategically placed right after the entrance to ensure great foot-fall and visibility to all our partners, exhibitors and advertisers. With the feedback and learnings from previous PEDICONs we have also made it mandatory for all industry participants to follow strict guidelines thereby promoting uniformity and avoiding any conflict between industry participants.

WHO SHOULD PARTICIPATE

- Domestic and multinational companies in the healthcare and allied services sector
- Manufacturers and distributors of all types of Pediatric equipments
- Laboratory testing aids (material testers, raw products for basic science)
- Medical research consulting firms
- Medical software solution providers
- Publishers of medical books and journals
- Hospital furniture and utilities
- Specialty hospitals
- Entrepreneurs offering products and services
- Real estate companies
- Automotive companies
- Hi-tech appliances and high-end gadget/accessories manufacturers

SOME DEFINITIONS

- **Industry Participant** - any business entity/company, organisation or individual contributing towards the fundraising activities of PEDICON 2019 against cash or kind (tangible or intangible)
- **Event Arena** - the complete area at the venue cordoned for PEDICON 2019 including all zones, parking, scientific halls, etc.
- **Industry Exhibition Zone** - demarcated area for industry to build custom pavilions on temporarily rented bare space or pre-fabricated/octanorm stalls
- **Exhibitor** - any business entity/company, organisation or individual contributing funds towards PEDICON 2019 against temporarily renting space in the industry exhibition zone (bare space or pre-fabricated octanorm stall)
- **Advertiser** - any business entity/company, organisation or individual contributing funds towards PEDICON 2019 against various advertising opportunities available within the event arena and other advertising opportunities available before, during and after PEDICON 2019
- **Trade Delegate** - any individual whether or not a medical practitioner who is engaged in direct or contractual employment with the industry participant. Trade delegates are admitted in the venue, provided with daily breakfast, lunch and evening tea. Trade delegates are not provided with delegate kits, access to scientific areas, access to social program and certificate of participation
## Exhibition Opportunities

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Fees</th>
<th>No. of Units</th>
<th>Entitlement on Advertisement Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bare Space (30mx12m)</td>
<td>₹ 3,60,00,000</td>
<td>1</td>
<td>Yes, additional 30% discount</td>
</tr>
<tr>
<td>Bare Space (15mx12m)</td>
<td>₹ 1,80,00,000</td>
<td>2</td>
<td>Yes, additional 25% discount</td>
</tr>
<tr>
<td>Bare Space (7.5mx12m)</td>
<td>₹ 90,00,000</td>
<td>4</td>
<td>Yes, additional 15% discount</td>
</tr>
<tr>
<td>Bare Space (7.5mx6m)</td>
<td>₹ 45,00,000</td>
<td>16</td>
<td>Yes, additional 5% discount</td>
</tr>
<tr>
<td>Pre-Fabricated Octanorm (6mx3m)</td>
<td>₹ 20,00,000</td>
<td>25</td>
<td>Yes</td>
</tr>
<tr>
<td>Pre-Fabricated Octanorm (3mx3m)</td>
<td>₹ 10,00,000</td>
<td>50</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st May, 2018</td>
<td></td>
<td>Release of the Industry Prospectus</td>
</tr>
<tr>
<td>1st Aug, 2018</td>
<td></td>
<td>Final deadline for confirming exhibition space</td>
</tr>
<tr>
<td>1st Oct, 2018</td>
<td></td>
<td>Final deadline for confirming advertisement space</td>
</tr>
<tr>
<td>1st Nov, 2018</td>
<td></td>
<td>Last date for payment by exhibitors</td>
</tr>
<tr>
<td>1st Dec, 2018</td>
<td></td>
<td>Last date for payment by advertisers</td>
</tr>
<tr>
<td>7th Jan, 2019</td>
<td></td>
<td>Special meeting for all industry participants</td>
</tr>
<tr>
<td>4th Feb, 2019</td>
<td>0000 hrs onwards</td>
<td>Possession of venue for ‘bare space’ exhibitors to start construction of custom pavilions</td>
</tr>
<tr>
<td>5th Feb, 2019</td>
<td>1200 hrs</td>
<td>Handover of venue by ‘bare space’ exhibitors with completed custom booths</td>
</tr>
<tr>
<td>6th Feb, 2019</td>
<td>0000 hrs onwards</td>
<td>Possession of stall for ‘pre-fabricated’ exhibitors to setup their material</td>
</tr>
<tr>
<td>6th Feb, 2019</td>
<td>1200 hrs onwards</td>
<td>Handover of venue by ‘pre-fabricated’ exhibitors with completed setup</td>
</tr>
<tr>
<td>6th Feb, 2019</td>
<td>1200 hrs onwards</td>
<td>‘No work’ day for all participants</td>
</tr>
<tr>
<td>7th Feb, 2019</td>
<td>0600 hrs onwards</td>
<td>Entry to trade representatives</td>
</tr>
<tr>
<td>7th Feb, 2019</td>
<td>1300 hrs</td>
<td>Exhibition zone inauguration</td>
</tr>
<tr>
<td>10th Feb, 2019</td>
<td>1430 hrs onwards</td>
<td>Exhibition zone sealed for dismantle</td>
</tr>
<tr>
<td>10th Feb, 2019</td>
<td>1730 hrs onwards</td>
<td>‘Pre-fabricated’ exhibitors to exit the venue</td>
</tr>
<tr>
<td>11th Feb, 2019</td>
<td>0000 hrs</td>
<td>‘Bare space’ exhibitors to exit the venue</td>
</tr>
</tbody>
</table>

## Exhibition Dates and Time

<table>
<thead>
<tr>
<th>Date</th>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th Feb, 2019</td>
<td>0900 hrs</td>
<td>1730 hrs</td>
</tr>
<tr>
<td>8th Feb, 2019</td>
<td>0900 hrs</td>
<td>1730 hrs</td>
</tr>
<tr>
<td>9th Feb, 2019</td>
<td>0900 hrs</td>
<td>1730 hrs</td>
</tr>
<tr>
<td>10th Feb, 2019</td>
<td>0900 hrs</td>
<td>1430 hrs</td>
</tr>
</tbody>
</table>
ENTITLEMENT WITH EXHIBITION BOOKINGS

<table>
<thead>
<tr>
<th>ENTITLEMENT FOR PRE-FABRICATED OCTANORM UNITS</th>
<th>ENTITLEMENT FOR BARE SPACE UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Fabricated Octanorm unit as per size</td>
<td>Marked bare space as per size</td>
</tr>
<tr>
<td>Carpet</td>
<td>Power connection up to 30m away from unit</td>
</tr>
<tr>
<td>1 Table</td>
<td>Power supply during show days as per grid</td>
</tr>
<tr>
<td>2 Chairs</td>
<td>Power supply of 5 KVA for setup and dismantle</td>
</tr>
<tr>
<td>Front Fascia printing</td>
<td>Complimentary trade delegate passes as per grid</td>
</tr>
<tr>
<td>1 Power Outlet (15AMP)</td>
<td>1 Dustbin</td>
</tr>
<tr>
<td>1 Dustbin</td>
<td></td>
</tr>
<tr>
<td>2 complimentary trade delegate passes for 3mx3m and 4 complimentary trade delegate passes for 6mx3m units</td>
<td></td>
</tr>
</tbody>
</table>

SCIENTIFIC SESSION (UNRESTRICTED SCIENTIFIC GRANT)

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>COMMITMENT</th>
<th>NO. OF UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symposia</td>
<td>₹ 25,00,000</td>
<td>16</td>
</tr>
<tr>
<td>Guest Lecture</td>
<td>₹ 20,00,000</td>
<td>on request</td>
</tr>
</tbody>
</table>

ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>COMMITMENT</th>
<th>NO. OF UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Desk Branding</td>
<td>₹ 1,50,00,000</td>
<td>1</td>
</tr>
<tr>
<td>Exclusive Digital Delegate Kit Branding</td>
<td>₹ 4,00,00,000</td>
<td>1</td>
</tr>
<tr>
<td>Help Desk Branding</td>
<td>₹ 50,00,000</td>
<td>4</td>
</tr>
<tr>
<td>Exclusive Banquet Event Branding (1 participant per banquet)</td>
<td>₹ 3,00,00,000</td>
<td>2</td>
</tr>
<tr>
<td>Exclusive Food Court Branding (1 participant per day- 0800 hrs - 1800 hrs)</td>
<td>₹ 1,50,00,000</td>
<td>3</td>
</tr>
<tr>
<td>Digital Signage (30 sec. rotational slot on 10 Large LED Walls)</td>
<td>₹ 10,00,000</td>
<td>18</td>
</tr>
<tr>
<td>Digital Logo display on 8 LED Cubicles</td>
<td>₹ 8,00,000</td>
<td>8</td>
</tr>
<tr>
<td>Large format venue advertisement (5ft x 8ft)</td>
<td>₹ 10,00,000</td>
<td>25</td>
</tr>
<tr>
<td>Sponsored Symposia</td>
<td>₹ 25,00,000</td>
<td>16</td>
</tr>
<tr>
<td>Advertisement on Website home page</td>
<td>₹ 25,00,000</td>
<td>1</td>
</tr>
<tr>
<td>Mandatory Advertisement on Mobile App (Splash screen)</td>
<td>₹ 25,00,000</td>
<td>1</td>
</tr>
<tr>
<td>Push Notification on Mobile App (Per Notification)</td>
<td>₹ 30,000</td>
<td>64</td>
</tr>
<tr>
<td>SMS to all registered delegates (Per SMS)</td>
<td>₹ 30,000</td>
<td>100</td>
</tr>
<tr>
<td>Email to all registered delegates (Per Email)</td>
<td>₹ 50,000</td>
<td>100</td>
</tr>
<tr>
<td>Full page advertisement in digital souvenir</td>
<td>₹ 1,00,000</td>
<td>30</td>
</tr>
</tbody>
</table>
BOOKING GUIDELINES

BOOKING AND ALLOTMENT:

- Bookings can only be made by an official booking request sent to industryrelations@pedicon2019.in. No individual/agency/3rd party has been authorised to book and allot exhibition spaces and advertising assets on behalf of PEDICON 2019.
- Booking request will be reviewed and replied to by the finance committee.
- After review of the booking request by the finance committee a formal agreement will be drafted. The booking stands confirmed on receipt of the signed agreement along with advance payment at the conference secretariat. The finance committee is free to allot the same space and benefits to other interested industry participants until the day booking is confirmed.
- On confirmation of booking an exhibitor and advertiser manual will be sent with detailed rules and regulations governing the participation in PEDICON 2019.

PAYMENT DETAILS:

- All fees mentioned in this document are exclusive of the mandatory Goods and Services Tax (Currently 18%)
- Payment can be made by cheque/bank transfer to the official PEDICON account.
- For more details please contact us.