



**ARAB
COSMO
PHARMA**
Exhibition & Conference

Cosmetics & Pharmaceutical International Exhibition & Conference



3-5 MAY 2018

Cairo Internatiol Convention Center

Introduction

Arab Cosmo Pharma

Providing Personal Care Solutions in Egypt and all Africa

Why Arab Cosmo Pharma

- Is the largest exhibition and conference specialized in the cosmetics and pharmaceuticals field that interested in personal care products for women and men from all ages.
- Providing the latest Personal Care Solutions.
- Arab Cosmo Pharma provide training course and workshop by famous specialists with the latest scientific material for all workers and those whom interested in cosmetics and pharmaceuticals field.

The course name



-- Your Beauty Is Important --

Gamalek Ahm

Your Beauty is Important

Gamalek Ahm Course agenda

- 1- Skin Principles and Skin Care Products.
- 2- Hair Principles, Hair care Products.
- 3- Make-Up types & Make up tutorial practical training with famous make-up artist.



Exhibition Fields

- Cosme-Ceutical and Cosmetics Companies
- Pharmaceutical Companies
- Non-Surgical Fat Reduction & Body-shaping Laser Companies
- Beauty Center Equipment Companies
- Medical Devices Companies
- Cosmetic Derma Medicine Companies
- Medical Botox Companies
- Makeup Companies
- Hair care Companies
- Skin care Companies
- Plastic Surgery Hospitals
- Ophthalmic Lasers Companies
- Dermatology laser Companies
- Dental Equipment Companies
- Packing & Printing



Advertising Campaign

Newspaper

- Al Ahram (National, international and Arab Press) 4 Issues
- Al Gomhuria (National Press)
- Al Akhbar (National Press)
- Al Masry Al Youm
- El-Waseet

Magazines

- All Hospital Needs Magazine (Medical Magazine – China) 2 Issues
- Consultac Magazine (Medical Magazine – China) 6 Issues
- Trade Proven (Medical Magazine – India) 9 Issues
- Trade Winds (Medical Magazine – Taiwan) 2 Issues

TV & Radio

- Al Mehwar (Satellite TV)
- El Masria (Satellite TV)
- Sehaty Channel (Satellite TV)
- Dream TV
- Ten TV Channel (Satellite TV)
- Nogom FM Radio (40 Spot)
- Radio Masr (30 Spot)

Outdoor

- October Bridge
- El Mehwar Road
- Nasr City - Heliopolis – Mohandeseen
- Ring Road - Main Cairo Entrances - 6 October City Entrances
- Number 300 on the chassis Salah Salem Road and Alaouterstrad size 3X1 month before the exhibition
- Billboards in Metro Station

Social Media

- Twitter, You Tube, Linked in, etc
- Facebook Advertising campaign
- Advertising campaign at Al-Ahram home page two months ahead.
- Advertising campaign at Al Masry Al Youm home page two months ahead.

SMS

- 100,000 SMS as a campaign was sent out a month prior the exhibition for whoever is concerned with the pharmaceutical sector & Medicine

Invitation To

- Pharmaceutical Distributors Companies
- Owners of Pharmacies Chains
- Pharmacist
- Fresh Graduate Pharmacist
- Plastic Surgery Center Owners
- Plastic Surgeon
- Dermatologist Specialist
- Cosmetic Surgeon
- Hair Therapy Specialist
- Eyelid and Face Surgery Owners
- Skin and laser Center Owners
- Diet Center Owners
- Nutrition specialist
- Obesity specialist
- Beauty Centers Owners
- Makeup Artist
- Hairdresser
- Dental Care Center Owners
- Dentist
- Eye Treatment Center Owners
- Ophthalmologist
- All women who interested in Body & Hair Care
- Hospitals' Purchasing managers and Decision Makers
- Distributors in and out Egypt
- Businessmen invited from abroad
- B2B with businessmen Africa and Arab countries
- Cosmetics Factories Owners

Sponsors Packages

Founder Sponsor

- 20 minutes of the conference in the first day
- 10 minutes the other days
- Logo on TV advertisement
- Logo on newspaper advertisement
- Mockup for (Logo/Product) at the main entrance
- 2 faces on the hall's main entrance columns
- Logo on conference bags
- Logo front side of VIP Invitations
- Logo on Visitor's card holder ribbon
- Logo on Exhibition's promotional pens
- Logo on Registration staff T-shirts
- 10 upstairs graphic stickers
- Logo on conference hall
- Banner inside Convention Center
- Banner up high reserved booth
- 4 pages advertisement in the Exhibition catalogue out of which 1 is distinctive
- Brochure to be placed in the conference bags

Platinum Sponsor

- 10 minutes of the conference
- Logo on newspaper advertisement
- Logo on radio advertisement
- 1 face on the hall's main entrance columns
- Logo in the conference hall
- 2 pages advertisement in the Exhibition catalogue
- Banner up high reserved booth
- Logo on back side of VIP Invitations
- 6 entrance upstairs stickers

A grand total cost of LE.300,000
(LE three hundred thousand only)

Golden Sponsor

- 5 minutes of the conference in favor
- Logo on newspaper advertisement
- Logo on radio advertisement
- Logo on Exhibition Invitations
- 4 entrance upstairs stickers
- Banner up high reserved booth
- 1 pages advertisement in the Exhibition catalogue

A grand total cost of LE.200,000
(LE two hundred thousand only)

Silver Sponsor

- Logo on newspaper advertisement
- Logo on Exhibition Invitations
- Banner up high reserved booth

A grand total cost of LE.100,000
(LE one hundred thousand only)

Other Sponsorships

Bags Sponsor

- Brochure to be placed in the conference bags
- Sample/Giveaways of the company

A grand total cost of LE.75,000
(LE seventy five thousand only)

Participation Cost

	NATIONAL PARTICIPATION	INTERNATIONAL PARTICIPATION
9 Sq.m	16,200 LE	3150 \$
12 Sq.m	21,000 LE	4000 \$
15 Sq.m	26,000 LE	5000 \$

Shell Scheme	Min. 9 Sq.m	• 2 Chairs • 1 Table • 2 Power Supply, • 3 spotlights
RawSpace	Min. 27 Sq.m	without



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International Exhibition & Conference

Organized By



**For Organizing International
Exhibitions & Conferences**



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