



EXHIBITION

It is true that the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The ICE - SEMDSA 2018 exhibition will provide companies with a unique opportunity to participate in this exclusive exhibition, focussed on all facets of clinical Endocrinology and basic research in Endocrinology. The companies benefiting from this exhibition would include:

1. Companies that would like to influence or actively practice in any aspect of Endocrinology.
2. Companies who provide equipment or supplies for Endocrinology tests.
3. Companies who provide bursaries to those who study in Endocrinology and related fields.
4. Medical research companies

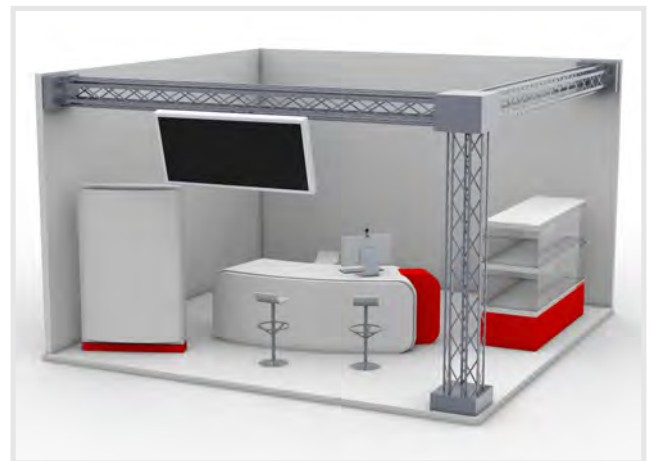


OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	COST
Standard Exhibition Stand	3m x 3m	\$2,750

INCLUDED IN EACH STAND:

- Shell Scheme – 2,500 mm high
- Fascia Board with your company name printed on it in black Arial font
- 1 x Plug Point
- 2 x Spotlights
- 2 x Chairs
- 1 x Table
- 2 x Exhibitor passes to man the stand for the duration of the Congress (includes access to Congress sessions)



PAYMENT TERMS:

- Payment Terms will be as follows:
- 25% deposit on signing of contract to secure your stand
- Further 50% payable on 30 November 2017
- Balance payable by 31 May 2018

FOR MORE INFORMATION CONTACT:



Carolyn Melnick
 Project Manager
Tel: 021 422 2402
Mobile: +27 (0)82-223-1338
Email: caro@soafrica.com

You may register additional delegates on our website:

www.ice2018.org

registrations open November 2017.