INTERNATIONAL CONGRESS OF DERMATOLOGY, AESTHETIC MEDICINE AND HEALTHY AGING

23-25 AUGUST
CENTRO DE CONVENÇÕES FREI CANECA - SAO PAULO - BRAZIL
ICAD 2017 has marked the agenda of dermatology, aesthetic medicine and healthy aging as a great meeting place for professionals who seek to keep themselves up to date. The congress counts with three auditoriums with Aesthetic Medicine, Dermatologic Therapy, and Healthy Aging running simultaneously; in addition to two auditoriums dedicated to workshops used in the presentation of the industry and in live demonstrations. ICAD will continue to invest in innovation, seek new formats, topics and strategic partnerships in order to bring the best scientific content and leverage the industry expertise by bringing key players, keynote speakers and delegates together in one place.
ICAD BRAZIL 2017 DELEGATE BREAKDOWN

ATTENDANCE BY SPECIALITY

- 52% DERMATOLOGIST
- 22% AESTHETIC MEDICINE
- 2% ANTI-AGING PHYSICIANS
- 4% GENERAL PRACTITIONERS
- 7% PLASTIC SURGEONS
- 1% EXERCISE AND SPORTS MEDICINE
- 3% GYNAECOLOGIST
- 3% NUTROLOGIST
- 3% ENDOCRINOLOGIST
- 3% OTHER SPECIALTIES

ATTENDANCE BY COUNTRIES

- 94% BRAZIL
- 6% OTHERS COUNTRIES

COUNTRIES REPRESENTED:
- ARGENTINA
- BOLIVIA
- CHILE
- COLOMBIA
- COSTA RICA
- USA
- FRANCE
- ENGLAND
- ISTANBUL
- PANAMA
- PERU
- PORTUGAL
- CZECH REPUBLIC
- ROMANIA
DIAMOND SPONSOR

PRIOR TO THE EVENT
- Insertion of logo as ‘Diamond Sponsor’ in the entire ICAD’s marketing campaign, both offline and online (website, ad, email marketing campaign, flyer, newsletter, social media)
- 2 exclusive emails to be sent to ICAD Brazil’s database
- 20% discount on registrations to be offered to clients – development of exclusive electronic invitation
- Logo and description of the company limited to 300 words to be added to the area dedicated to “Sponsors” on the event’s page

DURING THE EVENT
- Insertion of logo as ‘Diamond Sponsor’ in the entire visual communication of the event (entrance portico, backdrop in the auditoriums, printed agenda, logo projected on screen between sessions)
- 36m² space to build the stand
- Two 2-hour workshops
- Sponsorship of the VIP Lounge – see the benefits at Page 9
- Party Sponsor of ICAD 2018 (Theme and setting to be developed in collaboration with the sponsor)
- 1 Insert to be added to the Delegates’ folder
- 15 VIP passes allowing entry to the conference and VIP Lounge
- 1 double-page ad in the event’s official catalogue

AFTER THE EVENT
- List of attendees at the workshop promoted by the sponsor
- List of attendees at the VIP Lounge

USD 32,000
2 AVAILABLE

MARKETING CAMPAIGN
CUSTOMER RELATIONSHIPS
PRESENTATION
PLATINUM SPONSOR

PRIOR TO THE EVENT
• Insertion of logo as ‘Platinum Sponsor’ in the entire ICAD’s marketing campaign, both offline and online (website, ad, email marketing campaign, flyer, newsletter, social media)
• 1 exclusive email to be sent to ICAD Brazil’s database
• 20% discount on registrations to be offered to clients – development of exclusive electronic invitation
• Logo and description of the company limited to 200 words to be added to the area dedicated to “Sponsors” on the event’s page

DURING THE EVENT
• Insertion of logo as ‘Platinum Sponsor’ in the entire visual communication of the event (entrance portico, backdrop in the auditoriums, printed agenda, logo projected on screen between sessions)
• 36m² space to build the stand
• Two 2-hour workshops
• Sponsorship of the VIP Lounge – see the benefits at Page 9
• Sponsorship of Chair Cover or Badge and Lanyard
• 1 Insert to be added to the Delegates’ folder
• 10 VIP passes allowing entry to the conference and VIP Lounge
• 1 single-page ad in the event’s official catalogue

AFTER THE EVENT
• List of attendees at the workshop promoted by the sponsor
• List of attendees at the VIP Lounge

USD 28.000
2 AVAILABLE
GOLD SPONSOR

PRIOR TO THE EVENT

• Insertion of logo as ‘Gold Sponsor’ in the entire ICAD’s marketing campaign, both offline and online (website, ad, email marketing campaign, flyer, newsletter, social media)
• 20% discount on registrations to be offered to clients – development of exclusive electronic invitation
• Logo and description of the company limited to 200 words to be added to the area dedicated to “Sponsors” on the event’s page

DURING THE EVENT

• Insertion of logo as ‘Gold Sponsor’ in the entire visual communication of the event (entrance portico, backdrop in the auditoriums, printed agenda, logo projected on screen between sessions)
• 18m² space or 12m² to build the stand
• Two 2-hour workshops
• Sponsorship of the VIP Lounge - see the benefits at Page 9
• Sponsorship of the Event’s Bag or Notepapers & Pens or Bottle Water
• 1 Insert to be added to the Delegates’ folder
• 8 VIP passes allowing entry to the conference and VIP Lounge
• 1 half-page ad in the event’s official catalogue

AFTER THE EVENT

• List of attendees at the workshop promoted by the sponsor
• List of attendees at the VIP Lounge
SILVER SPONSOR

PRIOR TO THE EVENT
• Insertion of logo as ‘Silver Sponsor’ in the entire ICAD’s marketing campaign, both offline and online (website, ad, email marketing campaign, flyer, newsletter, social media)
• 20% discount on registrations to be offered to clients – development of exclusive electronic invitation

DURING THE EVENT
• Insertion of logo as ‘Silver Sponsor’ in the entire visual communication of the event (entrance portico, backdrop in the auditoriums, printed agenda, logo projected on screen between sessions)
• 12m² or 9m² space to build the stand
• One 2-hour workshop
• Sponsorship of the coffee break on the first, second or third day of the event (morning and afternoon)
• One Insert to be added to the Delegates’ folder
• 5 VIP passes allowing entry to the conference and VIP Lounge
• 1 quarter-page ad in the event’s official catalogue

AFTER THE EVENT
• List of attendees at the workshop promoted by the sponsor
BRONZE SPONSOR

PRIOR TO THE EVENT
• Insertion of logo as ‘Bronze Sponsor’ in the entire ICAD’s marketing campaign, both offline and online (website, ad, email marketing campaign, flyer, newsletter, social media)
• 20% discount on registrations to be offered to clients – development of exclusive electronic invitation

DURING THE EVENT
• 12m² or 9m² space to build the stand
• One 2-hour workshop
• 1 Insert to be added to the Delegates’ folder
• 5 VIP passes allowing entry to the conference and VIP Lounge
• 1 quarter-page ad in the event’s official catalogue

AFTER THE EVENT
• List of attendees at the workshop promoted by the sponsor
AD-ON OPPORTUNITIES
ITEMS THAT MUST BE COMBINED WITH A SPONSORSHIP OR EXHIBITION PACKAGE

VIP LOUNGE

USD 4,800

As an exhibiting company you have an excellent opportunity to Sponsor this area where you will benefit from:

• Access and visibility to all VIP speakers and delegates for the 3 days of the conference
• Company Logo throughout the Lounge
• VIP Sponsor acknowledgement on ICAD BRAZIL Webpage
• VIP Sponsor acknowledgement on all ICAD BRAZIL pre and post conference marketing
• Company marketing materials across VIP Lounge
• Distribution of Flyers and Gifts in the Vip Lounge
• 3 passes to be distributed to your team allowing entry to the VIP Lounge
• 5 free passes that can be used to invite Physicians as VIP delegates
• Mailing of the attendees at the VIP Lounge
AD-ON OPPORTUNITIES
ITEMS THAT MUST BE COMBINED WITH A SPONSORSHIP OR EXHIBITION PACKAGE

PHONE CHARGER BOOTH

This booth will be customized with your brand and provide all visitors, delegates and speakers with this facility. The exposure area will be defined together with the parties.

MEDIA DESK

Sponsor the Media Desk and have the opportunity to network with all speakers in the event. Exclusive space where all speakers read their presentations before entering the auditoriums.

Benefits:
• Logo as sponsor of the Media Desk in the space’s visual communication
• Logo on computer screen as sponsor of the Media Desk
• Logo on the label of the mineral water bottles served in the Media Desk
• Distribution of Flyers and Gifts in the Media Desk

USD 2.500
AVAILABLE
These sessions, which are always very successful, will focus on new technologies, cosmetic and dermatologic treatments or all techniques or treatments that the sponsor wants to present. The program should receive the endorsement of the Scientific Committee. A special rate "Access to exhibit and Workshops" will allow the visitors to attend the workshops. Live demonstrations can be organized during each of these workshops and must be conducted in a very professional way. Companies are in charge of recruiting the patients who will be treated. Workshops/symposia will be scheduled depending on the date of your order. Benefits:

- Mailing of attendees at the workshop
- Promotion of the workshop session in the event's official programme (both online and offline)
- Auditorium with capacity for 100 people, equipped with backdrop, projection screen, audiovisual, microphones (one lapel and two wireless)
- 1 receptionist at the room's entrance
- Support Desk (2 seats)
- Stretcher and white light

<table>
<thead>
<tr>
<th>2-HOUR WORKSHOP</th>
<th>USD 1.900</th>
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During the lunch break. Room capacity: 500 or 150 seats (included 100 lunch box)

<table>
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<tr>
<th>SATELLITE SYMPOSIUM - 1 HOUR</th>
<th>USD 3.500</th>
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<tr>
<th>PRINT ADVERTISING</th>
<th>AD IN THE OFFICIAL CATALOGUE</th>
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<tr>
<td>USD 1.500</td>
<td>USD 1.000</td>
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<thead>
<tr>
<th>ONE INSERT</th>
<th>ADDED TO THE DELEGATES’ BAG</th>
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<tbody>
<tr>
<td>USD 600</td>
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<table>
<thead>
<tr>
<th>DIGITAL MARKETING</th>
<th>EXCLUSIVE E-SHOTS</th>
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<tr>
<td>USD 1.000</td>
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EXHIBITION PRICES

<table>
<thead>
<tr>
<th>RAW SPACE</th>
<th>WITH SHELL SCHEME *</th>
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<tbody>
<tr>
<td>6m²</td>
<td>USD 3.000</td>
</tr>
<tr>
<td>9m²</td>
<td>USD 4.500</td>
</tr>
<tr>
<td>12m²</td>
<td>USD 6.000</td>
</tr>
<tr>
<td>18m²</td>
<td>USD 8.000</td>
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*Shell Scheme – you won’t use a private contractor. Brazilian Mandatory services are included – (energy, government tax, cleaning and extinguor)

DESCRIPTION OF A 9m² BOX SHELL SCHEME BOOTH

White laminate panel (h=2.70m), one single-phase socket (220v 500w), aluminum profiles with natural anodized finish, one round table with glass top, one storage facility with door, four fixed upholstered chairs, company logo on the fascia attached with spider system, one counter with shelf, one spotlight (PL 377, 25 watts), one garbage bin.

DESCRIPTION OF A 9m² CORNER SHELL SCHEME STAND

White laminate panel (h=2.70m), one single-phase socket (220v 500w), aluminum profiles with natural anodized finish, one round table with glass top, one storage facility with door, four fixed upholstered chairs, company logo on the fascia attached with spider system, one counter with shelf, one spotlight (PL 377, 25 watts), one garbage bin.
We value the relationship with our sponsors and are constantly striving to provide them with the maximum satisfaction and return on investment. Your ideas and suggestions on ICAD Brazil are always welcome.

Come to ICAD Brazil 2018
www.icadbrazil.com.br