

GHANA PHARMACEUTICAL EXPO

25th - 27th MARCH 2020
10am - 6pm



MÖVENPICK
ACCRA - GHANA

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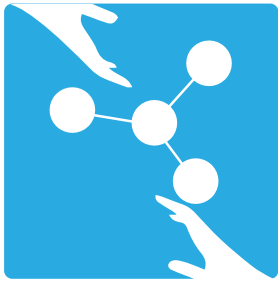


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Ghana Pharmaceutical Expo (GHAPHEX) 2020 is an exhibition that brings together the drugs, pharmaceutical and healthcare industry – all under one roof. It is one of the largest showcases of Ghana pharmaceutical products and technologies to the global audience. Over 100 overseas buyers/ sellers from focus areas are being invited to participate in the exhibition. It will offer the industry across the world a great platform to connect and do business. It will also provide an opportunity to meet new and existing customers actively looking for new suppliers or looking to assess the current progress of existing projects. This first edition of GHAPHEX 2020

scheduled for 25th to 27th of March 2020 at the Movenpick Ambassador Hotel, Accra will serve as a congenial environment to accommodate important players of the Ghana Pharma industry together with other very interested international pharmaceutical businesses and stakeholders.

There will be B2B arrangements to promote business discussions amongst participants, conferences, symposia and workshops on medical, pharmaceutical, science, engineering, technology and business.

GHAPHEX 2020 will practically connect Government agencies to

Pharma Manufacturing Companies, Procurement Officers from various Hospitals, Pharmaceutical Exporters/ Importers, Chief Executive Officers, Researchers, Regulatory Officers/Bodies, Bio-Equipment Suppliers & Distributors, Senior Managers, Pharmacists, and Biotechnology Specialists, etc.



WHY EXHIBIT?



Event Details

25th - 27th MARCH 2020
10am to 6pm Daily

25th March 2020: Official Opening of GHAPHEX 2020 and exhibition, B2B and Seminars
26th March 2020: B2B, Seminars/conference's and Exhibition
27th March 2020: B2B, Seminars/conference's, Exhibition and Dinner and Awards Night

Exhibition Space (Standard)

1. Shell Scheme [Minimum stand size 9m²]

- Stand panels
- Spotlights
- Waste bin
- Directory and website listing
- Fascia board
- Carpet
- Socket and electricity
- Table & chairs

Exhibition Space - Superior [Minimum booth over 18 m²] >>

- Stand panels
- Spotlights
- Waste bin
- Directory and website listing
- Fascia board
- Carpet
- Socket and electricity
- Magazine rack
- Storage room
- Customized booth
- Table & chairs

Space Only [24m² onwards] >>

- Exhibition Space
- Directory & Website listing

Standard Rate Cost >>

Space Only -Min. 24m ²	\$200/m ²
Shell scheme-Min 9m ²	\$300/m ²
Superior- Min 18m ²	\$250m ²

Conference Program/ Topics >>

Serving as a leading learning platform for trends and issues confronting the pharmaceutical industry in Ghana and the sub region, the Conference is an integral part of the event. Topics include

- ☞ Guidelines to help you know about the investment you may require to start a pharmaceutical business
- ☞ Establishing a Pharma Company in Ghana, the guidelines and procedure to register pharma company and its products
- ☞ How to start wholesale, stocklist and distributor business in pharmaceuticals
- ☞ How to start a pharmaceutical company? Procedure, document, license, qualification for starting pharmaceutical company?
- ☞ Success story
- ☞ Best Supply chain management

Conference Registration & Benefit

- Two coffee breaks and lunch
- Conference bag and branded souvenirs
- Conference materials
- Dinner/Gala
- Dinner/Gala
- Business to Business networking led by the Chamber of Pharmacy (interpreters are available upon request)

\$600

Deadline for Registration [Exhibition and Conference]

8th March 2020

Expected Participating Countries



Exhibitor Showcases

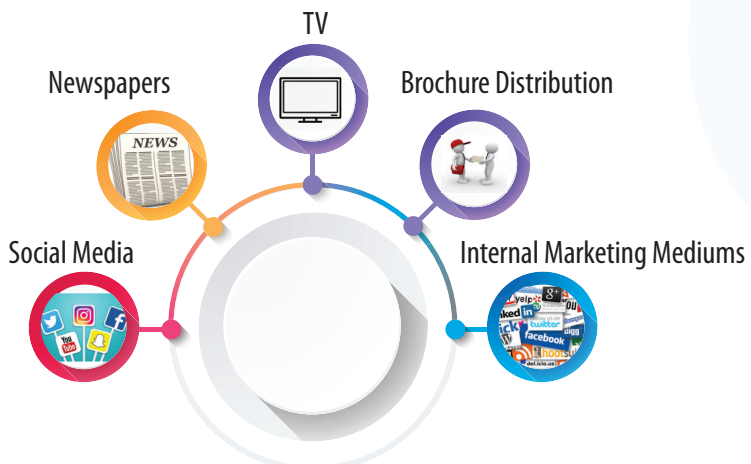
There will be a defined meeting place between exhibitors, visitors & press located on the show floor, speakers have 30 minutes to educate the industry about their products, services, new launches, innovations and news. These sessions are free to attend to all visitors

Partners



CHAMBER OF PHARMACY GHANA

Marketing Plan



Sponsorship

Platinum Partner [30,000 USD]

- Title allotment to event
- Space for product display(24 sqm-Bare space)
- Roll up stand on display in foyer area
- One full page color advertisements in the inside cover of exhibitor catalogue
- Branding in all event promotions as Platinum Partner
- Inclusion of document insert in the visitor bag
- Inclusion of company logo in e-shots/ promotional brochures/ promotional banners in event venue/website etc
- Inclusion of company logo in the 'Thank You' email to attendees
- Database sharing

Gold Partner [20,000 USD]

- Space for product display (18Sqm-Bare space)
- Color advertisement in the inside back of exhibitor catalogue
- Branding in all event promotions as gold partner
- Inclusion of document insert in the visitor bag
- Inclusion of company logo in e-shots/promotional brochures/ promotional banners in event venue/website etc
- Inclusion of company logo in the 'Thank You' email to attendees

Silver Partner [15,000 USD]

- Space for product display (12 Sqm)
- One full page color advertisement in the exhibitor catalogue
- Branding in all event promotions as silver partner
- Inclusion of document insert in the visitor bag
- Inclusion of company logo in e-shots/promotional brochures/ promotional banners in event venue/website etc
- Inclusion of company logo in the 'Thank You' email to attendees

Registration Desk Officer [10,000 USD]

- Space for product display (9 Sqm)
- Roll up on display near the registration area
- One full page color advertisement in the inside cover of exhibitor catalogue
- Branding in all event promotions as registration desk officer
- Inclusion of document insert in the visitor bag
- Inclusion of company logo in e-shots/ promotional banners in event venue/ website etc
- Inclusion of company logo in the 'Thank You' email to attendees

Visitor Bag Partner/ Badges & Lanyards Partner [10,000 USD]

- Exclusive logo or product image of the company on the side of the visitor bag
- Logo with hyperlink on 2019 website
- One full page colour advertisement in the exhibitor catalogue
- Branding in all event promotions as Badges and Lanyards Partner
- Inclusion of company logo in e-shots/promotional brochures/ promotional banners in event venue/website etc
- Inclusion of company logo in the 'Thank You' email to attendees

Gala Dinner Partner [15,000 USD]

- Table to display product in Gala Dinner venue
- One roll up stand on display near the registration area
- One full page color advertisement in the inside cover of exhibitor catalogue
- Branding in all event promotions as Gala Dinner Partner
- Inclusion of document insert in the visitor bag
- Inclusion of company logo in e-shots/ promotional banners in event venue/ website etc
- Inclusion of company logo in the 'Thank You' email to attendees

Show Catalogue

Benefits of advertising in show catalogue

- The show catalogue is restrained by the visitors after the event as a regular source of reference
- Company profile and product listing
- Exhibitors listing along with their contact details
- Exhibitors layout
- Interview of dignitaries of the industry
- Advertising in the show catalogue of 2019 will position your brand throughout the event and also post event

Position	USD
Front cover	2000
Back	1650
Inside front cover	1200
Inside back cover	1200
Inside front /Page no. 3	1100
Front Strip	1350
Full Page	700

Registration

Registration for booths and conference is on line at www.ghanapharmaceuticalexp.com
You can download the floor plan on the website

Event Organizers

The event is organised by Chamber Of Pharmacy under the auspices of Ministry Of Health and Xodus Communications

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FLOOR PLAN

