



MMC



12th Annual National Conference of the Indian Society of Transfusion Medicine



ISTM



TRANSMEDCON MAHABALIPURAM | 2024

DISCUSS • DEBATE • DELIBERATE

Annual National Conference of Indian Society of Transfusion Medicine

Hosted by:
Madras Medical College
Chennai, Tamil Nadu

Trade Brochure

26TH- 29TH SEPTEMBER, 2024

Hotel Kaldan Samudhra Palace, Mahabalipuram T.N.

: www.transmedconchennai2024.com

Invitation



Dear Valuable Industry Partner,
Greetings from Cultural Capital of South India.

The Department of Transfusion Medicine, Madras Medical College- Chennai extends warm and cordial invitation to attend The 12th Annual National Conference of the Indian Society of Transfusion Medicine - “**TRANSMEDCON 2024**”.

Venue: Hotel Kaldan Samudhra

Date: 26th to 29th September 2024

Theme: Discuss Debate Deliberate

The Organising Committee TRANSMEDCON-2024 delights in bringing together leading experts, researchers, and professionals across the country to Discuss Debate & Deliberate on the latest developments, challenges, and advancements in the field. This conference also serves as a pivotal platform for sharing knowledge, fostering collaboration, and showcasing innovations. The conference will give attendees the tools to put ideas into practice and strategies to make positive changes for the benefit of patients and teams.

Your enduring dedication and Industry expertise and these exceptional Exhibitors and Sponsors will continue to be the driving force behind our “TRANSMEDCON 2024” success.

Participating in TRANSMEDCON 2024 as an exhibitor/sponsor will provide with the opportunity to:

- ◆ Showcase your latest transfusion medicine products, technologies, and innovations to a highly targeted audience.
- ◆ Network with key decision-makers, industry experts, and potential collaborators in the healthcare sectors.
- ◆ Gain valuable insights into emerging trends, challenges, and opportunities in the transfusion industry.
- ◆ Enhance brand visibility and recognition among a diverse audience of professionals and stakeholders.
- ◆ As a participant, you will have access to prime exhibition space, branding opportunities, and other benefits tailored to meet your specific marketing objectives.

Your sponsorship provides more ways to reach and engage with audiences than ever before. Present your innovations live at “TRANSMEDCON 2024” Chennai.

For queries: drop a mail to transmedconchennai2024@gmail.com

Yours Sincerely,



Dr. B. Latha
Organizing Secretary
TRANSMEDCON 2024
☎ : +91 97514 28906



Dr. S. Subash
Organizing Chairperson
TRANSMEDCON 2024
☎ : +91 94439 88432



ABOUT ISTM

Indian Society of Transfusion Medicine (ISTM) will serve as a platform for scientific discussions, exchanges, deliberations, exchange of ideas, teaching and training with regards to Transfusion Medicine pertaining to Indian context. The society will also coordinate with internationally recognized organizations in this field to improve the scientific environment in the field.

The society was conceived as a dream in Bhopal and through untiring efforts of the revered members is now the biggest platform of the transfusion fraternity of the country. With the ever increasing membership of over 1500 members, this society has transformed the blood transfusion services of the country into a one big family



WHO SHOULD PARTICIPATE?

- ◆ National & Multinational companies offering products and services in the field of Blood Transfusion Medicine
- ◆ Laboratory Equipment
- ◆ Diagnostic Equipment
- ◆ Pharmaceuticals
- ◆ Blood Bank
- ◆ Lab Data Systems & Documentation
- ◆ Clinical Trial Sites
- ◆ Quality Assurance & Quality Control
- ◆ Research & Development
- ◆ Publishers
- ◆ Transfusion Medicine

WHY ASSOCIATE WITH TRANSMEDCON 2024?

Launch new products and services



Stay up-to-date and competitive



Increase brand exposure



Network with industry leaders and potential buyers (Engage with 1500+ decision makers)



Increase your reach/presence



Generate new business (Fast track business opportunities / ROI)



EXHIBIT STAND TARIFF

Completely built octonorm stall(s) will be provided. Stall(s) are available for booking in sizes of 9 sq.mtrs. and also in multiple of 9 sq.mtrs.

Corner Stall 3 x 3 mtr. (Width x Depth) @ Rs. 10,00,000/- + 18% GST

Standard Stall 3 x 3 mtr. (Width x Depth) @ Rs. 7,00,000/- + 18% GST

One Table Space @ Rs. 1,50,000/- + 18% GST

Space is sold on a first come first serve basis. Book early for preferred location. Allocation of stall will be done only on receipt of full payment.

Stall Tariff Inclusion	9 square meter stall (multiple stalls can also be booked)
Fascia Name	Yes
Table / Counter	1
Chair	2
Spot Light	3
5 / 15 Ampere Power Plug	1
Carpet inside stall	Yes
Exhibitor Badge	2 staff (entitled for lunches and dinner)



Please Note:

- ◆ 18% GST is charged on the total invoice amount, as per Government norms.
- ◆ No benefits other than table space is given to exhibitor opting for table space.

SPONSORSHIP OPPORTUNITIES

PRINCIPAL SPONSOR – LEVEL OF PARTICIPATION (50 LAKH)

Benefits:

- ◆ Two stalls of 9 sq. mtrs. each - Total Area - 18 sq. mtrs. (Build stall / Bare space)
- ◆ 5 Nos. Complimentary Conference registrations
- ◆ Back Cover color - Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Company literature in Conference Kit distributed to all participants (literature to be provided by the company)
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ 3 Nos. Exclusive Standees at the venue (company to bring their own promotional standees)
- ◆ Display of logo /movie between the sessions and tea break (Movie and logo to be provided by the sponsor)

Note: All designs have to be approved by the OC.

DIAMOND SPONSOR – LEVEL OF PARTICIPATION (40 LAKH)

Benefits :

- ◆ Two stalls of 9 sq. mtrs. each - Total Area - 18 sq. mtrs. (Build stall/Bare space)
- ◆ 3 Nos. Complimentary Conference registrations
- ◆ Double Spread color - Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Company literature in Conference Kit distributed to all participants (literature to be provided by the company)
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ 2 Nos. Exclusive Standees at the venue (company to bring their own promotional standees)

Note: All designs have to be approved by the OC.

GOLD SPONSOR – LEVEL OF PARTICIPATION (30 LAKH)

Benefits :

- ◆ Two stalls of 6 sq. mtrs. each - Total Area - 12 Sq. mtrs. (Build stall/Bare space)
- ◆ 2 Nos. Complimentary Conference registrations
- ◆ Back Cover Inside Page color - Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Company literature in Conference Kit distributed to all participants (literature to be provided by the company)
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop

- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ 1 Nos. Exclusive Standee at the venue (company to bring their own promotional standee)

Note: All designs have to be approved by the OC.

CONFERENCE WELCOME DINNER – LEVEL OF PARTICIPATION

(25 LAKHS)

Benefits :

- ◆ One stall of 9 sq. mtrs. (Build stall)
- ◆ 2 Nos. Complimentary Conference registrations
- ◆ Single Page Inside B&W – Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ Exclusive Standees at the dinner venue (company to bring their own promotional standees)

Note: All designs have to be approved by the OC.

LUNCH (EACH DAY)

(20 LAKHS /ACTUAL)

Benefits :

- ◆ Dates will be confirmed on a first come first serve basis
- ◆ Permission to put branding at the Lunch area at certain locations which should not obstruct any kind of visibility and movement in the area.
- ◆ Tent cards on the table with company logo (Printing of cards by Sponsor Company in conference theme).
- ◆ 2 Nos. special banners of (16ft x10ft) within the Dining area thanking the company.

Note: All designs have to be approved by the OC.

TEA/COFFEE COUNTER / MINERAL WATER (3 DAYS)

(15 LAKHS)

Benefits :

- ◆ Will be allowed to put branding on the coffee counter.
- ◆ The Tea/Coffee counters can be branded with the sponsor company exclusivity branding- approved by OC.
- ◆ Tea/Coffee with cookies should be served round the clock (9.00 am to 6.00 pm) by the company.
- ◆ Allowed to do branding on coffee cups & 2 or more counters will be provided.
- ◆ Water stations at key locations will be installed by the company, and flex banners (4ftx7ft) per station will be allowed for company advertisement.
- ◆ Allow to put branding on the Mineral Water bottles. (Actual cost borne by the company)

Note: All designs have to be approved by the OC.

DELEGATE KIT – LEVEL OF PARTICIPATION

(7 LAKHS)

Benefits :

- ◆ One stall of 9 sq. mtrs. (Build stall)
- ◆ 2 Nos. Complimentary Conference registrations
- ◆ Single Page Inside B&W – Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ Company name embossed on the Conference Kit (inside opening flap)

LANYARD & BADGE – LEVEL OF PARTICIPATION

(7 LAKHS)

Benefits :

- ◆ One stall of 6 sq. mtrs. (Build stall) & Registration area branding
- ◆ 2 Nos. Complimentary Conference registrations
- ◆ Half Page Inside B&W – Complimentary Advertisement in Souvenir cum Book of Proceedings
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ Company Logo on Lanyard and Badge

AUDIO – VISUALS & PREVIEW ROOMS

(25 LAKHS)

Benefits :

- ◆ This is a prime opportunity for sponsorship, covering Audio-Visual equipment for all the halls during Conference days.
- ◆ The Sponsor will be provided brand visibility bottom strip on the projection screens in the registration area/lounges/dining area and outside the halls.
- ◆ The sponsors Logo will be displayed on the Plasma/LED TVs, which will be used for live projection.
- ◆ Logo on the welcome gate of Preview Room.

POCKET PROGRAM GUIDE (1500 COPIES)

(5 LAKH)

Benefits :

- ◆ Adequate advertisement of the sponsor on the scientific booklet on the back cover.

WEB PAGE WITH LOGO ON HOMEPAGE

(2.5 LAKH)

Benefits :

- ◆ 1 Nos. company Logo on the home page with conference premium sponsored.

PEN DRIVE – LEVEL OF PARTICIPATION

(3.5 LAKHS)

Benefits :

- ◆ One stall of 6 sq. mtrs. (Build stall)
- ◆ 1 Nos. Complimentary Conference registrations
- ◆ Sponsor Logo on Conference website homepage
- ◆ Sponsor Logo in Thank You Sponsor Panels and Conference Backdrop
- ◆ Sponsor Logo on visitor promotion emails/teasers
- ◆ Sponsor Logo on pre-event marketing emails
- ◆ Logo on Pen Drive, distributed among delegates and hosted delegates

NOTEPAD AND PENS

(5 LAKHS)

Benefits :

- ◆ The company is invited to sponsor the notepads and pens that will be included in the conference bags for the registrants at the conference
- ◆ The expected number is 1500 which consist of conference branding along with the sponsor company logo.

TRANSPORT (SHUTTLE SERVICES FOR ALL DELEGATES)

(15 LAKHS)

Benefits :

- ◆ Ground transfer inside the venue - Golf Cart/e-rickshaw
- ◆ Branding on buses, cars, and golf carts
- ◆ Logo on conference website Sponsor's Page
- ◆ Logo on Sponsor Panel

WELCOME ARCH (MAIN)

(10 LAKHS)

Benefits :

- ◆ Company's logo on the Arch

- ◆ Logo on Conference Website Sponsor's Page

Additional Opportunities (Hall Branding/Seat Branding)

Hall A (Capacity 900 Delegates)	10 Lacs + GST
Hall B (Capacity 400 Delegates)	7 Lacs + GST
Hall C (Capacity 400 Delegates)	7 Lacs + GST

SOUVENIR CUM BOOK OF PROCEEDINGS ADVERTISEMENT

- ◆ Full Page color Inside Page – Rs. 1,00,000/-
- ◆ Half Page color Inside Page – Rs. 75,000/-
- ◆ Full Page B&W Inside Page – Rs. 65,000/-
- ◆ Half Page B&W Inside Page – Rs.45,000/-

Note: Designing of advertisement will be the company's responsibility.

PAYMENT TERMS

- ◆ Payments can be made through Demand Draft (DD) and Bank Transfer
- ◆ Demand Draft to be prepared in the name of TRANSMEDCON 2024" payable at "Chennai"
- ◆ DD to be sent to the Secretariat address:

BANK DETAILS

PAYMENT DETAILS FOR BANK TRANSFER			
Bank Name	XXXXXXXXXX	Account Number	XXXXXXXXXX
Account Name	XXXXXXXXXX	Account Type	XXXXXXXXXX
IFSC Code	XXXXXXXXXX	MICR Code	XXXXXXXXXX
Branch	XXXXXXXXXX		

- ◆ GST or any Govt. Taxes applicable as per government norms to be paid by company
- ◆ 50% of the amount to be paid at the time of booking is mandatory
- ◆ Remaining 50% of the amount to be paid by 30th July 2024
- ◆ Stall will be confirmed only after 100% payment is received in the conference account

CANCELLATIONS

Full refund, if cancelled before 90 days of the Conference. No refund request will be entertained if received on or less than 90 days remaining for the commencement of the conference. All cancellation should be made in writing and sent to TRANSMEDCON 2024 Secretariat via Email to: trade@transmedconchennai2024.com

FEES FOR ADDITIONAL BADGES

1. Exhibitor (full meeting) Rs. 16,500 (3 days)

Entitlements:

- ◆ Admission to exhibit Hall and hospitality (daily lunches and tea /Excluding Dinner)
- ◆ Entry is restricted to the exhibition hall, and not permitted to attend scientific sessions

2. Exhibitor (per day) Rs.5,500

Entitlements:

- ◆ Admission to exhibit Hall and hospitality (daily lunches and tea /Excluding Dinner)
- ◆ Entry is restricted to the exhibition hall, and not permitted to attend scientific sessions
- ◆ Badges are required for admission into the Conference Arena. Each exhibitor is allotted complimentary badges based on booth size. Please refer to the Application for Booth Space for complimentary badge allowances.

Note: The above fees apply only to those companies exhibiting at TRANSMEDCON 2024. Additional information about registration is available on our website: www.transmedconchennai2024.com

ALLOCATION OF EXHIBITION SPACE

Allocation of stalls in both the Sponsored and Premier Trade categories will be made by the Organizing Committee, TRANSMEDCON 2024 on a 'first come, first served' basis. Allocation will be done only on receipt of full payment. Each company may provide a list of 3 choices of location in order of preference.

TERMS & CONDITIONS

- ◆ Whilst every attempt will be made to ensure that all aspects of exhibition and sponsorship mentioned will take place as announced, the Organizing Committee reserves the right to make changes if the situation requires.
- ◆ The Organizing Committee reserves the right of final decision regarding the allocation of exhibition booths.
- ◆ The Organizing Committee is not responsible for personal accidents and damage to the private property of exhibitors. Therefore, exhibitors may wish to make their own arrangements with respect to personal insurance.
- ◆ Acceptance of sponsorship applications will be at the sole discretion of the Organizing Committee. The Organizing Committee reserves the right to decline applications based on any association, direct or indirect, that does not up hold the objectives of the Conference without assigning any reason whatsoever.
- ◆ Organizing Committee will not be responsible for bank handling fees. Hence, please add bank charges as applicable.
- ◆ Please send the copy of the remittance to the Conference Secretariat. The balance of the sponsorship amount is to be paid on or before 15th September, 2024
- ◆ Any theft, loss or damage claims or disputes relating to the Sponsorship package or the Conference will be governed by the Indian Law and Courts of Chennai, Tamil Nadu jurisdiction only. However, in the event of dispute, both parties agree to arbitration before approaching any court of law.
- ◆ All taxes & levies are extra as per govt. rules.

DISCLAIMER

- ◆ While every attempt will be made to ensure that all aspects of the exhibition mentioned will take place as announced, the organizing committee has the right to make changes if the situation demands.
- ◆ The organizers reserve the right of final decision regarding the allocation of exhibition stalls.
- ◆ Organizers are not responsible for any theft personal accidents or damage to the private property of exhibitors. Therefore, exhibitors may wish to make their own arrangements with respect to insurance of property and personnel.



TRANSMEDCON

MAHABALIPURAM | 2024

DISCUSS • DEBATE • DELIBERATE

Annual National Conference of Indian Society of Transfusion Medicine

SPONSORS & EXHIBITORS PARTICIPATION FORM

Company Name:.....

Address:.....

Tel:..... Mob No.:..... E-mail:.....

Represented By:..... Designation:.....

No. of Stalls Requested:..... Stall Preferred:.....

First Preference:..... Second Preference:..... Third Preference:.....

Items Willing To Sponsor: 1:..... 2:.....

Additional Requirements (If Any):.....

Sponsorship Amount: 1:..... 2:.....

Total Amount: In INR In Words:.....

Payment Details: @ 50% deposit payment is due upon submission of this participation form. Payment in the form of Banker's Cheques /Demand Drafts/Bank Transfer to be made in favor of 'TRANSMEDCON 2024' payable at Chennai, India.

BANK DETAILS:

PAYMENT DETAILS FOR BANK TRANSFER			
Bank Name	XXXXXXXXXXXXXX	Account Number	XXXXXXXXXXXXXX
Account Name	XXXXXXXXXXXXXX	Account Type	XXXXXXXXXXXXXX
IFSC Code	XXXXXXXXXXXXXX	MICR Code	XXXXXXXXXXXXXX
Branch	XXXXXXXXXXXXXX		

Date: ___ / ___ / _____ Place Of Issue:.....



DECLARATION:

We hereby agree to comply with the policies, rules and regulations set forth by the Organizing Committee of **TRANSMEDCON 2024, Chennai**, India, as mentioned in the form.

Authorised Signatory:.....

Designation:

Name:

Company Seal:

FOR OFFICE USE ONLY:

Deposit Date: ___/___/_____ Amount:..... In Words:.....

Receipt Date: ___/___/_____ Balance Due: Balance Payble by ___/___/_____

Acknowledgment Sent on: to **TRANSMEDCON 2024, Chennai**.

CONFERENCE SECRETARIAT:

Dr. B.Latha

Organizing Secretary
TRANSMEDCON 2024
Mob.: +91 97514 28906

Dr. S.Subash

Organizing Chairperson
TRANSMEDCON 2024
Mob.: +91 94439 88432

CONFERENCE SECRETARIAT ADDRESS:

TRANSMEDCON 2024, Chennai

Tower 2, Ground floor, 204 A, Department of Transfusion Medicine Madras Medical College, Rajiv Gandhi Government General Hospital, (Opp. to Central Railway Station) Chennai - 600 003 (TN).

Email: transmedconchennai2024@gmail.com | Web: www.transmedconchennai2024.com



About Chennai

Chennai is the capital city of Tamil Nadu. It is the political and cultural hub of Tamil Nadu and epitome of Dravidian movement in India.

Chennai is referred as gateway to South India. It may not have a Red Fort or a Marine Drive or a Victoria Memorial, but it is India's oldest modern city. There are several temples, churches, forts, mosques, palaces and natural attractions in Chennai. It is one of the four metropolitan cities of India and is the capital of Tamil Nadu. This state is famous for its beach, temples, fabrics, monuments, Carnatic music, classical dances, and food. It's an ancient city known for its culture, trade and architecture. Chennai has its mark during the colonial times of British and French. It's a small Asia where you can witness different kinds of people, cultures, and traditions.



Mahabalipuram, also known as **Mamallapuram**, is a historic coastal town located in the Chengalpattu district of the southern Indian state of Tamil Nadu. Renowned for its ancient temples and impressive rock-cut sculptures, Mahabalipuram is a UNESCO World Heritage Site and attracts tourists, history enthusiasts, and pilgrims from around the world. It is just a one-hour drive from Chennai, a major cosmopolitan city in South India. September offers fine weather and is suitable for tourist activities. The town is situated along the Coromandel Coast, offering a unique blend of history and scenic beauty

Mahabalipuram combines cultural heritage with natural beauty, making it a must-visit destination for those interested in history, architecture, and the arts.



Conference Secretariat:

Dr. B. Latha

Organizing Secretary
TRANSMEDCON 2024

☎ : +91 97514 28906

Dr. S.Subash

Organizing Chairperson
TRANSMEDCON 2024

☎ : +91 94439 88432

Conference Secretariat Address:

TRANSMEDCON 2024, Chennai

📍 : Tower 2, Ground floor, 204 A, Department of Transfusion Medicine
Madras Medical College, Rajiv Gandhi Government General Hospital,
(Opp. to Central Railway Station) Chennai - 600 003 (TN)

✉ : transmedconchennai2024@gmail.com

🌐 : www.transmedconchennai2024.com

Professional Conference Organizer:


chime
CURATING SUCCESSFUL EVENTS

For conference query, please contact:

☎ : +91 98183 74745

✉ : chander@chime.travel