

## EXHIBITION INFO

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 3rd National Pharmacy Conference will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of the pharmacy industry. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of pharmacy management, distribution, manufacture, training and sales.
2. Companies who provide equipment or supplies for pharmaceutical manufacturing or pharmacy services.
3. Companies whose products are available for purchase in a pharmacy – including general consumer goods, over the counter medicines, dietary supplements, vitamins and natural remedies and prescribed medicine.
4. Companies who provide training and educational services within the pharmacy industry.
5. Companies who source and manage staff within the pharmacy industry.

STAND DETAILS	PRICE	INCLUSIONS
Standard 3m x 3m shell scheme stand (price remains the same whether you build a custom stand or make use of the shell scheme)	R45,000 including VAT	3m x 3m space 2 x Exhibitor passes Shell scheme 1 x Fascia with company name 2 x Chairs 1 x Table with table cloth Power supply (1 plug point) 2 x Spotlights (not supplied for custom stands)
Display Table (2m x 2m)	R19,000 including VAT	2m x 2m space 1 x exhibitor pass 2 x Chairs 1 x Table with table cloth Power supply (1 x plug point)

EXHIBITION BUILD-UP TAKES PLACE ON WEDNESDAY 2 OCTOBER 2019 AND MUST BE COMPLETE BY 22:00.