

EXHIBITING & SPONSORSHIP OPPORTUNITIES

Asia Derma[®]

SINGAPORE

Asia-Pacific Dermatology and Aesthetic
Conference & Exhibition

31 OCT - 2 NOV 2019

Singapore

SUNTEC Convention
& Exhibition Centre



www.asiaderma.sg

Supported by



Held in



Asia Derma – Asia-Pacific Dermatology and Aesthetic Conference & Exhibition is dedicated to skin professionals and is a leading conference in the Asia Pacific region covering both therapeutic and aesthetic aspects of dermatology in the Asia Pacific region.



2018 Supporters

2018 Media Partners



2018 Sponsors

2018 Speakers' Hospitality Sponsors

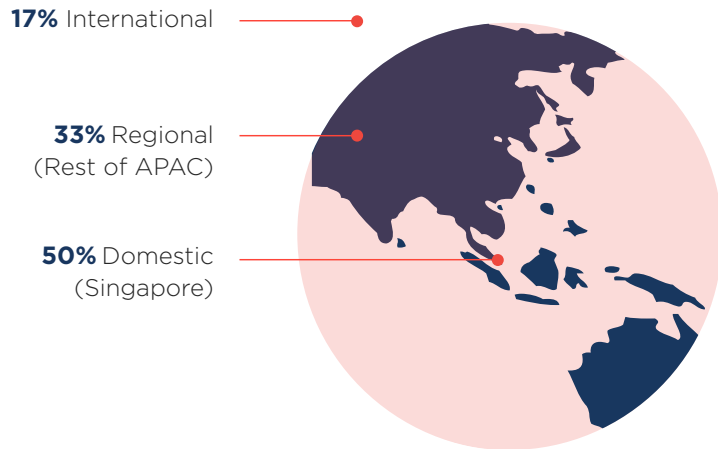


Asia Derma is a highly specialised event combining both trade exhibition and scientific conference, which is the trademark of all INDEX medical events. This allows both end-users (practitioners) and dealers to benefit from a unique platform where all stakeholders can discover new products, exchange new experiences, learn about new world developments, forge partnerships and network within the Asia-Pacific dermatology community and beyond.

The Exhibition

For its 2018 edition, Asia Derma attracted **48 exhibitors** representing **112 international brands** from various countries (including Australia, China, France, Germany, Hong Kong, Korea, Malaysia, Poland, Singapore, Spain, United Kingdom and USA)

Exhibitors were from:



Asia Derma exhibition has opened up some new ventures that our company is very keen to explore. Although the number of the exhibitors was still few in this first edition, I met some very interesting parties, whom I would have never met outside Singapore.

Dr. Stefanus Indra, Vice Director
Hair Science Institute Asia - Indonesia

The first edition successfully welcomed a **Korean Pavilion** with **10** manufacturers



I'm very pleased to have attended Asia Derma Singapore. As a brand owner and a dermatologist, I found the Scientific Programme outstanding with very good topics and speakers. The exhibition was very well organised and the choice of Singapore was a big success. It is a city with excellent hotels, restaurants, shops and good weather. For me and the SesDerma team, this was a great experience. I will come next year with greater enthusiasm after this first historic meeting.

Mr. Gabriel Serrano Sanmiguel, Chairman
SesDerma - Spain

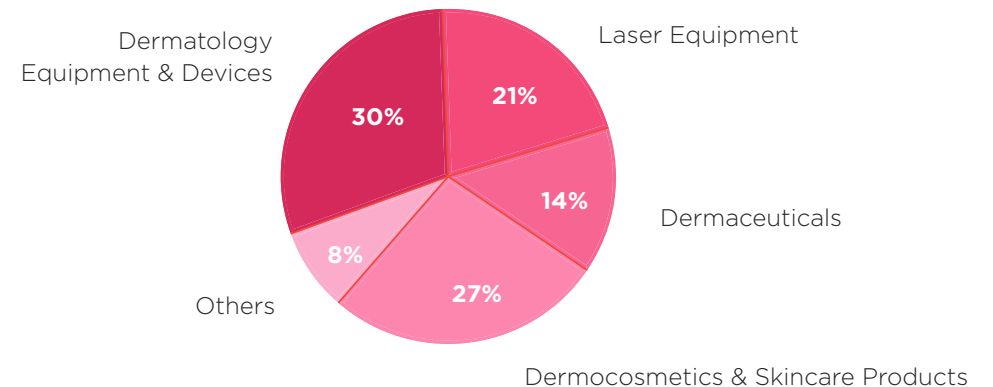


Asia Derma was a very good platform to connect with dermatologists and aesthetics doctors, in addition to being an opportunity to educate and showcase our technologies and services

Mr. Alan Teo, Managing Director
Aesthetic Marketing Singapore



5 different sectors represented



The Conference

Asia Derma Scientific Conference delivered an expertly curated content prepared by **15 Scientific Committee Members**, who are some of the best faculty experts in dermatology from the region and across the globe. Asia Derma Scientific Committee is chaired by the world-renowned Professor Goh Chee Leok.



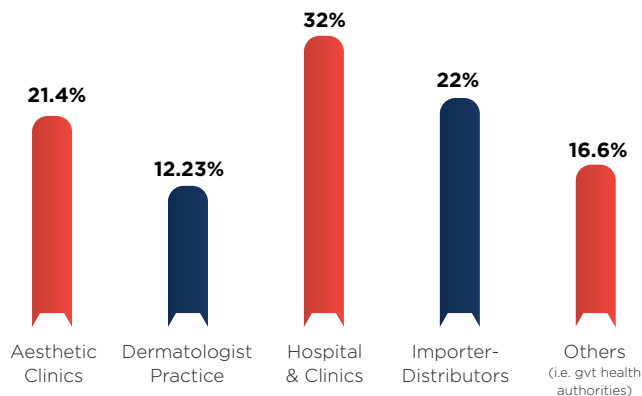
Singapore is privileged to host this event. Asia Derma is bringing together practitioners, dermatologists, aesthetic physicians and industry partners from this region and other parts of the world to learn about what's going on in our field globally, and what are the new developments. Individual countries will have to customise their needs according to the local population but knowing certain things from a global platform like Asia Derma is really important. We have a lot to learn from partners, therefore collaboration and interaction is really important, and is facilitated by such event.

Prof. Fatimah Binte Abdul Lateef, Director
SingHealth Duke - Singapore

Asia Derma features a high-quality scientific conference program which will attract more and more dermatology experts, skin specialists and key stakeholders in the future.



The event received over **1,000 visits** over the 3 days



52 Speakers from **19** different countries

105 Lectures

+1,000 attendees from all over Asia and beyond

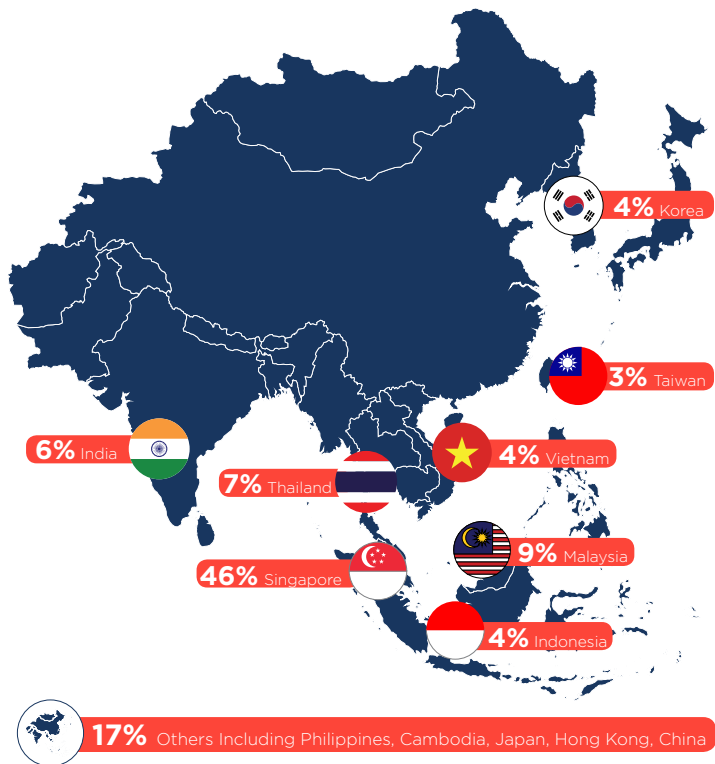
4 Industry sessions

76% of the delegates rated the scientific program excellent and very good

72% valued the choice of the topics very good

86% commented the quality of speakers was from a very high level

Vast majority (**82%**) of attendees were from Asia-Pacific region and represent **37** different countries.



We are Importer of Cosmeceuticals from Bangladesh and we attended Asia Derma in Singapore. Asia Derma was a good event, it was well organised and comprehensive. Although there was a lack of exhibitors in this first edition, we managed to get good contacts and useful insights. We will be back for the 2019 edition!

Mrs. Sharmin Alam
COO of Bio-Xin Cosmeceuticals in Dhaka - Bangladesh

Asia Derma has received very positive feedbacks from 2018 attendees, notably from delegates and end-users who had attended both the exhibition and the conference.

76% of attendees conclude that Asia Derma visit has been important and useful for their business

70% attendees were satisfied to very satisfied with their visit

84% attendees announced they are likely to attend again in 2019



We are from Ho Chi Minh Hospital of Dermato-Venereology and we attended Asia Derma for three days in Singapore. Asia Derma was professionally organised with a very good image. The content was also very useful for us as Anti-aging and Laser are trending topics in Vietnam now. The organisers were also very helpful in assisting and welcoming us. We are very pleased with the event and will be back for Asia Derma 2019.

Dr Vu Thi Phuong Thao
Ho Chi Minh Hospital of Dermato-Venereology - Vietnam



In view that this was the first Asia Derma held in Singapore, the speakers at the scientific conference were reputable and well-respected in the industry.

Mr. Jimmy Ang, Managing Director
NeoAsia - Singapore

Why Joining Asia Derma?

Studies and researches indicate Asia-Pacific to be the fastest growing market for dermatology devices and a key driver for the quest of effective skincare solutions. The diverse makeup of the various markets in the region necessitates expert knowledge and experience.



Asia Derma offers a multitude of ways for manufacturers and regional distributors to develop business within Asia Pacific and tap into this market full of growing opportunities by:

Being part of the leading and unique event dedicated to the Dermatology & Aesthetic Community and based in Singapore, one of the 2 key economic hubs of Asia-Pacific.

Having direct access to a diversity of **1,500+ end-users** such as dermatologists, aesthetic surgeons and practitioners, GPs, Laser and Hair Specialists, Anti-Aging Physicians operating in Skin & Aesthetic Clinics, Hospitals, Medical Spas etc.

Meeting with a **selection 'pre-qualified' Hosted Buyers** (mainly importers & distributors) from APAC seeking new brands to represent and **ready to spend USD 15,000 and above** within the coming 6 months.

Capturing data and collecting **quality leads within the entire Asia Pacific region** and over 15 countries.

Benefiting of an exclusive platform to get exposure to both **the medical practitioners and the procurement managers from skin centres, hospitals and clinics from the region**



*(Source MRFR)**

The marketing influence of Asia Derma



- A database of **18,000+** contacts of prequalified dermatologists, aesthetic practitioners and dealers from Asia-Pacific and the Indian Sub-Continent.
- **8,000 TOP and VIP selected contacts** receiving hard copies of Asia Derma leaflets by mail.
- e-marketing campaigns with **bimonthly and weekly e-shots until November 2019** to our entire database.



- A committed **tele-marketing team** pre-qualifying buyers (hospitals, clinics, pharmacies...) to host them at the event.
- A communication campaign including **display and advertorial on websites and publications.**



- A **dedicated Media Team** collecting information and issuing regularly press releases to regional and international media via **PRNewswire** on both the event and exhibitors' products and launches.
- A **comprehensive website** www.asiaderma.sg which carries the latest information and useful links and received **14,183** visits since its launch early 2018. Asiaderma.sg allows **efficient cross marketing with other Derma events** including Dubai Derma and other international events like the WCD.





Last but not least,

the **power of a cluster dedicated to dermatology and aesthetic events** in different regions of the world that is leveraging synergies within the community between doctors, speakers, importers, health authorities, hospitals and clinics, manufacturers across several regions of the world, enabling to amplify all marketing and communication activities from Asia Derma and echo them within the world community.



⬡ An **intensive Social Media posts and adverts** all year through on several platforms like Instagram, Facebook, Twitter and LinkedIn. Asia Derma is able to interact with Delegates, Buyers and Exhibitors alike with update on the latest happenings.

⬡ A **Google Ads Key words campaign** within Asia-Pacific



Why 2018 exhibiting brands choose Asia Derma?

85% to generate new sales leads and penetrate new markets

76% to meet existing customers from Asia in one place

67% to maintain their company position & develop brand image

58% to launch new products

The next edition of Asia Derma will be held from Thursday, 31 October to Saturday, 2nd November 2019. It will allow more practitioners from the region to attend as per the 2018 survey results.

How to participate ?

Asia Derma proposes 2 options for participating;

Raw space - 670 SGD / Sqm

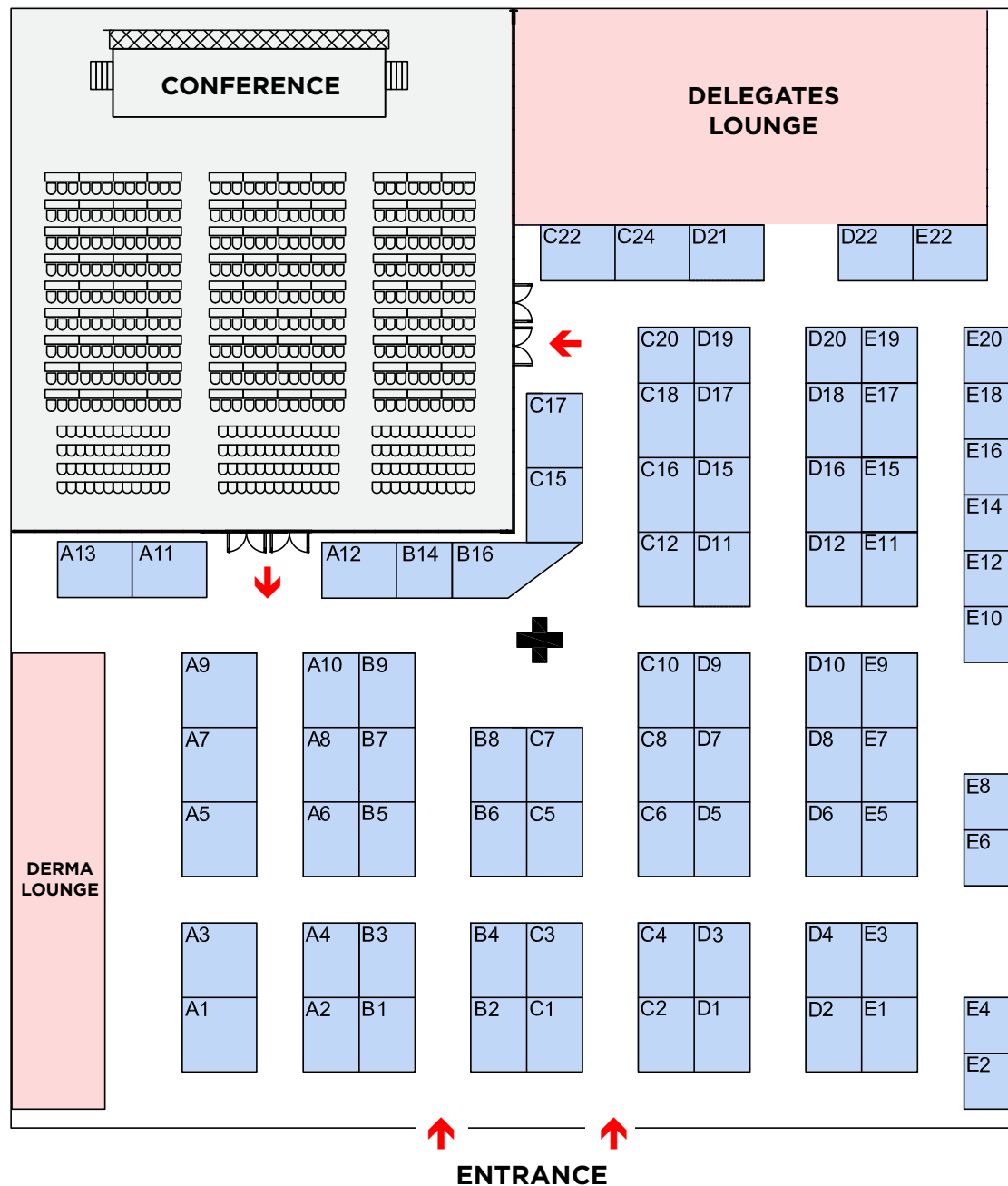
Shell scheme - 710 SGD / Sqm

SGD	9 sqm	12 sqm	18sqm	24sqm	36sqm	48sqm
Raw space	-	-	12,060	16,080	24,120	32,160
Shell scheme	6,390	8,520	12,780	17,040	25,560	34,080

*Prices above are without 7% GST and 1 open side



NB: Informative and non contractual design



ENTRANCE

Promotional Tools & Sponsorship Opportunities

We can boost your image and help you make a greater impact on your Asia Derma participation!

Stand out from your competitors!

Asia Derma has created a full range of Promotional Tools as well as Sponsorship Opportunities to enhance your presence at Asia Derma 2019 and promote your participation.

From classic options (i.e Directory Advertisement, Lanyards branding) to more elaborated solutions (i.e Sponsorship packages) you have several choices to focus on you preferred target.

Within the following solutions, there is certainly something which suits your brand strategy, objectives and budget!

Asia Derma Catalogue

1,500 print copies (4/C). Free distribution to all attendees. Size 14,8 x 21 cm (A5) Includes list of exhibitors with stand numbers by alphabetical order, by products and brands list.

Front Cover Inside Advertisement SGD **2,650**

Back Cover Inside Advertisement SGD **2,650**

Back Cover Advertisement SGD **3,975**

1 Single Page Advertisement SGD **1,400**

Asia Derma Website

Banner under 1 heading (except Conference Program and Registration which are reserved to sponsorship packages) Size 300 x 300 Pixels. Website received + 35,000 page views for 2018 edition.

1 Web Banner SGD **1,000**

Co-Branded Delegate Bags

800 bags (VIP, Media, Conference Delegates). Bags provided by sponsor (type/size of bag to be approved and items delivered on-site).

SGD **7,000**

Asia Derma Conference Booklet

1,500 print copies (4/C). Size 14,8 x 21 cm (A5). Free distribution to Delegates, VIP, Media, Speakers. Includes Speakers Abstracts, Full Conference Schedule.

Front Cover Inside Advertisement SGD **2,650**

Back Cover Inside Advertisement SGD **2,650**

Back Cover Advertisement SGD **3,975**

1 Single Page Advertisement SGD **1,400**

Lanyards

2,500 Lanyards (VIP, Media, Conference Delegates, Trade Visitors, Exhibitors). Lanyards to be provided by exhibitor (type/sample of lanyards to be approved by organiser and items delivered on site).

SGD **7,950**

Insert in Delegate Bags

800 Bags: 1 goody/pen & notepad or 1 flyer per bag.

SGD **1.325**

Logo on the Wall Floorplans

Floorplans dispatched at the exhibition and the registration area.

Company logo marking the stand location SGD **150**

Conference Passes for Physicians

Group Registration by your Company

Contact us

Workshop

1 workshop of 45 minutes. Topic is subject to approval by Asia Derma Scientific Committee and based on the conference guidelines. Speakers at expenses exhibitors' costs. Workshop will be promoted within the Asia Derma program.

SGD **2,650**

Faculty Dinner Sponsorship (Date to be confirmed)

Customised solutions

Contact us

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Package Price	SGD 60,000	SGD 40,000	SGD 26,000	SGD 19,000
Maximum Sponsors Per Category	1	2	3	3
Booth in the Trade Exhibition (raw space)	48 sqm	36 sqm	24 sqm	18 sqm
Asia Derma Directory	1 Double Page (Spread)	1 Page	1/2 Page	1/2 Page
Asia Derma Conference Booklet	1 Double Page (Spread)	1 Page	1 Page	-
Logo on the Wall Floor plans	1	1	1	1
Asia Derma Website	Home Page Banner 300 x 300 Pixels	Conference Registration Page Banner 300 x 300 Pixels	Conference Program Page Banner 300 x 300 Pixels	-
Workshop of 45 minutes	2 Sessions	1 Session	1 Session	1 Session
Keynote Opportunity	2	1	-	-
Logo and Sponsor Highlight on: pre-event and on-site collaterals + Asia Derma Website + Event Signage	Yes	Yes	Yes	Yes
Insert in Delegates & Media Bags	Up to 2 Goodies + 2 Literatures	Up to 1 Goody + 2 Literatures	2 Literatures	1 Literature
Asia Derma Conference Passes for Delegates (full details of delegates should be received two weeks before the event starts)	25	15	10	5

Note : Prices listed above are exclusive of the 7% GST which will be added to the invoice.

Save the dates for your Next Derma Meetings



16 - 18 March 2020

www.dubaiderma.com



5 - 7 September 2019

www.emiratesderma.com

Organised by



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