

# WC-AMPICON2018



**Annual Conference of the Association of Medical physicists of India -  
Western Chapter - 2018 (2<sup>nd</sup> – 3<sup>rd</sup> June 2018)**

*Organised by*

**Sterling Cancer Hospitals, Ahmadabad**

**Digital Sponsorship, Digital Advertisement and Innovative way to  
market to target Audience 100%**

**About WC-AMPICON 2018 Conference:**

It is a good platform to make your Company Brand, product or services to get a greater visibility from today through the conference web site (<https://www.mypadnow.com/ampiwcccon2018>). WC-AMPICON 2018 Conference is organized by Sterling Hospitals for digital Sponsorship and Marketing apart from traditional Sponsorship.

**Benefit of using Digital Sponsorship that helps your Marketing effort.**

1. **Marketing comes before Sales:** Right audience 100%. Now create Brand Visibility, Recognition, recollection, Educate on your products and services, generate interests and leads, which can be sent to Sales Team to follow it up. Now Sales team when meet will be recognized instantly and given a positive attention thus reducing the sales cycle.
2. **Educate your customers:** Engage your target audience in multiple ways and achieve your desired results. DigiFfocus® exists just on the success of meeting your **marketing objectives.**

**How Digital marketing promotion helps in your Sales / Support effort?**

DigiFocus® solves the marketing issues of promoting products and services to the right audience with tracking reports on the Return on Investment (ROI) and performance. Based on the findings, Marketing creates Brand Awareness, Recognition, Visibility so that your sales cycle is reduced. **Try it for sure.**

**Training / Support:**

- Training and support will be provided by MyPad®/DigiFocus® at free of cost.

**Further discussion on how to reach your target audience / contact *Organizing Chairman***

**Arun Shiva Balasubramanian Ph : +91 76210 03265 or *Organizing Secretary*-  
Senthil Kumar Ph : +91 81460 50040 or DigiFocus -Mr. Senthil Kumar – 99440  
50600**

### Digital Promotional Package, Feature and Price Details

S. No	Package Name & Details	Scope of Service / Benefit	No. of Slots	No. of use	Price INR (Single user)
1	<b>DigiFocus® Best Wishes</b>	Wish the Conference with a logo or your Photo and message	Multiple slots	1000+	5000 ( <b>Sold. Few slots available</b> )
2	<b>DigiFocus® Banner Ad</b>	Upload your banner and change as and when required for better branding and visibility	Limited slots & sizes	1000+	10,000 ( <b>Sold. Few slots available</b> )
3	<b>DigiFocus® BB Service</b>	This “ <b>Brought to you By</b> ” service provides more visibility to a brand and it always displays the message for example “This Conference is brought to you by XYZ Company.” More visibility for the Company Brand and image. It is to be termed as Title Sponsorship. <b>Strictly one slot first come first served.</b>	ONE	10000	<b>SOLD</b>
4	<b>DigiFocus® Reach Direct Campaign</b>	Create personalized visibility by digitally connecting known and unknown customers and track real time like email opened, visited your product brochures, visited your site etc <b>without attendees personal information shared / revealed as we value privacy is most important.</b>	Multiple ( <b>Sold – Few available</b> )	-	25000
5	<b>DigiFocus® Digitally generated Badges</b>	Sponsor Digitally Generated badges with your company Logo and marketing messages so that you can reach about 100 Delegates in real time and physically.	ONE <b>Complimentary offer: Reach Direct Campaign</b>		50,000

#### **TO ALL SPONSORS ATTENTION PLEASE**

Avail Complimentary Products Catalogue displayed and taken away for delegates at the WC\_AMPICON2018 Registration desk.

#### **Bank Account details for transfer:**

**Account Name:** in1 Ventures Private Limited  
**Account Number:** 168705000209  
**Account Bank:** ICICI BANK  
 IFSC Code: ICIC0001687  
 Address: T Nagar, VN Road Branch, Chennai-600017

**Why Digital Sponsorship and Advertisement and Traditional/Onsite Sponsorship & Advertisement is important and both are different in objectives and return**

Sl.No	Service type/ Objective	Digital Sponsorship & Advt.	Onsite / Traditional Sponsorship & Advt	Comments
1	Marketing of Products, Services and create impact on business: Brand visibility and Lead Generation	Brand Visibility, Leads can be generated <b>today</b> itself <b>and tracked instantly</b> .	Main Impact will be on the Conference dates <b>June 2<sup>nd</sup> – 3<sup>rd</sup> 2018</b> . made through physical contact and stalls, speeches, banners on stage etc	In Digital through Conference site <a href="https://www.mypadnow.com/ampiwccon2018">https://www.mypadnow.com/ampiwccon2018</a> daily many people visit to seek info, submit papers, make payment etc. There is a huge potential, as many visits become a marketplace where your objective can be met.
2	Networking	Digital Networking among Participants as soon as they register or submit paper and connecting digitally and reaching virally.	Networking only on the Conference dates made physically.	
3	Statistics / Measurement	Real time measurement and <b>tracking</b> of visits, urls and generate leads from interested participants.	Measurement on personal basis by physical interaction. No tracking	
4	Visibility Duration	Your advt / data access even after the Conference and possible lead generation even after the conference as people still visit to see Photos, their submissions etc.	Only on the Conference dates	The conference site will be available life time and you can measure/track even after the Conference in Digital way
5	Target audience	Change content as per visibility requirement, change in business needs etc any time 24x7 – all under your control	Before printing change is possible.	