



GLOBAL HEALTH CONFERENCE ON
**SOCIAL MARKETING &
FRANCHISING**

3rd-5th December 2013, Kochi, Kerala, India

Achieving Universal Coverage for Primary Healthcare



Conference Theme:

'Achieving Universal Coverage for Primary Healthcare through Social Marketing and Franchising route.'

Conference Objectives:

- **Sensitize** policy makers and prospective private sector partners to position SM&F as a strategy for achieving universal healthcare.
- **Provide** a platform for key SM&F stakeholders to understand global best practices.
- **Encourage** cross learning to achieve the four primary goals: Access, Cost-Effectiveness, Quality and Equity.
- **Evolve** sustainable Public-Private-Partnership (PPP models) with private sector engagement in strengthening health services delivery.

Hindustan Latex Family Planning Promotion Trust (HLFPPT), a not for profit trust, promoted by HLL Lifecare Ltd, with the support of Ministry of Health & Family Welfare (MoHFW), Indian Institute of Corporate Affairs (IICA) and HLL Lifecare Ltd (HLL) is organizing the 'Global Health Conference on Social Marketing and Franchising (SM&F)' from 3rd to 5th December 2013 in Kochi, Kerala. This Conference will bring together world's leading innovators, implementers, government representatives, Healthcare Practitioners and donors from the field of SM &F to share their experiences and best practices.



The change we need.

Social Marketing and Franchising are strategies that ensure quality health care coverage within the broad context of Social Change. The Global Health Conference on SM&SF will strengthen the practice of social marketing and social franchising and provide important lessons based on inputs from policy makers, healthcare providers, corporate players, international donors and funding agencies as well as build political buy-in for supporting the same. We believe that under Public Private Partnership (PPP), Social Franchising and Social Marketing are proven strategies for facilitating "**social and economic inclusion**" in achievement of Universal coverage for primary health care.

Highlights of the Conference:

- First-of-its-kind global conference on Social Marketing and Social Franchising.
- Unique platform bringing together public and private sector for facilitating cross learning.
- Over 1000 delegates from Ministries of Health, multilateral and bilateral donor agencies and corporate.
- Globally successful and proven models in healthcare delivery.

What you can gain from the conference:

- A platform for showcasing your work/ organisation to a diverse global audience
- A launch pad for the introduction of your innovation (product, service or technology) in the healthcare sector
- An opportunity to liaison and network with delegates from Governments, multilateral and bilateral donor agencies and corporate
- Scope for developing new business opportunities and partnerships
- Exposure to best practices and upcoming innovative models in health care sector



About HLL and HLPPT:

Our parent company HLL Lifecare Ltd. was established in the year 1966 with the objective of providing quality condoms for the National Family Planning Programme of Govt. of India.

HLL is a Public Sector Enterprise, under the Ministry of Health and Family Welfare, Government of India. With Presence in more than 115 countries, HLL is involved in manufacturing of Contraceptives; Surgical and Hospital products and Equipment; Women Health Care Products; Vaccines; Rapid Test Kits and Natural Health Care Products. HLL also undertakes Medical Infrastructure Projects; Procurement and Consultancy Services and Diagnostic Services.

HLL along with its Trust-HLPPT is spearheading Condom Promotion and HIV Prevention Programmes; Public Health Programme Implementation; Hospitals and Mobile Clinics and provides Technical Support to Government and various NGOs across the country.

Market Place (Exhibition Area)

A market place will be organized at the conference venue where the organizations, programs, innovators and other stakeholders can showcase their work to a diverse audience of policymakers, corporate, international NGOs, health practitioners, and program staff.

Approximately, 40 stalls are planned for the market place. The stalls will be allocated to the applicants after ensuring that the proposed exhibits are related to the theme of the conference. The market place area will be booked on "First Come, First Serve Basis".



Networking Dinners

A Networking dinner will be organized on 4th December 2013 for participants to network with peers, explore new opportunities and continue the day's discussions in a relaxed environment. The evening's highlights will include participation of eminent personalities from the public health sphere at the dinner.

Participation at the networking dinner will be on paid basis. Organization keen to sponsor the event will get an advantage to leverage the platform to create their brand visibility by positioning their logo etc.

Satellite Session

A satellite session is an opportunity for organizations or programs to hold a focused session at the same location of the Global Health Conference (GHCSM&F). Satellite sessions will get the benefit of leveraging existing audience at the conference and the satellite sessions will be publicized with the main conference.

While the requesting organization will be incurring the cost of the satellite session, the conference organizers will be responsible for all the arrangement associated with the satellite sessions including function space rental, food & beverage, audio-visual equipment, music license fees, hotel labor costs, etc.



Partnering Avenues:

The conference offers many avenues which could be of interest for your organization

❖ **Diamond Sponsorship:**

- ✓ Free Registration for 4 members
- ✓ Welcome Dinner for 4 members
- ✓ Company Logo and Name on Welcome Kit (*Bags & Folders & Brochure*)
- ✓ Recognition at Opening ceremony
- ✓ Recognition at Closing ceremony
- ✓ Logo on Central Back Drop and Podium
- ✓ Logo presence on Display Panels
- ✓ Logo on Conference website
- ✓ Branding on Entry Gate of the Conference Hall
- ✓ Organisation Logo in all communication and post conference gazettes
- ✓ Logo on Hoarding at Kochi
- ✓ Logo on Newspaper Advertisement
- ✓ Complimentary Exhibition Space (6 x 18)

❖ **Gold Sponsorship:**

- ✓ Free Registration for 3 members
- ✓ Welcome Dinner for 3 members
- ✓ Company Logo and Name on Welcome Kit (*Folders & Brochure*)
- ✓ Recognition at Opening ceremony
- ✓ Recognition at Closing ceremony
- ✓ Logo on Central Back Drop
- ✓ Logo on Conference website
- ✓ Branding on Entry Gate of the Conference Hall
- ✓ Organisation Logo in all communication and post conference gazettes
- ✓ Logo on Newspaper Advertisement
- ✓ Complimentary Exhibition Space (6 x 12)





❖ **Silver Sponsorship:**

- ✓ Free Registration for 2 members
- ✓ Welcome Dinner for 2 members
- ✓ Company Logo and Name on Welcome Kit (*Brochure*)
- ✓ Recognition at Opening ceremony
- ✓ Recognition at Closing ceremony
- ✓ Logo on Central Back Drop
- ✓ Logo on Conference website
- ✓ Organisation Logo in all communication and post conference gazettes
- ✓ Complimentary Exhibition Space (6 x 6)

❖ **Bronze Sponsorship:**

- ✓ Free Registration for 1 members
- ✓ Welcome Dinner for 1 members
- ✓ Recognition at Closing ceremony
- ✓ Logo on Central Back Drop
- ✓ Logo on Conference website
- ✓ Organisation Logo in all communication and post conference gazettes
- ✓ Placement of Standies (2 Nos)



❖ **Plenary Session**

Four plenary are scheduled during the conference and the details of the topics are as follows:

- a) SM & SF with regard to Reproductive Health
- b) SM & SF beyond Reproductive Health
- c) Models or innovations on Market based Health Solutions for BOP
- d) Government Model on Universal coverage in primary health care

Plenary Sessions are open for sponsorship.

- ✓ Free Registration for 2 members
- ✓ Welcome Dinner for 2 members
- ✓ Company Logo and Name on Welcome Kit Folder & Brochure
- ✓ Logo presence on Display Pannels
- ✓ Logo on Conference website
- ✓ Organisation Logo in all official communication and post conference gazettes
- ✓ Placement of Standies (2 Nos)

❖ **Satellite Sessions (3 Nos)**

- ✓ Main Backdrop
- ✓ Logo presence on Display Panels
- ✓ Standees (10 Nos.)
- ✓ Lunch/Dinner





❖ **Entertainment plus Dinner (1 Nos)**

- ✓ Main Backdrop
- ✓ Logo presence on Display Pannels
- ✓ Standies (10 Nos.)
- ✓ Inivitation Cards (To be placed in Rooms)
- ✓ Cultural Gifts (To be arranged by Sponsor)
- ✓ Lunch/Dinner

❖ **Networking Dinners (1 Nos)**

- ✓ Main Backdrop
- ✓ Standies (10 Nos.)
- ✓ Inivitation Cards (To be placed in Rooms)
- ✓ Dinner

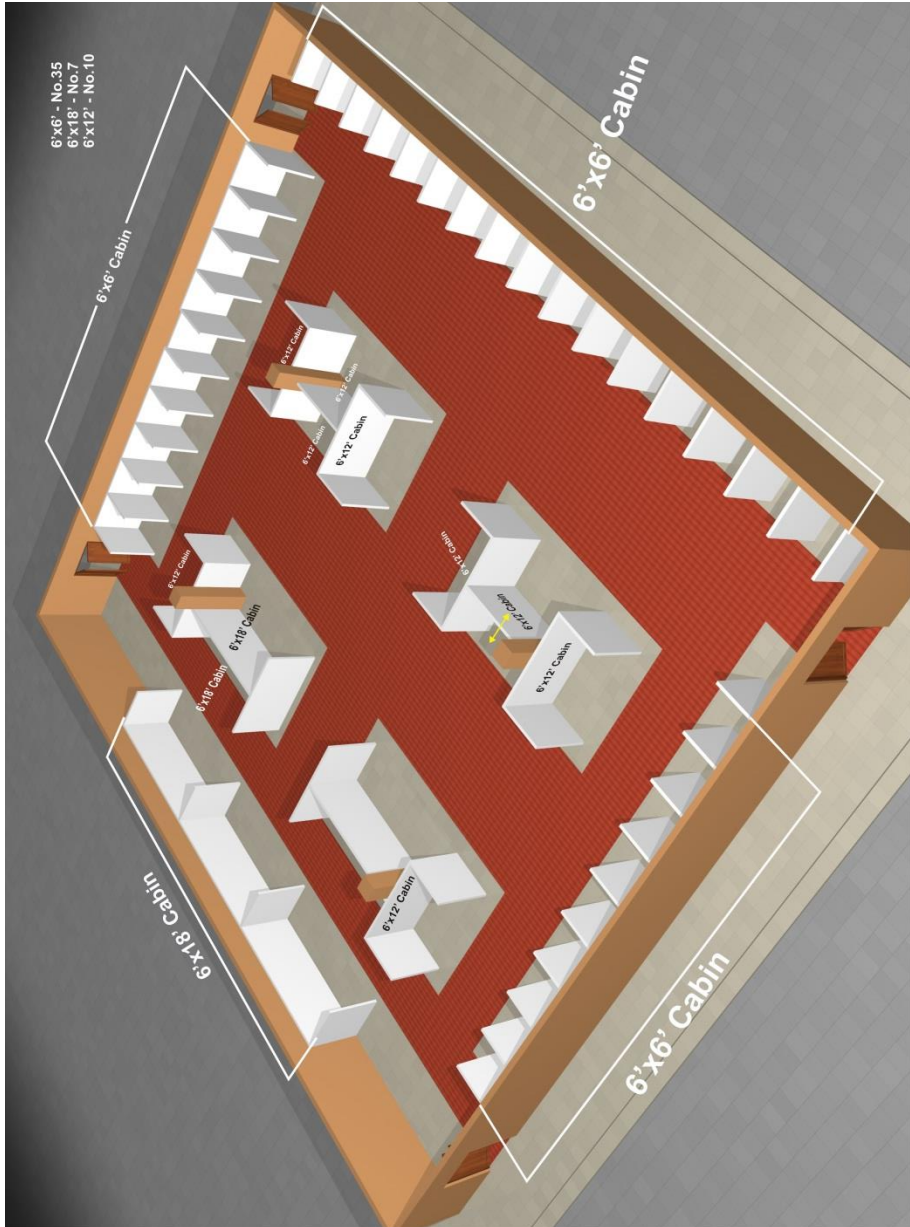
❖ **Conference Lunch (3 Nos)**

- ✓ Standies (10 Nos.)
- ✓ Lunch/Dinner



Layout of the Market Place (Exhibition) with size of stalls:

- ❖ Category A (6 x18 sq.ft.)
- ❖ Category B (6 x12 sq.ft.)
- ❖ Category C (6 x 6 sq.ft.)



6'x6' - No.35
6'x18' - No.7
6'x12' - No.10

6'x6' Cabin

6'x6' Cabin

6'x18' Cabin

6'x6' Cabin



Terms and Conditions

All exhibitors undertake to abide by the terms and conditions laid down by the organizers appearing herein after:

- a) The decision of the organizers shall be final and binding on all concerned and in all matters relating to the exhibition.
- b) Any/all legal disputes concerning the exhibition shall be strictly restricted to the jurisdiction of courts at Trivandrum, Kerala, India, alone.
- c) The organizers shall be at liberty to change the dates, timing or venue of the exhibition, amend the floor plan, owing to unavoidable circumstances or to cancel the exhibition for such reasons under notice to the exhibitors.
- d) All payments shall be made by the exhibitors to the organizers vide Demand Draft /RTGS/ NEFT in favour of Hindustan Latex Family Planning Promotion Trust, Payable at New Delhi.
- e) Any/all damage or loss caused to any part of the Exhibition Centre or to the goods belonging to other exhibitors at the exhibition, by the acts or negligence of the exhibitor, its employees or its associates, shall be the liability of the erring exhibitor who shall make good such loss and pay to the organizer for such damage/loss as may be, as and when called upon to do so.
- f) Any loss caused to life, machine , money , loss or damage to goods, suffered by the exhibitor owing to pilferage, fire, rain, floods, riots, strike or accident or any malicious motive, or during transport and carriage or at the premises of the Exhibition Centre owing to the same or any other reason whatsoever shall not be the responsibility of the organizers and no payment or reimbursement whatsoever shall be made by the organizers to the exhibitor concerned for any such loss or damage suffered by the exhibitor.
- g) The allotment of stalls shall be the sole discretion of the organizers.
- h) Stalls once booked are non transferable & no subletting of stalls will be allowed.
- i) For safety purposes all exhibitors are advised to take proper insurance of the goods exhibited at the exhibition. Any loss/damage to such goods shall be the sole responsibility/liability of the exhibitor at all times and the organizer shall not be liable for any such loss.
- j) The electrical fittings/wiring provided at the stall shall not be tampered by the exhibitor, its employees or associates, in any case, without the written approval of the organizer, failing which the exhibitor shall be solely responsible for any/all loss/damaged caused in pursuance.
- k) On the conclusion of the exhibition, the exhibitor shall vacate the venue within 3hrs, along with all material(s) thereat.

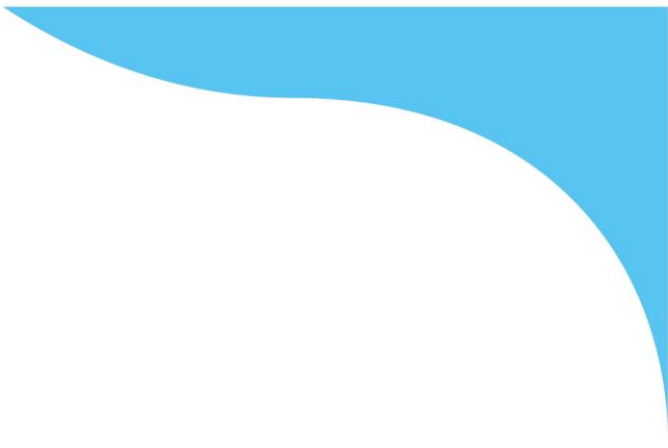
GENERAL SPACE RENTING TERMS AND CONDITIONS

- a) The stalls will be booked on 'First come First Serve' basis. The booking would be confirmed only after full payment has been received by the organizer.
- b) The stall shall be made available to the participants, a day before the exhibition begins.
- c) All exhibitors shall make all endeavours to occupy their respective stall by 9:00 am. On the inaugural day of the exhibition. In case of non-occupation of the stall by the exhibitor by the said time, the organiser reserves the right to allot their stall to any other waiting exhibitor. The organiser's decision in this regard shall be final.
- d) The exhibitor shall have the leave/permission to use/occupy the space allotted to the exhibitor only and



- no encumbrance or extra space shall be permitted.
- e) The projection of films and slides, any amplification with the aid of loudspeakers, the production of music and/or sound as well as the use of lighting, computer monitors and television screens is acceptable within the space provided/allocated to the exhibitor, so long it does not cause nuisance or inconvenience/disturbance to others.
 - f) At the time of booking the stall, the exhibitors are required to indicate and submit to the organizer the name(s) of the representatives who would be stationed at their stall, so as to enable the organizer to provide them with ID proofs.
 - g) The exhibitors shall be provided limited space for branding.
 - h) Any additional space required will be charged extra. The size of standee is restricted to 6 ft x 3 ft.
 - i) Booking once confirmed is non-transferable.
 - j) In case of cancellation by an exhibitor prior to October 31, 2013, the organizer will retain 25% of the total amount of the invoice.
 - k) In case of cancellation by an exhibitor prior to November 10, 2013, the organizer will retain 50% of the total amount of the invoice.
 - l) For any cancellation request occurring from November 20, 2013 onwards, the entire amount of the invoice will be retained.
 - m) Only 2(two) persons per stall is permitted. Any additional person(s) required to be stationed at the stall, shall have to be registered by paying Rs.5,000/- per person.
 - n) Stalls will be constructed of white powder coated conform system with laminated & carpeted flooring. Exhibitors, other than those with bare space, will be provided with standard furniture, fittings and a waste paper basket at no extra cost.
 - o) The exhibitor, their employee(s) and associates undertake to respect and abide by the rules of the organizing committee more particularly, the regulation and safety instruction of the organizing committee.
 - p) Propaganda, advertising, marketing or publicity of any other product/idea or thing which does not relate to the agenda of the conference is prohibited.
 - q) Distribution, Propaganda, advertising, marketing and/or publicity is only permitted on the allocated space.
 - r) In case of any Force Majeure events the organizer shall not be held responsible or liable for any loss/damage caused in pursuance.
 - s) Any breach of the clauses contained herein, shall give rise to immediate, temporary or definitive exclusion of the erring exhibitor with no possibility for the latter to claim any refund or compensation.
 - t) In case of unforeseen circumstances, the dates of the conference and the exhibition may be changed or cancelled. In this case the amount(s) paid shall be refunded to the exhibitor.
 - u) In case of any dispute arising hereto, shall be subject to the jurisdiction of courts at Trivandrum, Kerala, India.





For more information on conference and sponsorship, kindly contact us:

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