



PharmaLytica MEDIA KIT

ABOUT INFORMA MARKETS IN INDIA

Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content and services, and conferences and seminars.

Every year, we hosts over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai.

For further details, please visit: www.informa.com

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

The Digital Marketing Business at Informa Markets has always carved out a niche in campaigns across different Verticals.

We can Ideate, Reach, Engage, Enrich, and Deliver the Digital Way!

OUR PHARMA PORTFOLIOS:



KEY MARKET SECTORS



ANALYTICAL SERVICES



LAB SERVICES

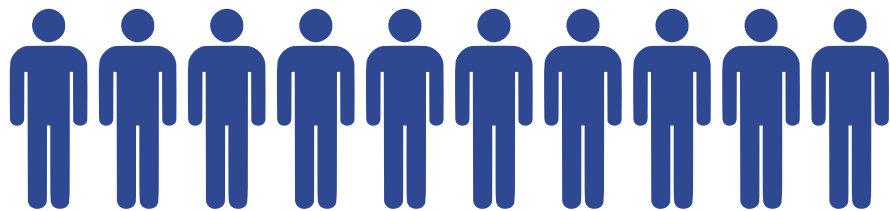


PHARMA MACHINERY AND PACKAGING



PHARMA INGREDIENTS

SCOPE IN PHARMA



250,000+

TARGET AUDIENCE



BRAND RECOGNITION & VISIBILITY



Attenddee Profiles

Purchasing / Procurement	19%	Marketing / Communications / PR	17%
Sales	16%	General Management	9%
Research & Development	9%	Production	8%
Engineering	6%	Regulatory Affairs / QA / QC	4%
Chemical Development	4%	Machinery	4%

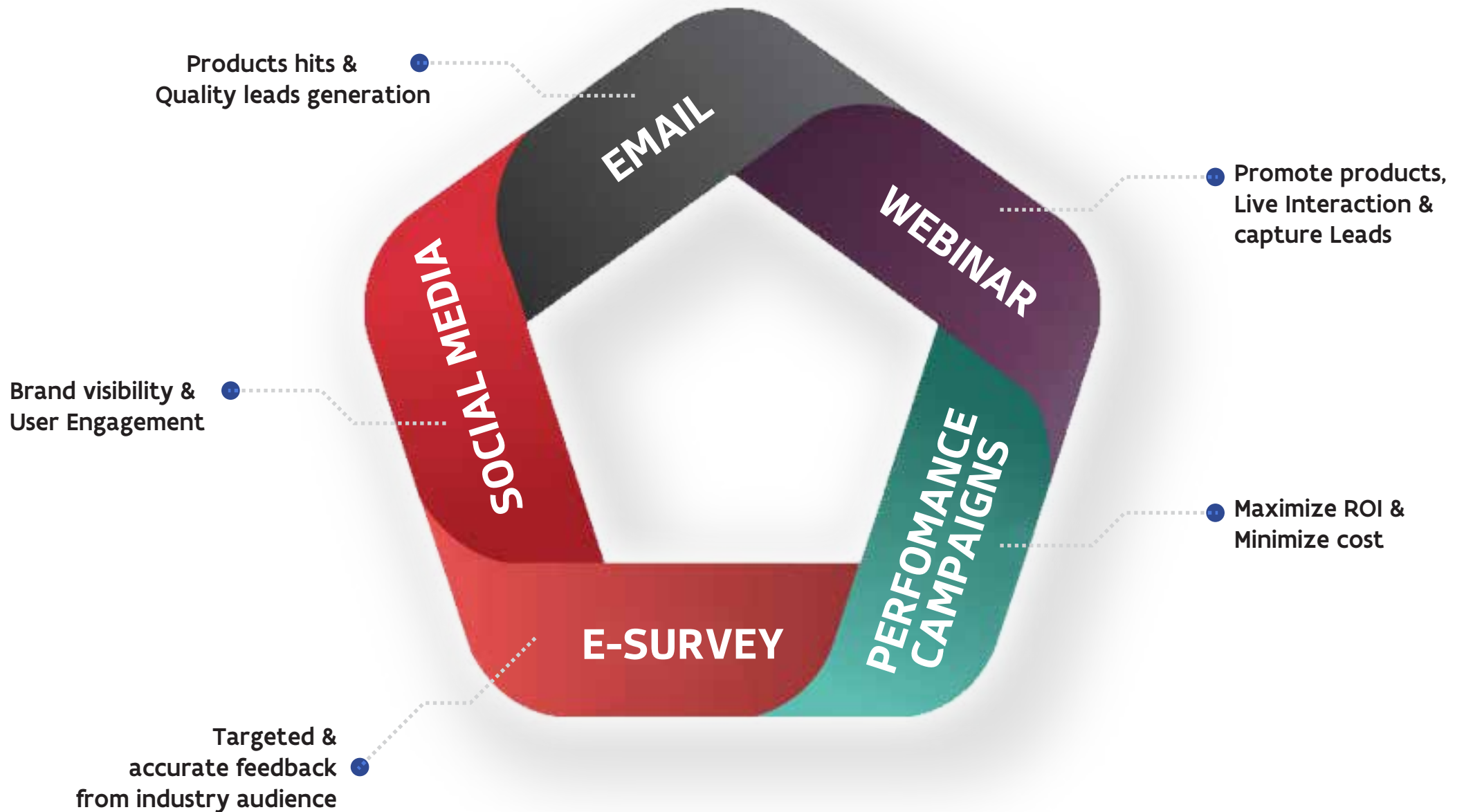
PharmaLytica had evolved as the leading marketplace for products and services along the entire value chain in niche segments within the Pharma industry. At this trade fair, Pharmaceutical community can pick up on the latest industry trends, innovations and do business with Pharma Machinery & Packaging, Lab Analytical & Cleanroom and Pharma Ingredients segments.

WHY ONLINE MARKETING

- Virtual events give an **EASY ACCESS** to the audience through their smart phones, laptops or I-pads
- Virtual events can be viewed by large audiences interactively **ACROSS THE GLOBE** through internet
- Since there are no logistics related to venue, travel, hotels and food, virtual platforms **REDUCE THE OVERALL COSTS** of putting up an event in fact are **75% CHEAPER** to execute than the live event.
- Because virtual events take place online, offers **LOT OF FLEXIBILITY** in how you broadcast your event
- The attendees can log in at the start of the event or stream and view later **ANYTIME and ANYWHERE**
- Tracking metrics and **MEASURING ROI IS MUCH HASSLE FREE** in case of virtual events.
- The data derived helps to design **FOLLOW-UP STRATEGIES** that improve the performance of upcoming event.

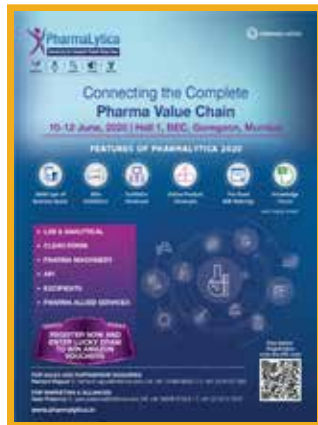


ONLINE MARKETING REACH



OUR DIGITAL OFFERINGS IN PHARMA

DISPLAY ADS



WEBINAR



E - NEWSLETTERS



E - MAILER



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WEBINARS



Webinars/Online Virtual Events mean connecting LIVE with your audience through a platform and conducting an online seminar by various engagement tools like Presentation, Q&A, Polls, Survey and eLearning. Webinars have a wider reach and goes beyond imagination through viral marketing techniques

- Complete Project Management
- 60 Min Live AUDIO + Presentation Webinar
- Moderator for Introduction & Q&A Marketing the Webinar to audience
- Driving Registrations for the Webinar
- Support and handholding throughout the event

THE INTERESTED COMPANY TO GAIN

- Opportunity to interact with the industry, reach out to the wider database of PharmaLytica
- To get in touch with the existing customers
- Gain new leads / customers
- Attendee data
- Brand visibility

MAXIMUM 300 LIVE ATTENDEES

Participation Cost

₹ 2,25,000

VIRTUAL EXHIBITION

An **ONLINE EXHIBITION**, also referred to as a **VIRTUAL EXHIBITION, ONLINE GALLERY, CYBER-EXHIBITION**, is **AN EXHIBITION** whose venue is cyberspace.

EVENT HOSTS AND EXHIBITORS SAVE A TON ON RESOURCES

Save a ton of money on travel, lodging, promotional items, and other costly expenses typically associated with trade shows.

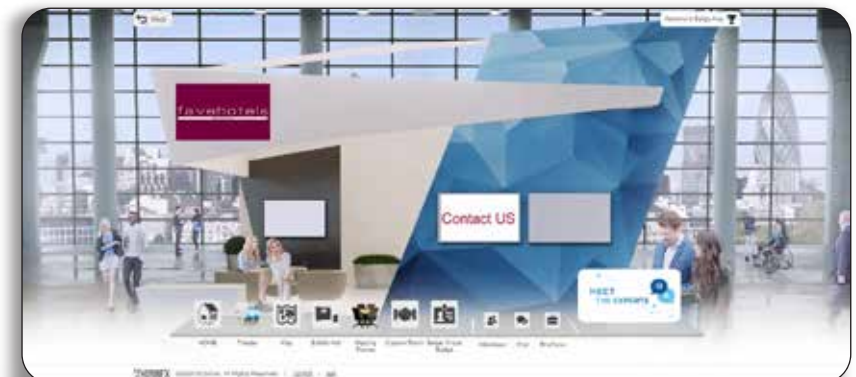
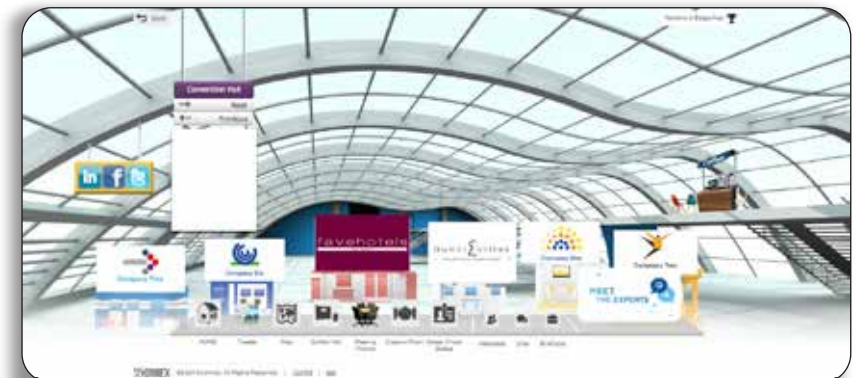
VIRTUAL EVENTS BRING MORE ATTENDEES (a.k.a. qualified leads) Virtual conferences are easier for attendees to join because there is no travel involved (Particularly international) & there is no minimum space requirement

BIG DATA CAPTURES CRISP INFORMATION

Reports and analytics track every move attendees make. You know how they came, where they went, what they did, with whom they chatted, what they tweeted, which videos they watched, etc.

VARIOUS FORMS OF MEDIA ENHANCE THE SALES EXPERIENCE

Virtual trade shows often integrate instant messaging, seminar technologies, podcasting, and other means of communication into a single, smooth operating environment.



OVER 600 LIVE ATTENDEES

PLATINUM

Participation Cost

₹ 3,50,000

GOLD

Participation Cost

₹ 2,50,000

SILVER

Participation Cost

₹ 1,50,000

CUSTOMIZED CAMPAIGNS



CLIENT HTML EMAIL - TARGETED



Deliver your branded email to the visitors of PharmaLytics with the Client HTML Email campaign. Inform visitors about a new product launch, announcement or invite them to your stand with a link to a epage of your choice.

SELECT YOUR TARGET AUDIENCE BASED ON:

- Job title
- Area of interest
- Industry
- Geographical area

NEW!

As an optional add-on, our expert designers will design your HTML email for you - making sending your customised email even easier. Ask your account manager for more information.

24% AVG. OPEN RATE

4,5%* AVG. CTR

Onwards

₹ 1,20,000

WEBSITE BRANDING



PharmaLytica event website is one of the most visited websites with more than 2000 Hits per day on Homepage. Apart from your On-floor participation during the event, PharmaLytica website will offer you year round visibility with focused visibility near to the show days. Here are few website branding opportunities.

Home Page Banner Advertisement:

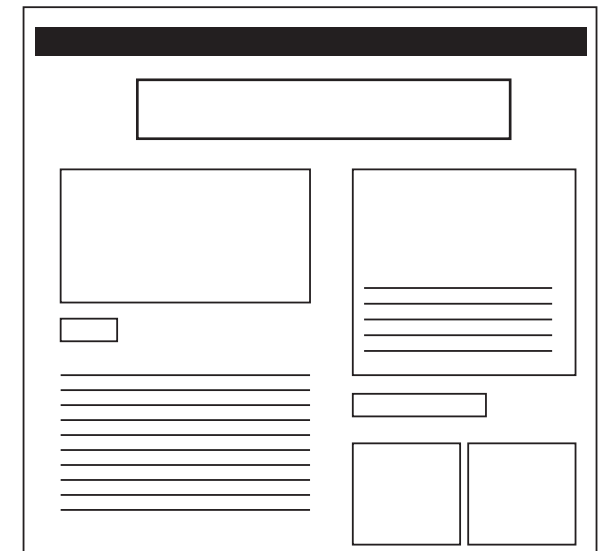
An images which cannot be missed by any visitors and giving you complete leadership visibility throughout the event campaign. The banner can be hyperlinked to your Landing page or your home page.

EXCLUSIVE BANNER ON THE PHAMALYTICA WEBSITE



NEW!
1 SLOT PER
WEEK/MONTH

BRAND ADVERTISING



NEW:

Publish an exclusive banner on the official PharmaLytica website, choosing between our most visited pages: Exhibitor List or the Homepage.

WEBSITE BRANDING



Visitor Registration

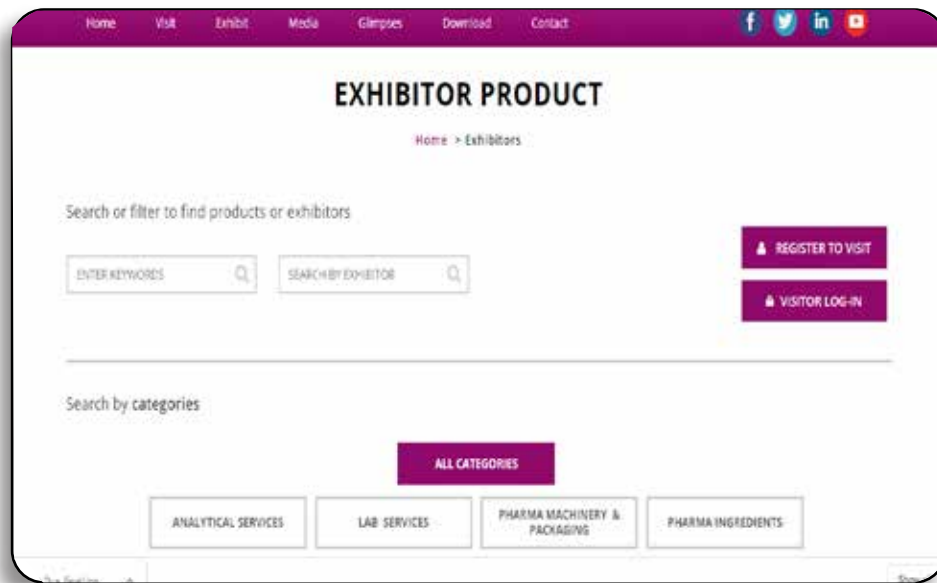
The gateway to any event is Visitor registration. Maximum time spent by Visitors on this page to fill in their details and request information.

Exhibitor List

Most visited Page by Visitors before and after the event. You can now place your advertisement on this page and get increased visibility.

A screenshot of a website's Visitor Registration form. The form is titled "VISITOR REGISTRATION" and includes a progress bar. Below the title, there is a link for "Already Registered User? - Download your visitor badge" with a "Click Here" button. The form fields include "Name Title" (a dropdown menu with "Please select" as the current selection), "First Name", "Last Name", "Company", "Email", "Country Code", and "Mobile". There is also a "Speak to us!" chat icon in the bottom right corner.

WEBSITE BRANDING



Homepage Road Blocker : 1 Slots

PharmaLytica home page will be only visible after visitor takes an exit from the Road blocker Advertisement which will appear to welcome the visitors on page. Highest visibility for any brand or any exhibitor to inform their participation at the show.

Featured Products : 10 Slots

PharmaLytica Homepage will showcase some profiled products and services which are featured in their Product Showcase Zone. Any listed company on the Products showcase can avail this home page location for an edge over your competitors and get to connect with visitors.



WEBSITE BRANDING



Home Page Logo Rollovers : 6 Slots (Right - Left)

As the website scrolls down. These Logo rollers will also scroll down and up with the content. They will also appear on Inside pages of the website giving your company logo a higher visibility.

WEBSITE BRANDING



E-Surveys Campaigns

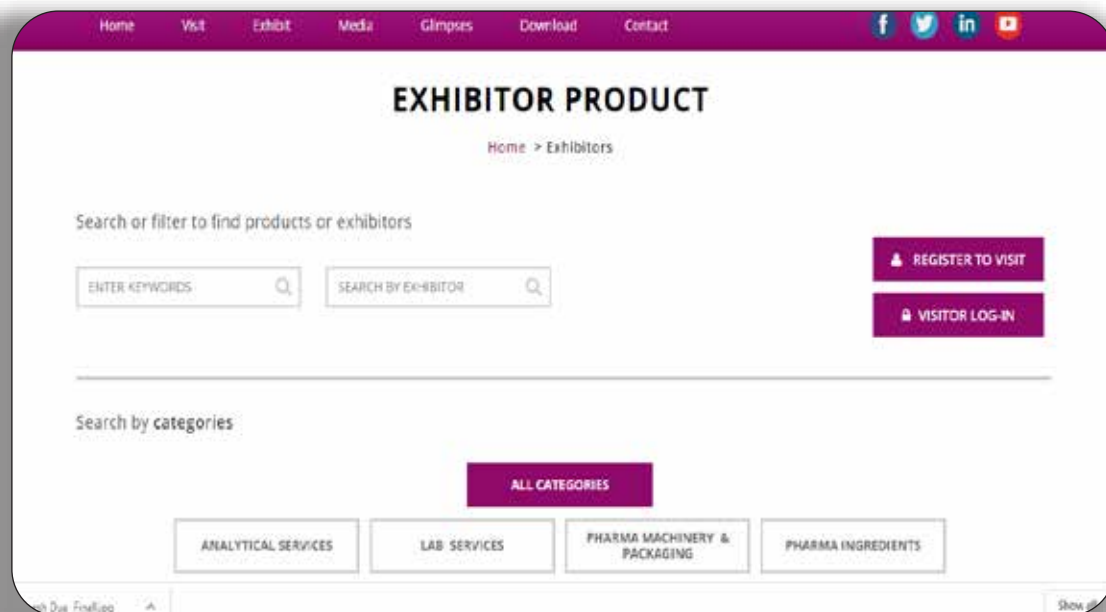
A Key part of every Marketing and strategy approach and planning is survey from Industry. You can now conduct E-surveys by reaching out your questionnaires to the Pharma Industry and gauge to understand your step forward in your brand or product strategy.

Performance Campaigns

Pharma Industry consumes a major part of its information in form of White papers, research papers, Editorials and many more. PharmaLytica offers you a ecosystems of Professionals from Top Decision makers to Final end user of your technology, machines and turnkey solutions.



PRODUCT SHOWCASE COMPANY LISTING



A digital platform to list your company profile and let visitors connect with you to show interest in your company and your products. Live leads coming on your profiles and likes for your products will be engaging networking experience that Product showcase offers its clients.

Duration of Listing : One year from day 100% payment received.

Value of Listing

₹ 25,000

+ 18 & GST if applicable

What will PharmaLytics Product Showcase offer you:

- Profile of company with Logo and contact details made available on profile
- Reaching out your products and gather interest from Pharma Professionals
- You can upload your company video on the profile for more detailed information
- Multiple products can be added with their product description
- B2B meeting opportunity for Listed companies during the PharmaLytics event 2020 and other networking opportunities

What reach will PharmaLytics Product Showcase offer you :

- Reach our database of Pharma Professionals through this tool
- Our social media handles will promote your profile to increase your reach to the Industry
- 2 EDM will be sent to database announcing and promoting your profile respectively

RATE CARD

PRODUCTS	DURATION	DURATION	COSTING
WEBINAR	Maximum 250 Live attendees	Maximum 100 Live attendees	22,50,000/- Onwards*
EMAIL MARKETING	-	-	50,000/- Onwards* / Per EDM Blast
MICROSITES	Maximum 300 Leads	-	4,50,000/- Onwards*
PERFORMANCE CAMPAIGNS	Maximum100 Leads	-	1,00,000/- Onwards*
E-SURVEY CAMPAIGNS	Maximum100 Responses	-	35,000/- Onwards*
PRODUCT SHOWCASE COMPANY LISTING	Per Listing of Company	-	25,000/-
PHARMALYTICA WEBSITE BRANDING	Home Page Banner Advertisement	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	75,000/- 1,00,000/-
	Exhibitor Listing Page	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	50,000/- 45,000/-
	Visitor registration Page	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	50,000/- 45,000/-
	Featured Products	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	10,000/- 15,000/-
	Homepage Road Blocker	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	75,000/- 1,00,000/-
	Home page Logo Rollovers	15 Days Prior to Event and Event Days : Post Event from 15 th day of completion :	8,500/- Per Logo 6,500/- Per Logo
PHARMA E-CONNECT : INDUSTRY NEWSLETTER (EXCLUSIVE SPONSORSHIP EVERY FORTNIGHT)		For One Month: For Quarter: For Half Yearly:	1,50,000/- 4,50,000/- 9,00,000/-

PHARMA E-CONNECT

INDUSTRY NEWSLETTER

EXCLUSIVE SPONSORSHIP

LOGO OF PHARMA E-CONNECT

FOR ONE MONTH

Value of Sponsorship

₹ 1,50,000/-

(Every Fortnight): 2 Nos.

- Mast Head Strip Banner
- Bottom Strip Banner
- Side Ear Panels (Right and Left)
- 1 featured Article per Newsletter

FOR QUARTER

Value of Sponsorship

₹ 4,50,000/-

(Every Fortnight) Newsletters: 6 Nos.

- Mast Head Strip Banner
- Bottom Strip Banner
- Side Ear Panels (Right and Left)
- 1 featured Article per Newsletter
- 2 EDM to Database of registered viewers

FOR HALF YEARLY

Value of Sponsorship

₹ 9,00,000/-

(Every Fortnight) Newsletters: 12 Nos.

- Mast Head Strip Banner
- Bottom Strip Banner
- Side Ear Panels (Right and Left)
- 1 featured Article per Newsletter
- 4 EDM to Database of registered viewers

FOR YEARLY

Value of Sponsorship

₹ 18,00,000/-

(Every Fortnight) Newsletters: 24 Nos.

- Mast Head Strip Banner
- Bottom Strip Banner
- Side Ear Panels (Right and Left)
- 1 featured Article per Newsletter
- 8 EDM to Database of registered viewers



SOME OF OUR ESTEEMED CLIENTS

DECKWEILER
connecting flow to purity

 **CASILICA**

 **SHIMADZU**
Excellence in Science
Shimadzu Analytical (India) Pvt. Ltd.
Shimadzu Medical (India) Pvt. Ltd.

 **MACK PHARMATECH**
MPDS, PHARMA AND LAB. EQUIPMENTS



POLMON
Measure. Control. Automate.

LEISTUNG
Powered by Excellence



BOROSIL
enabling the future of science



ELMAC PACK
ELMACH
The Packaging Trendsetter...

GANDHI
Automations Pvt Ltd



 **LABLINK**
Things work better with us.



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