PHARMA HORN OF AFRICA 2018
3rd-5th OCTOBER - MOVENPICK HOTEL & RESIDENCES - NAIROBI - KENYA

Access to Medical Products in Attainment of Universal Health Coverage
ABOUT THE CONFERENCE

Horn of Africa Pharmaceutical Conference and Expo welcomes you as our guest to the City of Nairobi, Kenya during October 3rd-5th, 2018. The theme of the upcoming conference is “Access to Medical Products in Attainment of Universal Health Coverage”.

Pharma Horn of Africa that brings together all major stakeholders – industry leaders, policymakers, regulators, academics, investors, scientists and patient representatives, to tackle the most pressing issues the industry is facing and enhance multi-stakeholder cooperation on issues relating to pharmaceutical sector development in this fast growing region of the world.

Building a competitive agenda can have a major influence on investment decisions, and is an ideal platform for the pharmaceutical industry to invest, contributing to the health of everyone living in Africa, and to the local economies.

A sophisticated partnership and regular dialogue between industry and government adds value to this agenda. The Congress is packed with many workshops, symposiums and multiple plenary sessions with main focus on thought provoking discussions and peer led networking. The conference is the ideal venue for to learn about the latest trends shaping the pharma industry, to gain new skills and insights from successful pharma experts.

Join us and witness the booming industry by participating at Pharma Horn of Africa 2018 and give your career and business access to new opportunities from throughout the Horn of Africa.
TOP REASONS TO ATTEND

- A unique opportunity to discuss issues of importance and relevance to advancing pharmacy practice through continuous professional development.
- The conference is of interest to all those in the Continuing Education/Professional Development experience, including pharmacists, developers, sponsors, faculty, regulators, government, professional associations, pharmaceutical industry, communication companies, and allied health care providers and organizations from around the world.
- Meet with key decision makers in the pharmaceutical industry worldwide and learn about the latest innovations, technologies, trends, and developments in the pharmaceutical industry.
- Network and gain access to one of the world’s fastest growing pharmaceutical markets.
- A momentum is growing worldwide that recognizes the integral role of continuing professional development in Pharmaceutical Industry, and the value of sharing experiences and knowledge in an international, collegial forum.
- The conference facilitates participant access to high-quality educational programs, internationally significant research and development, and world-renowned leaders in the Pharmaceutical field.
- This is the only event featuring renowned speakers and delegates and expertise on the topics you care about most!
Capture your target audience and potential customers by exhibiting your services and products.

The Expo will provide an opportunity for the participating companies to display their products & services to the gamut of visitors, from pharma and healthcare industries. The 3-day expo will bring together eminent personalities from various sectors of pharma, non-pharma and healthcare industries.

Pharma Horn of Africa is aimed at bringing together all the pharma professionals under one roof, the pharmaceutical exhibition focused on knowledge, technology and business development. The Expo is one stop juncture to all those who are planning to expand their business through various channels of franchise and distribution.

Pharma Horn of Africa will showcase the latest trends and technologies in pharmaceuticals, drugs and formulations; direct access to highly targeted senior pharma executives, buyers, procurement managers, contract manufacturers, hospital administration and many more.

**TARGET AUDIENCE**

- Pharmaceutical Scientists, Researchers & Biotechnology Experts
- Pharmaceutical Companies
- Pharmacy Industry Service Providers
- Pharmacist, Clinical Pharmacist, Hospital Pharmacist and Community Pharmacist
- Pharmacologists
- Government Heads and Officials
- Healthcare Departments
- Academics: Professors, Associate Professors, Assistant Professors and Lecturers
- Association, Association presidents, and professionals
- Students and interns
- Business entrepreneurs, medical executives
- Researchers from pharmaceutical companies, associations and societies
- Clinicians and Paramedical Professionals
- Pharmaceutical Manufacturing Companies
- API and medical devices companies
- Training Institutes
- Pharmacy Trade Press
- Other Pharmaceutical and Health-Related Industry Professionals
- CRO, data management companies and many more

**WHY PHARMA HORN OF AFRICA**

- Interactive Panel Sessions
- Case Study Driven- Expect real-life examples and shared experience
- Get the latest updates from hard-to-reach experts
- Share your Products and Services
- Gain access to expansive growing market in Africa
SPONSORSHIP

With more than 400 delegates expected to attend the event, Pharma Horn of Africa is a unique opportunity to reach a concentrated gathering of industry professionals. Attendees include industry professionals from Regulatory, Hospital, Industry, Academia, Consultancy, Government, Clinical and more. There are varied channels for sponsorship opportunities, making it easy to find the right one for your brand.

The sponsorship packages provide the best way to maximize your engagement with your audience. These packages give you maximum exposure, premium positioning and optimal engagement with delegates. Our superior opportunities offer two-way conversation with delegates, and create an engaging discussion with delegates. The varied sponsorship packages all offer the prime platform for brand recognition and awareness throughout the 3 day conference, across channels including online and offline, exhibition space and presentation at the floor of the conference.

KEY REASONS TO SPONSOR:

- Our delegates are based in the pharmaceutical practice and pharmaceutical science
- Reach key influencers and decision makers
- Opportunities for you to raise awareness of your brand and engage with audiences
- Our sponsorship opportunities increase your brand engagement
- There are many promotion and display opportunities to put your brand in the right place

PAST CONFERENCE

We gratefully thank all our wonderful speakers, conference attendees, media partners, associations and exhibitors for making the Pharmaceutical Regulatory Compliance Conference 2017 that was held at Radisson Blu Hotel, Nairobi a great success.

DELEGATE REGISTRATION

RESERVE MY SEAT

$250 / Kshs. 25,000

EVENT VENUE

For special accommodation rates at the venue please contact Patricia.Mwangi@movenpick.com

More About The Venue

Experience Nairobi in a hotel that charms with its African design, uplifting atmosphere, open spaces, cool features and panoramic views. Situated in the popular Westlands district, Mövenpick Hotel & Residences Nairobi is the perfect base to explore Kenya's capital while staying for business or leisure in 276 spacious rooms, suites and residences.

Dine in the spectacular 360-degree revolving restaurant that complements two more restaurants, two bars and a lobby lounge. Chill out at the pool, relax in the spa and work out in the gym. More than a dozen modern meeting rooms, a beautiful ballroom and large exhibition hall make this a fantastic destination for conferences and events in Nairobi. The hotel is situated in the heart of Westlands, with panoramic views of the city and Karura Forest. The hotel is approximately 20 kilometres from Nairobi’s Jomo Kenyatta International Airport.

Other Hotels Near the Venue

- Park Inn by Radisson Blu Nairobi
- Golden Tulip Westlands
- Sankara Hotel Nairobi
- Southern Sun Mayfair
- Jacaranda Nairobi Hotel
- The Landmark Suites
- Tune Hotel Nairobi
- Ibis Styles Nairobi Westlands
- Azure Hotel
FACTS ABOUT THE HOST CITY, NAIROBI

When visiting Kenya, for business or leisure, you will most probably fly into the country through Nairobi. This city has the country’s main international airport. The following key facts about Nairobi should help you learn more about the city, plus, what you can do there.

1. **Nairobi was a swamp**
   The skyscrapers of Nairobi sit on what was once a large swamp that Maasai pastoralists referred to as a place of cool waters. Over the century, this city has grown and extended over three counties to form the greater Nairobi metropolitan area. Now, Kiambu, Kajiado and Machakos counties are part of the greater Nairobi area.

2. **Nairobi has a national park**
   This is one of the most talked about facts about Nairobi. Nairobi is one of the few cities in the world with a national park. Experience magical game drives in the park’s plains to see animals like zebras and giraffes. A silhouette of the city forms a scenic backdrop of the park’s savannah.

3. **Nairobi’s rich history is archived for all to see**
   Find out how the city grew from the railway construction days by touring the Nairobi Railway Museum, Karen Blixen Museum, the Nairobi Gallery and the Kenya Archives.

4. **Nairobi has the most Maasai markets in the country**
   Every day of the week, a market for traditional artifacts and ornaments takes place in the city. The Maasai market run from Tuesday to Sunday, in different parts of the city. For instance, on Tuesday, the traders are situated along Nairobi River, on Kijabe Street, and in Prestige Plaza along Ngong Road.

   While on Wednesday, the Maasai Market is at the Capital Centre, as you head to JKIA. The most popular market days are Saturday and Sunday, when the traders operate from the High Court Parking lot in the city centre.

5. **Nairobi has the most number of malls in Kenya**
   Nairobi’s rapid growth has seen an increase in the number of modern shopping complexes. The top shopping malls include Thika Road Mall (TRM), Yaya Centre, The Junction and Garden City.

6. **Nairobi is the headquarters of diplomatic missions and multinational brands in Africa**
   Organisations with headquarters in Kenya include the United Nations Environment Programme and the United Nations, housed in the diplomatic complex in Gigiri.

These facts about Nairobi ought to help you discover interesting places to visit, and things to do during your stay in the city.

*Adapted from Jumia Travel*
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<tr>
<th>SPONSORSHIP LEVELS</th>
<th>SPONSORSHIP</th>
<th>BENEFITS</th>
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<tr>
<td><strong>PLATINUM</strong>&lt;br&gt;(4 SLOTS AVAILABLE)</td>
<td>KSHS. 580,000, $ 5800</td>
<td>1. 15 minutes talk time at the plenary/breakout sessions in line with the conference theme&lt;br&gt;2. Branding of tea break and lunch areas&lt;br&gt;3. Branding of plenary hall and break out session halls&lt;br&gt;4. Your advert running on the screens at the plenary hall during the entire period of the conference&lt;br&gt;5. Exhibition booth measuring 3m x 3m&lt;br&gt;6. Company video to run on event website for one year&lt;br&gt;7. Company Logo positioned as Platinum Sponsor on all marketing collateral&lt;br&gt;8. Brochure inserts into the delegate bags&lt;br&gt;9. Company profile on event catalogue and programme&lt;br&gt;10. Full banner advert on event website&lt;br&gt;11. Company logo on conference website with URL link to main company website&lt;br&gt;12. 3 Facebook post a week, minimum of 5 Twitter mentions per week&lt;br&gt;13. Acknowledgment by event MC as platinum sponsors of the event&lt;br&gt;14. Certificate of sponsorship appreciation</td>
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<td><strong>DIAMOND SPONSOR</strong>&lt;br&gt;(5 SLOTS AVAILABLE)</td>
<td>KSHS. 530,000, $ 5300</td>
<td>1. 10 minutes talk time at the plenary/breakout sessions in line with the conference theme&lt;br&gt;2. Exhibition booth measuring 3m x 3m&lt;br&gt;3. Company Logo positioned as Diamond Sponsor on all marketing collateral&lt;br&gt;4. Brochure inserts into the delegate bags&lt;br&gt;5. Company profile on event catalogue and programme&lt;br&gt;6. 2 Facebook post a week, minimum of 2 Twitter mentions per week&lt;br&gt;7. Full banner advert on event website&lt;br&gt;8. Company logo on conference website with URL link to main company website&lt;br&gt;9. Certificate of sponsorship appreciation</td>
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<td><strong>GOLD SPONSOR</strong>&lt;br&gt;(6 SLOTS AVAILABLE)</td>
<td>KSHS. 450,000, $ 4500</td>
<td>1. Exhibition booth measuring 3m x 3m&lt;br&gt;2. Company Logo positioned as Gold Sponsor on all marketing collateral&lt;br&gt;3. Brochure inserts into the delegate bags&lt;br&gt;4. Provision of conference stationary and conference programme&lt;br&gt;5. Company profile on event catalogue and programme&lt;br&gt;6. Company logo on conference website with URL link to main company website&lt;br&gt;7. Certificate of sponsorship appreciation</td>
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<td><strong>SILVER SPONSOR</strong>&lt;br&gt;(OPEN)</td>
<td>KSHS. 350,000, $ 3500</td>
<td>1. Exhibition booth measuring 3m x 3m&lt;br&gt;2. Company Logo positioned as Silver Sponsor on all marketing collateral&lt;br&gt;3. Company profile on event catalogue and programme&lt;br&gt;4. Company logo on conference website with URL link to main company website&lt;br&gt;5. Branded T-Shirts, Bags or Caps, Pens, Branded White Coats&lt;br&gt;6. Certificate of sponsorship appreciation</td>
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### SPONSORSHIP LEVELS

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<th>SPONSORSHIP</th>
<th>(KSH.)</th>
<th>BENEFITS</th>
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<tr>
<td><strong>BRONZE SPONSOR</strong></td>
<td>KSHS. 150,000, $1500</td>
<td>1. Exhibition booth measuring 3m x 3m</td>
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<td>(40 EXHIBITION BOOTHS)</td>
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<td>2. Certificate of sponsorship appreciation</td>
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<td><strong>COCKTAIL SPONSOR</strong></td>
<td>KSHS. 600,000, $6000</td>
<td><strong>The cocktail sponsorship package includes:</strong></td>
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<td>(2 SLOTS AVAILABLE)</td>
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<td>1. Exclusive keynote address during the cocktail</td>
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<td>2. Exclusive branding of cocktail area</td>
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<td>3. Opportunity to distribute marketing literature at the cocktail venue</td>
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<td>4. MC recognition</td>
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<td>5. Advertisement banner on the website</td>
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<td>6. Digital on-screen advertisements at the cocktail venue</td>
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<td>7. Access to list of cocktail attendees</td>
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ADDITIONAL SPONSORSHIP OPPORTUNITIES CAN ALSO BE TAILORED TO MATCH YOUR BUSINESS OBJECTIVES AND YOUR BUDGET.

### EXHIBITOR PROFILE
- Bulk drugs, intermediates and formulations
- Research Organizations
- Pharmaceutical Innovation
- Healthcare products
- Medical Devices
- Quality Control Laboratories
- Pharmaceutical Distributors
- Cosmetic and Personal Care
- Community Health Based Organizations

### VISITORS’ PROFILE
- CEO and Top Management
- Compliance and Regulatory Officers
- Manufacturing and Production Officers
- Research Academicians
- Maintenance Engineering
- QA, QC and R and D Officers
- Pharmaceutical Technologists
- Contract Manufacturers
- Suppliers and Distributors
- Pharmacists
- Vendor Development & Purchase
ABOUT THE EVENT MANAGERS
Standout Ventures East Africa Ltd is an event & conference organizing company. We bring talents together and facilitate innovation in every event we organize. At Standout Ventures, productivity is never an accident. It is always result of our commitment to excellence, intelligent planning and focused effort. Our industry events are focused to bring the leaders and policy makers together to make the best for the industry – innovative solutions, best practice sharing and industry standardization, this creates great opportunity for product & service providers to demonstrate and market.

REACH US
For General Enquiry
info@standoutventures.co.ke
+254 720 608811
+254 733 884411

General Enquiries
Pharmacy & Poisons Board
P. O. Box 27663 – 00506, Nairobi.
Lenana Road Opp. DOD

FOR SPEAKER OPPORTUNITY
maxwell@standoutventures.co.ke
Pharma Horn of Africa 2018 is Hosted and endorsed by Pharmacy and Poisons Board.
The event is organized & managed by
Standout Ventures East Africa Ltd
P.O. Box 37515 00100
Nairobi, Kenya

Telephone:
+254 20 2612541, 3343698

Pharma Horn of Africa 2018
www.pharmahornofafrica.com

EVENT PARTNER

Pharmacy and Poisons Board

MINISTRY OF HEALTH,
AFYA HOUSE, CATHEDRAL ROAD,
P. O. BOX 30016, NAIROBI, KENYA
TELEPHONE: +254-20-2717077
EMAIL: ps@health.go.ke