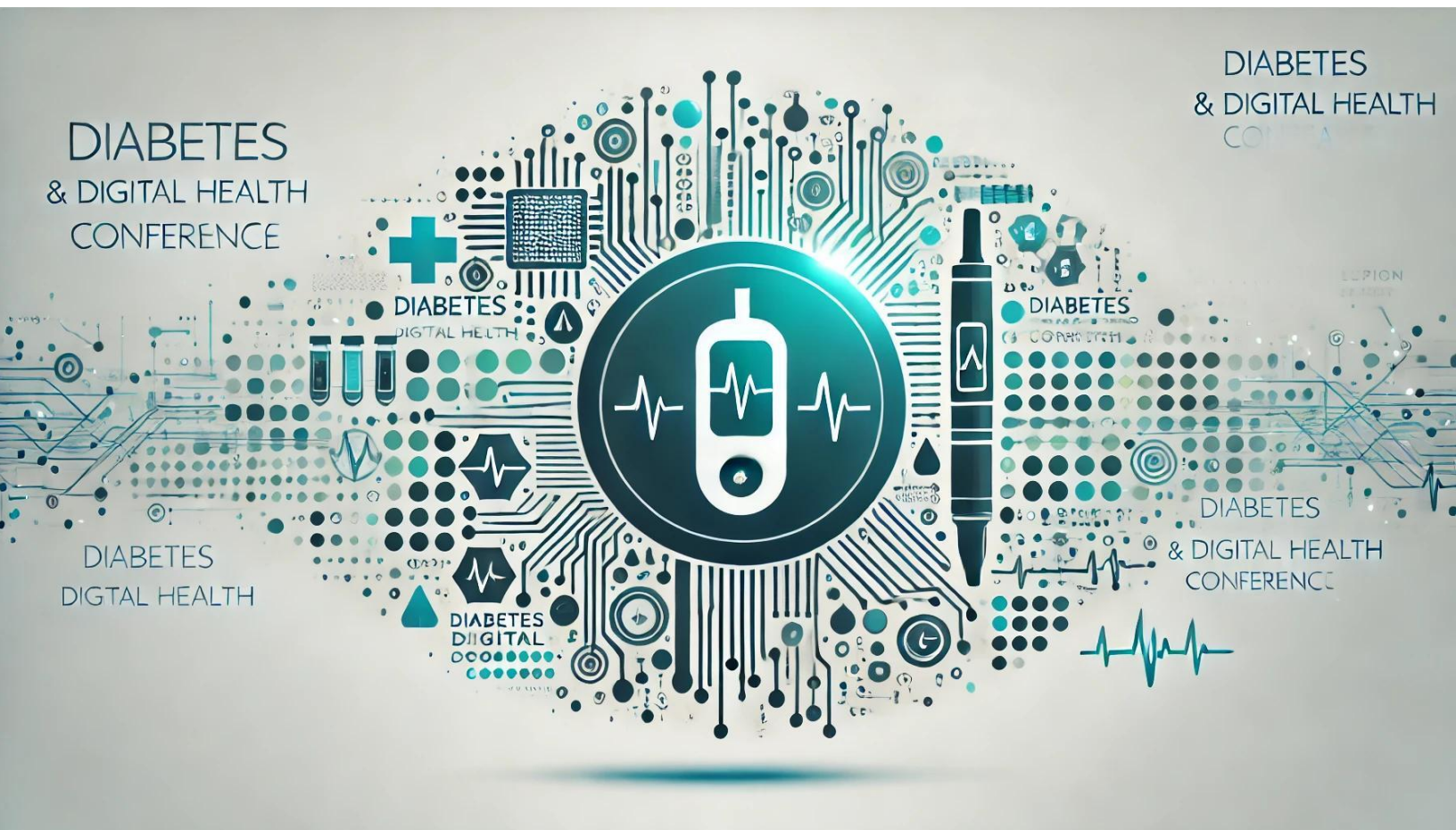




# 1<sup>ST</sup> DIABETES & DIGITAL HEALTH CONFERENCE BY "DIABETES TELECARE"



**SPONSORSHIP PROPOSAL**

Dear Sponsor,

We are excited to extend an invitation to partner with **Diabetes TeleCare** as we host the **Diabetes & Digital Health Mega Event**, the first of its kind in Pakistan. This groundbreaking event, scheduled for **24<sup>th</sup> November 2024**, will be a platform to promote digital health awareness, showcase the latest advancements and innovations in diabetes care, and foster collaboration between healthcare, business, and academic sectors.

As a leader in diabetes management and digital health, **Diabetes TeleCare** is committed to addressing the growing need for innovative solutions in healthcare. Our event will bring together thought leaders, industry experts, and medical professionals to discuss emerging trends and solutions in digital health, particularly in the field of diabetes care.

By sponsoring this historic event, your organization will gain unparalleled visibility, engaging with an influential audience that includes healthcare professionals, industry leaders, policymakers, and innovators. Additionally, this event will provide you with an opportunity to showcase your brand, products, and services to a wide range of attendees through extensive digital campaigns reaching millions across social media platforms.

We offer several sponsorship tiers, each designed to deliver exceptional value and engagement. As a sponsor, you will enjoy a variety of benefits, including but not limited to exhibition space, speaking opportunities, digital exposure, and post-event recognition.

We look forward to the possibility of partnering with you for this prestigious event and to working together to advance the future of diabetes care and digital health.

Please find detailed information about our sponsorship opportunities enclosed in this proposal. Should you have any questions or require further details, feel free to reach out to us.

Thank you for considering this partnership. We look forward to your support in making this event a monumental success.

Sincerely,

**Dr Sania Bashir**

CEO & Founder, Diabetes TeleCare

[ceo@diabetestelecare.com](mailto:ceo@diabetestelecare.com)

UAN# 03-111-777-382

## Introduction:

**Diabetes TeleCare** is proud to present Pakistan's first-ever "**Diabetes & Digital Health**" **Mega Event**, a groundbreaking platform designed to promote digital health awareness and showcase the latest advancements in diabetes care. This event will unite healthcare professionals, business leaders, academic experts, and innovators to drive collaborations and research that will shape the future of healthcare in Pakistan.

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## About Diabetes TeleCare:

**Diabetes TeleCare** is a digital health company that provides remote diabetes management through telemedicine and AI-based tools. We empower thousands of patients across Pakistan to manage their diabetes better and adopt healthier lifestyles. Our mission is to revolutionise diabetes care by offering convenient, affordable, and effective digital healthcare services.

With a proven track record and a large digital presence, Diabetes TeleCare is committed to delivering value to our partners, ensuring maximum exposure to a wide and engaged audience.

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## Event Objectives:

### 1. Promote Digital Health Awareness:

- Educate healthcare professionals and the public about the role of digital tools in managing diabetes effectively.

### 2. Showcase Innovations in Diabetes Care:

- Highlight cutting-edge technologies, such as AI-driven diagnostics, wearable devices, and telemedicine platforms that can enhance diabetes management.

### 3. Collaborate with Business and Academic Sectors:

- Foster partnerships between businesses, academic institutions, and the healthcare industry to drive innovation in diabetes care.

### 4. Encourage Research Collaborations:

- Serve as a platform for research discussions and partnerships to further develop digital health solutions for diabetes.

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## Target Audience and Expected Participants:

The "**Diabetes & Digital Health**" **Mega Event** is anticipated to attract **500+ in-person attendees**, including healthcare professionals, industry leaders, researchers, and innovators from across Pakistan.

### Target Audience:

- **Healthcare Professionals:** Diabetologists, endocrinologists, general practitioners, and specialists in diabetes care.
- **Medical Students and Researchers:** Those interested in diabetes research, and looking to explore new digital health innovations.
- **Healthcare Institutions and Organizations:** Hospitals, clinics, and institutions interested in adopting cutting-edge digital solutions.
- **Business Leaders and Technology Experts:** Companies in healthcare, pharmaceuticals, medical devices, digital health startups, and tech innovators.
- **Government and Policy Makers:** Key decision-makers working on healthcare policies and digital transformation initiatives.
- **Academic Leaders:** Institutions seeking collaboration in digital health education and research.

# Expected Digital and Marketing Reach:

In addition to the in-person attendees, we will significantly extend the event's visibility through a **comprehensive digital marketing campaign** to boost exposure.

- **Organic Reach:**
  - **YouTube:** 3 million monthly viewers.
  - **Meta (Facebook & Instagram):** 30,000+ followers.
- **Targeted Marketing Campaigns:**
  - **Paid Social Media Ads:** We will invest in paid promotions on YouTube, Facebook, Instagram, and LinkedIn, specifically targeting healthcare professionals, business leaders, and tech innovators in Pakistan and globally.
  - **Event-Specific Ads:** Customized digital ads will be created to promote the event, driving additional reach and engagement beyond our organic audience.

**Estimated Combined Digital Reach** (organic + paid campaigns): **5+ million impressions** across all platforms leading up to the event.

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## Why Sponsor "Diabetes & Digital Health" Conference?

Sponsoring this prestigious event offers unparalleled opportunities to connect with a highly targeted audience of healthcare professionals, industry leaders, academic researchers, and

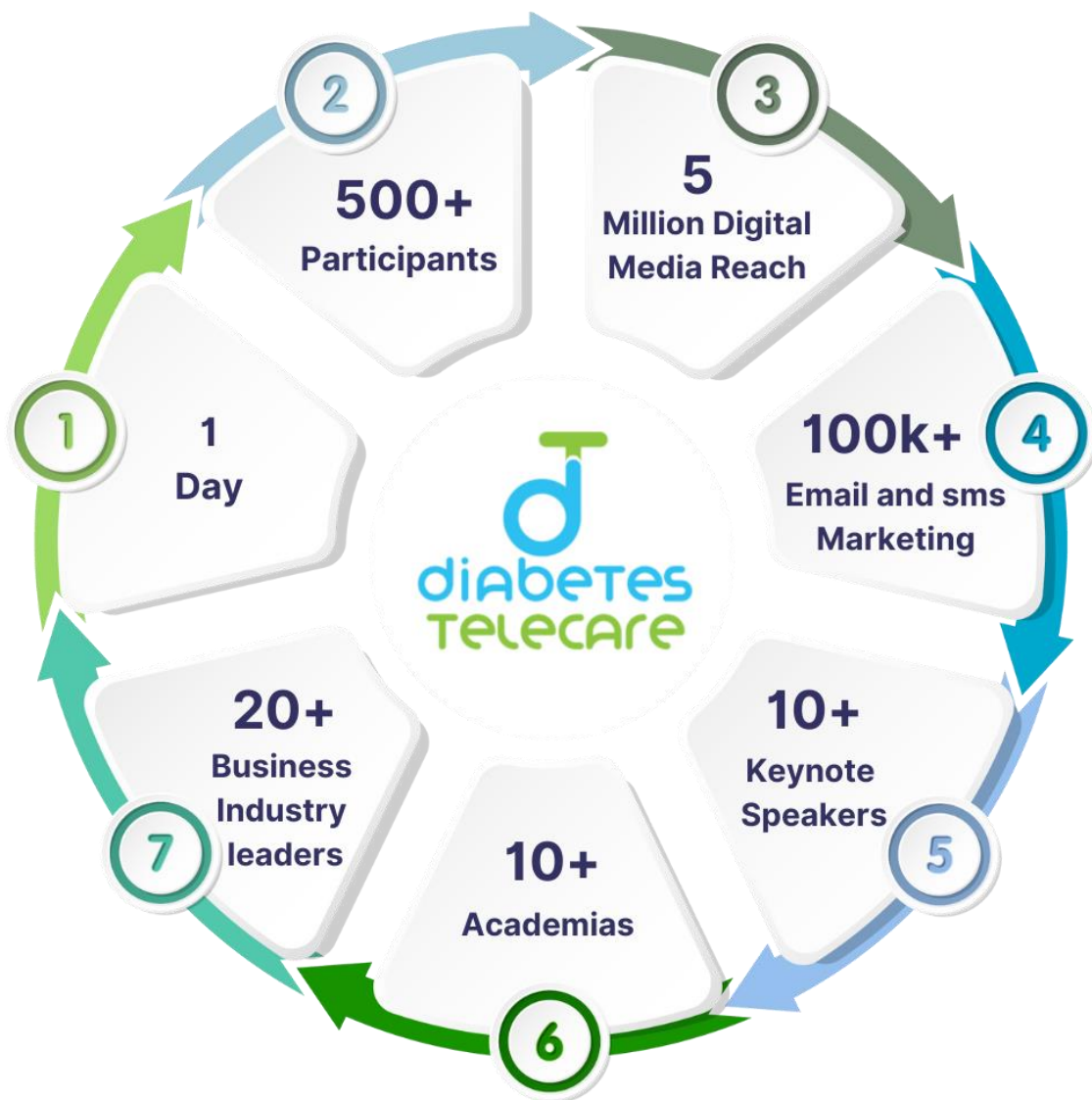


policymakers. Your company will benefit from increased brand exposure, targeted marketing, and access to key decision-makers in the digital health and diabetes care space.

Additionally, Diabetes TeleCare's extensive digital reach ensures your brand will be visible to millions of people across multiple platforms. By sponsoring, you will align your brand with innovation, healthcare, and digital transformation, while making a meaningful impact on diabetes care in Pakistan.

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# A Power-Packed Day: Reaching Millions with Expert Insights and Industry Leaders"



# Sponsorship Levels and Benefits:

We offer four sponsorship tiers, designed to provide both on-site and digital engagement opportunities:

Feature	Platinum Sponsor PKR 1 million/=	Gold Sponsor (PKR 750 K/=)	Silver Sponsor (PKR 400 K/=)	Bronze Sponsor (PKR 150k/=)
<b>Brand Exposure</b>				
<ul style="list-style-type: none"> <li>• <b>Logo Placement</b></li> </ul>	<ul style="list-style-type: none"> <li>✓ all event materials</li> <li>✓ Main Stage</li> <li>✓ Invitation cards</li> <li>✓ Giveaways</li> </ul>	<ul style="list-style-type: none"> <li>✓ Main Stage</li> <li>✓ 60% of event materials</li> </ul>	40% event materials	×
<ul style="list-style-type: none"> <li>• <b>Social Media</b></li> </ul>	✓ Coverage to all Viewers	✓ 60% of post highlights	✓ 40% of post Highlights	10% of post Highlights
<ul style="list-style-type: none"> <li>• <b>Social Media Reach In Impressions</b></li> </ul>	✓ 10 million	✓ 5 million	✓ 1 million	500k
<ul style="list-style-type: none"> <li>• <b>Banner</b></li> </ul>	✓ 10 Banners in the Conference Hall	<ul style="list-style-type: none"> <li>• 5 banners in the Conference Hall</li> </ul>	<ul style="list-style-type: none"> <li>• 2 banners in the conference hall</li> </ul>	×
<ul style="list-style-type: none"> <li>• <b>Press Media</b></li> </ul>	✓ Will be Provided	<ul style="list-style-type: none"> <li>• Not provided</li> </ul>		✓
<ul style="list-style-type: none"> <li>• <b>Stall Location</b></li> </ul>	✓ Prime stall location Size 20*8	<ul style="list-style-type: none"> <li>• Prominent Stall Location 15*6</li> </ul>	<ul style="list-style-type: none"> <li>✓ Standard Stall 8*6</li> </ul>	Standard Stall 8*6
<ul style="list-style-type: none"> <li>• <b>Exhibitor pass</b></li> </ul>	✓ 10	<ul style="list-style-type: none"> <li>• 5</li> </ul>	✓ 2	2
<ul style="list-style-type: none"> <li>• <b>Recognition</b></li> </ul>	✓ In opening and Closing	<ul style="list-style-type: none"> <li>• In Opening</li> </ul>		
<ul style="list-style-type: none"> <li>• <b>Keynote Speaker</b></li> </ul>	✓ Yes	×	×	×
<ul style="list-style-type: none"> <li>• <b>Networking</b></li> </ul>	✓ Yes	<ul style="list-style-type: none"> <li>• Yes</li> </ul>	Yes	Yes
<ul style="list-style-type: none"> <li>• <b>Post Event Publication &amp; Materials</b></li> </ul>	✓ Yes	<ul style="list-style-type: none"> <li>• Yes</li> </ul>	Yes	Yes
<ul style="list-style-type: none"> <li>• <b>Exclusive Branding</b></li> </ul>	✓ Video message Social Media Post	Social Media post	×	×





## SPONSOR REGISTRATION FORM

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Contact Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship Package:**

Platinum

Gold

Silver

**Payment Method:**

Cheque

Cash

Bank Transfer

**Sponsor Representative:**

**Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Signature:** \_\_\_\_\_





## Contact Us

We're here to assist you! Reach out to us through any of the following official channels.

### Email Us:

For any inquiries, feedback, or general questions, feel free to get in touch with our team:

- **Conference Inquiries:**  
conference@diabetestelecare.com
- **Customer Support:**  
support@diabetestelecare.com
- **Business Collaborations & Partnerships:**  
n\_ahmed@diabetestelecare.com

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### Official Representatives:

- **Nauman Ahmed**  
*Head of Marketing & Operations*  
n-ahmed@diabetestelecare.com  
0370-2310004
- **Zohra Manzoor**  
*Brand Manager*  
admin@diabetestelecare.com

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### Our Website:

For more information on our services, events, and educational content, visit our website:

[www.diabetestelecare.com](http://www.diabetestelecare.com)