



18th Annual Congress
Pakistan Society of Hepatology

PSH 2018

PC Lahore, September 28-30, 2018

Sponsorship Prospectus & Booking Form
“First Come, First Get Policy”

No Form will be accepted after 31st July 2018



<http://www.PSH2018.com>

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WELCOME MESSAGE:

Dear Colleagues!

It's our great pleasure to invite you to the 18th Annual Conference of Pakistan Society of Hepatology on September 28-30, 2018 in the PC Hotel Lahore.

PSH-Conference is the regular annual mega event of Hepatology in the country, which is well attended by faculty, medical specialists, family physicians and postgraduate students from across the country and outside the country. Every year, the scientific committee members work hard to provide an outstanding and attractive program to enhance and expand the scientific and educational sessions for an ever-growing number of national and international delegates. More than 3000 delegates and experts are expected to attend this PSH largest liver conference of the country.

This conference will provide an opportunity of interaction and collaboration amongst various institutions, faculty experts, pharmaceutical companies and related sectors.

We cordially invite you to join this conference and avail the full opportunities for enhancing and strengthening your exposure and impact in the region to promote your products/researches and present/obtain the most current information. This conference will provide all of you with the great prospectus to consolidate relationships and display your portfolio to the key markets.

We are looking forward to welcome you in Lahore with your active participation and generous support to the PSH-2018.

Best wishes,

Prof. Sibtul Hasnain Shah

Patron In Chief
PSH-2018 Lahore

Prof. Anwaar Ahmed Khan

Patron
PSH-2018 Lahore

Prof. Javed Iqbal Farooqi

President
Pakistan Society of Hepatology

Prof. Kashif Malik

Chairman
Organizing Committee, PSH-2018

Prof. Altaf Alam

Chairman
Scientific Committee, PSH-2018

Dr. Asad Ali Chaudhry

Secretary
Organizing Committee, PSH-2018

IMPORTANT INFORMATION:

President:	<i>Prof. Javed Iqbal Farooqi</i> 03339123818 dr_farooqi@hotmail.com
Conference Secretariat:	Department of Gastroenterology/Hepatology, Shaikh Zayed Hospital, Lahore, Pakistan
Event Official Managers:	SOLVURS <i>Mr. Syed Amir Ali</i> Director Cell: 03018460881 Email: amfar82@hotmail.com <i>Mr. Jamil Arshad</i> Director Cell: 03004007728 Email: jamil_arshad@hotmail.com <i>Mr. Muzammil Hussain</i> Director Business Development Cell: 03028540729 Email: muzammil.mh@live.com
Conference Dates:	September 28-30, 2018
Conference Venue:	PC Hotel, Lahore
Conference Website:	www.PSH2018.com
Booking of Sponsorship:	<u>Before 31st May 2018</u>
Complete Payment:	<u>Before 31st July 2018</u>

ABOUT PSH:

Pakistan Society of Hepatology (PSH) was founded in June 2001 in Karachi and since then PSH is striving to improve practice of Hepatology in Pakistan. Today it has assumed a leading position to provide opportunities of development of professional competency and proficiency of those who come across liver diseases in everyday clinical practice, who are interested to adopt Hepatology-based career, who are already a practicing Hepatologist and who want to contribute to the betterment of liver care in Pakistan.

PSH organizes regular seminars, conferences and meetings to achieve its aims and objectives. On 29th January 2017, PSH launched Special Interest Groups (SIGs) covering important area of clinical Hepatology to produce guidelines, CME modules and research proposals in the relevant fields. At the same time, Research Facilitation and Ethical Review board (RF-ERB) has been constituted to streamline research activities at the platform of PSH.

Vision:

To treat and prevent liver diseases in Pakistan

Aims & Objectives:

1. To provide a common forum for Hepatologist both Medical and Surgical, in Pakistan, to exchange views, to encourage good will and cooperation amongst them.
2. To maintain, develop and extend relations with National and International organizations having similar objectives.
3. To stimulate interest in the study and advancement of Hepatology and it's allied specialties in all possible ways including education and research.
4. To organize regular seminars, conferences and meetings for promoting exchange of views.
5. To publish scientific literature for distribution amongst the members.
6. To promote high ethical standards and safeguard genuine professional interests of its members.

CONFERENCE LEADERSHIP:

Patron in Chief:	Prof. Syed Sibtul Hasnain Shah	Lahore
Patrons:	Prof. Anwaar Ahmed Khan	Lahore
	Prof. Muhammad Umar	Rawalpindi
	Prof. Arif Mehmood Siddiqui	Lahore
	Prof. Syed Hasnain Ali Shah	Karachi
Executive Council:		
<i>President</i>	Prof. Javed Iqbal Farooqi	Peshawar
<i>President Elect</i>	Dr. Muazzam Uddin Ahmed	Quetta
<i>Senior Vice President</i>	Prof. Altaf Alam	Lahore
<i>Vice Presidents</i>	Prof. Badar Fiayaz Zuberi	Karachi
	Dr. Asad Ali Chaudhry	Lahore
	Dr. Sher Rehman	Peshawar
<i>General Secretary</i>	Prof. Kashif Malik	Lahore
<i>Joint Secretary</i>	Dr. Nazish Butt	Karachi
<i>Finance Secretary</i>	Dr. Zia-ud-Din	Peshawar
<i>Publication Secretary</i>	Dr. Iqbal Haider	Peshawar

CONFERENCE HIGHLIGHTS:

Expected Participants:

Around 3000 including Consultants, District Specialists, Family Physicians (GPs), PGs (Postgraduate Medical Students) of Hepatology and Gastroenterology. This time, huge number of gynecologists, surgeons, pediatricians, rheumatologists, nephrologists and cardiologists and pulmonologists will also be attending the congress as we are arranging specialty-oriented workshops for all these. We expect huge number of delegates from foreign countries as well

Three main features characterize this Conference.

These are:

- Scientific Program
- Scientific Exhibition
- Social Programs

Highlights of Scientific Program:

- Presidential Lecture
- State of the Art Lectures
- Guest Lectures
- Core Meeting Symposia
- Postgraduate Course
- Liver Transplant Workshop
- Hepatic Interventional Radiology Workshop
- Interactive Workshops
- Free Papers
- Poster Presentations
- Young Clinician Awards
- Best Free Papers Award
- Best Poster Awards
- Self-Learning Center
- Medical Students Symposium
- Public Awareness Symposium
- Scientific & Pharma Exhibition
- Pre-Congress Symposia
- Post-Congress Symposia

CONFIRMED FOREIGN FACULTY:

Prof. Graham Foster

Professor of Hepatology
Queen Mary University London, UK

Prof. Peter Ferenci

Professor of Internal Medicine III (Gastroenterology and Hepatology),
Medical University of Vienna,
Wahringer Gürtel 18-20, A 1090 Wien, Austria

Prof. Fasiha Kanwal, MD, MSHS

Professor of Medicine
Interim Chief, Gastroenterology and Hepatology
Baylor College of Medicine, Houston TX
Houston Veterans Affairs HSR&D Center of Excellence
Michael E. DeBakey VA Medical Center

Prof. BC Sharma

President
Asian Pacific Study of the Liver (APASL)
Professor
Gastroenterology and Hepatology
Institute of Liver and Biliary Sciences
New Delhi, India

Prof. Diana Alcantara-Payawal, MD, FPCP, FPSG, FPSDE

President-Elect
Asian Pacific Study of the Liver (APASL)
Professor
Department of Internal Medicine
Fatima University Medical Center
Manila, Philippine

Dr. Bilal Hameed, MD

Associate Professor of Medicine
Director, Transplant Hepatology Fellowship
Associate Clinic Chief, Hepatology
University of California, San Francisco

Prof. Adeel A. Butt, MD, MS, FACP, FIDSA

Professor of Medicine
Professor of Healthcare Policy and Research
Weill Cornell Medical College, New York and Qatar
Vice Chair, Department of Medicine
Director, Clinical Epidemiology Research Unit
Hamad Medical Corporation, Doha, Qatar

Prof. Khin Maung Win

Head Department of Hepatology
Yangon GI & Liver Centre,
191-193, 30th Street, Yangon, Myanmar

Prof. Dr. Vivek A Saraswat, MD, DM

Professor and Head
Department of Gastroenterology
Sanjay Gandhi Postgraduate Institute of Medical Sciences
Lucknow, UP, India

Dr. Shahid Habib

Consultant Gastroenterologist and Hepatologist
Southern Arizona Veterans Affairs Health Care System
TMC Healthcare
Tucson, Arizona, USA

Prof. Sudhanshu K.C

Professor
Liver Unit, Bir Hospital,
National Academy of Medical Sciences,
Kathmandu, Nepal

INTERNATIONAL ADVISORY COMMITTEE:

Prof. Arun Sanyal, MD

Professor of Medicine, Physiology and Molecular Pathology
Virginia Commonwealth University, USA

Prof. K. Rajender Reddy M.D

Ruimy Family President's Distinguished Professor of Medicine
Professor of Medicine in Surgery
Director of Hepatology
Director, Viral Hepatitis Center
Medical Director, Liver Transplantation
University of Pennsylvania, Philadelphia, USA

Prof. Michael W. Fried, M.D., FAASLD

President-Elect
American Association for the Study of Liver Diseases (AASLD)
Professor of Medicine
Director, UNC Liver Center
University of North Carolina at Chapel Hill, USA

Prof. Stefan Zeuzem

Professor of Medicine and Chief of the Department of Medicine
Goethe University Hospital, Frankfurt, Germany

Prof. Mitchell L Shiffman, MD

Director
Bon Secours Liver Institute of Virginia
Bon Secours Medical Group
Bon Secours Liver Institute of Richmond
St Mary's Hospital, Richmond, USA

Prof. Edward Gane

Hepatologist/Professor of Medicine
Deputy Director NZLTU, Auckland

Prof. Gamal Esmat, M.D.

Past President
International Association for Study of Liver Diseases (IASLD)
Professor of Hepatogastroenterology & Infectious Diseases
Past Vice President of Cairo University, Egypt

Prof. Mobin Khan

President
Hepatology Society, Dhaka, Bangladesh

Prof. H. Janaka De Silva

President Elect
South Asian Association for the Study of Liver (SAAL)
Senior Professor and Chair of Medicine,
Director, Postgraduate Institute of Medicine,
University of Kelaniya, Ragama, Sri Lanka

CONFERENCE REGISTRATION:

Local Delegates:

Category	Registration Fee (in PKRs)		
	Early-Bird (1 st June – 31 st July)	Pre-Conference (1 st August – 15 th Sep)	On-site (September 28-30)
Consultant	PKRs. 12,000/-	PKRs. 15,000	PKRs. 18,000/-
GP	PKRs. 08,000/-	PKRs. 11,000/-	PKRs. 14,000/-
Trainees	PKRs. 06,000/-	PKRs. 08,000/-	PKRs. 10,000/-
Medical Student	PKRs. 03,000/-	PKRs. 05,000/-	PKRs. 07,000/-
Nurse	PKRs. 02,000/-	PKRs. 03,000/-	PKRs. 04,000/-
Accompanying Person	PKRs. 07,000/-	PKRs. 10,000/-	PKRs. 13,000/-

Foreign Delegates:

Category	Registration Fee (in US Dollars)		
	Early-Bird (1 st June – 31 st July)	Pre-Conference (1 st August – 15 th Sep)	On-site (September 28-30)
Consultant	\$ 100/-	\$ 200/-	\$ 300/-
Accompanying Person	\$ 50/-	\$ 100/-	\$ 150/-

CONFERENCE SPONSORSHIP ITEMS:

The Conference offers you numerous opportunities of sponsorship as shown below:

1. Hospitality Suits & Stalls*:

- Premium Hospitality Suite** = Rs. 4.5 Million
- Executive Hospitality Suite = Rs. 3.5 Million
- Hospitality Suite = Rs. 2.5 Million
- Deluxe Stall = Rs. 1.5 Million
- Standard Stall = Rs. 1.0 Million
- Low-priced Stall = Rs. 0.5 Million

*Suite/Stall Fabrication will be born by the Purchaser

**Premium Hospitality Suits will be located in front of scientific halls

2. Advertisements in E-Abstract Book:

- Full page (back) = Rs. 0.5 Million
- Full page (inside front) = Rs. 0.4 Million
- Full page (inside back) = Rs. 0.3 Million
- Full page = Rs. 0.2 Million
- Half page = Rs. 0.1 Million

3. Advertisement of Logos:

- Audiovisual Display = Rs. 2.5 Million
- Backdrop Banner = Rs. 1.5 Million
- Side-drop Banner = Rs. 1.0 Million
- Congress Website = Rs. 0.5 Million
- Congress Posters = Rs. 0.4 Million
- Congress Official Banners = Rs. 0.3 Million

*Banner without PSH Logo will not be allowed during Congress

4. Registration Desk (n=1): = Rs. 2.0 Million (to purchase Rights)

- **Registration Desk:**
 - The Cost of Fabrication of Registration Desk, Computers, its Running Software will be born by the pharma company who purchase the rights.
 - It will be made according to the choice of organizing committee.
 - Sponsoring company will operate it under the Official Banner with Logo of PSH.
 - Name and Logo of the Sponsor will be displayed on top of display board on either side of the registration desk
 - Staff on Registration Desk will be arranged by the Sponsor Pharma and will be wearing Congress Official Badge.

➤ **Conference Bags:**

- The Cost of Bags will be born by the Sponsor.
- These will be made according to the choice of organizing committee.
- PSH official logo will be displayed on Front side of the Bag.
- Logo of Sponsor Pharma will be printed inside the bag.

➤ **Conference Badges:**

- The Cost of Badges will be born by the Sponsor.
- These will be made according to the choice of organizing committee.
- PSH official logo will be displayed on Front side of the Badge.
- Logo of Sponsor Pharma will be printed on the backside of the Badge.

5. Audio-Visual (n=1): = Rs. 4.0 Million (to purchase Rights)

- All cost of Audio Video Arrangements will be borne by the organizing committee
- Advertisement of the Sponsoring Pharma will be shown free of cost.
- Logos of other companies will also be shown after purchase.

6. Printing and Shields (n=1): = Rs. 1.5 Million (to purchase Rights)

- All cost of Printing and Shields will be borne by the sponsoring company according to the choice, quantity and specification given by the organizing committee
- Logo of the Sponsoring Pharma will be printed prominently on Conference Book, Diary, Calender, Posters and Banners.

7. Gala Dinner (n=1): = Rs. 1.5 Million (to purchase Rights)

Expenses of dinner, music and related arrangements (as required by organizing committee) will be born by the Sponsor. Customized Gala invitation card with PSH & Pharma logo.

8. Faculty Dinner (n=1): = Rs. 1.0 Million (to purchase Rights)

Expenses of dinner and related arrangements (as required by organizing committee) will be born by the Sponsor. Customized Gala invitation card with PSH & Pharma logo.

9. Lunch (n=3): = Rs. 0.5 Million (to purchase Rights)

Expenses of Lunch arrangements (as required by organizing committee) will be born by the Sponsor. Customized Gala invitation card with PSH & Pharma logo.

10. Tea (n=5): = Rs. 0.5 Million (to purchase Rights)

Expenses of Tea arrangements (as required by organizing committee) will be born by the Sponsor. Customized Gala invitation card with PSH & Pharma logo.

11. Conference Transport (n=1): = Rs. 1.5 Million (to purchase Rights)

- Complete transport desk rights

- The quality of transport will be according to the desired level of organizing committee
- Expenses of Transport will be born by the Sponsor
- Display of PSH logo will be mandatory along-with pharma logo

12. Industry Sponsored Symposium: = Rs. 1.0 Million (to purchase Rights)

- Rights of Portfolio Display
- The content and Faculty (Speakers, Chairpersons, Moderator and Experts) will be decided mutually by the Sponsor & Organizing /Scientific committee(s)
- Expenses of Speakers (Registration, Accommodation and Tickets, etc.) / Video-link will be born by the Sponsor
- These symposia will be held on Thursday and Sunday afternoon and/or night

13. Conference Session /Workshop / Postgraduate Course:

= Rs. 1.0 Million (to purchase Rights)

- Rights of Portfolio Display
- The content and Faculty (Speakers, Chairpersons, Moderator and Experts) will be decided mutually by the Sponsor & Organizing /Scientific committee(s)

14. Conference Social Programs: = Rs. 0.5 Million (to purchase Rights)

- Rights of these social programs will be given to the sponsors according to their choice
- Cost of each activity will be born by the sponsor company
- Activity will be conducted according to the desired level of the organizing committee

MAJOR SPONSORS' PRIVILEGES:

Sponsor Category	Minimum Purchase	Complimentary Registrations		Rooms in Congress Hotels
		No	Worth	
Platinum	10 Million	300	5.4 Million	Highest
Diamond	8 Million	200	3.6 Million	2 nd Highest
Gold	6 Million	150	2.7 Million	3 rd Highest
Silver	4 Million	100	1.8 Million	4 th Highest
Bronze	2 Million	50	0.9 Million	5 th Highest

➤ **Payment of Rooms to hotel will be born by the Sponsor**

TERMS & CONDITIONS FOR PAYMENT:

- All prices are exclusive of any applicable taxes.
- No tax deductions will be allowed from the mentioned amount.
- All companies have to manage tax amount at their own.
- All Payments has to be done to the Official Account of PSH Karachi via Cheque
- Every Cheque has to be submitted to PSH Secretariat (Akbar Medical Center, Dabgari Garden, Peshawar); Otherwise no receipt will be issued by the PSH Secretariat
- No cash payment will be accepted
- Total Payment has to be done before Congress:
 - Initial 40% of Payment at the time of signing contract
 - Remaining 60% Payment before 31st July 2018
 - In case of Failure to comply, the sponsorship contract will be cancelled without any refund of deposited money.



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Pakistan Society of Hepatology

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PC Lahore, September 28-30, 2018

Sponsorship Booking Form
“First Come, First Get Policy”

Please Fill & Send (by hand) before 31st May 2018 to:

- Society Secretariat (Prof. Javed Iqbal Farooqi)
- Conference Secretariat (Prof. Kashif Malik, Shaikh Zaid Hosital Lahore)

Company's Name -----

Contact Person Name -----

Contact Person Cell No -----

Contact Person Email -----

We would like to book the following Sponsorship Items:

Sponsorship Items	Price	□
Hospitality Suites & Stalls:		
Premium Hospitality Suite	Rs. 4.5 Million	
Executive Hospitality Suite	Rs. 3.5 Million	
Hospitality Suite	Rs. 2.5 Million	
Deluxe Stall	Rs. 1.5 Million	
Standard Stall	Rs. 1.0 Million	
Low-priced Stall	Rs. 0.5 Million	
Advertisements in E-Abstract Book:		
Full page (back)	Rs. 0.5 Million	
Full page (inside front)	Rs. 0.4 Million	
Full page (inside back)	Rs. 0.3 Million	
Full page	Rs. 0.2 Million	
Half page	Rs. 0.1 Million	
Advertisement of Logos:		
Audiovisual Display	Rs. 2.5 Million	
Backdrop Banner	Rs. 1.5 Million	
Side-drop Banner	Rs. 1.0 Million	
Congress Website	Rs. 0.5 Million	
Congress Posters	Rs. 0.4 Million	
Congress Official Banners	Rs. 0.3 Million	
Solo Rights:		
Registration Desk	Rs. 2.0 Million	
Audio Visuals	Rs. 4.0 Million	
Printing & Shields	Rs. 1.5 Million	
Gala Dinner (on Saturday)	Rs. 1.5 Million	
Faculty Dinner (on Friday)	Rs. 1.0 Million	
One Lunch	Rs. 0.5 Million	
One Tea	Rs. 0.5 Million	
Conference Transport	Rs. 1.5 Million	
Industry Sponsored Symposium	Rs. 1.0 Million	
Conference Session / Workshop /PGC	Rs. 1.0 Million	
Conference Social Program	Rs. 0.5 Million	
Total Amount to be paid	Rs.	

Signature(s):

Date: