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www.caholabcon.com

labcon@caho.in



Let's evolve towards

Efficient
Effective
Economical
Equitable

healthcare.

Witness the sunrise in diagnostics!



3rd Edition 2024 

CAHOLABCON

3rd Edition 2024 🗓️
CAHOLABCON

We are delighted to invite you to CAHOLABCON 2024, an esteemed Diagnostic Conclave hosted by the Consortium of Accredited Healthcare Organizations (CAHO). This prestigious event is set for April 5th, 2024, at the iconic Biswa Bangla Convention Centre, located in the lively city of Kolkata. Ahead of the main event, insightful pre-conference workshops will take place on 4th April at various hospitals and laboratories throughout Kolkata.

The third iteration of CAHOLABCON will centre around the theme, "Diagnostics - A Tool to Make Healthcare Efficient, Effective, Economical & Equitable"

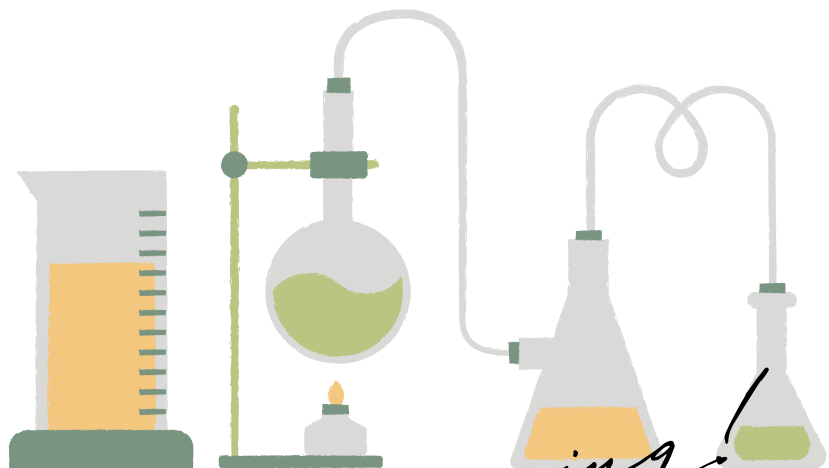
The conference will explore how diagnostic advancements are not only driven by technological precision and scientific accuracy, but also by the compassionate and empathetic approach to make healthcare safer and affordable.

We anticipate an assembly of over 500 delegates who will participate in insightful sessions delivered by both domestic and international experts. Engaging panel discussions, dynamic debates, and enlightening poster presentations will be the focus of the event, supplemented by a lively live Quiz Competition

As an attendee, you'll also have the unique chance to participate in the Mega Industry Expo, designed to showcase cutting-edge technology and products, while encouraging meaningful networking opportunities and fostering strategic alliances within the industry. You can also join CAHOCON on 6th and 7th April at the same location

We're honoured to orchestrate this important event in Kolkata, a city famous for its deep cultural heritage and vibrant healthcare community. CAHOLABCON 2024 is set to act as a pivotal catalyst for learning, collaboration, and personal growth for all participants.

We welcome you to CAHOLABCON Kolkata, where we join forces to delve into the frontiers of diagnostics and make enduring contributions towards the evolution of healthcare excellence.



Change is

coming!

Let's look East!

BIOCHEMISTRY
ENDOCRINOLOGY
MOLECULAR-
BIOLOGY

PATHOLOGY
HEMATOLOGY
IMMUNOLOGY
CYTOLOGY

RADIOLOGY
GENETICS
NUCLEAR-
MEDICINE

MICROBIOLOGY
VIROLOGY
ELECTRO-
DIAGNOSTICS



3rd Edition 2024 

CAHOLABCON

Kolkata



Past speakers

2021

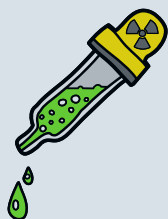
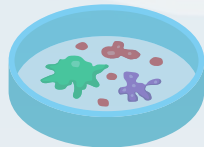
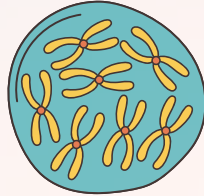
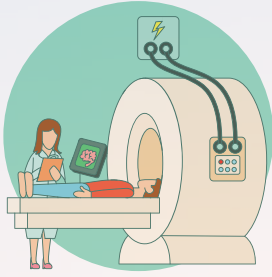
DR PRIYA ABRAHAM, DIRECTOR ICMR
DR. APARNA JAIRAM DR. APARNA'S PATH LAB
DR. R RAVIKUMARKIDWAI MEMORIAL
INSTITUTE OF ONCOLOGY,BANGALORE
DR. AMAR DASGUPTADIRECTOR MEDICAL
SERVICES CONSULTANT HEMATOPATHOLOGIST,
SUBURBAN DIAGNOSTICS, MUMBAI
DR. SWATEE HALBE APOLLO SPECIALITY
HOSPITALS VANAGRAM, CHENNAI
DR. UMA KANGA AIIMS,NEW DELHI
COL. DR. JYOTI KOTWAL SIR GANGA RAM
HOSPITAL, NEW DELHI
DR. DOUGLAS CHUNG ASIA-PACIFIC CORE
DIAGNOSTICS,ABBOTT LABORATORIES,
SINGAPORE
DR. SEEMA BHARGAVA SIR GANGA RAM
HOSPITAL, NEW DELHI
DR. SANKAR SENGUPTA MEDICAL
SUPERINTENDENT, CNCI KOLKATA
DR ANNALISE E ZEMLIN , IFCC - EBLM
DR JAG BHAWAN, BOSTON UNIVERSITY

2023

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INDIA PVT LTD
DR ANURADHA MURTHY PATHOLOGIST
METROPOLIS HEALTH SERVICE LTD
MR PANKAJ JOHRI DIRECTOR - OPERATIONS NABL
MR K SIVAN METIS HEALTHCARE & LABORATORY
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MEDICAL SCIENCES & RESEARCH CENTER
BANGALORE
DR V CHITRA SREE MADRAS MEDICAL MISSION,
CHENNAI
DR DEEPA NEBHANI DX BUSINESS INDIA SIEMENS
HEALTHINEERS
DR SWARNALATHA G APOLLO HOSPITALS
HYDERABAD



THE FIRST OF ITS KIND EVENT IN DIAGNOSTICS



500+

**HOSPITALS /
DIAGNOSTIC
CENTRES**

70+

**SPONSORS,
PARTNERS &
EXHIBITORS**

CAHOLABCON combines key aspects of all the diagnostic sciences, management of diagnostic chains, patient and healthcare worker safety, and insights on quality improvement:

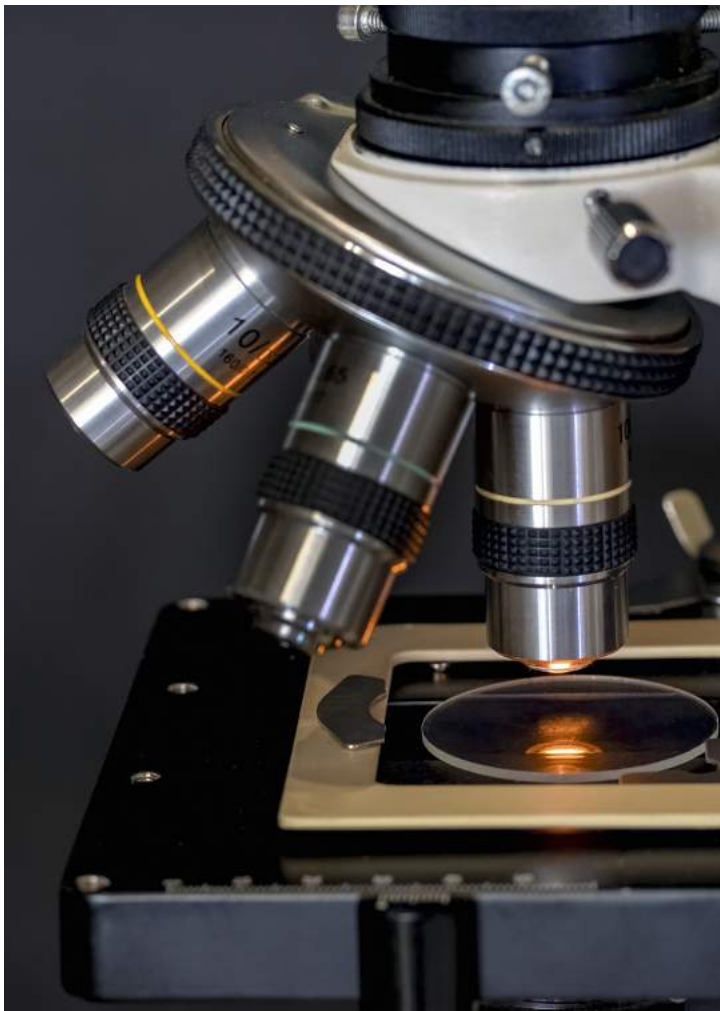
- The third edition of a unique event, that combines all aspects of diagnostic science and management, across the spectrum
- Backed by CAHO, and immediately preceding CAHOCON, the largest quality conference for healthcare providers in India
- Understand the lessons learned from thousands of diagnostic businesses in the country in successfully managing and running diagnostic chains.

REVOLUTIONIZING DIAGNOSTICS FOR SAFER CARE

05

APRIL

AT THE ICONIC
**BISWA BANGLA
CONVENTION
CENTRE**
KOLKATA



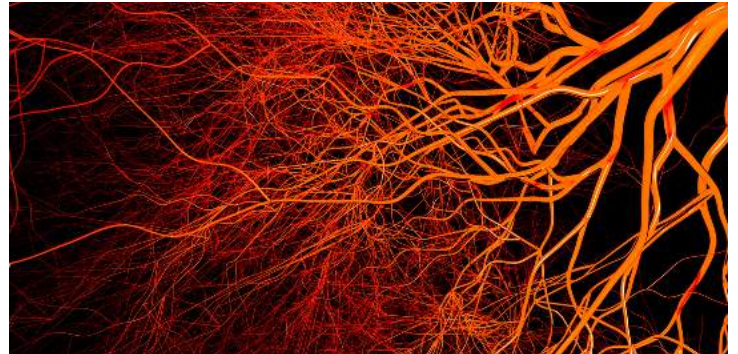
Pre-conference Workshops

4th April 2024



Clinical
Microbiology

Immuno-
Histochemistry



Novel Techniques
in Biochemistry

Quality Control
& Hematology



SERVICES | REAGENTS | EQUIPMENT | TECHNOLOGY



**Discover the market
at our exclusive
Diagnostics EXPO**

A photograph of two hands holding two interlocking puzzle pieces against a bright yellow background. The hand on the left is a woman's hand with purple nail polish and a ring on her ring finger. The hand on the right is a man's hand. Both are wearing white shirts. The puzzle pieces are light grey and interlocking.

PARTNER

with

CAHOLABCON '24

**STAND OUT
FROM THE REST!**

PREMIUM PLATINUM SPONSOR

- Company Logo in all event collaterals
- Three Premium Stalls Space (3x 3m each) for exhibition
- Speaker slot:
 - Main Conference - 30 minutes
 - Knowledge partner and session speaker at one pre-conference workshop
 - One Slot for product launch
- Company literature will be inserted in delegate kits.
- 6-page company profile will be published in CAHOCON Souvenir
- 2 minute video will be played during the start and end of the conference
- 20 conference delegates' registrations free
- Stall in CAHOLABCON on 5th April 2024

INR 7,50,000

18% GST EXTRA

Exclusive

SPONSORSHIP TIERS

Upgrade from previous smaller tier in **bold font**



PLATINUM SPONSOR

INR 6,00,000 18% GST EXTRA

- Company logo in all event collaterals
- **2 Premium Stalls Space** (3x3m each) for exhibition
- Speaker Slot :
 - Main Conference - **30 minutes**
 - Knowledge Partner & Session Speaker at one of the Pre-Conference Workshop
 - One slot for product launch
- Company literature insert in delegate kits
- **6-** page company publication in Souvenir
- **2** minute video will be played during the start and end of the conference
- **20** conference delegates registrations free



DIAMOND SPONSOR

INR 5,00,000 18% GST EXTRA

- **1 Premium Stalls** space (3x3m) in exhibition area
- Speaker slot:
 - Main Conference - **15 minutes**
 - **Session speaker at one pre-conference workshop**
- Company literature insert in delegate kits
- 2- minutes of Free video playback slots during main conference breaks
- 2-page company profile in Souvenir
- **10** Conference registrations free

GOLD SPONSOR

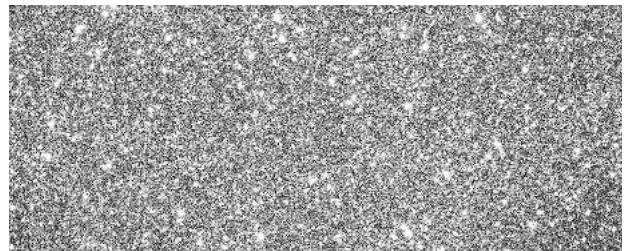
INR 4,00,000 18% GST EXTRA



- **1 Regular Stall space** (2x2 m) in the exhibition area
- Speaker slot:
 - **Main Conference - 10 minutes**
- Company literature insert in delegate kits
- 1- minutes of Free video playback slots during main conference breaks
- **2-page** company profile in Souvenir
- **8** Conference registrations free

SILVER SPONSOR

INR 3,00,000 18% GST EXTRA



- **1 Regular Stall space** (2x2 m) in the exhibition area
- Company literature insert in delegate kits
- 1- minutes of Free video playback slots during main conference breaks
- 1-page company profile in Souvenir
- **5** Conference registrations free

BRONZE SPONSOR

INR 1,00,000 18% GST EXTRA



- **1 Regular Stall space** (2x2 m) in the Exhibition Area
- 1-page company profile in Souvenir
- **3** Conference registrations free

**All the company logo of five sponsor will be included in all the event collaterals*

Limited slots available.

PARTNERSHIP & BRANDING OPPORTUNITIES



TECHNICAL PARTNERS

INR 1,00,000 18% GST EXTRA

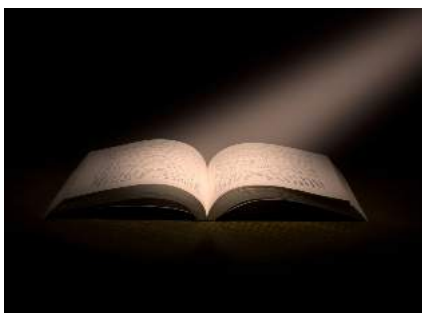
- Company logo in all event collaterals
- 1 page in Souvenir
- 3 Conference registrations Free



DELEGATE KIT BAGS FOR THE ENTIRE AUDIENCE

INR 2,50,000 (NON-NEGOTIABLE) 18% GST EXTRA

- Branded Delegate Bag
- 1 Branded stick kit book and pen for delegates.
- Company literature will be inserted in delegate kits.
- 1 Page Company profile will be published in Souvenir
- Complementary delegate Registrations-6



ADVERTISEMENT IN SOUVINER

- Back outer Cover Page 60K
- Front Inside cover Page 40k
- Back inside cover Page 35k
- Full Page Ad inside Page 15k
- Half Page Ad inside Page 10k

18% GST EXTRA

STALLS, TRADE EXPO, & CLASSIFIEDS

5TH APRIL 2024



2X Premium Stalls

PREMIUM STALL ▲

INR 1,00,000 18% GST EXTRA

- 3m x 3m
- 10-sec video ad in Expo Screens
- Basic electrical connections
- Pavilion branding

1X Regular Stall



EXPO SCREEN ADS

INR 20,000 18% GST EXTRA

- 10-second video ad in rotation over 5 screens kept at key locations in expo and lunch area

REGULAR STALL ▲

INR 60,000 18% GST EXTRA

- 2m x 2m
- Basic electric connections
- Pavillion branding

CATALOGUE AD

INR 10,000 18% GST EXTRA

- Classifieds section in Event Trade Catalogue, part of the Souvenir



WORKSHOP SPONSOR

INR 2,50,000 18% GST EXTRA

- Exclusive sponsorship and branding opportunities in one of the 04 pre-conference workshops conducted on the 4th of April at leading hospitals in Kolkata.

OUTREACH SPONSOR

INR 70,000 18% GST EXTRA

- Exclusive Ad in 2 Caholabcon invitation HTML emails targeted at the entire CAHO database
- Ability to place upto 2 hyperlinked buttons with the 2 invitation email ads for directing to website, whatsapp chat, survey forms etc.
- Banner ad in 2 Friday Updates
- Ad in Event Souvenir



ONSITE BRANDING

18% GST EXTRA ON ALL AMOUNTS

VIDEO AD

INR 20,000

- Video ad without audio in common area screens
- Maximum duration of 20 secs

BREAK-TIME AD ON MAIN CONFERENCE SCREENS

INR 50,000

- Video ad in main conference screens
- Maximum duration of 02 mins
- Audio track on conference speakers

PRINTED BANNER AD

INR 40,000

- 3'X8' printed banner in common areas

SEAT BACK BRANDING

INR 1,50,000 PER DAY

- Printed advertising on the back-side of conference chairs



PRODUCT LAUNCH SLOT

INR 1,50,000 18% GST EXTRA

- Product launch slots are provided between sessions in the main conference room
- Maximum time of 3 mins per slot
- Longer product launches may be conducted in the mega expo pavilion at customized pricing



Vet's Talk

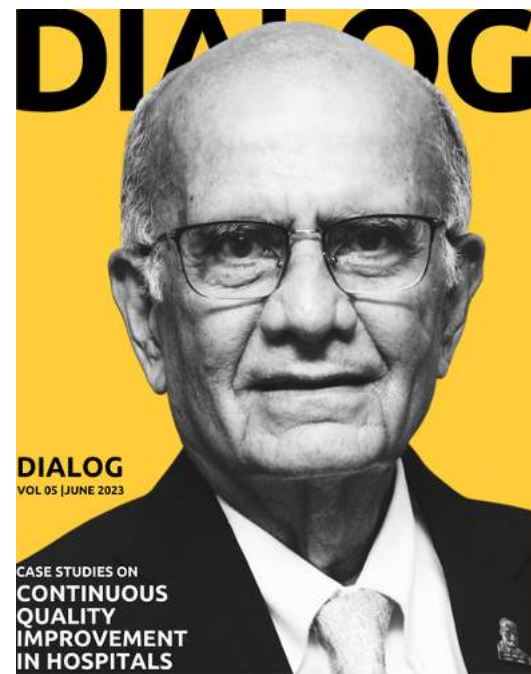
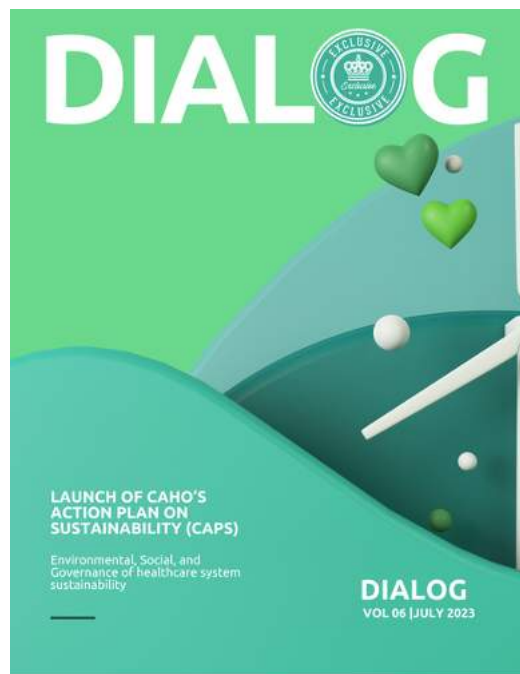
DIALOG

State-of-the-art monthly publication by CAHO with intense coverage of hot topics for hospital executives, global leaders and industry influencers.

The May issue of DIALOG will be dedicated to structuring and presenting all the learnings from various talks at CAHOCON 2024 as insights for our entire database.

- Inside Front Cover **INR 70,000**
- First 30 pages (Full page Ad) **INR 50,000**
- Full page Ad **INR 40,000**

18% GST EXTRA ON ALL AMOUNTS



ABOUT CAHO

A not-for-profit body representing healthcare institutions, diagnostic centres and quality professionals with an overarching aim to promote patient safety through better training for hospital staff, quality through communication skills for the healthcare professional and accreditation in healthcare ecosystem.

Our aim is to systematically infuse & spread the message of quality in healthcare at the grassroot level so as to develop a culture of safety in healthcare organizations. We as an association of healthcare institutions, diagnostics centres and individuals pool our resources for achieving the common goals of promoting quality, patient safety and accreditation.



COMMITTED TO SAFER HEALTHCARE



CAHO

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KOLKATA



TOWARDS SAFER HEALTHCARE

Making Healthcare Efficient, Effective, Economical & Equitable
