



Hosmac  
Forum

Knowledge

Presents Seminar on

## “Practising Green Healthcare”

27th June 2009, Mumbai, India

After the resounding success of the Bengaluru Seminar on “Hospital Reengineering in Economic Melt-down” Hosmac Foundation, the CSR arm of Hosmac India Pvt. Ltd under its initiative “Hosmac Knowledge Forum” announces its next conference in Mumbai on “Practising Green Healthcare”.

Green Healthcare Practice is a model based on the understanding that human and environmental health are inextricably linked. The environment in which we live is extremely fragile and Off late, the global environmental changes have awakened many, to the need of addressing it more seriously. This mandates a need for a healthcare system to actively participate in reducing the negative impact on the environment caused by hospital buildings and operations.

Hospitals are energy guzzlers and consume large volumes of energy and water as they work 24\*7.

Empirical evidence suggests that average hospitals spend up to 15-20% of its operational expense on energy and water. Green hospital infrastructure focuses on a healthy and sustainable building design and construction with a better capability to improve patient care and reduce operational expenses (especially on energy and water). Greening the operations focuses on lowering the use of environmentally toxic material in hospitals, recycling and reusing material, wherever possible, which not only reduces costs but also enhances environment sensitivity among users.

Indian healthcare infrastructure is at a crucial juncture and is expected to rise exponentially in the near future. If we at this stage, as responsible industry stakeholders, promote the concept and its use for the entire value chain of healthcare services. By doing so, we would have done an invaluable contribution to the community we live in.

### **The Thematic Topics for the Seminar will be,**

- Green Building Certification: Process Simplified
- Designing an Eco Friendly Hospital
- Energy Efficiency in Hospital Engineering
- Greening Healthcare Operations
- Panel Discussion: Can Hospitals really be green?

This is a unique opportunity to maximize your exposure among key industry leaders, decision makers, architects and consultants from various healthcare providers in the region. Sponsorship not only supports this noble event but also provides a right platform to position your services and products.

There are several levels of sponsorship available. Choose the level that is right for your organization. Look forward to your active participation and help us to make this conference a roaring success



# Sponsorship Packages

You are invited to choose from the following levels of conference sponsorship, each of which results in a range of branding opportunities and participation for your company before, throughout and after our event.

## Platinum Sponsor (Rs. 3, 00, 000 only)

### Presentation Benefits

Speaker's representation at the Conference.

### Information Benefits

Contact details of registered delegates.

### PR Benefits

Two full page colour advertisement in conference souvenir.

Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Highest profile corporate branding at conference venues reflecting sole position as Platinum sponsor.
- Logo to appear in prime sponsor spot in promotional pre & post conference mailers (after confirmation).
- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site with hyper-link to own site.
- Company logo would be inserted in the invitation cards to all delegates & speakers
- Company logo on the main backdrop of the conference.
- Placement of three (3) pull-up banners in the conference hall, location to be allocated, banners to be supplied by sponsors.
- Receive recognition from the Chief Patron during the inaugural session
- A webpage will be hosted in the Hosmac Website recognizing the contribution of the Platinum Sponsor and describing in general their profile (for a period of one-month post conference)

### Other Benefits

Three (3) complimentary delegates for the conference & the gala cocktail dinner

## Gold Sponsor (Rs. 2, 00, 000 only)

### Information Benefits

Contact details of registered delegates.

### PR Benefits

One full page advertisement in conference souvenir.

Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

Logo to appear in promotional pre & post conference mailers (after confirmation).

- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site with hyper-link to own site.
- Company logo would be inserted in the invitation cards to all delegates & speakers
- Company logo on the side wings of the main backdrop of the conference
- Placement of two (2) pull-up banners in the conference hall, location to be allocated, banners to be supplied by sponsors.
- Receive recognition from the Chief Patron during the inaugural session

### Other Benefits

Two (2) complimentary delegates for the conference & the gala cocktail dinner



# Sponsorship Packages

## Session Sponsor (Rs. 1, 00, 000 only)

### PR Benefits

- Half page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Logo to appear in promotional pre & post conference mailers (after confirmation).
- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site.
- Placement of one (1) pull-up banner in the conference hall, location to be allocated, banner to be supplied by sponsors.
- Receive recognition from the Chief Patron during the inaugural session
- Special recognition from the Master of Ceremonies at the beginning of the respective session
- Company logo to appear in the display screen at the beginning & end of the respective session

### Other Benefits

One (1) complimentary delegate for the conference & the gala cocktail dinner

## Gala Dinner Sponsor (Rs. 1, 75, 000 only)

### PR Benefits

- One full page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Logo to appear in promotional pre & post conference mailers (after confirmation).
- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site with hyper-link to own site.
- Placement of three (3) pull-up banners in the banquet area, location to be allocated, banners to be supplied by sponsors.
- Receive recognition from the Chief Patron during the inaugural session
- Special recognition from the Master of Ceremonies at the beginning of the gala cocktail dinner

### Other Benefits

Two (2) complimentary delegates for the conference & the gala cocktail dinner

## Conference Kit Sponsor (Rs. 1, 25, 000 only)

### PR Benefits

- Half page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Company's name and logo at a prominent place on the Delegate bag
- Placement of two (2) pull-up banner at a prominent place near the Registration Desk
- Logo to appear in promotional pre & post conference mailers (after confirmation).
- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site.
- Receive recognition from the Chief Patron during the inaugural session

### Other Benefits

One (1) complimentary delegate for the conference & the gala cocktail dinner



# Sponsorship Packages

## Gifts/ Mementos Sponsor (Rs. 75, 000 only)

### PR Benefits

- Half page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Company's name or logo on the customized gifts to special guests & speakers
- Logo to appear in promotional pre & post conference mailers (after confirmation).
- Company name and logo to be prominently featured on Hosmac web-site.
- Half page colour advertisement in event brochure.
- Receive recognition from the Chief Patron during the inaugural session

### Other Benefits

One (1) complimentary delegate for the conference & the gala cocktail dinner

## Conference Refreshment Sponsor (Rs. 75, 000 only)

### PR Benefits

- Half page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Logo to appear in promotional pre & post conference mailers (after confirmation).
- Logo/company's name acknowledgement in event brochure with short company write-up.
- Company name and logo to be prominently featured on Hosmac web-site.
- Placement of one (1) pull-up banner in the banquet area, location to be allocated, banner to be supplied by sponsors.
- Receive recognition from the Chief Patron during the inaugural session
- Special recognition from the Master of Ceremonies at the beginning of the high tea session

### Other Benefits

One (1) complimentary delegate for the conference & the gala cocktail dinner

## Delegate Badge & Lanyard Sponsor (Rs. 75, 000 only)

### PR Benefits

- Half page colour advertisement in conference souvenir.
- Distribution of one company brochure or a promotional CD/DVD with conference kit to all delegates and speakers.

### Branding Benefits

- Company logo on the delegate badge and the lanyard for the conference
- Placement of one (1) pull-up banner at a prominent place near the Registration Desk
- Company name and logo to be prominently featured on Hosmac web-site.
- Receive recognition from the Chief Patron during the inaugural session

### Other Benefits

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