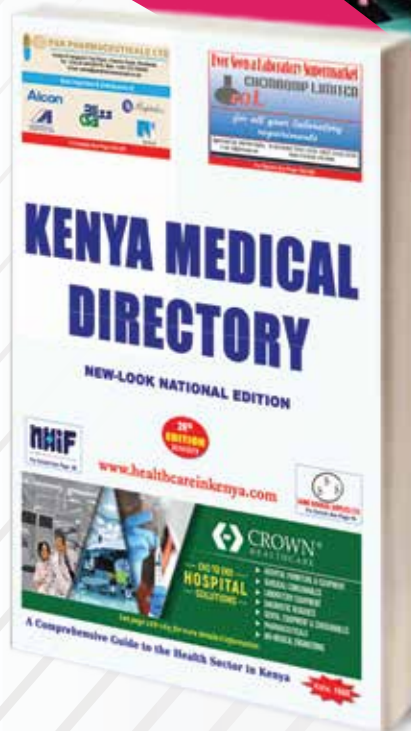




SHOWCASING KENYA'S HEALTHCARE JOURNEY

*Theme: Promoting
Kenya as a Regional
Healthcare Hub*



THE KENYA MEDICAL DIRECTORY @25 CONVENTION

Ultra-modern Sarit Convention & Exhibition Centre

October 2- 3, 2019





Executive Summary

The Kenya Medical Directory (KMD) is a pioneer publication in the healthcare industry in Kenya. First published 25 years ago, long before google came along, it was a first of its kind to provide comprehensive information and contacts on Medical practitioners of all cadres, Health facilities, pharmaceutical distributors, Medical equipment suppliers, among others.

Over the years, with advances in healthcare technology, the KMD was not left behind but transitioned onto an online platform where users now access information on the health industry online. The publication and online platform also provide opportunities for networking and creating linkages between the multi sub-sectors in the industry. It is now a medium of choice for the industry.

This year, as the KMD celebrates its existence for the past quarter of a century, it desires to share this huge milestone with all the industry players through hosting a Medical Expo and Conference, the first of its kind, on the 2nd and 3rd of October 2019. The theme of the conference is: ***Patient Centered Care for the 21st Century: The Health Care We Want!***

The Conference will host the industry giants giving a glimpse of what the country has to offer in healthcare mainly focusing on the sub-themes:

1. **Comprehensive Cancer Care**-in the space of Universal Health Coverage
2. **Mothercare**-the total package for today's mother
3. **Diagnostics**-effective laboratory and imaging diagnosis for improved health outcomes

The KMD Conference will go the extra mile to speak not only to the industry players (medical professionals and policy makers) but is also to our biggest client, the person seeking healthcare services in Kenya who is looking for concise information about where we are as a country.

The KMD therefore invites all our partners and customers to this Expo to showcase their products to doctors, nurses, clinicians & health care workers and to the general public who are consumers of the products. Further, KMD invites everyone to the highly educative sessions to be held during the Conference.

Objectives:

- Promote Kenya as a Regional Healthcare Hub
- Showcase Technological and Innovative Healthcare advances and expertise
- Highlight achievements from Counties since Devolution
- Discuss the status of Universal Healthcare Coverage (UHC), one of the Big 4 agenda of the government of Kenya.

Expo & Conference

During the two-day event, we will have an Expo running alongside the Conference for our sponsors and exhibitors to showcase their products and services along the Conference themes and objectives.

The Conference will feature professional topics as well as those relevant to the interests of Kenyans in general. There will also be B2B meetings across the Healthcare value chain and opportunities for companies to launch new products or services.

Gala Dinner

What is a 25-year old celebration without a party! The Gala Dinner will be held at the end of the Expo and Conference to celebrate this milestone and thank our partners and supporters. Guests will include various stakeholders from the healthcare sector who will grace the occasion to celebrate our 25-year journey.

Tentative Expo & Conference Programme

Theme: Patient Centered Care for the 21st Century: The Health Care We Want!

DAY ONE

| TIME | ACTIVITY | SPEAKER | MODERATOR |
|---------------------------------|--|--|------------------------|
| OPENING CEREMONY | | | |
| 8.00a.m. - 9.30a.m. | Conference Registration | | Conference Secretariat |
| 9.30a.m. - 10.30a.m. | Arrival of the Chief Guest and Tour of Expo Stands | | Conference Secretariat |
| 10.30a.m. | National Anthem & the Official Opening of the KMD@25 Convention | | |
| | • Opening Remarks by the Convention Director | Dr. Nelly Bosire | TBC |
| | • Welcome Remarks by the CEO of Express Communications Ltd | Sammy Masara | TBC |
| | • Remarks by the CEO of the Kenya Medical Practitioners & Dentists Board | Daniel Yumbya | TBC |
| | • Official Opening by the Chief Guest | TBC | TBC |
| | • Keynote Address | TBC | TBC |
| 12.15p.m. | Cake Cutting Ceremony | | Conference Secretariat |
| 12.30p.m. | Sponsored Session by Platinum Sponsor | Sponsor | TBC |
| 12.45p.m. - 2.00p.m. | LUNCH BREAK | | |
| COMPREHENSIVE CANCERCARE | | | |
| 2.00p.m. | Advances in Cancercare in the Public Sector | Dr. Fredrick Chite, Moi Teaching and Referral hospital | TBC |
| | Infrastructural development in Cancercare through public-private partnerships: | Aga Khan University Hospital | TBC |
| | Palliative and End-of-Life Care | Dr. Ziporrah Ali | TBC |
| 5.30p.m. | End of Day One | | |

DAY TWO

| | | | |
|--------------------|---|-----------------------------------|------------------------|
| 8.00a.m - 9.00a.m | Registration | | |
| 9.00a.m. | Obstetrics in the 21st century: the shift in the high-risk mother profile | Dr. Nelly Bosire | TBC |
| | Safe motherhood: it is not about resources but commitment – | Dr. Stephen Ndolo, Makueni County | TBC |
| | Painless childbirth: demystifying epidural anesthesia | Dr. Lee Ngugi | TBC |
| LUNCH BREAK | | | |
| DIAGNOSTICS | | | |
| 2.00p.m. | The Role of Diagnostics in Effective Healthcare | Dr. Ahmed Kalebi | TBC |
| | Diagnostics and Forensic Medicine | TBC | TBC |
| | Diagnostic Imaging: Radiation Safety | Dr. Marci Nyanchama | TBC |
| 5.30p.m. | Vote of Thanks & End of EXPO & Conference | | Conference Secretariat |
| 6.00p.m. | KMD@25 Gala Dinner | | Conference Secretariat |

CONVENTION SPONSOR

KShs. 3,712,000

One Position

- Five Minutes of video clip for six months on KMD Website
- Three page editorial feature in the KMD 25th Edition
- Unlimited Branding at various venues of the Convention
- 36m² booth at the Expo at a strategic position
- Branding of the Directory cover page 6x18cm
- 20 minutes presentation at the official Convention opening
- Ten tickets to KMD@25 Gala Dinner on October 3rd, 2019
- Opportunity to promote/sell products as approved by the organiser
- Access to all Directory contacts database

DINNER SPONSOR

KShs. 2,320,000

Two Positions

- Two page editorial feature in the KMD 25th Edition
- Unlimited Branding at various venues of the Convention
- 27m² booth at the Expo at a strategic position
- Cover Flash of the Directory KMD 6x9cm
- Flash Banner on the Home Page of the KMD Website for 6 months
- 20 minutes talk time at the Gala Dinner
- Eight tickets to KMD@25 Gala Dinner on October 3rd, 2019
- Opportunity to promote/sell products as approved by the organiser
- Access to selected Directory contacts database, maximum three sections

GOLD SPONSOR

KShs. 1,508,000

Two Positions

- Two page editorial feature in the KMD 25th Edition
- Brand the convention area
- 18m² booth at the Expo at a strategic position
- Banner on the Home Page of the KMD Website for 6 months
- 10 minutes talk time at the Convention opening
- Six tickets to KMD@25 Gala Dinner on October 2nd, 2019
- Access to selected Directory contacts database, maximum two sections

SILVER SPONSOR

KShs. 986,000

Three Positions

- One page editorial feature in the KMD 25th Edition
- Banners at selected venues of the Convention
- 12m² booth at the Expo at a strategic position
- Logo Link on the Home Page of the KMD Website for 6 months
- 10 minutes talk time at the Convention opening
- Four tickets to KMD@25 Gala Dinner on October 3rd, 2019

BRONZE SPONSOR

KShs. 754,000

Four Positions

- One page advert in the KMD 25th Edition
- Banners at selected venues of the Convention
- 9m² booth at the Expo at a strategic position
- Logo Link on the Home Page of the KMD Website for 6 months
- Recognition at the Convention opening
- 3 tickets to KMD@25 Gala Dinner on October 3rd, 2019

LANYARD SPONSOR

KShs. 580,000

Five Positions

- Half page advert in the KMD 25th Edition
- Banners at selected venues of the Convention
- 9m² booth at the Expo at a strategic position
- Logo Link on the Home Page of the KMD Website for 3 months
- Brand Lanyards & recognition at the Convention Opening
- 2 tickets to KMD@25 Gala Dinner on October 3rd, 2019

Opportunities to Brand a section of your choice plus two pages in KMD 25th Edition to give you better access to your current or potential market. Solo Branding: Shs. 464,000, Shared Branding: Shs. 313,200

Why participate in this convention:

- Strengthen your brand and build new business relations
- Launch new products and services
- Deepen your influence among stakeholders
- Sell products and services while receiving instant feedback

Join us and be a part of this amazingly interactive two-day Conference and Expo!

Sammy Masara
Team Leader & CEO

Dr. Nelly Bosire
Convention Director



Express Communications Ltd

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