



APON 2025
3rd-7th December



73rd Annual Conference of IAPM & IAP-ID

Theme: Emerging Trends in Pathology from
Morphology to Molecular Insights

Organized by: PG Department of Pathology, GMC, Jammu
In collaboration with J&K Chapter of IAPM

Venue: Government Medical College, Jammu | **Date:** 3rd – 7th December 2025



SPONSORSHIP BROCHURE



INVITATION

Dear Colleagues and Friends,

Warm greetings from the beautiful City of Temples!

On behalf of the Organizing Committee, it gives us immense pleasure to invite you to attend the 73rd Annual Conference of the Indian Association of Pathologists and Microbiologists (APCON 2025). This prestigious event, hosted in collaboration with the J&K chapter of IAPM and the Department of Pathology, GMC Jammu, will take place from **December 3rd to 7th, 2025**, at **Government Medical College (GMC), Jammu**.

The theme for APCON 2025 is **'Emerging Trends in Pathology from Morphology to Molecular Insights'**, reflecting the rapid advancements in laboratory science and pathology that are transforming patient care. The field of pathology has seen tremendous growth over the past decade, and this conference aims to provide an excellent platform to explore these developments. Esteemed national and international experts will guide us through an engaging academic program, featuring workshops, CMEs, breakfast sessions, orations, and innovative additions like late evening sessions, sponsored symposiums, and discussions on topics that transcend traditional pathology.

In addition to the enriching scientific agenda, we are excited to partner with leading industry exhibitors to showcase state-of-the-art technologies and create interactive engagement opportunities for participants. To keep you informed, a dedicated APCON 2025 website has been developed, and a mobile app for Android and iOS will be launched soon, providing seamless access to event updates and resources.

Beyond the academic offerings, we invite you to experience the charm of Jammu, famously known as the **"City of Temples."** Immerse yourself in the serenity of its iconic landmarks, such as **Raghunath Temple, Bahu Fort**, and the scenic **Tawi river banks**. Explore the stunning hill **Patnitop and Nathatop**, with their snow-capped peaks and lush landscapes, or unwind by the tranquil **Mansar and Surinsar Lakes**, surrounded by nature's beauty. A visit to the revered shrine of **Mata Vaishno Devi**, nestled in the majestic **Trikuta Mountains**, offers a deeply spiritual and transformative experience.

With its rich cultural heritage, breath-taking scenery, and warm hospitality, Jammu promises to be the perfect backdrop for an unforgettable APCON 2025.

We look forward to welcoming you to this extraordinary event and hope you will join us in making it a resounding success.

Prof (Dr) Jyotsna Suri
Organising Secretary
APCON 2025





Key Advantages as Trade Partners OR Exhibitors

- Multiple networking opportunities to interact with distinguished experts and thought leaders, over academic and social events.
- Direct access to tomorrow's leaders as the conference will attract participation from a large number of decision makers from spread over tertiary care and super speciality hospitals.
- A comprehensive educational program that covers all facets of the fields of Pathology and Microbiology.
- Expanding marketing knowledge through exposure to the newest technologies, research & devices.
- Specially created combination of packages to suit your needs & customized to your budget lines.
- Souvenir advertising options.
- Multiple branding opportunities.

Product Awareness

- With an expected 1200 end users, the event ensures high visibility for trade companies and exhibitors at APCON 2025. It provides the seller a platform to launch new products and equipments before a captive business audience. In addition, high value products and services can be showcased to a niche clientele with the necessary expertise and vision for bringing the latest technology to the end-le i.e. the patient's.





SPONSORSHIP OPPORTUNITIES



1. Platinum Sponsor Rs. 30 lacs (including GST)

- Complimentary exhibition space at the most prime location (Stall size: 3 x 6 m)
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program Guides, etc.
- Company Name and Logo to be placed on the conference website
- 6 Standee panels display space at the Conference venue
- One full page colored advertisement in the souvenir inside front cover page
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- Name & Logo on the Supporters panel
- 8 daily lunch coupons and exhibitor badges
- 2 slide shows of 5 min duration during Conference lunch & tea/coffee breaks at a suitable time slot and venue decided by the organizers

Note- Branding place, content, size and number to be approved by OC. Printing will be done by the Company.

2. Diamond Sponsor Rs. 25 lacs (including GST)

- Complimentary exhibition space at the most prime location (Stall size: 3 x 3 m)
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program Guides, etc.
- Company Name and Logo to be placed on conference website
- 4 Standee panels display space at the conference venue
- One full page colored advertisement in souvenir inside back cover page
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- Name & Logo on the Supporters panel
- 6 daily lunch coupons and exhibitor badges
- 1 slide show of 3 minutes duration during conference lunch & tea/coffee breaks at a suitable time slot and venue to be decided by the organizers

Note- Branding place, content, size and number to be approved by OC. Printing will be done by the Company.

3. Gold Sponsor Rs. 20 lacs (including GST)

- Complimentary exhibition space at the most prime location (stall size 3 x 2 m)
- Name and Logo to be published on various conference promotional material like Print Advertisements, Program guides, etc.
- Company Name and Logo to be placed on the conference website
- 3 Standee panel display space at the Conference venue
- One page colored advertisement in the souvenir
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- Name & Logo on the Supporters panel.
- 5 daily lunch coupons and exhibitor badges
- 1 slide show of 2 minutes duration during Conference breaks at a suitable time slot and venue to be decided by the organizers

Note- Branding place, content, size and number to be approved by OC. Printing will be done by the Company.





SPONSORSHIP OPPORTUNITIES



4. Silver Sponsor Rs. 15 lacs (including GST)

- Complimentary exhibition space at prime location (stall size 3 x 2 m)
- Permission to put branding in the lunch area
- Special mention on direction signages
- Acknowledgment in the final brochure
- Tent cards on the table with company logo
- Two Rollup standees in the lunch area
- One page colored advertisement in the souvenir
- Company logo on the website
- 4 daily lunch coupons and exhibitor badges

Note- Branding place, content, size and number to be approved by the OC. Printing will be done by the Company.

5. Stall only (3 x 2 m) Rs. 2.5 lacs including GST (Rs. 50,000 extra for corner stalls)

- Octanorm Panel Structure
- Name on Fascia
- 1 PowerPoints / Sockets
- 3 Spotlights
- 1 Table (110 cm x 50 cm)
- 1 Wastepaper Baskets
- 3 Chairs
- Carpet inside the stall
- 2 daily lunch coupons and exhibitor badges



6. Stall only (2 x 2 m) Rs. 2 lacs including GST (Rs. 50,000 extra for corner stalls)

- Octanorm Panel Structure
- Name on Fascia
- 1 PowerPoint / Socket
- 2 Spotlights
- 1 Table (110 cm x 50 cm)
- 1 Wastepaper Basket
- 2 Chairs
- Carpet inside the stall
- 2 daily lunch coupons and exhibitor badges





SPONSORSHIP OPPORTUNITIES



7. Advertisement in the APCON 2025 printed souvenir (including GST)

- Colour Full page Rs. 60,000
- Black & White full page Rs. 40,000
- Black & White Half page Rs. 25,000
- Centre spread page Rs. 1,50,000.
- Book Mark Rs. 10,000

8. Website advertisements

Rs. 5 Lacs, with an option of hosting 3 minutes product launch video on the website and mobile app

9. Display of banners at a suitable place and time as decided by the Organisers

Rs. 50,000 (including GST)

10. Industry Symposium Sponsor

Rs. 15 Lacs (including GST)

11. Sponsored Satellite Hands-on-workshop (5 slots only)

Rs. 5 Lacs each (including GST)

- The date of the sponsored hands on workshop will be held on 3rd December 2025.
- Venue hall will be provided by the organizers.
- Industry partner to arrange all necessary infrastructure for conducting the Hands-on Workshop including reagents.
- Workshop will be held for half a day
- Speakers to be arranged for the session will be subject to approval of the organizing committee.
- If the sponsor wants to invite a guest speaker, his/ her registration, travel, stay and logistics will be the responsibility of the sponsor.
- The maximum number of attendees in each workshop will be 30.
- The Organizer will make audio-visual arrangements and provide refreshments during the sponsored Hands-on-Workshop.
- The Workshop sponsors would be mentioned under prominent sponsors on the Conference website & mobile app and would be given opportunity to host 30 seconds. product video on the conference website or app.





SPONSORSHIP OPPORTUNITIES



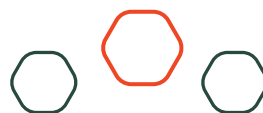
12. Lunch (Each Day) (20 Lakhs/actual)

- Dates will be confirmed on first come first serve basis
- Permission to put branding at the Lunch area at certain locations. However, branding which should not obstruct visibility and movement in the area.
- Tent cards on the table with company logo (printing of cards by Sponsor Company in conference theme).
- 2 special banners of (16ft x10ft) within the dining area thanking the Company. (Printing By Company)

Note- All designs to be approved by the OC.

13. Other partnership options:

- **Registration Kits** - Writing pad, pen, gift hamper sponsorship, Program booklet- For 1200 delegates. Items to be sponsored after agreement with the Organizing Committee
- **Conference Website and mobile app sponsorship**- 4.5 lacs (including GST)
- **Product Launches** - On-site, with an option of a recorded demo with sound level limited to 60 dbs, brief session of 10-15 mins. Any sponsor opting for options 1-5 in this brochure only can additionally opt for this - 2 Lacs each
- **Banquet Dinner (Per complete package basis / per day)**- Site, decoration, arrangement, cultural program & food for approx. 1500 attendees on actual price and direct pre-payment basis to all the third parties. All arrangements are to be made after discussing with the organizing committee. Date 6th December 2025. There will be an option of installing a banner/ HD screen of a product at the dinner site (only on the date of sponsorship)
- **Cultural program** - with brief on-stage product launch options, pre/post cultural program (No lectures). The programs will be scheduled on 4th December. All arrangements are to be made after discussing with the Organizing Committee. The arrangement can be made on actual price and direct pre-payment to 3rd party \$ basis. In the event, there will be a provision of a brief 5 mins introduction of a product/ kit.
- **Water booths** - 15-20 water stations for 12 hours each day (3rd to 7th Dec 2025). One lac per day basis (including GST)
- **Audio Visual sponsorship** - Option of mentioning sponsor's name & logos in the footer line of all the HD hall screens. Price to be discussed with OC.
- **Photo Booth Sponsor** - Selfie point, social media corner, 3D photo booth, still and video photography for 4th to 7th December- 4 Lakhs (including GST). On the footer of the background banner or installation, the name of the sponsor will be mentioned.
- **Tea/Coffee/Cookies stations** - This is adjacent to the exhibition area and halls, full day, 3rd to 7th Dec 2025. This will be in addition to the tea-break arrangement by the organizers. Price to be discussed.





GALA DINNER - 18 LAKHS

LUNCH SPONSOR - 10 LAKHS



FACULTY LOUNGE SPONSOR - 2 LAKHS

Exhibition Duration: 4th -7th December 2025 for 4 days
Workshop sponsors- Workshop Day- 3rd December 2025

EXHIBITION SITES

1. Premium Site: Foyer adjacent to Auditorium, GMC (Most prime location- Platinum/ Diamond/ Gold sponsors on first come & advance payment basis) & Foyer on second floor adjacent to Conference Hall (Prime location- Platinum/Diamond/ Gold sponsors who cannot be accommodated on the ground floor) There will an option for Premium sponsors to choose exhibition site adjacent to the area of Lunch break if desired

2. Economy Site: Silver sponsor/ all other stalls- In the ground area adjacent to the food courts in front of the cafeteria & community ground

Measures to increase participant industry networking:

1. Announcements will be made for stall visits and any provision of participation in stall-based prizes will be displayed on screen during breaks.
2. The organizers will allow the sponsors to keep stall-based prizes for visiting delegates on basis of the lottery at the end of the day. Cards bearing the names of sponsoring stalls can be prepared by the sponsors and stamped on a visit. An entry collection bowl will be kept near the Tea/Coffee stall.
3. The industry partners can innovate optional prizes such as 'Most valued visitor', 'Most gracious visitor', etc. to encourage industry interactions. The cost of prizes would be the responsibility of the sponsors.
4. Product launches can be done during a suitable time with a display of short videos keeping the noise limit in mind as mentioned.
5. For sponsored lunches/ dinners/ banquets there will be a provision of branding at the actual site of the program in consultation with the organizers.
6. If required and if space is available, companies can install Tea/ Coffee kiosks with cookies for people visiting the stalls.
7. The sponsors can arrange for portrait makers or can arrange small prize-based games inside the stall if needed. The cost will be borne by the sponsor and no extra space will be allotted for the same





TERMS & CONDITIONS

- Microphones or any promotional activities, hindering or disturbing another sponsor/exhibitor will not be permitted.
- All prices are inclusive of GST @18%.
- The stall will carry your firm name and you are requested not to make any changes to the arrangement.
- The sponsor / exhibitor must not cause any damage to the walls, panels, and other areas of the venue. In case of any such damage, the sponsor/exhibitor will have to indemnify the organizers for the same.
- All booking forms must be accompanied by the a 50% advance and the balance must be paid within 30 days. Written confirmation of booking and GST receipt will be given after 100% advance payment is received.
- The Organising Committee reserves the right to modify or rearrange the floor plan or even cancel any sponsorship / exhibitor, without assigning any reason there of. Cancellations are to be made in writing to the org secretary APCON 2025. 50% of the payment will be refunded on cancellation.
- Please note that your participation will only be confirmed once payment has been received in full.

Please note all payments must be made in Indian Rupees. *NO ON-SITE ENTRY PERMISSION WILL BE GIVEN TO SPONSORS WHO HAVE GIVEN ONLY VERBAL ASSURANCE AND WHERE A LETTER OF INTENT ON THE COMPANY LETTER HEAD WAS NOT SUBMITTED TO THE ORGANIZING SECRETARY WITH 50% OF ADVANCE PAYMENT IN THE CONFERENCE ACCOUNT WITH MENTION OF TRANSACTION NUMBER, AMOUNT AND DATE.*

- Companies wanting to import equipments or consumables for exhibition purposes should inform the Conference Secretariat at the time of booking and coordinate to obtain International Trade Promotion Organization (IPTO) approvals & permissions, all the freight charges to be taken care of by the company with our freight partner details.
- Sponsor/exhibition stalls once confirmed are not transferable.
- Sponsorship/ exhibition will be allocated on a first come first serve basis only after the Cheque/Demand Draft for non-payment within the stipulated time.
ALL ADVANCE PAYMENTS MUST BE MADE BY THE END OF SEPTEMBER 2025.
- The date and time of the handover of the exhibition space shall be communicated to all near the conference dates. No work will be allowed in the exhibition site after 5:00 PM under any circumstances. If the participants fail to occupy the stall, the trade & Exhibition committee reserves the right to allot the vacant stall to the waiting applicants.
- The appointed Electrical Contractor will execute all the electrical connections inside the stall and other areas. The Sponsors/Exhibitors are required to intimate the organizers in writing of the additional points required by them at least 30 days in advance. Please note all extra points/connections would be charged on a pro-rata basis.





SPONSORS & EXHIBITORS PARTICIPATION FORM



E-mail: apcon2025@gmail.com Web: www.apcon2025.com

Company Name:.....

Address:.....

Tel: Mob No. : Fax:

Email:.....

Represented By: Designation:

No. of Stalls Requested:Stall Preferred:

First Preference: Second Preference: Third Preference:

Items Willing To Sponsor:1. 2.

Additional Requirements (If any):

Sponsorship Amount:1. 2.....

Total Amount: In INR In Words:

Payment details: @ 50% deposit payment is due upon submission of this participation form. Payment in the form of Banker's Cheques / Demand Drafts to be made in favor of APCON 2025 payable at Jammu, India.

Payment Details for Bank Transfer

Beneficiary Name:	Association of Academics and Clinical Pathologist		
Bank Name:	Jammu & Kashmir Bank		
Account Number:	0373040100022395		
IFSC Code:	JAKA0MEDJAM		
APLHA CODE:	MEDJAM	BSR CODE:	6320373
MICR CODE:	180051014	SWIFT CODE:	JAKAINBBSRJ

Date: Place of Issue:

Declaration: We hereby agree to comply with the policies, rules and regulations set forth by the Organizing Committee of APCON 2025, Jammu, India, as mentioned in the form.

Authorized Signatory:





SPONSORS & EXHIBITORS PARTICIPATION FORM



Designation:

Name:

Company Seal:

FOR OFFICE USE ONLY:

Deposit Date: Amount: In Words:

Receipt Date:

Balance Payable by: Acknowledgment Sent on: to APCON 2025,
Jammu, India

Conference Secretariat:

Prof (Dr) Jyotsna Suri

Organizing Secretary

PG Department of Pathology

Govt. Medical College, Jammu, J&K 180001

M: +91 9419140104 | E: apcon2025@gmail.com

W: www.apcon2025.com





Conference Manager:



E: secretariat@apcon2025.com

Conference Secretariat:

Prof (Dr) Jyotsna Suri

Organizing Secretary

PG Department of Pathology

Govt. Medical College, Jammu, J&K 180001

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