



# APCON 2026

74<sup>th</sup> Annual Conference of Indian Association of Pathologists & Microbiologists  
**WHERE DIAGNOSTICS EVOLVE AND PERSONALISED CARE BEGINS**

## TRADE *Brochure*


Pre-conference Workshop- 02 Dec 26

**02-06 DEC  
2026**

Venue:

**PSG INSTITUTE OF MEDICAL SCIENCES AND RESEARCH  
Coimbatore, Tamilnadu, India**

 [info@apcon2026.com](mailto:info@apcon2026.com)

 +91-9677976278

 [www.apcon2026.com](http://www.apcon2026.com)

# Welcome Message



Dear Colleagues and Friends,

Warm greetings from the MANCHESTER OF SOUTH INDIA COIMBATORE!

On behalf of the Organizing Committee, it gives us immense pleasure to invite you to attend the 74th Annual Conference of the Indian Association of Pathologists and Microbiologists (APCON 2026). This prestigious event is being hosted by the Department of Pathology, PSG Institute of Medical Sciences & Research, Coimbatore, TamilNadu.

**APCON 2026 will be held from December 2nd to 6th, 2026 in the campus of this prestigious institution.**

PSGIMS & R welcomes you to an academic feast – a confluence of ideas, information and inspiration under the theme “Where Diagnostics Evolve and Personalised Care Begins”. This theme reflects how advancements across histopathology, molecular diagnostics, digital pathology and genomics are transforming the diagnosis of diseases and improving clinical outcomes. Prominent national and international experts will guide us through an engaging academic program featuring orations, panel discussions, workshops, CMEs, meet the expert sessions and debates.

In addition to the exciting scientific agenda, we are eager to partner with leading industry exhibitors to showcase their state-of-the-art technologies and create interactive engagement opportunities for participants. Very soon we will be launching a dedicated APCON 2026 website and a mobile app for Android and iOS users which will provide seamless access to event updates and resources. Beyond the academic offerings, we invite you to experience Coimbatore – the city that has an interesting amalgamation of industry and natural beauty and is known for its unique KonguNadu cuisine and its pleasant cool climate.

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

## KEY POINTS TO PARTNER WITH APCON -2026



1. With an expected 1500 delegates attending APCON 2026 the event ensures high visibility for companies and exhibitors.
2. APCON 2026 will provide an ideal seller platform to launch new products and equipments to a captive business audience.
3. High value products and services can be showcased to the visiting clientele who have the necessary expertise and vision for bringing the latest technology to diagnostics and patient care.
4. Our industrial colleagues will get multiple opportunities to interact with distinguished experts not only during the academic events but also during the grand social events. The conference offers a direct access to tomorrow's leaders and decision makers from primary to tertiary care.
5. The organizers of APCON 2026 have specially created a combination of packages customized to your budget with stalls of various sizes, souvenir advertising and multiple branding opportunities.





## PARTNERSHIP OPPORTUNITIES



### TITLE PARTNER PLATINUM SPONSORS

- Complimentary exhibition space at the most prime location.
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program Guides, etc
- Company Name and Logo will be displayed in the conference website.
- 6 standee panels display space will be provided at the Conference venue.
- One full page coloured advertisement in the souvenir inside front/back cover page
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- 8 daily free lunch coupons and exhibitor badges
- Slide show of 5 min duration during conference lunch & tea/coffee breaks at a suitable time slot and venue decided by the organizers

**₹ 35 lacs**  
(1 slot available)



### CO- PARTNER DIAMOND SPONSORS

- Complimentary exhibition space at the most prime location.
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program Guides, etc
- Company Name and Logo will be displayed in the conference website.
- 2 standee panels display space will be provided at the Conference venue.
- Half page coloured advertisement in the souvenir inside front/back cover page
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- 6 daily free lunch coupons and exhibitor badges
- Slide show of 3 min duration during conference lunch & tea/coffee breaks at a suitable time slot and venue decided by the organizers

**₹ 25 lacs**  
(4 slot available)



### ASSOCIATE PARTNER GOLD SPONSORS

- Complimentary exhibition space
- Name and Logo will be carried on various conference promotion materials like Print Advertisements, Program Guides, etc
- Company Name and Logo will be displayed in the conference website.
- 1 standee panels display space will be provided at the Conference venue.
- Advertisement in the conference souvenir
- Company logo with hyperlink on the website
- Free placement of the leaflet/brochure in registration kit
- 4 daily free lunch coupons and exhibitor badges
- Slide show of 2 min duration during conference lunch & tea/coffee breaks at a suitable time slot and venue decided by the organizers

**₹ 20 lacs**  
(5 slot available)



### SUPPORT PARTNER SILVER SPONSORS

- Complimentary exhibition space
- 1 standee panels display space will be provided at the Conference venue.
- Advertisement in the conference souvenir
- Acknowledgment in the brochure.
- 4 daily free lunch coupons and exhibitor badges

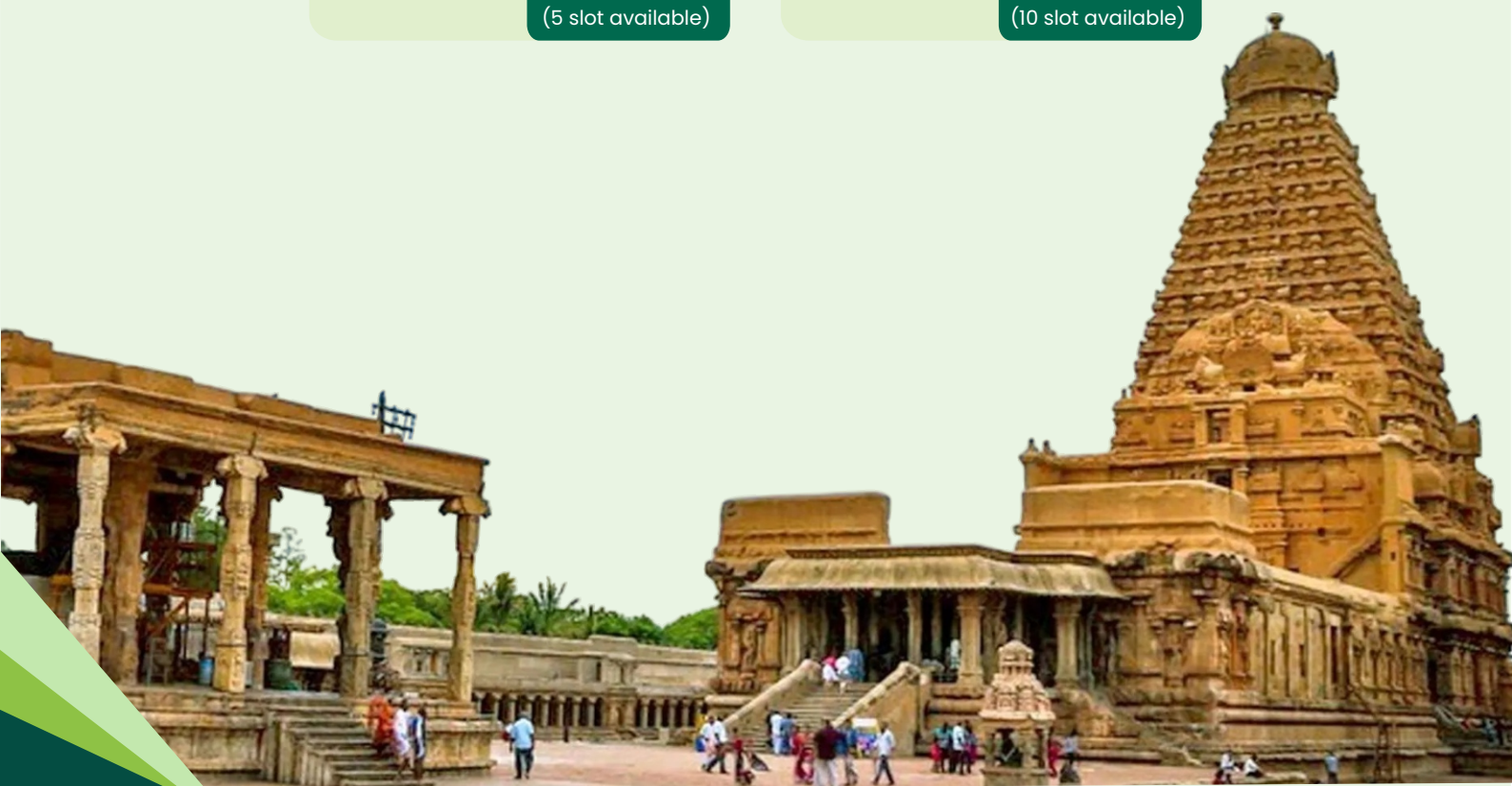
**₹ 15 lacs**  
(5 slot available)



### BRONZE SPONSORS

- Complimentary exhibition space
- Advertisement in the conference souvenir
- Acknowledgment in the brochure.
- 4 daily free lunch coupons and exhibitor badges

**₹ 10 lacs**  
(10 slot available)





## STALLS ONLY ( Stall measurement will be able in due course)

### Rs. 5 lacs

### Rs. 2.5 lacs

Name on Fascia plate	Name on Fascia plate
1 Socket	1 Socket
3 Spotlights	3 Spotlights
1 Table	1 Table
3 Chairs & Carpet inside the stall.	3 Chairs & Carpet inside the stall.
2 daily lunch coupons & exhibitor badges	2 daily lunch coupons & exhibitor badges

## ADVERTISEMENT IN THE APCON 2026 PRINTED SOUVENIR

Centre spread page ..... ₹ 1,50,000 (Including GST)

Second Cover Full page..... ₹ 80,000 (Including GST)

Third Cover Full page..... ₹ 70,000 (Including GST)

Colour full page..... ₹ 60,000 (Including GST)

Black and White full page..... ₹ 40,000 (Including GST)

Black & White Half page..... ₹ 30,000 (Including GST)

Book Mark ..... ₹ 10,000 (Including GST)

**Display of banners** at prime locations..... ₹ 50,000 (Including GST)

**Website advertisement** ..... ₹ 5 Lacs (Including GST)  
with an option of posting 3 minutes of product launch video on the website and mobile apps.

## OTHER SPONSORSHIP OPTIONS:-

- Registration Kits – 1500 numbers
- Banquet dinner - Rs. 30 lacs
- Souvenir book printing – Rs. 5 lacs
- Water stations – 25 numbers
- Coffee & tea stations – 2 numbers
- Fresh fruit juices & Beverages -1 station
- Fruit stall -1

## 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 partners to keep stall-based prizes for visiting delegates on basis of the lottery at the end of the day.
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 partners.
4. Product launches can be done during a suitable time with a display of short videos keeping the noise limit in mind as mentioned.

## TERMS AND CONDITIONS

1. Microphones or any promotional activities, hindering or disturbing another partner/ exhibitor will not be permitted.
2. All prices are inclusive of GST @18%.
3. The stall will carry your firm name and you are requested not to make any changes to the arrangement.
4. The partner / exhibitor must not cause any damage to the walls, panels, and other areas of the venue. In case of any such damage, the partner/exhibitor will have to indemnify the organizers for the same.
5. All booking forms must be accompanied by the a 50% advance and the balance must be paid within 30 days of the conference. Written confirmation of booking and GST receipt will be given after 100% advance payment is received.
6. The Organising Committee reserves the right to modify or rearrange the floor plan or even cancel any partnership / exhibitor, without assigning any reason there of.
7. Cancellations are to be made in writing to the org secretary APCON 2026. 50%of the payment will be refunded on cancellation.
8. Please note that your participation will only be confirmed once payment has been received in full
9. Please note all payments must be made in Indian Rupees.



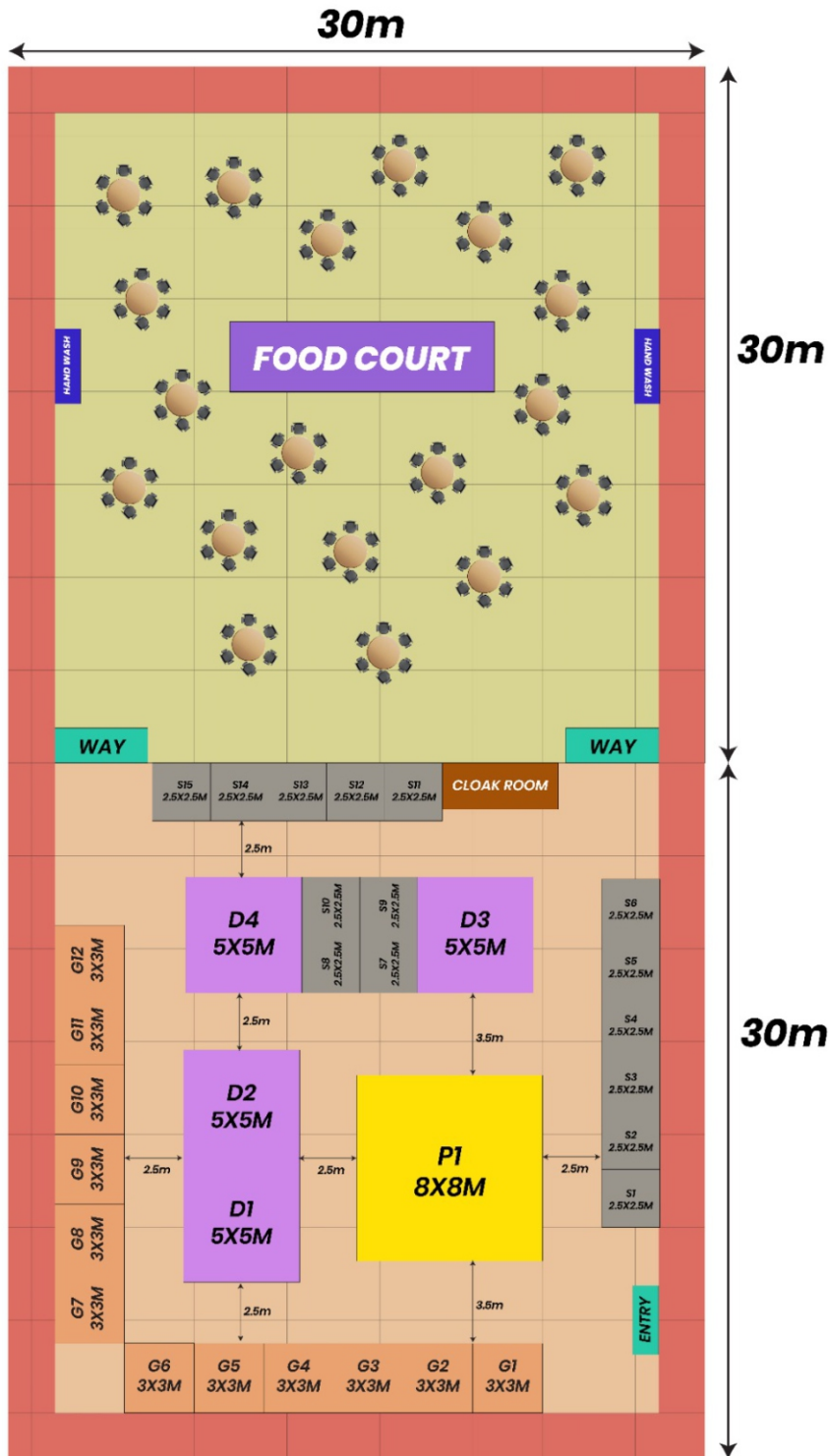


10. Companies wanting to import equipments or consumables for exhibition purposes should inform the Conference Secretariat at the time of booking and coordinate to obtain International Trade Promotion Organization (IPTO) approvals & permissions, all the freight charges to be taken care of by the company with our freight partner details.
11. Partners/exhibition stalls once confirmed are not transferable.
12. Partnership/exhibition will be allocated on a first come first serve basis only after the Cheque/Demand Draft for non-payment within the stipulated time.
13. ALL ADVANCEPAYMENTS MUST BE MADE BY THE END OF SEPTEMBER 2026. 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.
14. If the participants fail to occupy the stall, the trade & Exhibition committee reserves the right to allot the vacant stall to the waiting applicants.
15. The appointed Electrical engineer will execute all the electrical connections inside the stall and other areas. The Partners/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.

***Please Note:***

***NO ON-SITE ENTRY PERMISSION WILL BE GIVEN TO PARTNERS 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.***

# EXHIBITION LAYOUT - APCON 2026



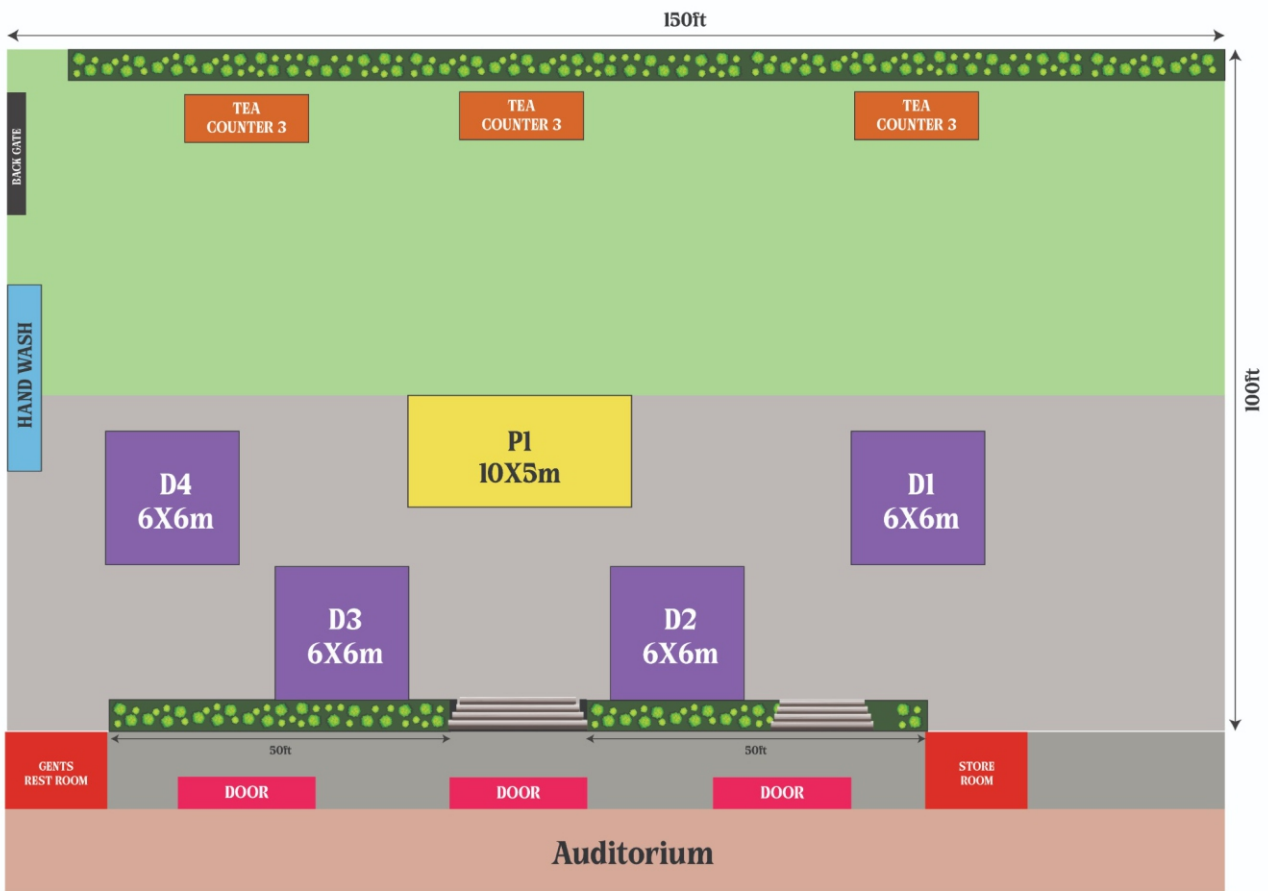
- Platinum Stall [8mx8m]**-----1 Nos
- Diamond Stall [6mx6m]**-----4 Nos
- Gold Stall [3mx 3m]**-----12 Nos
- Silver Stall [2.5mx 2.5m]**-----15 Nos

**Total Stalls-----32 Nos**



# Auditorium Stall Layout

TOP ANGLE VIEW



 Platinum Stall [10mx5m]-----1 Nos

 Diamond Stall [6mx 6m]-----4 Nos

**Total Stalls-----5 Nos**

**Event Production Partner**  
**Maxima Event Infrastructures (p) Ltd**  
*(Coimbatore)*

Contact: +91 93600 66646

# PARTNERS & EXHIBITORS PARTICIPATION FORM



E-mail: \_\_\_\_\_ Web: [www.apcon2026.com](http://www.apcon2026.com)

Company Name

.....

Address:.....

...

Tel: ..... Mob No.....

Fax: ..... Email:.....

Represented By: .....

Designation: .....

No. of Stalls Requested: .....

Stall Preferred: .....

First Preference: ..... Second Preference: .....

Third Preference: .....

Additional Requirements (If any): .....

Partnership 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 2026 payable at Coimbatore, India.

**Declaration:** We hereby agree to comply with the policies, rules and regulations set forth by the Organizing Committee of APCON 2026, Coimbatore , India, as mentioned in the form. Authorized Signatory:

.....



# PARTNERS & 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 2026,

Conference Secretariat





## CONFERENCE SECRETARIAT

PSG INSTITUTE OF MEDICAL SCIENCES AND RESEARCH

Add.Off, Avinashi Rd, Peelamedu,  
Coimbatore, Tamil Nadu 641004



### OUR EVENT PARTNER

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Web : [www.globalics.com](http://www.globalics.com)

