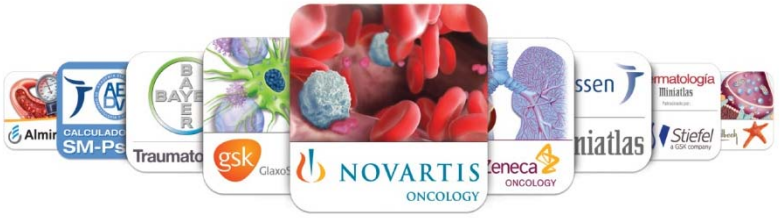
INFODOC HEALTH POSTER MAKER FOR CONGRESSES



Enabling Doctor-Patient Communication

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Poster Maker For Congresses

Increase the number of visits to your stand

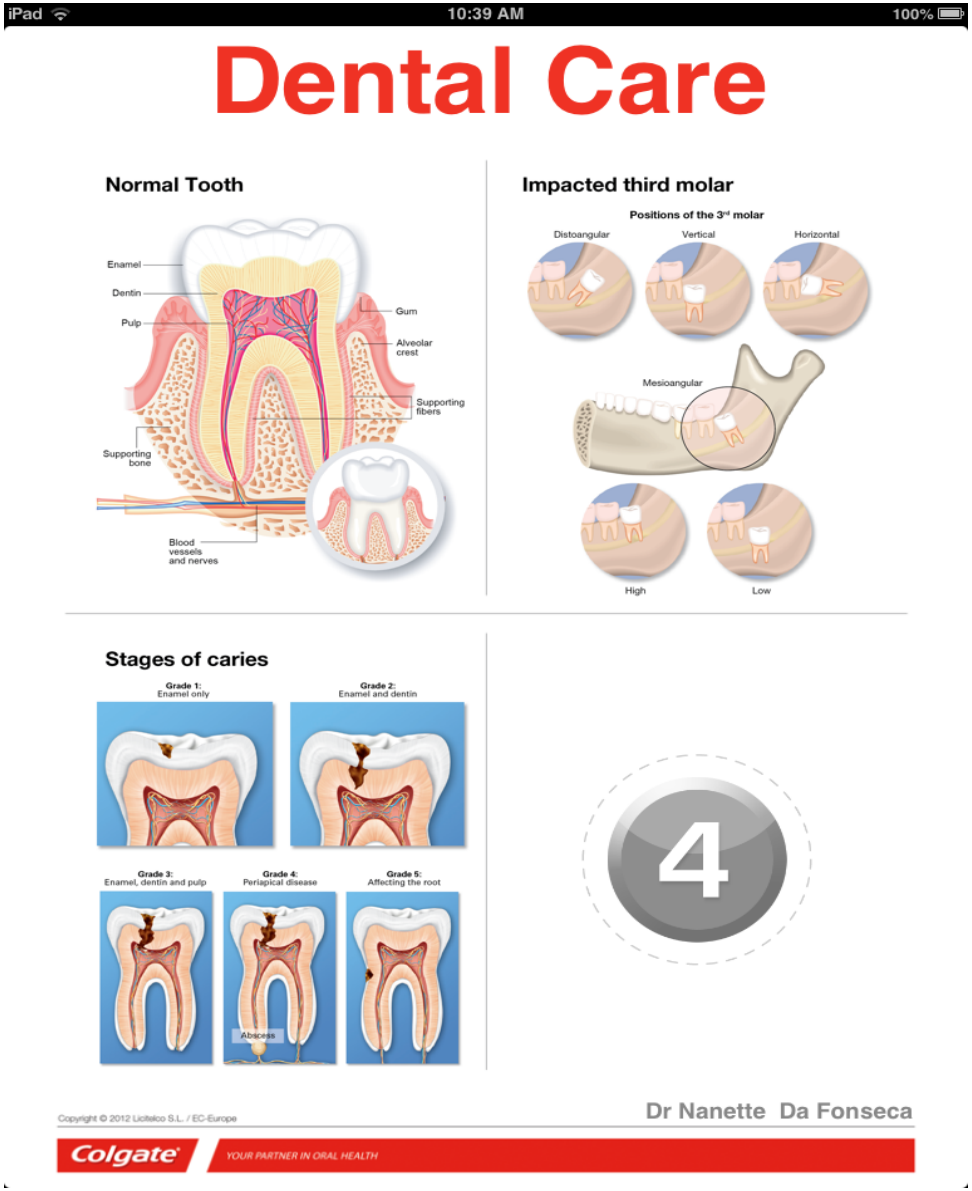


YOU CAN DO THIS

by creating an opportunity for the doctors to create their own personalised posters which are printed on the stand while they wait, placed in a branded Colgate tube and given to them for their practice to help them explain to their patients various dental conditions

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Create a personalised poster for your doctor at your congress stand



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Poster Maker requirements at stand



Back Wall Print Area
2.5 - 3 metres wide

Area for poster maker on stand
2.5 metres x 2 metres

Storage space for Tubes
1.5 metres x 1.5 metres

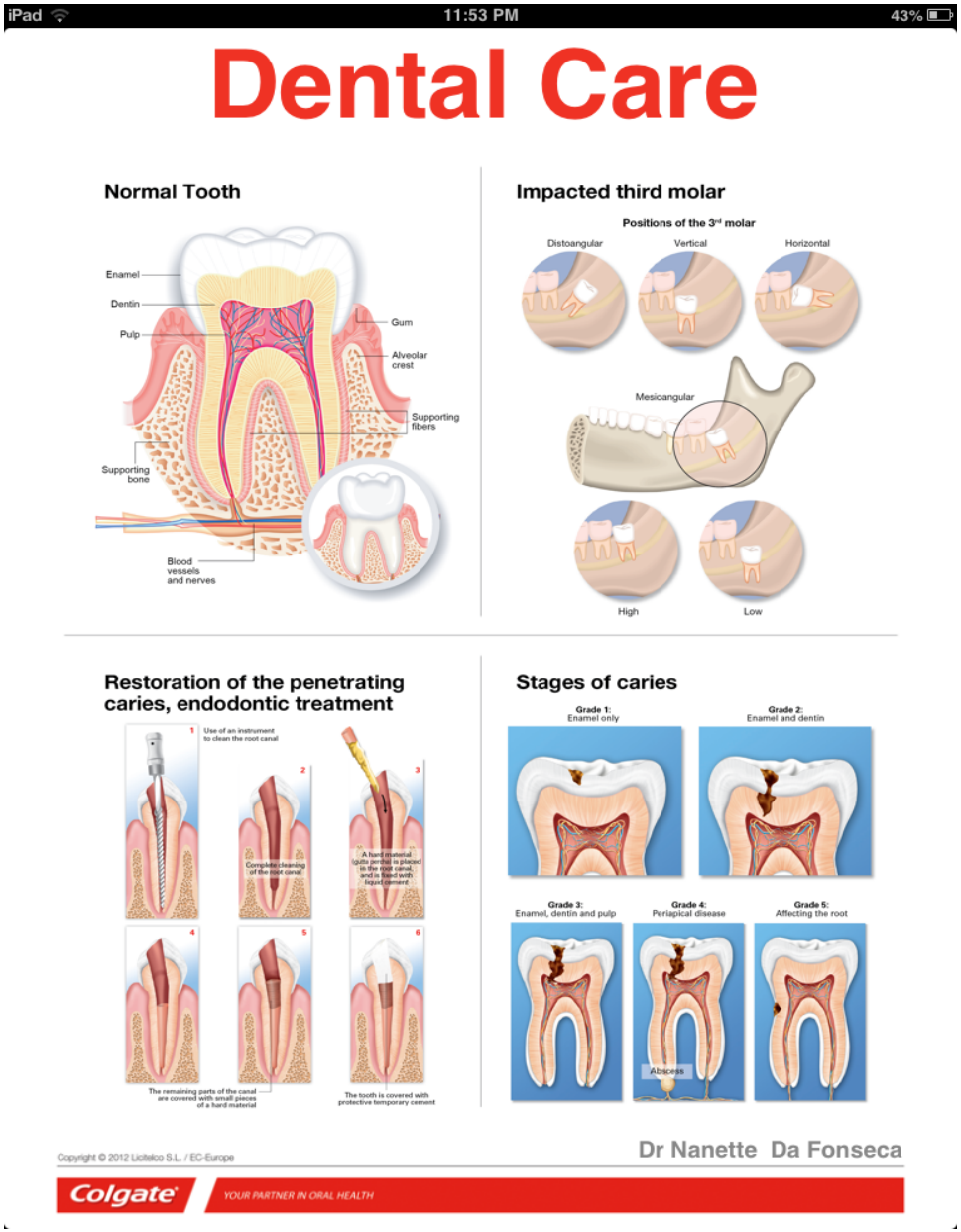
Electricity point and Wi-fi Connection

TUBE WITH COLGATE BRANDING FOR SAFE TRANSPORTATION OF POSTER



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Personalised Posters

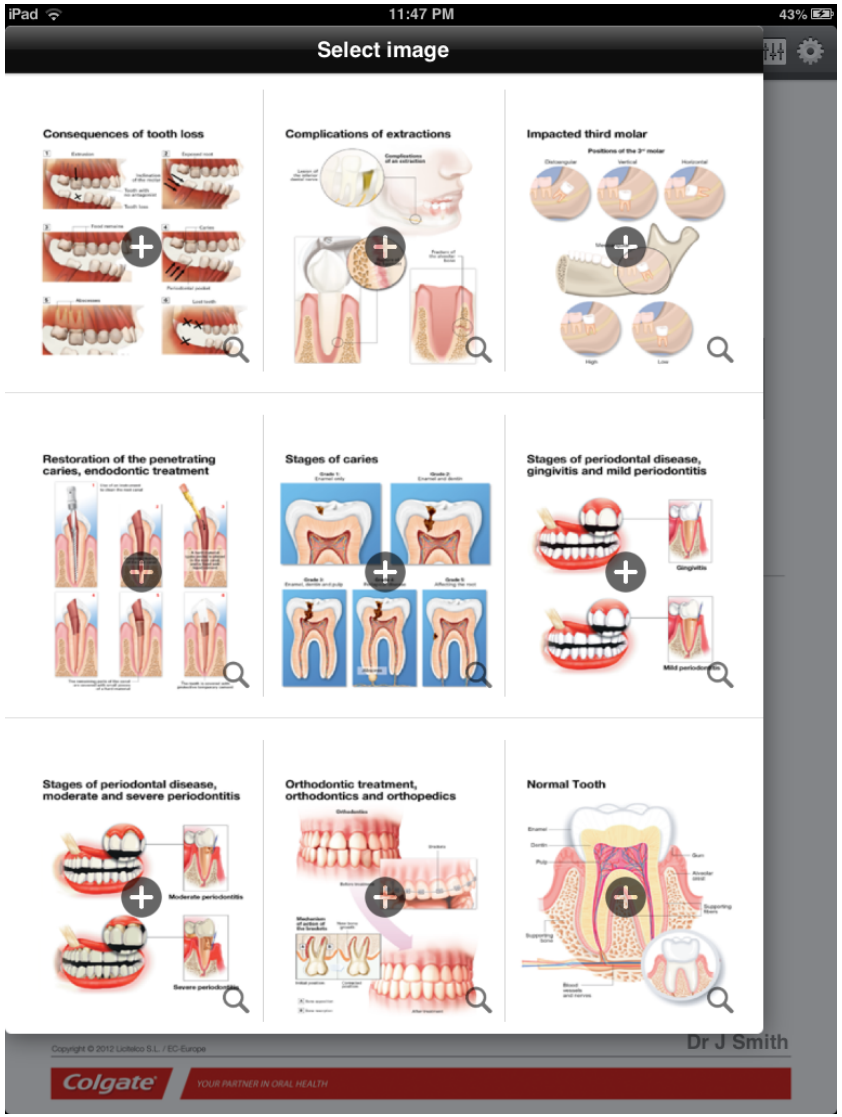


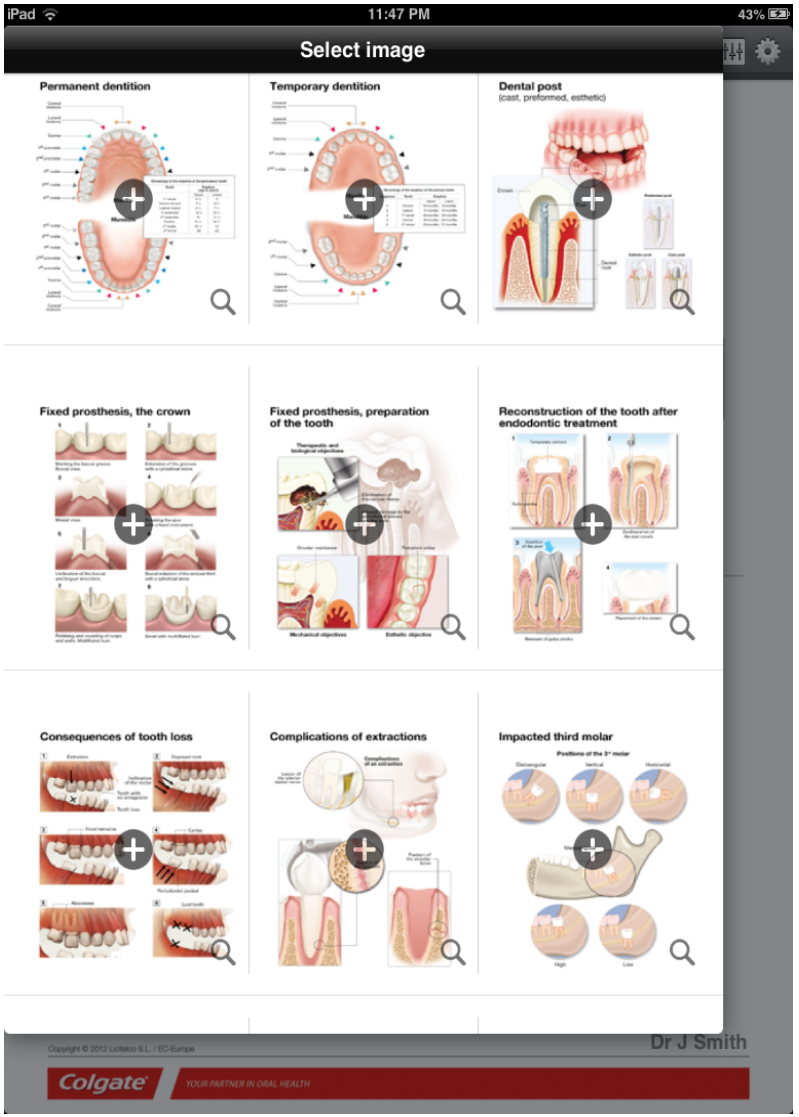
Doctors able to select 4 images of their choice out of 15 images and build their own PERSONALISED A2 Poster with their name on it

The poster is printed on the stand, placed in a Colgate branded tube for easy transportation

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Choice of 4 out of 15 images per poster





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EXAMPLES OF POSTER MAKER AT CONGRESSES IN SOUTH AFRICA

ENT CONGRESS
NOVEMBER 2012 SUN CITY



DENTAL CONGRESS
DECEMBER 2012 CAPE TOWN



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FEEDBACK ON DENTAL CONGRESS DECEMBER 2012 CAPE TOWN



- Doctors loved the posters
- Could not believe they could have their name on the posters
- Busiest stand at the Congress
- 20 – 30 Doctors standing in queues to print their poster from 08h30 – 17h30
- Doctors wanted up to 5 posters if they had more than one practice
- Allowed doctors one poster per day so they came back every day for another poster
- This allowed the Colgate personnel to interact with the doctors every day they came back for another poster

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