

SPONSORSHIP & PARTNERSHIP PROSPECTUS

Caspian Diabetesity Expo 2026

3rd Edition · Hyderabad · 14 November 2026

Where awareness meets action.

Hosted by the **Caspian Healthcare Foundation** · a public charitable trust · past editions in collaboration with RSSDI Telangana

diabetesityexpo.com



India's twin epidemic is one disease: diabetes

101 million

adults living with diabetes

136 million

more with prediabetes

254 million

with generalised obesity

Urban India's diabetes prevalence is 16.4%, nearly double rural India's, and Hyderabad is among the metros driving it. **Most people discover their diabetes years too late, at the complication stage.**

A full-day public festival of diabetes & obesity action

One day. One venue. Free entry. Thousands of citizens move from awareness to testing to action: screenings, specialist talks, hands-on workshops and an exhibition of everything that helps people live well with diabetes.



Free full-body screenings

Sugar, BP, BMI and more, plus subsidised advanced tests on site



Expert talks & workshops

2025 sessions: obesity, diabetic foot, vaccination, 'reversal: what's real'



Exhibition of solutions

CGMs & devices, healthy foods, fitness, apps, footwear, insurance



Free family entry

Patients, caregivers and the worried-well: the whole household

Delivered twice. Institutionalised. Growing.

2024

1st edition: Caspian Diabetes & Children's Health Expo

- Hyderabad's first patient-facing diabetes expo
- Public screenings, specialist talks and family programming
- Proved the concept and the community demand

2025

2nd edition: Caspian Diabetesity Expo • Banjara Function Hall

- 1,000+ footfall across a 10-hour program (23 Nov 2025)
- 50+ sponsors & partners on board • with RSSDI Telangana
- Free full-body checkups, 4 specialist workshops, full exhibition

Founded, built and delivered by a practising diabetologist, now institutionalised under the **Caspian Healthcare Foundation**, a registered public charitable trust (2023), giving partners a clean CSR-ready vehicle.

One venue. One day. Two events.



PUBLIC EXPO

For citizens & families

- 2,000+ visitors targeted, free entry
- 1,000+ free full-body screenings
- Workshops, exhibition, healthy-food court



DOCTOR CME TRACK

For 250+ clinicians

- Accredited scientific program (morning)
- Industry symposium slots & doctor-zone stalls
- The compliant home for pharma engagement

This edition runs on World Diabetes Day itself: Saturday 14 Nov 2026, the one day brands already budget for diabetes.

An audience you cannot buy with ads

2,000+

health-seeking visitors, in person

1,000+

screened on site: intent, not impressions

250+

prescribing doctors in the CME track

100%

registered, consented, contactable



Qualified leads

Lead-capture QRs at every stall; opt-in database shares for top tiers



Sampling & demos

Put product in the hands of exactly the households who need it



Trust transfer

Your brand endorsed by the city's doctors and a charitable foundation



Reported reach

Audited footfall, screening counts, press & social recap after the event

WHO THIS IS FOR

Built for brands that serve patients directly



CGMs, glucometers & devices

Demo zone + high-intent trialists



Diabetes apps & programs

Enrol users at ₹-per-lead economics



Hospitals & diagnostics

Screening-zone naming, referral capture



Health insurers

Meet families planning for chronic care



Healthy foods & FMCG

Sampling to 2,000+ label-readers



Diabetic footwear & care

Fittings and direct sales on site



Pharmacy chains

Loyalty sign-ups, home-delivery leads



Fitness & wellness

Trials, memberships, community

Plus CSR partners and grant-makers too; see the CSR page.

Two fully compliant doors in



Door 1: the scientific route

- 20-min symposium slots in an accredited CME to 250+ doctors
- Doctor-zone stalls for medical-affairs engagement
- Squarely within UCPMP 2024 norms for scientific events



Door 2: the CSR route

- Fund screenings & public education via the Foundation (Schedule VII: preventive healthcare)
- 80G-receipted, audited utilisation, full impact report
- The route pharma foundations (e.g. NNEF-style programs) already use

By design, we do not ask pharma for patient-facing brand promotion. Your compliance team will thank us.

Partnership packages 2026

Package	Investment	Highlights
Title Sponsor “Presented by” (1)	₹5,00,000	Naming lock-up on all branding & press · inaugural address · 2 premium stalls · CME symposium slot · lead database · year-round site logo
Co-Powered By (2)	₹2,50,000	Logo on all branding · stage felicitation · premium stall · half lead database
Gold Partner (4)	₹1,50,000	Backdrop, standees & website logo · standard stall · social features
Silver Partner (6)	₹75,000	Website + select print visibility
Screening Zone “Powered by” (1)	₹2,00,000	Exclusive branding of the highest-footfall zone · staff aprons · report-back branding
Lanyard & Badge Sponsor (1)	₹50,000	On every attendee, in every photo
Premium Stall 3×3 m	₹75,000	Prime aisle · lead-capture QR · 4 passes
Standard Stall 3×2 m	₹40,000	Exhibition floor · 2 passes
Startup / SME Stall	₹25,000	Table-top for young brands
CME Symposium Slot (pharma)	₹1,50,000	20-min scientific slot, 250+ doctors
CME Doctor-Zone Stall	₹50,000	Inside the doctors-only area
Food Court Vendor	₹15,000	Healthy-food pitch (vendors pay us)

All packages customisable · in-kind partnerships (venue, lab, media, production) welcomed · early-partner pricing for commitments before 30 Sep 2026.

COMPARE TIERS

What each tier receives

Benefit	Title ₹5L	Co-Powered ₹2.5L	Gold ₹1.5L	Silver ₹75K
Naming lock-up on all creative & press	✓	•	•	•
Inaugural stage address	✓	•	•	•
CME symposium slot included	✓	•	•	•
Premium stall(s)	2	1	•	•
Standard stall	✓	✓	✓	•
Logo on all event branding	✓	✓	✓	•
Logo on website & select print	✓	✓	✓	✓
Attendee lead database (opt-in)	Full	50%	•	•
Social media features	✓	✓	✓	•
Year-round logo on diabetesityexpo.com	✓	✓	•	•

A clean, receipted, reportable CSR vehicle



Caspian Healthcare Foundation

- Public charitable trust, registered 2023 (Hyderabad)
- Own PAN & bank account · online payments live
- Schedule VII item (i): promoting preventive health care
- 12A · 80G · CSR-1: in process for FY 2026-27
- Audited utilisation certificate + impact report within 45 days of the event

₹1,00,000

Sponsors 100 full-body screenings (worth ₹1,000+ each) in your name

₹2,00,000

200 screenings + screening zone named after your CSR program

₹3,00,000

300 screenings + Presenting CSR Partner + employee camp

₹5,00,000

500 screenings + Title CSR Partner + year-round branding

Every rupee lands in a registered trust, not an event company, and every rupee is reported back.

Let's make Hyderabad's biggest day of diabetes action.



Commit by 30 Sep 2026

early-partner pricing



Assets live from Oct 2026

your brand in the build-up



Expo day: 14 Nov 2026*

*World Diabetes Day, a Saturday (TBC)

Dr. Khizer Hussain Junaidy

Managing Trustee, Caspian Healthcare Foundation · Consultant Diabetologist



+91 89193 41154



oratorkhizer@gmail.com



diabetesityexpo.com



Caspian Healthcare, Vijay Nagar Colony, Hyderabad