



APLAR CHIANGMAI REPORT

December 07-11, 2023

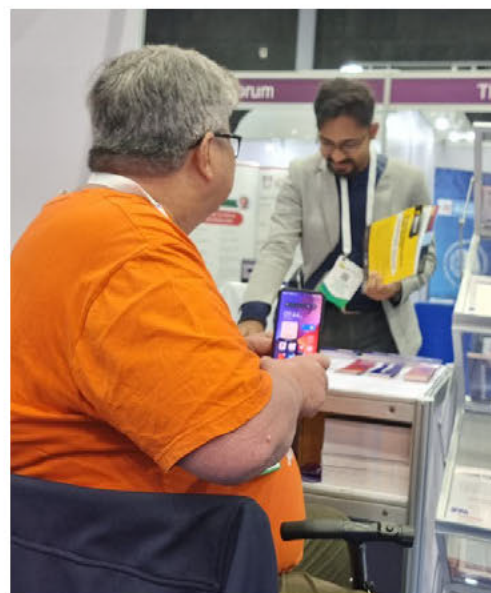
Day 01: December 8, 2023

The booth became available on the afternoon of December 8 at 16:00, just before the Welcome program. Following the program, we promptly operated the IFPA booth and attracted substantial traffic for a few hours until the day's conclusion. On the first day, we conducted a raffle for two IFPA hug-me-bears.



Day 02: December 9, 2023

Day 2 marked the highest number of registered delegates, all vying for a complimentary conference ticket to our conference. It was also the most hectic for our team as we actively promoted the meeting to attending rheumatologists inside and outside the booth. Toward the end of Day 2, we raffled off four IFPA hug-me-bears.





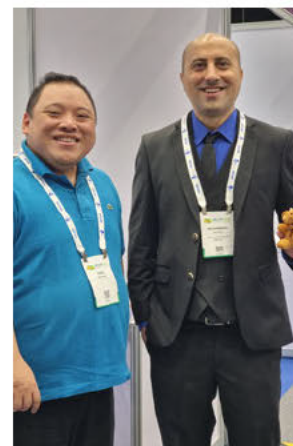
Day 03: December 10, 2023

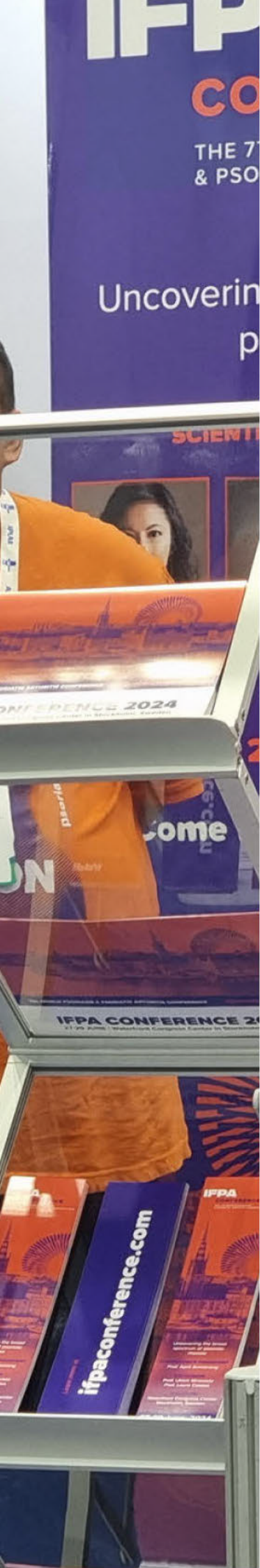
Connecting with delegates was effortless as we were the sole patient group in the exhibition area. Emphasizing the alignment between GRAPPA and our conference was advantageous, showcasing the collaboration of top dermatologists and rheumatologists discussing Psoriatic Disease. Although less busy than previous days, notable VIPs visited our booth, including APLAR's president-elect, Dr. Paolo Lorenzo, and the past president of the Philippine Rheumatologist Association, Dr. Julie Li-Yu. Two IFPA hug-me-bears were raffled, and we decided to announce the Free IFPA conference ticket winner for claim the following day.



Day 04: December 11, 2023

Delegate attendance dwindled as some returned to work on Monday. Nonetheless, we dedicated the day to engaging the remaining delegates. Two IFPA hug-me-bears were raffled. With few delegates left, we dismantled the booth, taking the standee and materials, with plans to set up during the annual Philippine Rheumatology Association Conference in February 2024.





Goggle Drive for the event



Summary Highlights

Our approach of featuring top Dermatologists and Rheumatologists in an exciting event resonated well with engaged delegates. The allure of experiencing Stockholm in its peak season (Summer) further enhanced our proposition. IFPA hug-me-bears and Philippine candies were crowd favorites.



Finally, thank our tireless team members Masanori, Paul, and Doms for their unwavering dedication throughout the event, evident in the engaging interactions captured in the accumulated photos and registrations. It also helped that some of us would go to the lobby and engage delegates there.