



PHILIPS

The 14th Gulf Sleep Medicine Meeting – 2025 Hyatt Regency

Case Study



Brand Architects and Designers of Demand

SCOPE OF WORK

LED Screen Setup:

Large LED screen with media server, processor, and video technician support.
Comfort monitor for clear viewing.

Sound System:

Speakers, lapel and handheld microphones.
Mixer and control desk for audio management.

Podium:

Branded podium for a professional presentation.

Stage and Carpet:

Carpet and skirting with steps

MDF Arch:

Custom MDF arch with approved design and branding.

Registration Desk:

Foamboard desk with backdrop for registration area.

Printed Materials:

Custom notebooks with agenda inserts.
Tent cards with branded printing.

Landing Page Design:

Design and development of an event landing page.

Trophy Awards:

Custom-designed trophies for awardees.



PROJECT OVERVIEW

OBJECTIVE :

This case study aims to explore how our agency, **Prism Advertising**, successfully executed the **Gulf Sleep Medicine Meeting (GSMM)**, a premier event organized by **Philips** for professionals in Sleep Medicine.

It will examine our **strategic approach** to **event management, marketing, and promotion**, as well as how our **innovative advertising solutions** contributed to the conference's success.

By highlighting our role in creating **impactful campaigns, enhancing brand visibility**, and **ensuring smooth execution**, the case study seeks to provide insights into how our agency's expertise helped GSMM achieve its goals of knowledge exchange, collaboration, and continuous learning in Sleep Medicine.



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