



OBS-GYNE

EXHIBITION & CONGRESS

HELD ALONGSIDE



THE REGION'S LARGEST GATHERING OF
OBSTETRICIANS AND GYNAECOLOGISTS



2017
POST SHOW
REPORT



Now Alongside



SAVE THE DATE

05-08 FEBRUARY 2018

 obs-gyne.com

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9
Years of success

SHOW
SUMMARY

2
Conference Tracks

54
Exhibitors

12
Exhibiting Countries

2548
Total Attendees

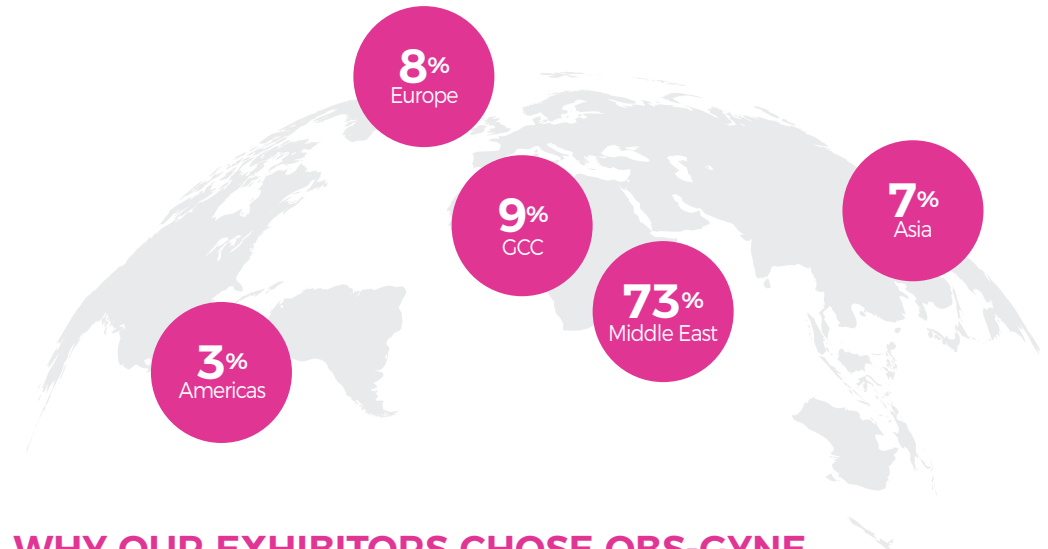
EXHIBITOR SUMMARY

We have some fantastic news! For the 2018 edition, OBS-GYNE Exhibition and Congress will take place alongside **MEDLAB Middle East-The World's Largest Medical Laboratory Exhibition** from **5 - 8 February 2018**.

Medlab houses over 600 Exhibitors, 25,000 visitors and 10,000 delegates from all over the world. **OBS-GYNE**, will be The region's largest Women's Health event host 60 leading companies from the industry.

There is no other show in the region which brings together as many industry experts to showcase and discuss the latest developments of the industry.

EXHIBITOR BREAKDOWN BY REGION



WHY OUR EXHIBITORS CHOSE OBS-GYNE



“OBS-GYNE is a vital conference for us to connect with our customers. The show also allows us to introduce latest innovations and obtain valuable customer feedback.”

Hani Youssef, Region Manager, GE Healthcare

DELEGATE SUMMARY NEW FOR 2018

- New international and national experts who will discuss topical issues currently facing practitioners in this field
- New content! 2 hands-on workshops and a mini symposium
- More interaction through structured debates, case review board discussions, Q & A, panel and open floor discussions



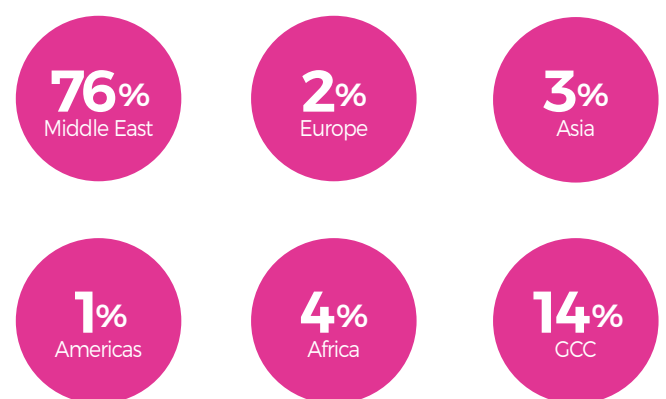
EVENT AT A GLANCE

This CME-accredited conference will provide a comprehensive look into major fetal and maternal obstetrics issues and gynecological disorders affecting women in the region.

ATTENDEE BREAKDOWN BY JOB TITLE

>> Obstetrician	24%
>> Gynaecologist	22%
>> Doctor/GP/Physician	15%
>> Midwife	12%
>> Women's Healthcare Professional	11%
>> Nurse	9%
>> Other	7%

ATTENDEE BREAKDOWN BY REGION



Each year I attend Obs-Gyne Conference and it is always a valuable experience for learning for new studies and techniques”

Dr Rupita Bhatia, Director - Gyne Endoscopy, Al Ain Cromwell Hospital

BRANDING AND SPONSORSHIP OPPORTUNITIES

With our tiered structure, you can choose a campaign that suits you. Our pre-prepared packages are listed below and our team will be more than happy to make alterations to suit your requirements.

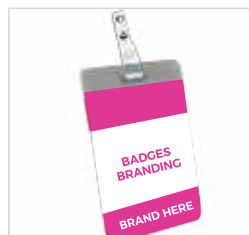
TIER SPONSORSHIP PACKAGES

PRE-EVENT BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Logo on website with hyperlink to sponsor's website	✓	✓	✓	✓
Exclusive sponsored e-shots	2	1	1	1
Logo inclusion on visitor promotion campaign - print and electronic	✓	✓	✓	✓
Company description and logo on the website - Sponsor page	100 words	50 words	Logo only	Logo only
ONSITE BENEFITS				
Logo on onsite signage	✓	✓	✓	✓
One A5 advert in the show catalogue	✓	✓		
Gold entry in the show catalogue - blurb plus logo	100 words	50 words		
Hanging banner above exhibition stand** (rigging charges apply)	2	1		
Directional floor tiles inside the exhibition	2	1	1	1
Stand highlighted in tier colour on entrance floor map	✓	✓	✓	✓
POST-EVENT BENEFITS				
Exhibition round-up e-shot hyperlinked logo	✓	✓	✓	✓
Hyperlinked logo on website - For three months post event	✓	✓	✓	✓

COMMERCIAL OPPORTUNITIES



REGISTRATION AREA



EXHIBITOR BADGES



HANGING BANNERS



VISITOR CARRIER BAGS



DIRECTIONAL FLOOR TILES



EXHIBITOR PACKS & PENS

FOR MORE INFORMATION, PLEASE CONTACT:

+ 971 (0) 4 4072491 | obs-gyne@informa.com

MARKETING & PROMOTIONS

Benefits from a structured and integrated marketing campaign through the use of various marketing channels which is specifically designed to target the correct audience.



PRINT



EMAIL
MARKETING



SOCIAL MEDIA



SMS



DIRECT MAILING



WEBSITE



PARTNERS



VIP INVITATION



WIN
ONSITE
COMPETITION

START PLANNING

05-08 FEBRUARY 2018

GET IN TOUCH TO BOOK YOUR STAND TODAY, PLEASE CONTACT:

FRANK SANCHEZ
SALES MANAGER

T: + 971 (0) 4 4072746, E: frank.sanchez@informa.com

Organised by:

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Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click. For more information visit: informalifesciences.com