



PATIENT SAFETY

Dubai International
Convention &
Exhibition Centre

THE REGION'S LARGEST MULTIDISCIPLINARY PATIENT SAFETY EVENT



POST SHOW REPORT 2016

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Organised by

informa
life sciences exhibitions



PATIENT SAFETY

The Patient Safety Middle East 2016 Exhibition offered a range of exciting product launches, free-to-attend seminars and thought-provoking conferences, attracting more than 2,000 professionals involved in facilitating the improvement of patient safety and reduction of medical errors in the Middle East.

Patient Safety is an emerging healthcare discipline that focuses on reporting and analysis of medical errors that can result in adverse healthcare events. Those errors are a significant cause of adverse patient outcomes; many of these can be avoided by creating a culture of safety at all levels.

“We find Patient Safety Middle East to be one of the best platforms to meet with our target market of infection control group.”

Arthur Devine, CEO, i360 Hygiene, Ireland

SHOW STATISTICS

700 M²
Exhibition Floor Space

52
Number of Exhibitors

11
Exhibiting Countries

2,159
Attendees

Exhibitor Survey

91%
of exhibitors generated new contacts and business leads

87%
of exhibitors rated the quality and number of visitors as excellent

79%
met their overall objective

EXHIBITOR COUNTRY BREAKDOWN



Belgium



Lebanon



Egypt



Russia



France



Spain



Germany



UAE



Hong Kong



Italy



USA

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Silver Sponsor



Bronze Sponsor



Supported by



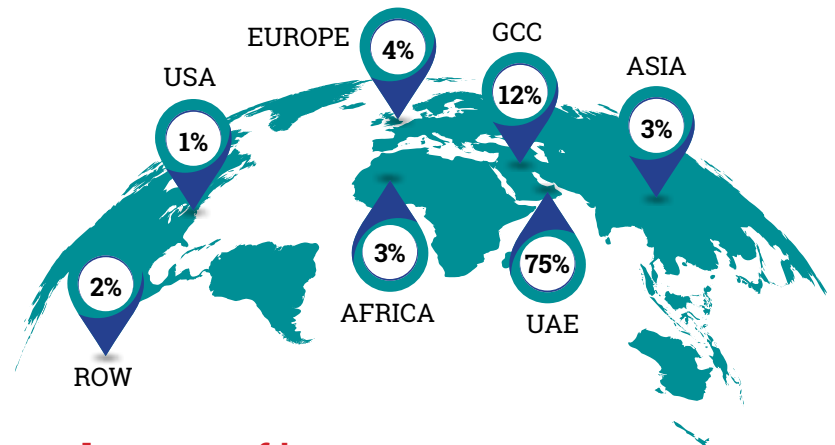
Workshop Partners



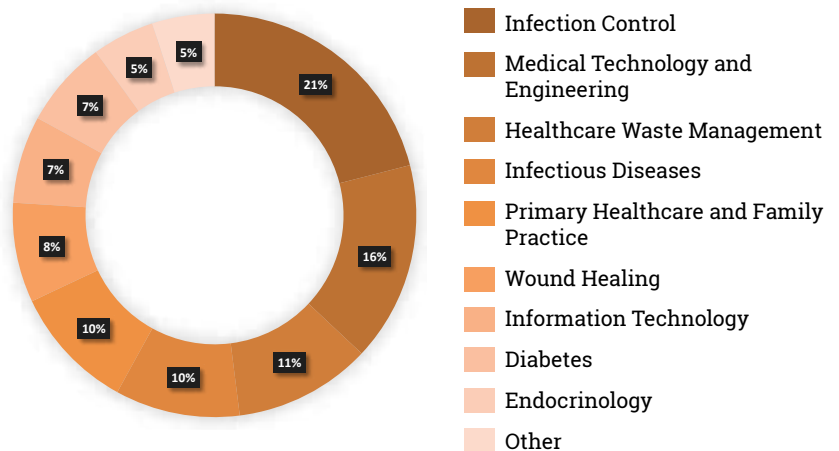
ATTENDEES SUMMARY

The 12th edition of Patient Safety Middle East attracted more than 2,000 professionals to a range of thought-provoking conferences, free-to-attend seminars and exciting product launches. Professionals involved in patient safety convened to network, discover and learn about the latest developments in the fight to achieve zero hospital-acquired infections.

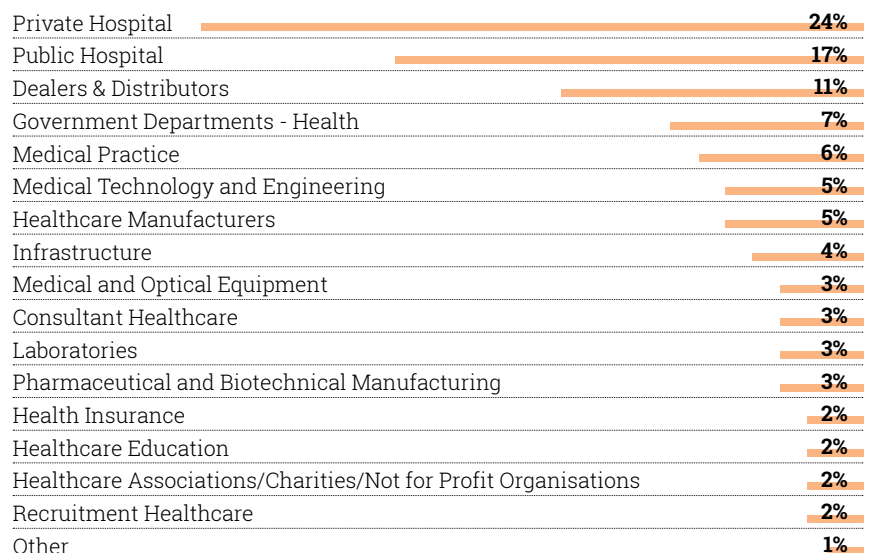
Attendee breakdown by country



Attendee Area of interest



Attendee Business Sectors



“Patient Safety is an international gathering where knowledge & professional networking is shared between the attendees. The topics are innovative and cutting-edge, yet practical and implementable. This is certainly one of the most valuable patient safety event in the region.”

Dr Samer Ellahham, Chief Quality Officer, Senior Consultant, **Sheikh Khalifa Medical City, Abu Dhabi, UAE**

CONFERENCE SUMMARY

Patient Safety Conference

Alongside the exhibition, five scientific conferences took place that discussed provisions of safe and effective care to encourage and support healthcare institutions in their efforts to make patient safety a continuous priority.

During these three days, a variety of plenaries, panel discussions, workshops, demonstrations and interactive activities were held, and participants had the opportunity to network and share best practice with other professionals who are champions of patient safety.

Middle East Healthcare-Associated Infections Conference:

This three-day programme focused on innovative campaigns centred on more practical issues of infection control in various care settings like acute care hospitals, ambulatory surgical centers, long-term care facilities and outpatient care, including a workshop on the third day about successful implementation of an antimicrobial stewardship programme.

Middle East Patient Safety Conference:

With a theme, improving healthcare safety worldwide: Engagement, change and sustainability, this three-day conference featured safety in medicine, safety in critical care and healthcare professionals' safety. A workshop was held on the third day to discuss strategies to enhance performance in compliance to national and international patient safety goals.

Middle East Wound Care Conference:

This programme highlighted wound management for general, vascular and reconstructive surgeons and post-operative surgical wound care for wound specialists to decrease risk of infection and place patients on proper antibiotics, minimise trauma, pain and hospitalisation. In addition, there was a hands-on training on negative-pressure wound therapy and a workshop on suturing techniques.

Decontamination and Sterilisation Conference:

This three-day scientific meeting discussed the best practices in handling, collection and transport of contaminated instruments, cleaning and decontamination processes, instrumentation inspection, preparation and packaging, sterilisation and monitoring, sterile storage and distribution, and facility design.

Radiological Safety Conference:

New in the Patient Safety Congress portfolio, this conference focused on the discussion of radiation protection in radiology practices, radiation in medicine related to patient safety and UAE regulatory framework for radiation safety.

14
speakers

27
speakers

13
speakers

16
speakers

7
speakers

“Knowing of the latest initiatives on patient safety is a duty of all healthcare professionals. Attending this conference will give you an opportunity to share experiences and learn how we could keep our patients safe. A recommended event.”

Corrine Ward, Senior Nursing Manager, Mater Dei Hospital, L-Imnsida, Malta



The region's largest multidisciplinary patient safety event

WHY EXHIBIT

Patient Safety Middle East is the ultimate platform to promote and launch the latest healthcare innovations and services, engage with target audiences, generate sales leads and maximise return on investment. Running alongside the exhibition is a world-class conference where experts discuss the issues they face as well as the solutions in Patient Safety, CSSD, Woundcare, HAI and Radiation Safety.

By exhibiting at Patient Safety Middle East you will have the opportunity to showcase your patient safety solutions to your target audience of more than 2,000 prospects.

Exhibit at Patient Safety Middle East to:

- Present your products and solutions to your target audience
- Launch new products
- Engage face-to-face with high-level influencers and decision-makers
- Meet with key clients and business partners
- Generate fresh sales leads and make important business contacts
- Source new dealers and distributors
- Build your brand with our tailored sponsorship packages

CONTACT US TODAY

Contact us today to book your exhibition space or to find out how we can optimise your presence through our specialised sponsorship opportunities.

 patientsafety@informa.com  +971 (0) 4 407 2747

MARKETING & PROMOTION



PRINT



WEBSITE



DIRECT MAIL



EMAIL



PR & MEDIA COVERAGE



RADIO



SMS



SOCIAL MEDIA

**SAVE
the date**

**OCTOBER
2017**

**13th Patient Safety
Middle East**

Dubai International Convention
& Exhibition Centre

SPONSORSHIP OPPORTUNITIES

Our sponsorship packages are customised specifically to meet our client's requirements. We will work with you to ensure that you maximise your company's presence at Patient Safety Middle East and ensure you get the most out of your participation.

Pre-event benefits	Platinum	Gold	Silver
Logo on event website with hyperlink to sponsor's website	✓	✓	✓
Exclusive Sponsored e-shots	1		
Inclusion on visitor promotion campaign - print and electronic	✓	✓	✓
Company description and logo on website (sponsors page)	100 words	50 words	Logo only

Onsite benefits

Logo on onsite signage	✓	✓	✓
One A5 advert in show catalogue	✓	✓	-
Gold entry in show catalogue (profile plus logo)	100 words	50 words	-
Hanging banner above exhibition stand**	2	1	-
Directional floor tiles on the exhibition floor	2	1	1
Stand highlighted in tier colour on exhibition floor map	✓	✓	✓

Post-event benefits

Exhibition post show e-shot with hyperlinked logo	✓	✓	✓
Hyperlinked logo on event website (3 months post event)	✓	✓	✓

COMMERCIAL OPPORTUNITIES AT A GLANCE



BADGES AND LANYARDS

Your company logo will appear on either the lanyards or on all visitor badge



ADVERTISING

The Official Show Guide is a fantastic opportunity to stand out from the competition.



REGISTRATION

Be among the first brands to be noticed at the branded registration desk or on-site registration forms



HANGING BANNERS

Positioning a banner immediately above your stand will give you greater visibility, making sure your brand stands out from the crowd.



DELEGATE BAGS

Bags showcasing your logo and stand number will be distributed at entry points to the exhibition.



CUSTOM/EXCLUSIVE

Exclusive branding opportunities and unique solutions created specifically for your company's needs and objectives such as branded clothing, sponsoring a class etc.