

High impact opportunities

Grow your business through the region's leading patient safety event

24-26 October 2019

Le Méridien Hotel & Conference Centre, Dubai, UAE

In compliance with



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Overview

There is no other patient safety event in the region at this scale that facilitates regional business discussions and networking across this sector.

The 15th edition will uniquely provide multidisciplinary patient safety education for healthcare professionals spanning infection prevention control, CSSD, key patient safety issues for the region and workforce safety.

Inter-disciplinary scientific conferences will empower attendees with knowledge and skills to identify safety priorities and develop strategic solutions and operational processes and methodologies to support institutions in making patient safety a continuous priority.

During the three days, a variety of sessions, panel discussions, demonstrations and interactive activities will be held, and participants will have the opportunity to network and share best practice with other professionals who are champions of patient safety.



A glance at Patient Safety 2018

Show Summary



1330+
total attendees



35+
exhibitors

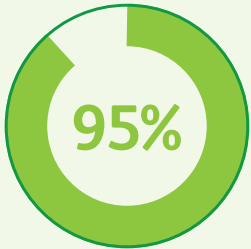


16+
Networking Meetings

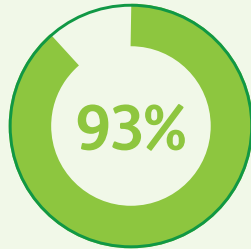


3
CME Accredited
Conferences

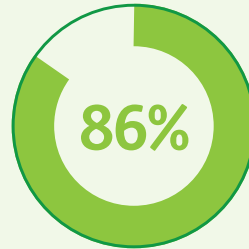
Show Summary



rated the event as
important to their
business



will exhibit again at
patient safety next year



rated the Exhibition as
satisfactory



What to expect in 2019

With the significant growth and success of Patient Safety in 2018, the MENA region continues to invest in healthcare infrastructure, making it the ideal geographical placement for your company's growth plans.

This event is a powerful business platform that connects and empowers the industry and has been operating for the past 15 years with steady development. Due to this progress we are expanding the venue space to better accommodate the industry's needs. Capitalise on this growth and exhibit in the upcoming edition taking place during October 2019 in Dubai.

Conferences taking place this year include

- Patient Safety Conference
- Infection Control Conference
- Decontamination & Sterilisation (CSSD) Conference
- Nursing Conference **(NEW)**



1700+
total attendees



750
delegates



70+
exhibitors



21+
networking Meetings
and commercial
symposiums



4
CME Accredited
Conferences



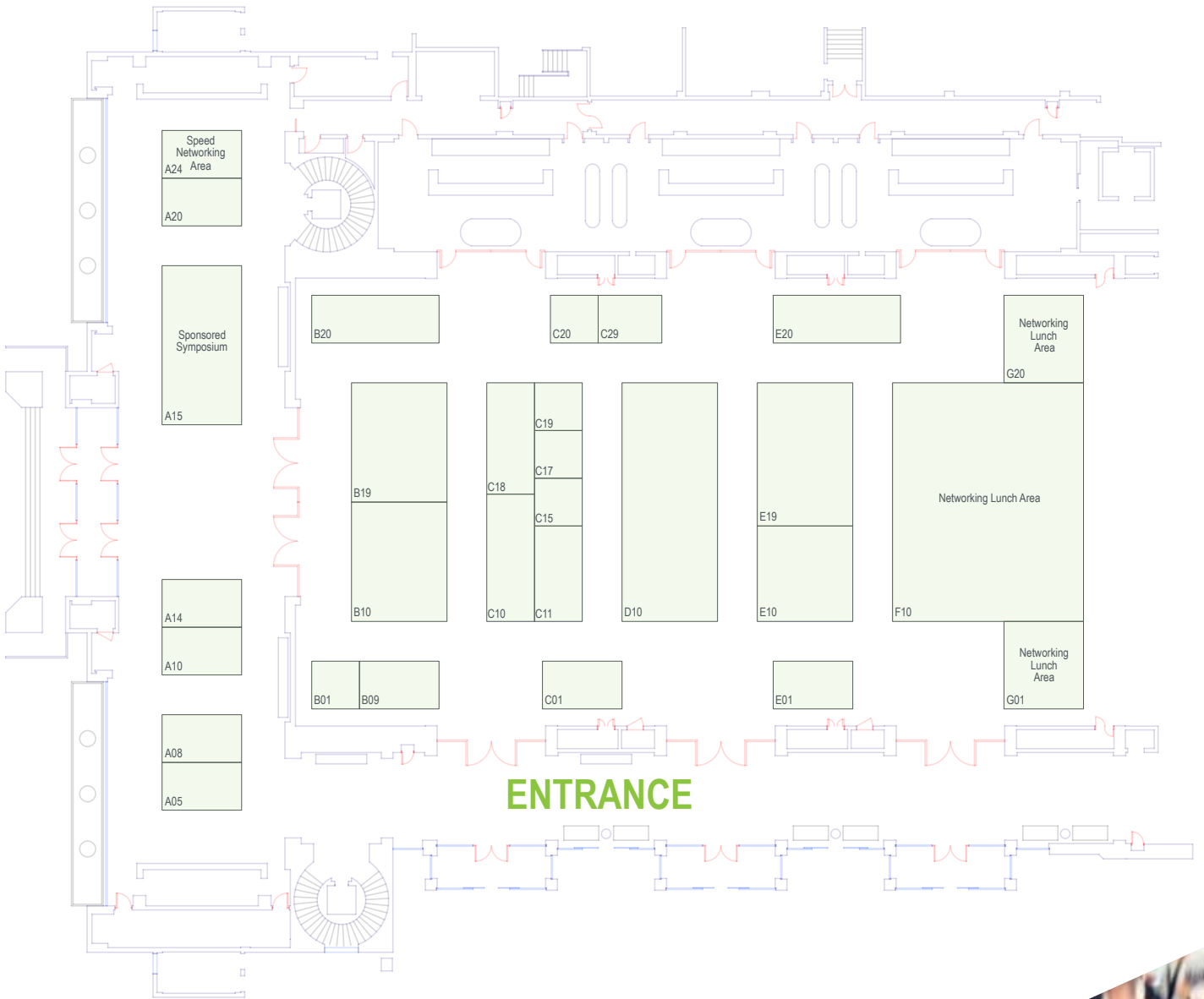
Who you will meet

- Patient Safety Policy Makers
- Patient Safety Officers
- Patient Safety Managers
- Quality Management Professionals
- Quality Improvement Managers
- Quality Assurance Professionals/Managers
- Occupational Health Managers
- Chief Medical Officers
- Department Managers
- Laboratory Directors/Managers
- Laboratory Technicians
- Nurse Administrators
- Nurse Managers
- Surgical Nurses
- Risk Managers
- Infectious Disease Consultants
- Infection Control Managers
- Infection Control Nurses
- Medical Technologists
- Laboratory Technologists
- Epidemiologists
- Internal Medicine Consultants
- Infection Control Personnel
- General Practitioners
- CSSD Managers
- CSSD Supervisors
- CSSD Technicians
- Sterile Service Managers
- Sterile Processing Technicians
- Hospital Decontamination Coordinators
- Endoscope Technicians
- Decontamination Technicians
- Medical Physicists



2019 Floor plan

Due to last year's massive success of the exhibition and conferences and due to high demand from our attendees, this year we are expanding the show and proving more exhibition space.



Sponsorship opportunities

Promote your business at the region's leading event dedicated to patient safety. The conferences bring together many decision-makers in the same place at the same time, all with a demonstrable interest in what is on offer.

Our packages are customised to ensure that you can maximise your company's presence at Patient Safety Middle East and ensure you get the most out of your participation

Sponsor Patient Safety 2019 to enhance your company's visibility to a wider target audience, whilst standing out amongst your competitors. This will ensure that your specific goals are achieved while maximising return on investment.

Registration Area

Sponsor can choose to brand the main entrance to exhibition exclusively. Branding of foyer to include; Registration Desks and Writing Desks, Uniforms for staff (provided by sponsor), Pens (provided by sponsor)



Lanyards *

Sponsor's company logo will appear on all lanyards. The lanyards are worn by visitors, delegates and exhibitors throughout the event



Badges

logo to be feature alongside the event logo on attendee badges



Delegate Bags*

Sponsor's logo to be featured alongside the event logo on attendee badges



Lunch Sponsor Exclusive

Networking is a major benefit of attending an event. Sponsoring this exclusive lunch enable you to maximise the opportunities to meet and network with delegates.



Patient Safety website banners

With over 50,000 visits in the lead up to the show, patientsafety-me.com attracts a large audience from the healthcare industry. Make the most by advertising through banners and build brand awareness, announce new products and generate leads.



**Sponsor responsible for production cost*

Sponsorship packages

With our tiered structure, you can choose a campaign that suits you. The list below shows exactly what you receive for each package; however we can bolt on specific requirements to suit your individual needs.

Pre-event benefits	Platinum	Gold	Silver	Bronze
Logo on Patient Safety Middle East website: Highlighted as Sponsor in appropriate tier	•	•	•	•
Dedicated Electronic Article: Sponsor featured electronic article to be emailed to Patient Safety database – copy & images to be provided by Sponsor	•	•		
Exclusive E-shot: Sent to the sponsor’s target audience as an invitation to visit the conference. Sponsor to provide html ready file within timeframe	2	1		
Sponsor Area on Main Show Website: To be displayed from confirmation of proposal until 3 months post-event. This area will feature your logo hyperlinked to your chosen website and a company description appropriate to your chosen tier	100 words company brief	50 words company brief	Logo only	Logo only
Social Media: As sponsor we will provide product information, alerts of attendance for your company at PS Middle East, using Twitter, Facebook and LinkedIn	3	2	1	

Onsite Program

Exhibition Area	36sqm	18sqm	12sqm	9sqm
Delegate Registration	10	5	2	1
Passes to Coffee and Lunch Area	•	•	•	•
Acknowledgement from Chairperson as Key Sponsor and Stakeholder	•	•	•	
Generic Signage: Event signage in strategic locations around the venue will display your logo as sponsor in the appropriate tier.	•	•	•	•
Event Guide: The official guide given away free to all delegates will include exhibitor contact details. As sponsor you will receive the following appropriate to your tier: Advertising Enhanced Colour Entry (logo plus 100 words description) Online Enhanced Entry (logo plus 100 words description) Logo showing appropriate tier	Front Cover • • •	1 Page • • •	Half Page • • •	Half Page
Literature Insert – 6 page max: To provide delegates with more in depth knowledge of your products / services the sponsor will be permitted to include corporate literature into delegates packs. Sponsor to submit literature to Patient Safety within deadline advised.	•	•	•	•

Post-Event Program

Event Round up E-shot Acknowledgement of sponsor support Logo linked to your website Thank you message	• • • •	• •	• •	•
Logo on Show Website Homepage: Featured under the appropriate tier with a link back your website for a minimum of three months post event	•	•	•	•
	\$30,000	\$20,000	\$15,000	\$7,500

Marketing support

Patient Safety includes a comprehensive year-round marketing campaign - designed to generate awareness, not only for the event but also for our sponsors and supporters. The activities include:

- Content email campaigns
- Third party campaigns through our media partners
- Social Media Marketing (Twitter, Facebook and LinkedIn group)
- Editorial
- Adverts (print and online)
- Direct Marketing
- PR
- Event listings in more than 100 conference and event websites in the region.

We are constantly growing our database to ensure that each year, the conference attracts new entrants to the market and attendees continue to be of the highest quality.



Email
270,232+
Emails sent



Website
41,573+
Website visitors



SMS
12,470+
SMS notifications



Tele-marketing
6283+
Telemarketing calls made

**Be present and maximise the
impact of your participation**

Contact:

Frank Sanchez
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+971 (0) 4 336 7 334
patientsafety@informa.com

Thank you to all our 2018 partners for their continued support

Supported by



Provided by



Platinum sponsor



Gold sponsors



Silver sponsors



Bronze sponsors

Media partner



Organised by



Be present and maximise the impact of your participation

Get your share of the business and secure your space at the leading patient safety event in the region.

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