

# High Impact Opportunities

at Arab Health Exhibition and  
Congress to grow your business



**ARAB HEALTH**

28-31 January 2019 • Dubai World Trade Centre

# Arab Health is the largest gathering of healthcare and trade professionals in the MENA region.

The congregation of the industry's leading healthcare providers and professionals enables more than 4,100 exhibiting companies to conduct business with 84,400+ attendees coming in from over 160 countries.

## Arab Health 2018 at a glance:

### Overview.

**64,469**

SQM exhibition floor space

**4,176**

Exhibitors

**66**

Exhibiting countries

**39**

Country pavilions

**78,509**

Visitors

**5,984**

Delegates

**84,493**

Total attendees

**163**

Countries represented

### Digital audience.



**50,300**

followers and 50,568 likes



**17,900**

followers



**9,750**

followers



**339,390**

views in 2018

# Arab Health 2018 feedback.

## Exhibitor overview.

**US\$ 778M+**  
total value of business generated\*

**96%**  
rated Arab Health as an important platform for their business

**92%**  
rated the quality of visitors from good to excellent

**82%**  
will be exhibiting again next year

**20%**  
exhibited for the first time

### Top 5 reasons for exhibiting:

**82%**  
to seek new contacts for future business

**61%**  
to strengthen ties with relationships and partners

**56%**  
to look for a local or regional dealer & distributor

**36%**  
to discuss products and services with end-users

**30%**  
to raise company profile

\*As of 1 February 2018 from exhibitors willing to share figures

## Visitor overview.

**97%**

rated Arab Health as an important platform to attend for their business

**80%**

will attend Arab Health next year

**91%**

rated their experience from good to excellent

**80%**

are involved in their business' purchasing process

**82%**

sourced new suppliers

**70%**

expect their purchasing budget to grow in the next 12 months

**80%**

attend 2+ days of the show

**41%**

attend the show every year

### Area of business:

**37%**

Dealers & Distributors

**23%**

Hospitals

**18%**

Government

**15%**

Manufacturers

**7%**

Other

# What to expect in 2019.

**84,500+**

Attending healthcare and trade professionals

**4,150+**

Exhibiting companies

**160+**

Countries represented

**12**

Conferences

**5,800+**

Delegates



## Innovation Zone.

Arab Health 2018 saw the launch of the Personal Healthcare Technology Zone, where companies displayed the latest in smart technologies from homecare devices, patient monitoring apps, healthcare concierge services to telemedicine systems.

Due to the overwhelming popularity of the Zone, 2019 will see the area grow substantially with a focus on Healthcare Innovation. We will be working together with key influential stakeholders to provide an area for business start-ups, SME's, and innovators to participate at the show for the first time.

### Product Areas:

- Artificial intelligence
- Disease management devices and technology
- Health monitors and home care devices
- Healthcare start-up companies
- Mobile device accessories
- Smart watches, fitness trackers and applications
- Telemedicine platforms

## Dealers & Distributors.

With a dedicated display wall for dealers and distributors to promote the products they are looking to source, this zone is always bustling with meetings as exhibitors and visitors connect to discuss new business.



# Arab Health Congress 2019.

Arab Health Congress 2019 will consist of 12 conferences and offer the latest education in healthcare to the region. The congress will feature carefully designed Continuing Medical Education (CME) conferences, providing the very latest updates and insights into cutting edge procedures, techniques and skills.

## Below are the conferences and the core audiences for participation:

### Surgery

- Heads of surgery
- Surgery consultants
- Laparoscopic surgeons

### Orthopaedics

- Orthopaedic surgeons
- Heads of orthopaedics
- Orthopaedists

### Paediatrics

- Paediatricians
- Paediatric consultants/specialists
- Neonatologists

### Public Health

- Directors of health
- Health policy and strategy managers
- Public health specialists

### Diabetes

- Diabetes specialists
- Family physicians
- Endocrinologists

### Emergency Medicine

- Chiefs of emergency medicine
- Emergency medicine physicians
- Heads of paramedical and ambulatory care

### Gastroenterology

- Gastroenterology specialists
- Endoscopy specialists
- Consultant hepatologists

### Quality

- Heads of quality
- Quality managers/specialists
- Quality improvement managers

### Anaesthesia

- Anaesthesiologists
- Chief/Consultant anaesthesiologists
- Pain management specialists

### Leaders in Healthcare

- Ministers
- CEOs of hospitals

### Obs-gyne NEW VENUE

- Gynaecologists
- Obstetricians
- Obs-Gyne specialists/consultants

### Total Radiology NEW VENUE

- Chiefs of radiology
- Radiology consultants
- Radiation safety specialists

## NEW VENUE:

For the first time ever, experience the **Obs-gyne** and **Total Radiology Conferences** in the five star comfort of the **Conrad Hotel Dubai**; taking place during the show, only 5 minute walking distance from the Arab Health Exhibition!

## DID YOU KNOW? In 2018, we welcomed...

- Delegates from **58 countries** and **1,458 different companies**
- Representatives from **1,506 Hospitals** from **27 countries**
- **235 Senior Ministry** of Health officials from **14 countries**
- **84 DHA** officials and **92 SEHA** officials



# How exhibiting at Arab Health can grow your business.

INNOVATION • EXPERIENCE • PARTNERSHIP



## Generate new business.

With more than 90,000 attendees at the show, meet new customers and develop relationships with existing clients to further business opportunities in the region.



## Network with industry leaders and potential buyers.

41% of Arab Health attendees are key figures from government entities and hospitals and 37% of attendees are dealers and distributors.



## Launch new products and services.

Arab Health is the largest healthcare business platform in the MENA region and a perfect avenue for you to showcase your latest products and services to an engaged audience that are looking for new business opportunities.



## Understand your product in the market.

Many exhibitors benefit from product and market testing that they carry out while exhibiting to gain general and healthcare industry opinion about their offerings.



## Increase your international presence.

Having over 160 countries represented, Arab Health provides your business with multiple opportunities to reach new and potential customers from across the globe.



## Stay up-to-date and competitive.

Use the opportunity to stay abreast of the industry's latest trends and advancements and keep ahead of your competition in one of the fastest growing medical destinations.



## Increase brand exposure.

Arab health exhibitors get significant digital and printed brand exposure before, during and after the event through our year round marketing activities.

**US\$ 778,000,000**

was the total value of business generated by 2018 exhibitors\*

Secure your share of business deals at Arab Health. Get involved today.

Arab Health exhibition space sells out fast, so make sure you secure your space at the show as soon as possible.

### Exhibition Contact:

Ross Williams  
Exhibition Director

Tel: +971 4 4072797

Email: [arabhealth@informa.com](mailto:arabhealth@informa.com)

Web: [www.arabhealthonline.com](http://www.arabhealthonline.com)

# Diversified opportunities to the Arab Health audience.

Promotional activities carried out by companies before, during and after Arab Health are what shape the experience of the attendees and promote knowledge sharing and business networking.

We offer a variety of marketing channels and platforms throughout the Arab Health show lifecycle that can be used to optimise your brand and message. These opportunities are listed under each of the sections of **ENGAGE**, **PROMOTE** and **ENHANCE**.



## Engage.

From workshops and trainings to networking receptions, these options let your target audience get close and involved with your brand or product.



## Promote.

A wide selection of tactical communication options through Arab Health's print and digital platforms. Promote your message to the Arab Health audience before, during and after the event.



## Enhance.

Stand out during the show and drive traffic to your stand through these all-encompassing or niche branding avenues available during the exhibition show days.



## Partner.

Exhibitors that invest above a certain amount are eligible for partner status and can benefit from additional complimentary exposure.

# Engage.

Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition.

## Title partnership.

You will have the exclusive opportunity to get premier exposure as the title partner of Arab Health. Your brand logo will be placed alongside the Arab Health logo across promotional campaigns.

PRICE ON APPLICATION

## Workshop package + room hire.

Along with the provision of a room to facilitate your workshop, this package includes the listing of your workshop on the Arab Health website and a promotion campaign of the activity to your target audience.

\$20,000

## Hands-on-training (4 days).

Taking place during the show, Arab Health's Hands-on-Training sessions are designed to deliver advanced medical learnings to industry opinion leaders and end-users of your technology. The training will be heavily promoted before the event.

PRICE ON APPLICATION

## Educational grants.

Educational grants and in-kind support (for equipment provision) are acceptable to continuing medical education conferences or activities, and can be used by the organizer to assist offsetting the overall conference expenses. Guidelines apply.

GRANT ON APPLICATION

## Official social events and networking programme.

Host an hour-long networking session with a targeted audience as part of our Official Social Events Programme which we will promote:

- **'Happy Hour'** in the Bubble Lounge as the show closes each day.
- **'Breakfast Session'** in the Bubble Lounge before the show opens each day (flexible duration).
- **'Lunch and Learn'** in the Bubble Lounge.
- **'Networking Reception'** in the World Trade Club (flexible duration).

\$20,000





## Arab Health TV.

Your videos promoted on the official Arab Health website and YouTube channel. Total views from Arab Health 2018 were at 339,390 as of February 2018.

### Premium Package:

- 1 pre-show welcome video before the show.
- 1 corporate video advert (30 seconds) provided by the exhibitor before the show.
- 2 demonstration clips recorded onsite during the show.
- Priority positions in playlist.

**\$15,000**



### Standard Package:

- 1 corporate video advert (30 seconds) provided by the exhibitor before the show.
- 1 demonstration clip recorded onsite during the show.

**\$7,500**



## Country focus.

Stand out and become a country focus for one of the exhibition days. Limited to 4 slots only (1 per day), this package will offer exclusive opportunities around the following show features:

- Dealers & Distributors Lounge
- Arab Health TV
- Targeted marketing campaign
- Website and email campaign
- Print presence

**\$35,000**

## Conference partnership.

Be a prominent part of one of the non-CME conferences and stand out to the attending delegates by becoming a conference partner. Varying benefits are available through 3 partnership tiers and bespoke packages can be created upon request.

**PRICE ON APPLICATION**

CME restrictions apply where necessary



# Promote.

Reach Arab Health’s attendees through these tactical communication platforms across different stages of the marketing campaign.

## Registration confirmation emails. \$20,000

Place your banner advert in the automated emails sent during registration

- **Visitors:** Sent to 50,000+ healthcare professionals when they register as a visitor. Exclusive.

## Visitor registration confirmation page. \$7,500

Be one of the first messages seen once a person registers their visit by placing your banner advert on the registration confirmation page. 4 slots available

## Banner in eShot to pre-registered visitors. \$4,000 \$3,000

Place your advert in one of the bi-weekly emails sent to pre-registered visitors with updates about the show.

- Top banner position**
- Lower banner position**

## Show daily eShots. \$4,500 \$3,500

Place your advert in the show daily emails sent to our full Arab Health database each day of the exhibition.

- Top banner position**
- Lower banner position**

## Dedicated eShots. \$15,000

Provide us with your fully branded email and we will send it to a targeted audience of up to 15,000 contacts targeted by job function. Maximum 1 per company. 20 slots available.

## Featured product. \$4,500

Have your product posted on the Arab Health website and highlighted in one of the eShots sent to pre-registered visitors during the promotion of the event. 28 slots available

## Post show eShot. \$10,000

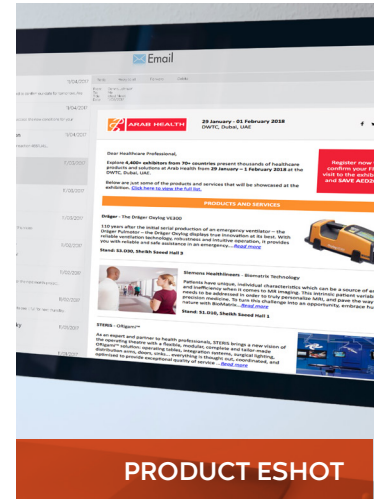
Send a dedicated email to your target audience after the show that you didn't get a chance to meet during Arab Health. This opportunity is limited to one per company.

## Arab Health website banners. Starting from \$3,885

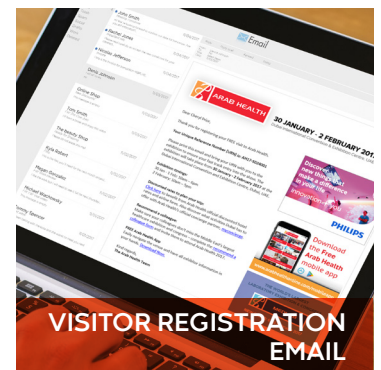
Place your advert on the official website, attracting more than 760,000 visits in lead up to the show.

- **Homepage banner options**
- **Inner page advert**

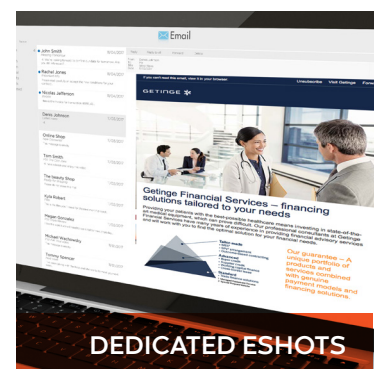
per month



**PRODUCT ESHOT**



**VISITOR REGISTRATION EMAIL**



**DEDICATED ESHOTS**

**Arab Health mobile app.**

More than 16,000 downloads and 1,140,000 page hits in 2018.

- **Banner advert:** Hyperlinked rotating banners on all pages. 3 slots available.
- **Premier sponsor:** Exclusive exposure with dedicated pages.
- **Floor plan sponsor:** Logo and exhibitor stand highlighted on the floor plan.
- **Product category sponsorship:** Highlighted company listing.

**\$20,000**

**\$15,000**

**\$5,000**

**\$5,000**

Starting from  
**\$1,750**

**Enhanced exhibitor listings.**

Stand out in the highly referenced exhibitor directories, printed show catalogue and mobile app.

**SMS campaigns.**

Reach your target audience directly on their phones. This can be targeted according to job function or conference attendees.

**PRICE ON APPLICATION**

**Visitor ticket advert.**

The visitor ticket is the official invitation mailed to our database in the lead up to the show. Include your message in this direct mailing to more than 20,000 healthcare professionals. Exclusive.

**\$25,000**

**Adverts in official show catalogue.**

Distributed throughout the show, there are several advertising options available in this essential printed exhibitor directory.

**\$3,570**

Premier Full Page

**Adverts in pre-show planner.**

Put your message in the free downloadable exhibitor listing for visitors that will be promoted to more than 200,000 contacts in the lead up to the show.

**\$2,100**

Full Page

**Adverts in route planner.**

This quick-reference exhibitor listing is distributed throughout the show to guide visitors with ease through the venue.

**\$4,000**

Full Page

**Stand highlight in route planner.**

Highlight your stand on the printed floor plans in this essential exhibitor guide.

**\$3,000**

Starting from  
**\$10,000**

**Exhibitor manual adverts.**

Place you advert on the homepage of this online platform referenced and used many times by more than 4,500+ exhibiting companies. 2 slots available.



**ROUTE PLANNER STAND HIGHLIGHT**



**MOBILE APP**



**OFFICIAL CATALOGUE**



**PRE-SHOW PLANNER**

# Enhance.

With the exhibition covering more than 63,000sqm, we have various diversified options for you to highlight your brand onsite at the venue during the show.

## ○ Cross-aisle floor tiles. \$5,000

Guide attendees to your booth with these 2x2m floor tiles placed along main walk ways. 40 fixed positions available.

## ○ Visitor onsite registration form. \$15,000

Have your message prominent to all attendees registering onsite. A perforated design can be done with a call to action to your stand.

## ○ Arab Health bags. Visitor bag: \$60,000 Delegate bags: SOLD

Have your logo in the hands of all attendees. Visitor bags and delegate bags are the two options available.

## ○ Arab Health bag inserts. Visitor bag: \$15,000 Delegate bags: \$5,000

Include your collateral in these highly sought-after bags. Limited opportunities available.

## ○ Lanyards. \$80,000

Have your logo worn around the necks of all Arab Health attendees.

## ○ Hanging banner. Starting from \$3,000

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it.

## ○ Fast track registration. \$10,000 Per Terminal

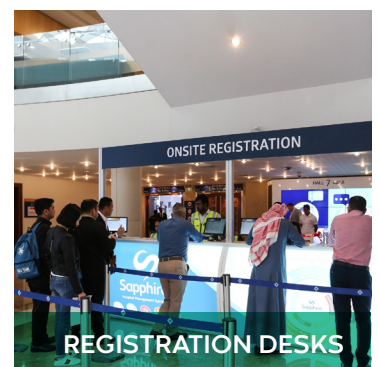
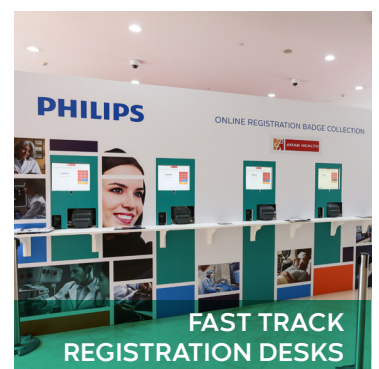
Be the first message that pre-registered visitors receive when they collect their badge onsite.

## ○ Onsite registration desks. \$10,000 Per Terminal

Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees, including branded shirts for staff.

## ○ Badges. Visitor badges: SOLD Delegate badges: \$10,000 Exhibitor badges: SOLD

Have your logo on the front and back of all Arab Health badges, required to be worn by all Arab Health attendees.



**Pens at writing desks. \$15,000**

Placed at the onsite registration desks for attendees to keep and take home.

**Signage totems in concourse. SOLD**

Capture the attention of attendees as they walk through the main concourses.



**Adverts in Daily Dose. Half Page Advert \$4,389**

A3 newspapers produced for each day of the show and distributed to all visitors and exhibitors, providing information about key features taking place and products on show.

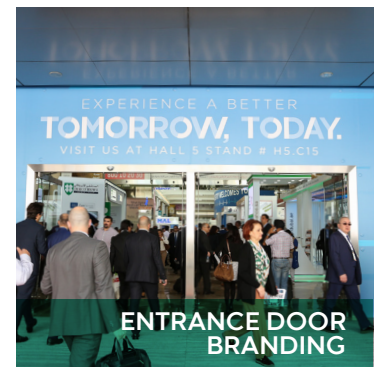


**Adverts in Arab Health magazine. Starting from \$1,106**

As the official publication of the Arab Health Exhibition and Congress, Arab Health magazine is an excellent vehicle for keeping abreast of the region's healthcare trends and developments. The magazine is printed bi-monthly and has a print circulation reaching more than 35,000 medical professionals in the MENA region.

**Official congress notepad. \$10,000**

A handy item that can be made available to 5,000+ delegates to use.



**Official speakers' office. \$20,000**

Be highly visible to the industry's thought leaders by sponsoring their exclusive space. Only open to health providers.

**Extensive venue branding. PRICE ON APPLICATION**

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available.



**Adverts on Omnia. PRICE ON APPLICATION**

Place your advert in Ominia - The Global Medical Directory, Arab Health's official online exhibitor directory and get access to company and product information 365 days of the year, providing you with a wealth of information whenever and wherever you need it.

# Partner.

Once you have selected the commercial opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:

	EXCLUSIVE PARTNER INVEST \$150,000	PLATINUM PARTNER INVEST \$100,000	GOLD PARTNER INVEST \$50,000	SILVER PARTNER INVEST \$30,000
Dedicated page on the website	●			
Exclusive title partnership	●			
Logo on large format event signage in key locations	●	●		
CEO interview on show website with "In the Spotlight" feature on the homepage	●	●		
Social media coverage (tailored)	●	●		
Stand highlight with corporate logo on the route planner	●	●		
Logo on medium format event signage	●	●	●	
Media planner - your special events schedule distributed to attending press	●	●	●	
Upper level space, sqm up to...	100	100	30	
Arab Health partners page listing with description and hyperlink	●	●	●	Logo only
Partner exclusive preferred supplier booklet (20,000+ copies distributed onsite)	Full page	Full page	Half page	Quarter page
Logo and tier on visitor promotion campaign - print and electronic (200,000+ recipients)	●	●	●	●
Logo on show website with hyperlink to your website (500,000+ unique visitors in 6 months)	●	●	●	●
Logo on the partner page in pre-Show Planner	●	●	●	●
Extra exhibitor passes**	250	250	150	50
Exempt from exhibition stand corner fees	●	●	●	●

\*\*limited to the exhibiting company employees and non-transferrable to 3rd party healthcare professionals

**Boost your company presence at the show with a tailored sponsorship package that suits your needs.**

**Pyotr Bakass**  
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 impact@informa.com  
 www.arabhealthonline.com

# Opportunities in play.



BADGES



LANYARDS



VENUE BRANDING



HALL ENTRANCE DIGITAL SCREENS



FLAG POLES



SOCIAL EVENT OPPORTUNITY



HANGING BANNERS



VENUE BRANDING

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## Be present.

Secure your space at the most important healthcare event in the world.

**Contact:**

**Ross Williams**

Exhibition Director

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Email: [arabhealth@informa.com](mailto:arabhealth@informa.com)

## Make an impact.

Think outside of your stand space.

**Contact:**

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[www.arabhealthonline.com](http://www.arabhealthonline.com)



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