



A **UNIQUE** PLATFORM TO MEET AND DO BUSINESS
WITH THE **UK'S EXPANDING HEALTHCARE SECTOR**

30 APRIL - 2 MAY 2018
MANCHESTER CENTRAL, MANCHESTER, UK

3,000+
ATTENDEES

150+
EXHIBITORS

10+
COUNTRY PAVILIONS



Organised by:

informa
life sciences exhibitions



10+
PAVILIONS

3,000+
ATTENDEES

150+
EXHIBITORS

5+
NON-CLINICAL
CONFERENCES

SHOW OVERVIEW

Informa Life Sciences, organisers of Arab Health, is pleased to introduce Health GB – held in Manchester, UK in 2018. This inaugural event will be the **premier healthcare trade platform** for the global market to meet and do business with the UK healthcare sector.

The UK is currently experiencing a period of change. Brexit has cast a new dawn on UK businesses – there will be a greater need for domestic trade within the UK, new opportunities for UK export due to the low value of the GBP and possibilities for non-EU providers to enter the UK market.

Health GB will host over **150 exhibitors** both UK-based and international companies showcasing the latest technologies in medical devices and pharmaceuticals. More than **3,000 healthcare trade professionals, buyers and distributors** from the UK and Europe are guaranteed to attend.

As always with Informa Life Sciences events, we will underpin our trade platform with **educational content** delivered through our conference programmes tailored to clinical and non-clinical healthcare professionals.

The changing economic climate, combined with the increased expenditure and streamlining of catalogue products for the NHS, means that now is the time to bring the world's healthcare industry together under one roof, in the UK.

NHS UPDATE

According to the Lord Carter review (February 2016), the NHS will decrease its product lines from 500,000 to between 6,000 and 9,000 – thus bringing down the price through larger orders and economies of scale. Now is the time to get your products into the UK!



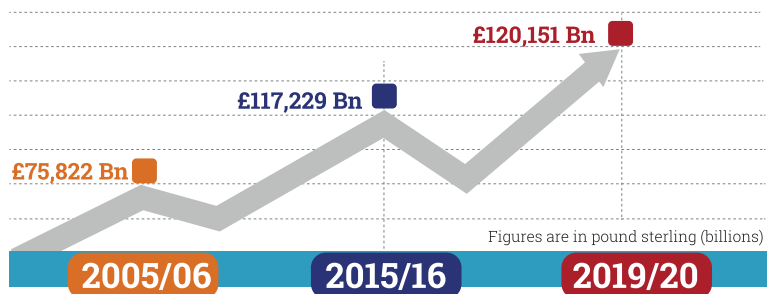
“We believe the quickest way to solve the problem of poor procurement data on prices and volumes is to accelerate the implementation of a single NHS electronic catalogue”.

Lord Carter of Coles

MARKET OVERVIEW

- » The NHS operates more than 1,600 hospitals as well as 3,000 other medical facilities.
- » Over 12 million people in the UK are covered for private healthcare
- » The UK private healthcare sector generated more than £6.42 billion of income in 2011
- » 12 NHS hospitals have been selected to receive £10 million of funding to trail blaze new ways of using digital technology to drive improvements to patient care
- » NHS expenditure on medical consumables is approximately £2 billion per annum and £3 billion on high cost medical devices
- » The UK medical device market is valued at \$9.9 billion (2008)

NHS net expenditure



THE UK'S FUTURE HEALTHCARE LANDSCAPE

While Following the UK's vote to leave the European Union, a lot of questions will remain unanswered until a Brexit strategy is announced and whether they will leave the single market. For now, though, we can guarantee the following will affect future healthcare trade in the UK:

- » The pound sterling (GBP) is at an all-time low meaning that UK firms have a big exporting opportunity through high quality products at a cheaper rate.
- » International procurers/importers will be able to access UK quality products for a significantly cheaper price
- » With the potential move away from the FTA (free trade agreements) of the single market, it creates a huge opening for non-European manufacturers to enter the market, or grow their existing market share
- » A cheaper pound sterling could mean cheaper alternatives for the UK healthcare buyers looking to import.





WHY EXHIBIT?

Health GB is the ONLY medical trade event that provides your company access to the multi billion pound UK healthcare market. Health GB will enable your business to position its products and services in front of key decision makers from the largest medical distributors across the UK and Europe. Furthermore, strategically providing a platform to engage with leaders from both the public and ever growing private healthcare sectors.

Connect with your existing clients or partners

Showcase your latest products and solutions to the UK's healthcare market

Reach new healthcare industry professionals and build productive business contacts

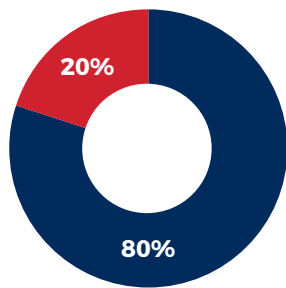
Grow your market share in the UK by meeting with the key industry representatives

WHO VISITS?

Health GB will bring more than **3,000 highly qualified buyers, dealers and distributors** from the healthcare industry across England, Scotland, Wales, Northern Ireland and from the rest of Europe. They come to the event to connect, collaborate and partner with exhibitors, as well as to learn more about the latest technologies for their businesses.

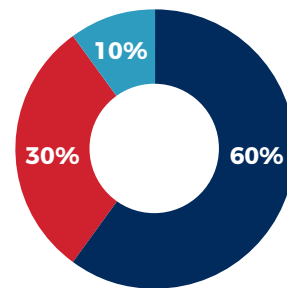
ATTENDEE BREAKDOWN BY REGION

- UK
- Europe



ATTENDEE BREAKDOWN BY INDUSTRY

- Dealers & Distributors
- Healthcare Professionals
- Government Professionals



MARKETING & PROMOTION

In the lead up to the show we will carry out an intensive marketing and promotion campaign that will not only promote Health GB to the healthcare industry, but will also promote your participation to our attendees.



WEBSITE



EMAIL MARKETING



SOCIAL MEDIA



PRINT



DIRECT MAILING



VIP INVITATION



SMS



RADIO



COMPETITION

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 our team can bolt on specific requirements to suit your individual needs.

PRE-EVENT BENEFITS

| | PLATINUM | GOLD | SILVER |
|--|----------|------|-----------|
| Logo on event website with hyperlink to sponsor's website | ✓ | ✓ | ✓ |
| Exclusive sponsored e-shots (appropriate tier) | 1 | | |
| Logo inclusion on visitor promotion campaign - print and electronic | ✓ | ✓ | ✓ |
| Company description and logo on the website - Sponsors page (appropriate tier) | ✓ | ✓ | Logo only |
| Featured article in visitor newsletter | 2 | 1 | |

ONSITE BENEFITS

| | PLATINUM | GOLD | SILVER |
|--|----------|------|--------|
| Logo on onsite signage | ✓ | ✓ | ✓ |
| One x A4 advert in the show catalogue | ✓ | ✓ | ✓ |
| Gold entry in the show catalogue - 100 words plus logo | ✓ | ✓ | ✓ |
| Directional floor tiles inside the exhibition (appropriate tier) | 2 | 1 | 1 |
| Stand highlighted in the show catalogue (appropriate tier) | ✓ | | |

POST SHOW BENEFITS

| | PLATINUM | GOLD | SILVER |
|---|----------|------|--------|
| Exhibition round-up e-shot with hyperlinked logo | ✓ | ✓ | ✓ |
| Hyperlinked logo on event website - For three months post event | ✓ | ✓ | ✓ |

COMMERCIAL OPPORTUNITIES



Registration area - hall entrances (per area)

Registration desks
Staff uniforms
Pens on writing desk



Lanyards

Your company logo will appear on all lanyards. The lanyards are worn by visitors/delegates and exhibitors throughout the event.



Visitor badges

With more than 3000 visitor attendees expected to attend the event, this is a highly exclusive branding opportunity. Every badge will carry your logo on the front and back.



Exhibitor badges

With more than 150 exhibitor attendees expected to attend the event, this is a highly exclusive branding opportunity. Every badge will carry your logo on the front and back.



Visitor Carrier bags

Exclusive sponsorship of the carrier bags provides you with the most direct way to create an impact. The bags will be branded with your company's corporate logo along with the event logo.



Roll-up Banners

Positioning a roll up banner around the venue will enhance your visibility and ensure your customers can find you. Printing and rigging costs paid by exhibitor.



Floor tiles on exhibition floor

Directional - style floor tiles positioned in close proximity to your stand not only enhance the visibility of your stand but also remind the visitors of your presence and extend an invitation to visit your stand.

ABOUT MANCHESTER

Manchester has a history in science, politics, music, arts and sports and today the city combines its heritage with a modern vision that makes it one of the most exciting places to visit in the UK right now.

Manchester city centre is jam-packed with unique and eclectic restaurants, bars, shops, museums, galleries and hotels whilst the surrounding Greater Manchester boroughs offer a patch-work of visitor experiences including quaint market towns, traditional pubs and beautiful green spaces and waterways to be explored.

Health GB will take place at Manchester Central – an easily accessible iconic venue in the heart of Manchester.

ABOUT **informa** life sciences exhibitions

Informa Life Sciences Exhibitions in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 27 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 230,000 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 also publishes a portfolio of healthcare magazines and directories. Distributed through online, print and exhibitions, the aim of the publications is to provide product information, technology news and industry insights to the whole healthcare community.

Informa Exhibitions's Life Sciences division helps all those involved in the healthcare sector to reach their global audiences through a trusted partner. For further information about Informa Life Sciences or any of our events please visit: www.informallifesciences.com

OUR PORTFOLIO

Health GB joins our calendar of exhibitions across the world

January



30 Jan - 2 Feb 2017
Dubai - UAE

February



6-9 February 2017
Dubai - UAE

April



3-5 April 2017
Singapore



8-10 April 2017
Cairo - Egypt



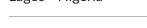
11-13 April 2017
Dubai - UAE



19-21 April 2017
Dubai - UAE



25-27 April 2017
Lagos - Nigeria



30 April - 2 May 2018
Manchester - UK

May



17-19 May 2017
Lagos - Nigeria

June



7-9 June 2017
Johannesburg - South Africa

August



1-3 August 2017
Orlando - USA

September



11-13 September 2017
Dubai - UAE



September 2017
London - UK



24-28 September 2017
Nairobi - Kenya

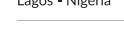
October



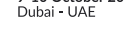
3-5 October 2017
Dubai - UAE



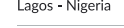
October 2017
Lagos - Nigeria



9-10 October 2017
Dubai - UAE



11-13 October 2017
Lagos - Nigeria



31 Oct - 1 Nov 2017
Birmingham - UK



25-27 October 2017
Abu Dhabi - UAE

November



29 Nov - 1 Dec 2017
Nairobi - Kenya

Publications

arab health

medlab

total radiology

Managed Events

informa

life sciences exhibitions
EVENT MANAGEMENT SERVICES

CONTACT US NOW

To find out more about Health GB and how you can be involved:

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