

# 2017 SPONSORSHIP BROCHURE



## THE REGION'S PREMIER INBOUND AND OUTBOUND MEDICAL TRAVEL SHOW

"We believe IMTEC is a truly distinctive event for the medical tourism community in the region.

The objective of the event is to show how different industries such as Insurance, medical facilitators and centers of excellence can work together and even use each other's expertise to improve patient travel and tourism."

James Loïc Georges  
Advisor to the President & Head of  
International Office, Gruppo San Donato



ORGANISED BY

**informa**  
life sciences exhibitions



## + EVENT BRIEF

The 5th edition of **International Medical Travel Exhibition & Conference (IMTEC)** will take place from **9 – 10 October 2017** at the Dubai International Exhibition and Convention Centre, hosting **100 exhibitors** and gathering more than **2,500 high-level healthcare professionals**, medical travel specialists and governmental officials from around **80 countries** across the globe.

The exhibition will once again be the perfect platform to meet with Commissioners of Medical Travel (CMT). In 2016, IMTEC hosted more than **90 CMTs** from the **Middle East, Africa, Europe, CIS, Asia** and **America**. With the new addition of the Business Matchmaking Program, **1320 meetings** were scheduled between exhibitors and CMT's during the two day event.

The 2017 edition of IMTEC will continue to provide a perfect platform for hospital groups, medical travel organizations and health services companies to increase their global presence and international patient network.

Benefit from the upsurge in the medical tourism industry and reap the rewards of unparalleled exposure to key decision makers from the industry.

**Be a part of the world's only medical travel event for the global market from 9-10 October, 2017, at the Dubai International Convention and Exhibition Centre, UAE**

## + SHOW SUMMARY



- 1,250 M EXHIBITION SPACE
- 2675 TOTAL ATTENDEES:
- 100 EXHIBITORS
- 90 COMMISSIONERS OF MEDICAL TRAVEL
- 80 COUNTRIES REPRESENTED



## 2016 Partners

### DIAMOND SPONSOR



UNIVERSITY & RESEARCH  
HOSPITALS

### GOLD SPONSOR



THE MEDICAL CITY  
Where Patients are Partners

### SILVER SPONSORS



amazing  
THAILAND



中航生物  
AVC BIOLOGY

### BRONZE SPONSOR



ADVANCED  
HAIRCLINICS

### OFFICIAL DESTINATION PARTNER



دبي  
DUBAI

### STRATEGIC PARTNER



CHINA



MMK  
Middle East Marketing Korea

KOREA

### SUPPORTED BY

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION



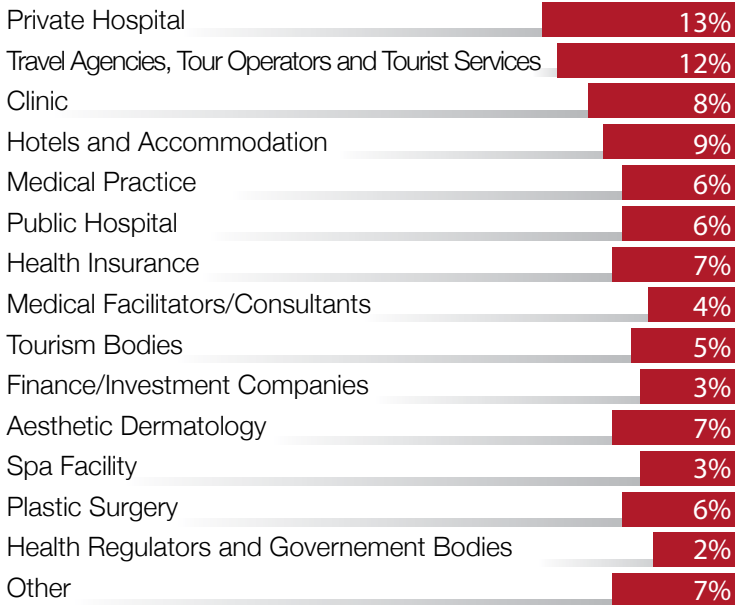
الإمارات العربية المتحدة  
وزارة الصحة ووقاية المجتمع

### ORGANISED BY

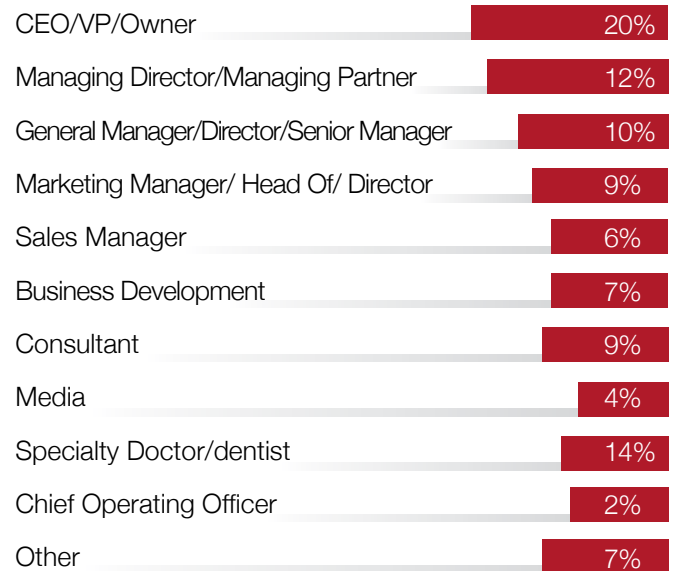
informa  
life sciences exhibitions

# VISITOR ANALYSIS

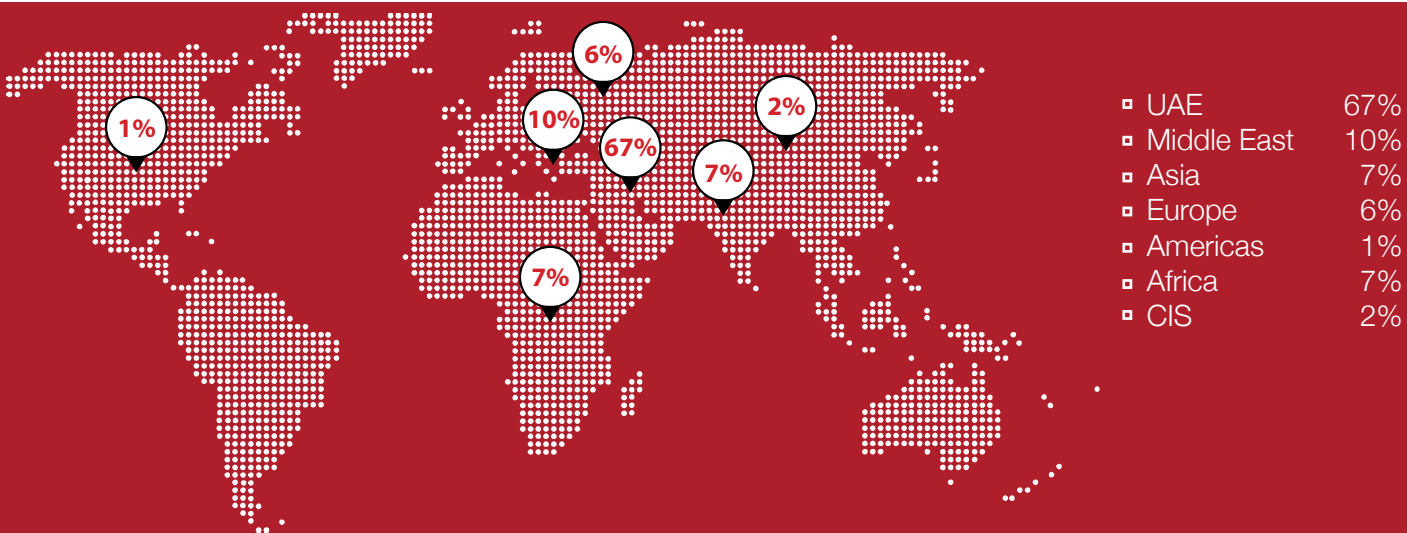
## ✚ NATURE OF BUSINESS



## ✚ Attendee Job Titles



## ✚ VISITOR BREAKDOWN BY REGION



“I think this event is amazing and you should even consider running it twice a year. Dubai is the ideal place to bring East and West together. I have been to exhibitions in other places where I did not meet such a variety of international companies. I enjoyed my visit and all the meetings that I had.”

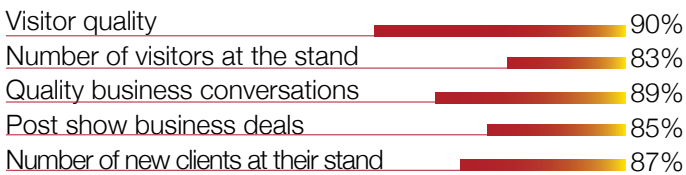
**Maria Ko,**  
President & CEO,  
Mako Lifestyle Travel, Canada

## EXHIBITOR ANALYSIS

### Exhibitor Profile

- ▣ Business Association
- ▣ Dental Treatments
- ▣ Emergency and Critical Care
- ▣ Finance/investment companies
- ▣ Government
- ▣ Health Destination Promotion
- ▣ Health insurance
- ▣ Hotels and accommodation
- ▣ Medical Consultants
- ▣ Medical Facilitators
- ▣ Medical Practice
- ▣ Medical Tourism
- ▣ Miscellaneous health & allied services
- ▣ Pediatric Hospital
- ▣ Plastic & Bariatric surgery
- ▣ Private hospital
- ▣ Spa facility
- ▣ Tourist services
- ▣ Travel services
- ▣ Weight loss Clinic

### Exhibitors satisfaction rate on key success factors



**93%**

of exhibitors plan to exhibit again next year

**80**

participating countries

“The organisation was really good! the meetings system is great; in fact, the best I have ever seen. We also scheduled meetings with other exhibitors and it was difficult to find a time when both parties were not busy! I can already tell you that some of these meetings will also turn into business, we had some very fruitful contacts.”

**Robin Ali,**  
Managing Director,  
Medical Travellers' Protection Company,  
UAE

**For exhibition & sponsorship enquiries, contact us on:**

**Daria Ziolkowska,**  
Exhibition Sales Manager

Tel: +971 (0) 4 3365161 Ext: 2733  
Direct: +971 (0) 4 4072733  
Fax: +971 (0) 4 3364021  
E mail: [daria.ziolkowska@informa.com](mailto:daria.ziolkowska@informa.com)

## **+ CMT FEEDBACK**

A Commissioner of Medical Travel (CMT) is an individual responsible for transferring patients from one country to another for medical treatment. CMTs are typically representatives of government, insurance, armed forces, travel industries and patient transfer and facilitation services.

The CMT Programme sets IMTEC apart from other medical travel events as it ensures exhibitors receive substantial networking opportunities with qualified investors in overseas patient care.

IMTEC welcomed more than 90 CMTs from across the Europe, America, Middle East, Africa, Asia and CIS countries.

Through the online business matchmaking software at IMTEC, a total of 1,237 meeting requests were scheduled between CMTs' and exhibitors.



“It was a pleasure to attend IMTEC 2016 in Dubai. The organisation and venue was first class. The masterclasses were informative and a good number of contacts were made. A very beneficial use of time to enhance my understanding of the requirements within this region”

**Edward H Millar,**  
Managing Director,  
Harley Street, UK

## **+ PRESENTATIONS**

### **MASTERCLASS SESSIONS:**

International Medical Travel Exhibition & Conference IMTEC will host free-to-attend masterclass sessions which will take place alongside the exhibition.

These sessions will be led by key business leaders who provide both strategic insight and tactical advice on how different stakeholders in the industry can benefit from the upsurge in medical travel and tourism.



### **DESTINATION PRESENTATION:**

Showcase your clinic, city, state or country to an audience of healthcare tourism decision makers. These tailor-made presentation packages are designed to provide you with a platform to present and interact with a captive audience. Ensure you gain maximum exposure to a select group of healthcare tourism influencers and facilitators.

## 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 **International Medical Travel Exhibition & Conference (IMTEC)** and ensure you get the most out of your participation.

### Pre-event benefits

	Platinum	Gold	Silver	Bronze
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	Logo Only

### Onsite benefits

	Platinum	Gold	Silver	Bronze
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

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

## COMMERCIAL OPPORTUNITIES



### BADGES AND LANYARDS

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



### REGISTRATION

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



### DELEGATE BAGS

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



### ADVERTISING

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



### HANGING BANNERS

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



### REGISTRATION DESKS

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

For exhibition and sponsorship enquiries, contact us on

Daria Ziolkowska, Exhibition Sales Manager  
 tel: + 971 (0) 4 3365161 Ext: 2733  
 Direct Line: + 971 (0) 4 4072733  
 Fax: + 971 (0) 4 3364021  
 Email: Daria.ziolkowska@informa.com