

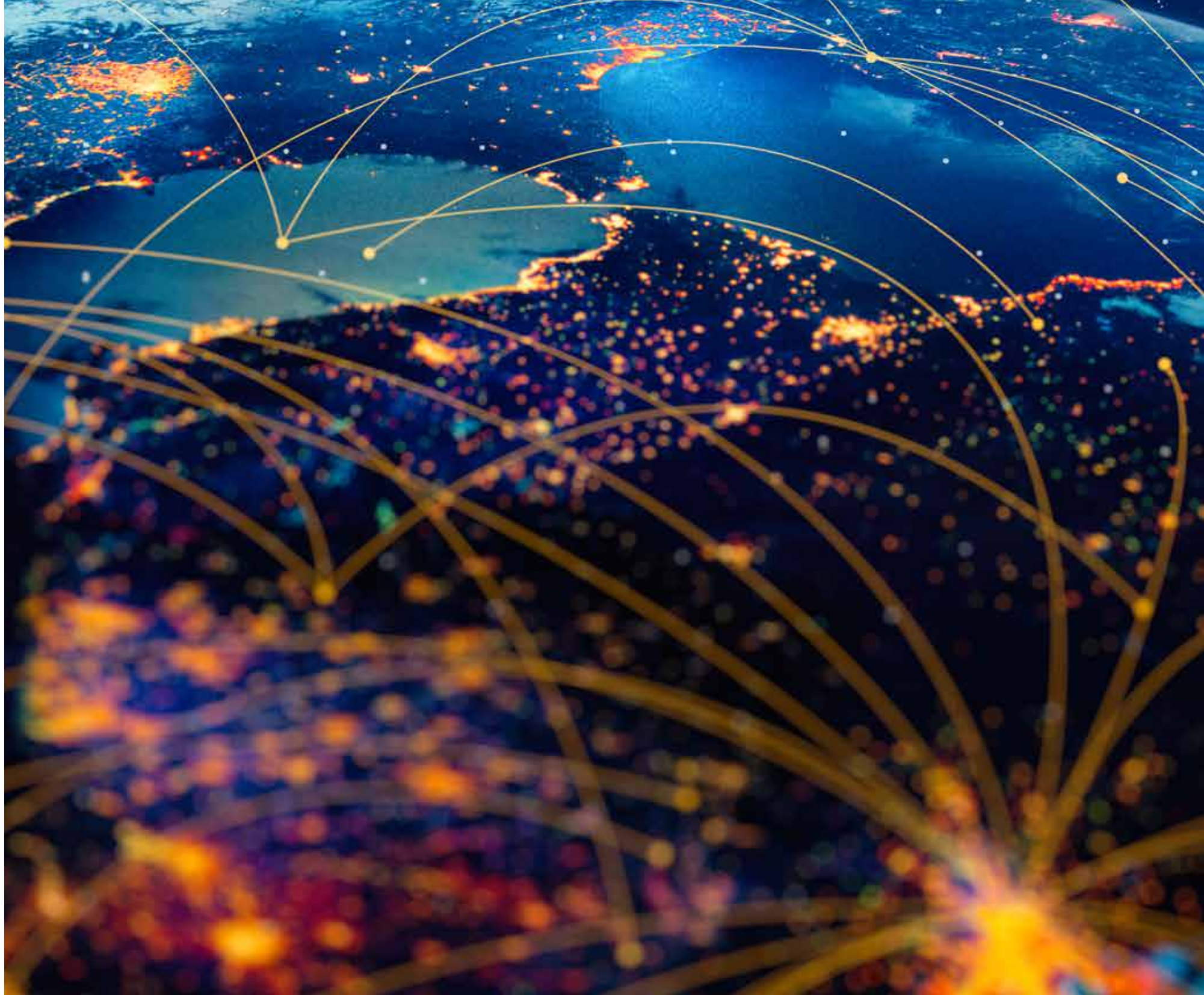
Where the world of healthcare meets

Enabling you to connect with the
right customers, network and trade



Online: 23 May – 22 July 2021

Live: 21-24 June 2021



Arab Health is the leading digital and events platform in the healthcare sector.

From state-of-the-art imaging equipment to the most cost-effective disposables; developments in surgery to advances in prosthetics, Arab Health continues to be at the heart of healthcare in the Middle East. Connecting manufacturers and service providers with clinicians, procurement professionals, dealers and distributors is the primary goal of the event. Leverage the success of the show and make key business contacts by using our multiple channels to connect you to the region's healthcare industry.



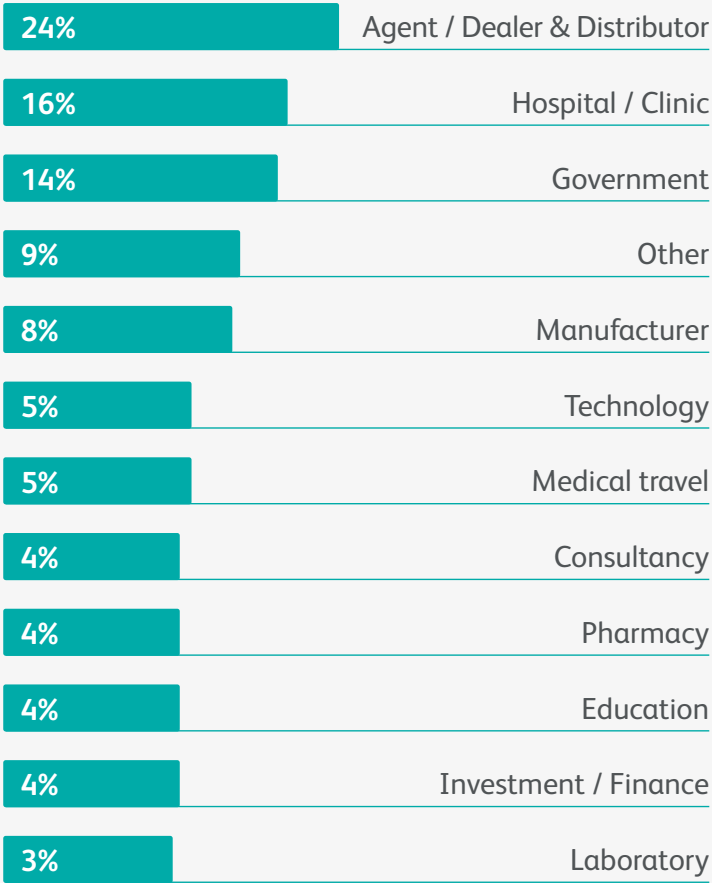
Who will you meet?

Long established as the must attend healthcare event globally, we attract regional and international healthcare professionals who value the power of learning, networking and business.

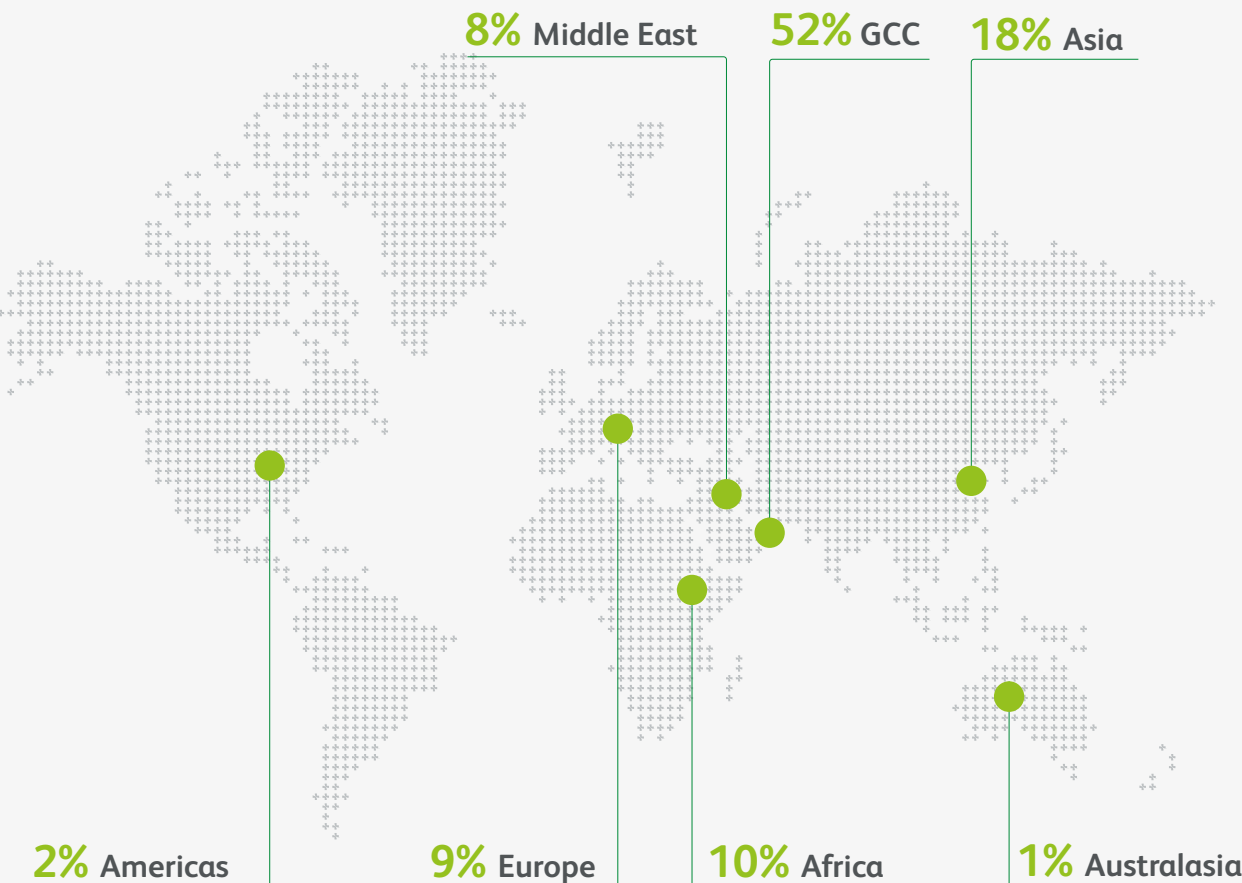


Visitor overview

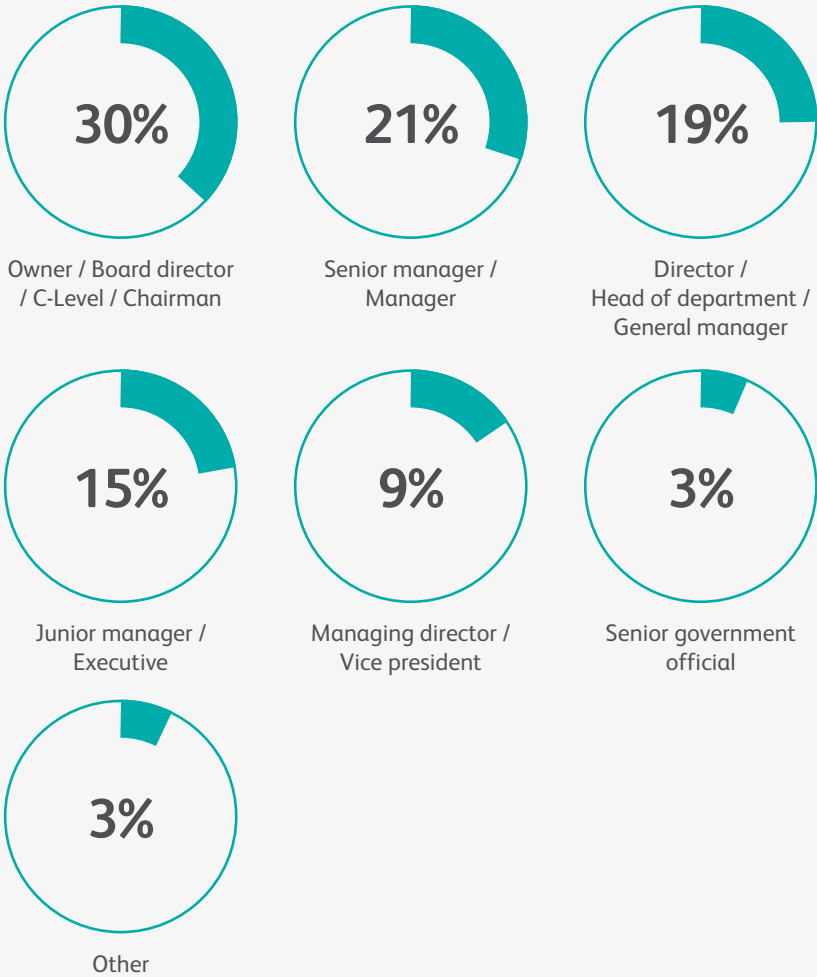
Nature of business



Breakdown by region



Seniority level



Exhibitor coverage

Arab Health attracts international manufacturers, regional distributors, healthcare service providers covering the following main product categories:



1,846

Medical equipment & devices



843

Disposables & consumer goods



414

Orthopaedics & physiotherapy / rehabilitation



314

Imaging & diagnostics



309

Healthcare & general services



184

IT systems & solutions



141

Healthcare infrastructure & assets



89

Wellness & prevention

Experience the new Arab Health

A whole new experience for a higher return on investment.

In a changing world and with limited resources we realise it's more important than ever to spend your time and money wisely, that's why we're redefining the art and science of making good connections, with a carefully configured series of Online and Live events.



Get the best of both worlds by joining Arab Health Online and Live

Arab Health 2021 will be giving you the Live and Online experience at no additional cost. Through our Online platform you can find new contacts like never before, using filters that will automatically match you with our attendees that are interested in your products and services. At our Live event you can finalise partnerships, strengthen relationships, demonstrate your products in real-life, and even be surprised with chance encounters bringing new opportunities.

Benefits of exhibiting Online at Arab Health:



Filter attendees based on mutual interests



Gauge buying intentions



Upload your product and company information



Attend focused sessions and webinars beneficial for your company

Benefits of exhibiting at the Live event:



Finalise the deals in person



Face-to-face networking



Live product demos



Create lasting relationships

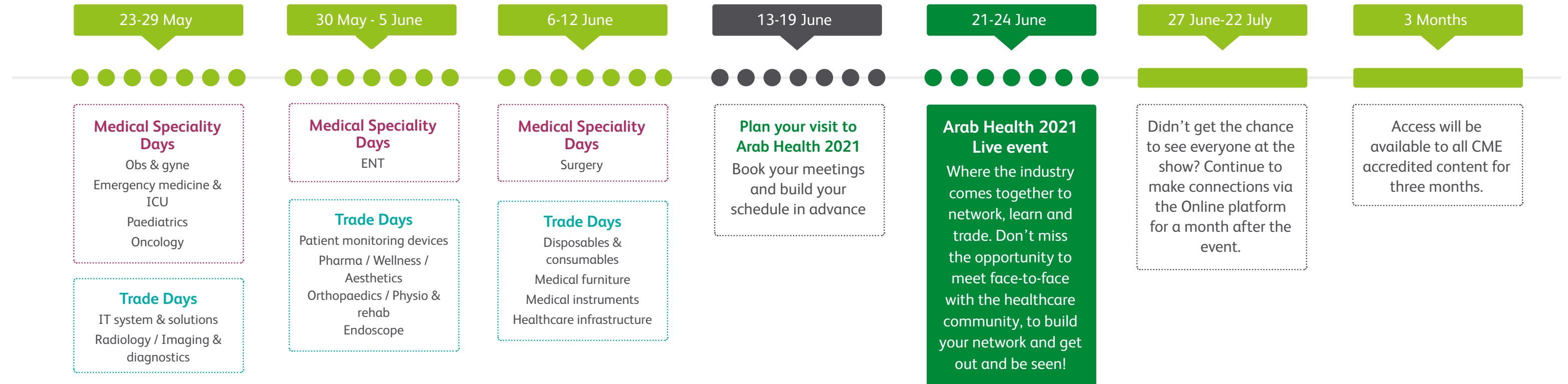
Your unique experience

The Arab Health 2021 calendar

A series of focused events giving you more tailored Medical Speciality and Trade Days and targeted opportunities to showcase, present and connect. A unique opportunity to engage with the Arab Health community and make valuable contacts*.

What to expect from Medical Speciality and Trade Days:

Keynotes and roundtables
Industry briefings
Product demos
Networking
Connections and chats



**Attendees to all Online sessions will be screened prior to participation. Attendees will be healthcare buyers, clinicians and senior industry stakeholders.*

Arab Health 2021 content calendar

	Monday	Tuesday	Wednesday	Thursday	Friday
23-29 May	<div>IT systems & solutions</div> <div>Oncology</div>	<div>Radiology / Imaging & diagnostics</div>		<div>Paediatrics</div> <div>Obs & gyne</div>	<div>Emergency medicine & ICU</div>
30 May-5 June	<div>Patient monitoring devices</div>	<div>Endoscopy</div> <div>ENT</div>	<div>Pharma / Wellness / Aesthetics</div>	<div>Orthopaedics / Physio & rehab</div>	
6-12 June	<div>Medical instruments</div> <div>Surgery</div>	<div>Disposables & consumables</div>			<div>Medical furniture</div> <div>Healthcare infrastructure</div>
13-19 June	<div>Plan your visit to Arab Health 2021. Book your meetings and build your schedule in advance</div>				
21-24 June	<div>Join us for the Live event at Dubai World Trade Centre</div>				
27 June-22 July	<div>Continue networking, making connections and doing business</div>				
12 weeks	<div>Access to CME sessions from Arab Health Congress (to purchase)</div>				

Trade Days

Medical Speciality Days

Live Event

Online

*Calendar subject to change

**Calendar subject to change*

Connections Experience

With our new Connections Experience (CX)
at its heart, Arab Health now includes:



A two month series of Online and Live events, giving you more time to engage with and convert valuable contacts



New easy-to-use tools to help more new potential buyers find you



More tailored Medical Speciality and Trade Days and targeted opportunities to showcase, present and connect



The Live event will help you strengthen relationships and showcase your products

Your pipeline of future valuable contacts, conversations and customers is one of your most important investments.

Now Online and Live, Arab Health gives you the opportunity to make that investment, work harder now than ever.

Your CX explained:

The quality of connections can range from product and company views, to more qualified connections you can make through in-platform chats or meetings.

Product and company views:

Two months of Online presence will generate product and company views which your team can work on qualifying further down in the sales funnel.

Connections and recommendations:

Our data and AI engines will make recommendations for you, or you can simply search and filter through the attendee list. Another great list for your sales team to work through.

In platform chats and business cards:

This is where business starts to happen: share information, qualify connections and start building your pipeline.

1-to-1 meetings:

Turn your connections into a deal by arranging a meeting Live at the event, Online in the platform or on any of your preferred business channels.

New Online and Live packages

Arab Health 2021 will be a Live and Online experience, made available to our exhibitors at no additional costs. Are you unable to exhibit at the Live event in 2021 but want to avoid missing out? We've got you covered. **Exhibit Online-Only** and choose the **Premium or Deluxe Showcase** packages to receive unlimited Online access to the Arab Health community.

Exhibit Online + Live*

In addition to your stand booking, you receive a Premium Online Showcase (valued as a reduced US\$ 2,500 fee) at **no additional cost**.

Alternatively, you can **choose to upgrade** to a Deluxe Online Showcase (at a reduced US\$ 2,500 additional investment).

Exhibit Online-Only

Book your Premium Online Showcase for **US\$ 3,750**, or upgrade to a Deluxe Online Showcase for **US\$ 7,500**.

**If we are unable to hold Arab Health Live in 2021, your Online Showcase fee (whether Premium or Deluxe) remains payable. Remainder of contract voided and either refunded, credited or reinvested, at your discretion.*



Online Showcase package

In close consultation with many of our customers, we have developed 2 brand new Online packages that will support your company’s objectives.

Your Online participation in Arab Health starts with selecting the Online Showcase package that works for you. Choose the Premium Online Showcase to receive all the essential features and access to Arab Health’s Online platform, or upgrade to a Deluxe Online Showcase to create a truly unlimited and branded experience.

Your Online showcase features	Premium US\$ 3,750	Deluxe US\$ 7,500
Company name	✓	✓
Logo	✓	✓
Stand number	✓	✓
Company description	✓	✓
Address	✓	✓
Website	✓	✓
Email	✓	✓
Phone numbers	✓	✓
Social networks	✓	✓
Exhibitor representatives	Up to 5	Unlimited
Product listings	Up to 4	Unlimited
Background image		✓
Video header or header image		✓
Banner advertisement		✓
“Other exhibitors you might be interested in” removed from your online showcase page		✓
Your Accessibility		
Access to relevant online trade & specialty days (not including by-invitation-only events)	✓	✓
Unlimited inbound connections	✓	✓
Unlimited outbound connection requests	✓	✓
Ability to search and filter across all event attendees	✓	✓
Connection recommendations based on matching interests	✓	✓
Ability to qualify and export connections to CSV	✓	✓

What your Premium Online Showcase package includes:

The following examples are to give you an idea of the exposure you will get as an exhibitor on our new CX platform.

Your customised corporate banner/background image

Your video

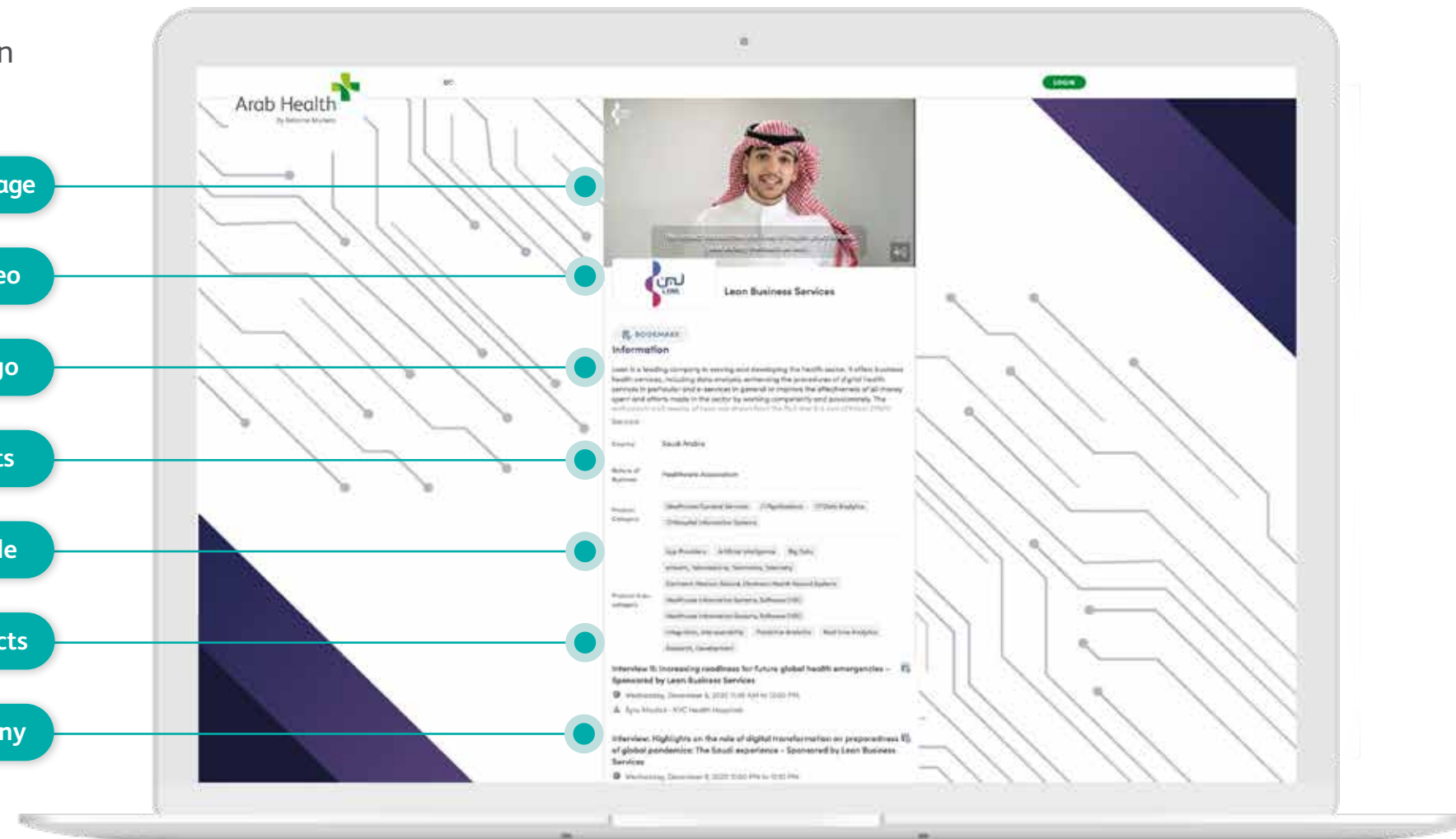
Your logo

Your available meeting slots

Your company profile

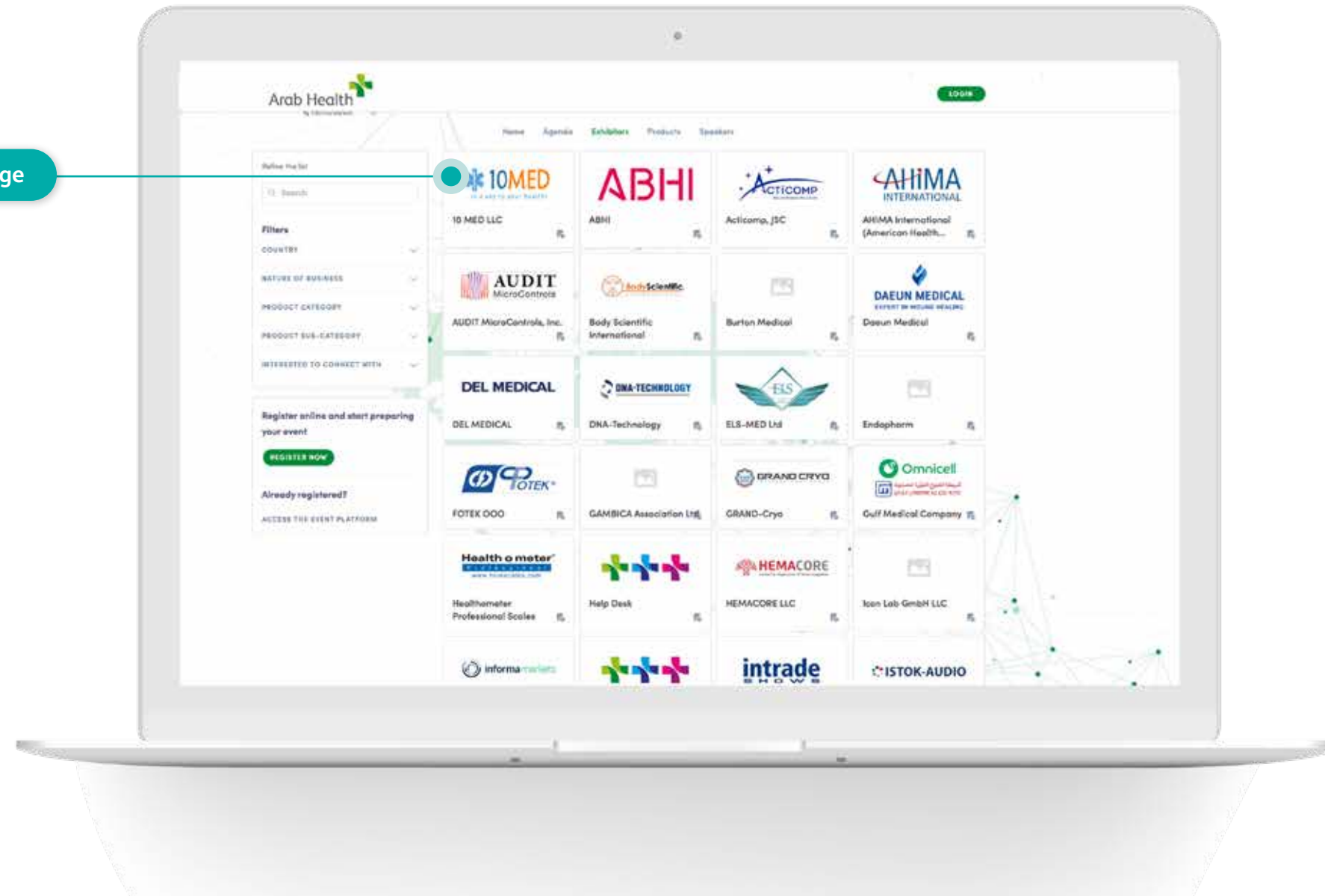
Your company's nature of business and products

Sessions hosted by your company



Exhibitor homepage

Listing on the main exhibitor page

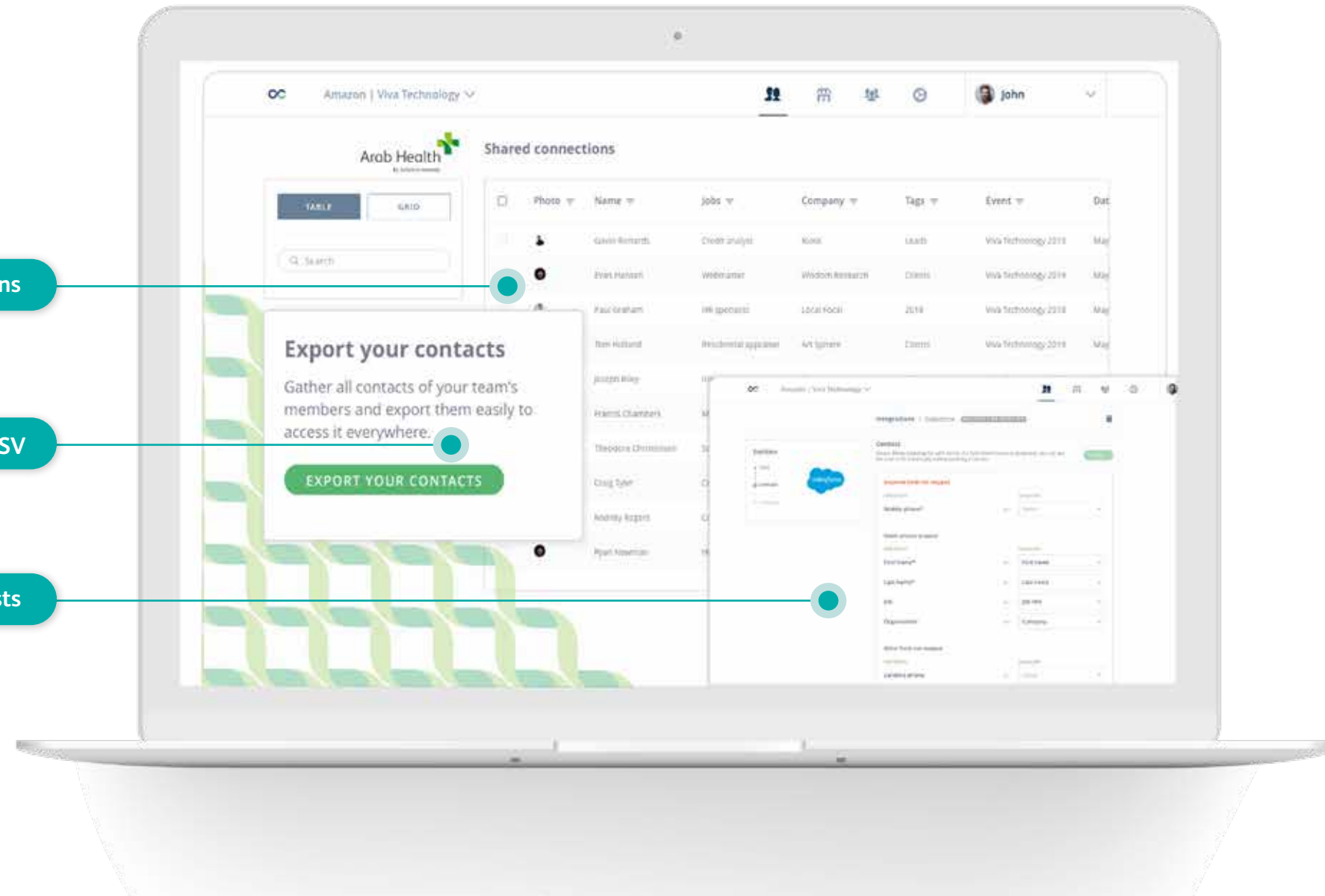


Connections everywhere

Unlimited inbound connections

Ability to qualify and export connections to CSV

Unlimited outbound Connection Requests



Deluxe Online Showcase package

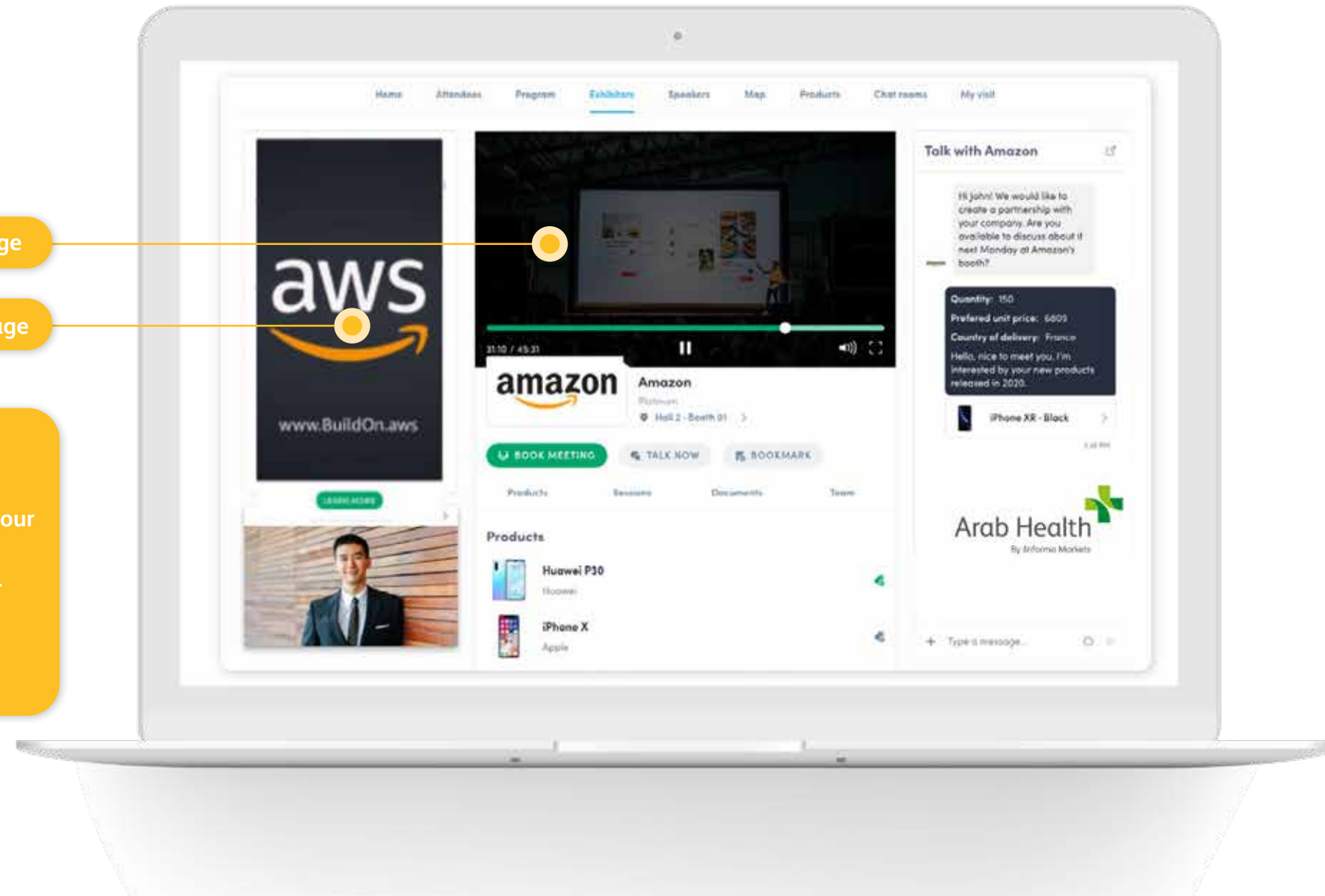
In addition to the Premium Online Showcase package, you will receive:

Video header or header image

Background image

Other benefits include:

- “Other Exhibitor You Might Be Interested In” removed from your Online Showcase page
- Unlimited number of Exhibitor Representatives listed
- Unlimited number of Products listed



Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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