



29th Jan – 1st Feb 2007
Dubai International Exhibition Centre
Dubai
United Arab Emirates

EXHIBITOR MARKETING MANUAL

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1.0 INTRODUCTION

Arab Health 2007, now in its thirty-second year, is the largest Healthcare Exhibition in the Middle East. The event has a long history of offering companies the opportunity to showcase their products and services in one of the fastest growing and most lucrative healthcare markets in the world. The Arab Health visitor group includes end-user medical staff, specialist channel partners and important decision-makers from the region's health authorities.

To ensure that you maximise your impact as an exhibitor at the event, we have developed a strong and comprehensive event marketing campaign, including direct mail and advertising, backed by support from the industry's key publications and associations. Over the next couple of pages you will find details of exactly how we are attracting your audience into the exhibition hall.

Are you the right person to receive the Arab Health 2007 Marketing Manual in your organisation?

If not then please pass this manual on to the correct person or department as soon as possible - it contains time sensitive information.

Please take the time to read this Manual and plan your activities between now and 29th January 2007.

If you have any questions with regards to this marketing manual please contact:

Nathan Lloyd
Marketing Manager
IIR Holdings

Tel: +971 4 407 2493
Fax: +971 4 336 4021
Email: nathan.lloyd@iirme.com

Wishing you every success in your participation at Arab Health 2007!

2.0 OFFICIAL SHOW DETAILS

It is vital that the CORRECT SHOW DETAILS below are used in all your correspondence referring to this event. Do not abbreviate the show title in any way.

SHOW TITLE:	ARAB HEALTH 2007
EXHIBITION DATES:	29th Jan - 1st Feb 2007
CONFERENCE DATES:	29th Jan - 1st Feb 2007
VENUE:	Dubai International Exhibition Centre, Dubai, UAE
WEBSITE:	www.arabhealthonline.com
TELEPHONE:	+971 (0)4 336 5161
FAX:	+971 (0)4 336 4021
EMAIL:	arabhealth@iirme.com
IIR POSTAL ADDRESS:	IIR Middle East PO Box 28943 Dubai, UAE

3.0 HOW IIR IS MARKETING ARAB HEALTH 2007

3.1 DIRECT MAIL

The promotional campaign concentrates heavily on direct mail. After more than a decade of operating in the region, IIR has built up an extensive database of over 100,000 industry professionals relevant to this event. Various pieces of promotional literature will be produced over the coming months and mailed to all those concerned.

3.2 EMAIL MARKETING

IIR has also built up an extensive email database of professionals that will be interested in this event. These contacts, together with those making email and internet inquiries, will be kept informed of event developments during the lifetime of the marketing campaign through our monthly e-news. *If you are not already included in the distribution list and would like to be, please send an email to nathan.lloyd@iirme.com, requesting to be added to the Arab Health e-news database.*

3.3 PUBLIC RELATIONS

Press releases and event information will be distributed regularly by Asdaa PR whom we have employed to manage relations with all key publications within the industry. The resulting press coverage will provide a flow of information from the show to potential visitors. If you as an exhibitor have any success stories, then we would like to know. If appropriate, we will try to use these stories as extra PR coverage for the event, so to gain more exposure for your company, send your stories or press releases to: Nathan Lloyd nathan.lloyd@iirme.com; Tel: +971 4 407 2493.

3.4 WEBSITE

The Arab Health website (www.arabhealthonline.com) will be an integral part of the promotional plan and will be featured in all advertising, PR and direct mailing. Tens of thousands of professionals from around the world are expected to visit the site and will have access to information about exhibiting companies and their products in advance of the show.

3.5 ADVERTISING

The advertising campaign will run throughout the year. Advertisements, inserts, featured articles and diary dates are to be incorporated in the general press and leading industry publications within the Middle East and beyond.

3.6 TELEMARKETING

IIR has a team of experienced telesales executives who will be concentrating solely on promoting the event to pre-registered visitors over the telephone. We have found this an extremely effective sales method.

4.0 HOW TO MAXIMISE YOUR IMPACT – PRE EVENT

4.1 DIRECT MAIL

IIR will mail, email or fax any client lists or potential visitor lists that you have on your behalf. We can send them a visitor ticket for the exhibition. Research has shown that personalised invitations from you, to land 3-4 weeks before the event, are extremely effective in encouraging customers to head straight for your stand rather than your competitors. Alternatively we can send you as many exhibition tickets as you need and you can mail them yourselves.

Your personalised letter should highlight:

- Basic show details (see 2.0 Official Show Details)
- Your stand number
- Specific reasons for visiting your stand – new product, personalised demo, etc.
- Information on any special show promotions – competitions, give-aways, VIP visits etc.
- Other key selling points e.g. free access, pre registration means no queuing etc.

We also suggest that you send out an exhibition ticket with all correspondence that leaves your office

Use the Print Order Form on page 13 to order Arab Health 2007 printed material for your direct mail packages and activities.

Your direct mail activities should include your clients / industry contacts.

You must have a significant number of clients/contacts who would be interested in receiving details about and visiting Arab Health 2007. **We will do anything to help you to market the event to these groups.** You can order any number of copies of Arab Health 2007 branded printed material:

- **Exhibition Tickets – FREE Entry**
We are happy to supply you with as many standard exhibition tickets as you need to distribute to your clients.

- **Conference Brochure**
This is the most detailed promotional piece that describes the event and outlines the specific conference schedule.

PLUS – Electronic Media

- **Arab Health 2007 Logos** – which can be reproduced on company newsletters, press releases, letterheads and advertising to promote participation in the event.
- **Arab Health 2007 Web Banners** – We can provide web banners in different formats to promote the event on your company homepage and link to:
www.arabhealthonline.com

4.2 EMAIL MARKETING

You can also email an invitation to your customer database and direct them to the Arab Health 2007 website for further information and to pre-register for free. Obviously the advantages of email marketing are speed, directness, cost and targetability. We can even provide you with a unique tracker URL to include in your email so the response can be measured.

4.3 PUBLIC RELATIONS

Any exhibitors with news and information to contribute to the Arab Health 2007 public relations activities should be sent to Nathan Lloyd at nathan.lloyd@iirme.com and we will include them in our press release database if applicable.

You may also want to write your own press releases informing trade publications of anything special taking place on your stand e.g. new product launches, celebrity/VIP appearances, press conferences, competitions, special give-aways or other promotions planned. Please use the correct show title, logo, dates, venue and your stand number in every release. If you would like to publish these releases on the Arab Health 2007 press database please contact Nathan Lloyd – nathan.lloyd@iirme.com; Tel: +971 4 407 2493

Press invitations – please feel free to send out invitations to attend Arab Health 2007 exhibition to your own press contacts. Email Matthew Pearman – m.pearman@asdaa.com; Tel: +971 4 334 4550 with the details of the press person once you have confirmed they wish to attend.

4.4 WEBSITE

Your company will be featured on the Arab Health 2007 website exhibitor section free of charge - **this is a great promotional opportunity not to be missed**. Please ensure you upload your details.

Obviously the more traffic that we can generate to the site the more successful the event will be for everyone. Arab Health 2007 logos and banners can be provided and be used to advertise the event on your company website. Or you can download these directly from the event website from the 'Exhibitor Centre' menu. Just click on the link: 'Exhibitor Marketing Support'

The more prominent the position you feature the event on your site the better in terms of visibility. The banner will be more effective if you put up more information about the event and details of your participation plus any news.

4.5 ADVERTISING

Advertise your participation at the event in key industry publications and general press. If this is not possible then insert an ad flash for Arab Health 2007 on any advertisements that you are placing between now and 29th January 2007 reminding those planning to visit the event that you will be there. If you just want to create this yourself then we would recommend you incorporate the following:

Visit us on stand no....
Arab Health 2007
29th Jan – 1st Feb 2007
www.arabhealthonline.com

The Arab Health E-News is a monthly round up of healthcare news from around the region. It is distributed by us to over 69,000 industry professionals. This will be a great way to promote your company and reach the relevant people globally. For banner advertising opportunities, please contact Vicky Lee - vicky.lee@iirme.com,
Tel: +971 4 407 2410.

4.6 INTERNAL PROMOTION

Make sure that the event is publicised within your own organisation. Internal email systems are the easiest way to distribute information. Display copies of exhibition tickets and conference brochures in your reception areas, notice boards, dining rooms, kitchens, post/mail rooms etc. (See **Print Order Form on page 13** to get more copies.)

5.0 HOW TO MAXIMISE YOUR IMPACT - AT THE EVENT

5.1 SETTING SHOW OBJECTIVES

To gauge whether the show was a success for your company you will need to think carefully about what you would like to achieve during the event. Do your objectives include, for example:

- Launching a new product or service?
- Reminding visitors of your products or services?
- Highlighting any improvements or your competitive advantage?
- Cementing existing relationships with certain customers?
- Meeting/entertaining new/potential customers?

Different objectives will require different stand approaches, displays, staffing etc from you. Being very clear about what you want to achieve will help in your show preparations. For creative ways to achieve the above through additional commercial opportunities (see page 12) please contact Vicky Lee – vicky.lee@iirme.com;
Tel: +971 4 407 2410.

5.2 SHOWGUIDE

The Arab Health 2007 Show Guide is the official on-site guide for exhibition visitors and conference delegates and a year round directory of contacts, profiles and product listings of all the exhibiting companies at the show. It will be widely distributed at the show giving you the opportunity to brand and promote your company. To discuss the opportunities for advertising in the show guide please contact Vicky Lee – vicky.lee@iirme.com; Tel: +971 4 407 2410.

5.3 STAND DESIGN AND ACTIVITY

There are very easy, tried and tested ways to give your stand more impact:

- Assess the likely traffic flows and establish points of interest which will stop the visitors in the aisle
- Use interactive, audio visual, music and multimedia displays to make your stand instantly more attractive
- Create drama on your stand to draw the crowds. A busy or 'buzzing' stand immediately becomes a magnet to other visitors.
- Make sure visitors at the back of those gathered near your stand can see your products over the heads of those in front
- Make a visit to your stand painless and fun
- Branded Merchandise/Gifts/Competitions etc are always a draw
- Ensure that the message of your stand is clear so that someone striding past on other aisles still receives a strong and immediate message

5.4 ADDITIONAL COMMERCIAL OPPORTUNITIES

Arab Health will host over 2000 companies in January 2007.

An important and in some cases decisive element of the success of exhibiting at such a busy event, is the support activity taking place alongside your stand at the show.

A strategically placed banner, an advertisement in the show catalogue or full sponsorship of one of the 16 conferences we will run alongside the exhibition, will help to ensure the success of your presence at Arab Health 2007.

The following page outlines some of the additional ways you can support your stand. If you would like further information on commercial opportunities at the show or you would like us to tailor a package specifically for you, please contact Vicky Lee on 971 4 407 2410.

Commercial Opportunities at Arab Health 2007

	Individual Cost US \$	Platinum	Gold	Silver	Exhibition Sponsor
Pre-Event					
Banner link on AH Website -Visitor Registration page	2,000				✓
Logo on Conference website	5,000	✓	✓	✓	
Logo on Conference brochure	2,000	✓	✓	✓	
Sponsor's message in Conference brochure	2,000	✓	✓		
Logo on all adverts for Conference	3,500	✓	✓	✓	
Banner link on AH e-news	2,500	✓			✓
Full page adv. in AH Magazine	3,500	✓			
Half page adv. in AH Magazine	2,000		✓	✓	✓
Two page editorial feature on Sponsor in AH Magazine	N/A	✓			
One page editorial feature on Sponsor in AH Magazine	N/A		✓		✓
Supply speaker for conference	N/A	✓	✓		
Invitation sent to Sponsor's client database	5,000	✓			
Eshot to AH database inviting visitors to stand	275 per 1,000 names	✓			
Specific press release on sponsor	N/A	✓	✓		
Sponsor's name on all conference related press releases	10,000	✓	✓	✓	
Free delegate passes	N/A	12	8	5	
At Event					
*Floor tiles in Reg. areas (1=\$1,500 2=\$2,850 3=\$4,050)	1,500 / Tile				
*Carpet tiles in Halls (1=\$1,000 2=\$1,900 3=\$2,700)	1,000 / Tile				✓ x2
*Banners max.2mx3m (1=\$2,000 2=\$3,800 3=\$5,400)	2,000				✓
Sponsor's stand highlighted in route planner	3,000	✓			✓
Logo on AH exhibition signage	N/A	✓	✓		
1 page editorial in AH Show Daily	N/A	✓	✓		
1 A4 page advert in AH Show Daily	2,000	✓	✓		
Sponsor's literature in delegate packs	7,000	✓			
Logo on main stage signage at the Conference	N/A	✓	✓	✓	
Logo of conference screen between presentations	N/A	✓	✓	✓	
Total Cost	\$47,775	\$30,000	\$20,000	\$12,000	\$12,000
Additional Mediums...					
Sponsor's logo on Visitor Badges	15,000				
*Airline ticket raffle – (cost plus ticket)	10,000				
Sponsor buses with company literature to/from Hospitals	500				
Registration areas – (cost is per area)	15,000				
*Sponsor Pens at registration desks – (cost plus pens)	8,000				
*Sponsor bags at registration & catalogue points (cost plus bags)	10,000				

We are happy to discuss any route to market that you are interested in and welcome any creative ideas you may have in achieving this. To discuss further, contact Vicky Lee Tel: +971 4 407 2410, Fax: +971 4 336 4021, Email: vicky.lee@iirme.com

5.5 ON SITE PRESS PACKS

When supplying journalists with several press releases and other information such as photographs, logos and diagrams it is useful to compile a press pack using a folder to keep the material together. Prepare 100 press packs and deliver them to the on-site media zone so that members of the press can obtain any information they require quickly and easily. Also ensure the press packs are displayed at your stand for the duration of the event.

Suggestions for useful content in on-site press packs: press releases, company background information, contact sheet, your stand number, photographs, demos, statistical diagrams. The key is providing easy to access information, so do include information on disk or CD-ROM. For further information on press packs contact Nathan Lloyd– nathan.lloyd@iirme.com; Tel: +971 4 407 2493.

6.0 HOW TO MAXIMISE YOUR IMPACT - POST EVENT

6.1 FOLLOW UP

How will you measure the success of your participation, apart from the amount of business that you will generate on-site?

Post conference marketing is one area that often gets forgotten, yet is an extremely effective method of maximising the return on investment on exhibiting at Arab Health 2007 and staying one step ahead of your competitors.

To be able to implement effective post show marketing you must action the following:

- Capture the names and contact details of visitors who visit your stand during the duration of the event
- Leave all visitors with a very positive impression of your organisation
- Ensure that each visitor leaves with documentation of your company/ service/ product
- Arrange for a follow-up contact or even better schedule a meeting
- Plan to mail the database of contacts that you have captured from the show a small gift within a couple of weeks to keep you foremost in their memories
- Organise a debriefing session with all on-site staff on a daily basis – spend time after the event assessing how your stand performed. What went right? What didn't live up to expectations?

6.2 PUBLIC RELATIONS

Post event PR is also very important – make sure that you follow up contacts made/press conferences held etc with a call to make sure that your product/service information is filtering through into printed articles.

Don't forget to include photographs from the event in your releases and any testimonials collected.

7.0 MARKETING CHECKLIST

The most important points from this guide have been highlighted in the checklist below. Please make sure you refer to this checklist and action all relevant points.

ACTION	SUGGESTED DEADLINE	✓ ACTIONED
Include Arab Health 2007 in all advertising	Ongoing until event date	
Set up web banners and link to event site	ASAP	
Forward any Press releases	Ongoing until event date	
Plan your direct mail activity to your client lists	ASAP	
Plan any commercial opportunities you need	ASAP	
Issue initial press release	Within 1 week of contract	
Internal promotion of your participation at the event	1 st January	
Order Arab Health 2007 printed material	15 th November	
Exhibition ticket mailing	15 th December	
Log into www.ahcatalogue.com and enter catalogue company details.	31 st October	
Issue more detailed press release including any stand news	1 st January	
Invite your own press contacts to attend by email	1 st January	
Prepare press information packs	1 st January	