

# EVENT INTELLIGENCE BRIEF

EXPORT WITH PURPOSE. EXHIBIT WITH CONFIDENCE.

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## A GLOBAL SHOWCASE FOR THE MEDICAL INDUSTRY

The total healthcare market in the United Arab Emirates (UAE) is valued at an estimated \$15 billion and is growing at an estimated 11% per year. The fastest growing market sectors are pharmaceutical, medical device and medical tourism, but virtually every category in the market is expanding to serve the region's dynamic healthcare needs.

Arab Health is the largest and most influential healthcare industry event in the Middle East. Capitalize on this important industry opportunity to grow your share of U.S. medical equipment and healthcare products and services to the UAE.

The UAE represents a major market for U.S. exports and serves as an important regional hub for American companies conducting business throughout the Middle East, Africa and South Asia. Owing to rapid expansion of bilateral trade in recent years, the UAE has overtaken Saudi Arabia as the largest market for American products in the Middle East.



## WHY DUBAI IN 2019?

In 2018, Arab Health hosted more than 4,000 exhibitors from 67 countries. During the four-day event, tens of millions of dollars, deals and partnerships were signed on site.

In 2019, the show will once again attract the world's leading manufacturers, distributors and service providers to display the latest technologies, innovations and trends, and compete for the attention of decision-makers and influencers in the global healthcare industry.

Displays will cover the full spectrum of healthcare technology including:

- Medical Technology
- Physiotherapy/Orthopedic Technology
- Commodity Goods for Hospitals
- Surgical Products and Service
- Medical Disposables
- Medical Services & Accessories
- Imaging and Diagnostics
- Medical Publications
- Laboratory Equipment
- Diagnostics
- Information and Communication
- Facility Management
- Healthcare Building Technology
- Radiology
- Cardiology
- Consulting Services in Healthcare
- Wearables
- Telemedicine



## WHAT'S NEW AT ARAB HEALTH?

The Personal Healthcare Technology Zone was implemented at Arab Health 2018. It focused specifically on smart healthcare technology and connected health.

Product areas of focus included:

- Smart Watches, Fitness Trackers and Applications
- Health Monitors and Home Care Devices
- Disease Management Devices and Technology
- Mobile Device Accessories
- Smart Toothbrushes
- Telemedicine

## 2018 STATISTICS

Frequency: **Annual**  
 4,072 exhibitors  
 102,666 total participants  
 68 countries represented  
 40 country pavilions  
 5,741 delegates

# FOCUS ON THE DETAILS



## PROFESSIONAL ATTENTION TO YOUR BUSINESS

The USA Partnership Pavilion is the prime location for promoting your equipment, products and services at Arab Health 2019. Tell us what you need to succeed, and we'll take care of the details — every step of the way. From building your stand and managing your exhibitor registrations to driving qualified traffic into the aisles so you can focus on buyers, Kallman's got you covered.



## SPACE OPTIONS

### TURNKEY STAND

\$1,370/sqm: Bring your products, promotions and people and move right in. Your ready-made stand includes:

- Hard Wall Panels
- Lockable Reception
- Fascia
- Wastebasket
- Table with Chairs
- Lighting
- Literature Rack
- Carpet & Cleaning

Ask about upgraded features to create a more branded, polished presentation.

### MINI BOOTH

\$8,850: One 6m<sup>2</sup> turnkey 2 meters wide by 3 meters deep complete with a high-top bar table and two stools. Like a full turnkey, each mini-booth will have a lockable reception counter and overhead fascia with company name in standard lettering.



### CUSTOM STAND

- SPACE ONLY: \$1,260/sqm: Get in on the ground floor with this raw space option (minimum number sqm required, includes all services and project management).

- DESIGN/BUILD: Turn that raw floor space into a showplace! Work with Kallman Creative Services to design and build a standout exhibit from the ground up. Whether your emphasis is on high-end hosting and hospitality or high-volume lead-generation, challenge our team to create the perfect scheme.



## BRANDING AND SPONSORSHIP OPTIONS

Present a higher profile with exclusive sponsorship packages that spotlight your brand beyond your stand. Arab Health 2019 options may include (ask your representative for details):

**OPENING CEREMONY & WELCOME RECEPTION**  
Share the stage, and meet with U.S. distinguished visitors

**MEETING POINT & LOUNGE**  
High traffic = high visibility through out the show

**CONFERENCE ROOM**  
In multiple meetings every day, your brand means business

**ADVERTISE**  
Stand out with display space in print and online in The Guide to USA Partnership Pavilion Exhibitors

## LEARN MORE. SELL MORE. DON'T MISS A BEAT.

CONTACT US TODAY TO RESERVE YOUR SPACE IN OUR PLACE.

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Organizers of  
the USA Partnership Pavilion

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