Sales Brochure
at North Africa Health Exhibition & Congress to grow your business

7-9 April 2020
Egypt International Exhibition Center (EIEC), Cairo
The beating heart of North Africa’s healthcare

North Africa Health brings together the key players in the global market to meet and do business with the region’s healthcare sector.

Overview

6,000 m² exhibition space
4,500+ attendees
180+ exhibitors
25+ exhibiting countries
3 CME accredited conferences

northafricahealthexpo.com
Why exhibit

- **Meet the right audience**
  Have many face-to-face connections with your target visitors over the three-day show.

- **Get ahead of your competition**
  Gain more visibility and take advantage of the visitor’s traffic by displaying your products at your stand.

- **Increase brand exposure**
  Maximize your experience as North Africa Health provides you with combined print and online marketing platform.

- **Launch your solutions and services**
  Ideal platform to introduce your products, technologies and equipment in one single location.

- **Understand your product in the market**
  Engage with potential buyers and key players from MENA region.

- **Get up-to-date and innovate**
  Stay abreast of the industry’s latest trends and advancements to strengthen relationships with existing clients and generate new ones.

Don’t miss out. secure your share of business deals at North Africa Health

**Contact:**

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Exhibition stand packages

**Shell scheme packages** (Minimum 9m²)

Standard package
Includes 1 table, 2 chairs, 1 waste bin, 2 spot lights, rear & sidewalls, name board, socket, electricity.

$375
Cost per m²

**Upgraded shell scheme packages** (Minimum 9m²)

Wooden banded stand with exterior upgrade
Includes 1 table, 2 chairs, 1 waste bin, 2 spot lights, rear & sidewalls, name board, socket, electricity.

$410
Cost per m²

**Space only stands** (Minimum 15m²)

Space only - one level
Exhibitor provides their own stand, furniture and fittings.

$330
Cost per m²
Commercial opportunities

Promotional activities done by companies before, during and after North Africa Health are what shape the experience of the attendees and promote knowledge sharing and business networking.

We offer a variety of marketing channels and platforms throughout the show lifecycle that can be used to optimise your brand and message. These opportunities are listed under each of the sections of Engage, Promote and Enhance.

Engage

From workshops and trainings to networking receptions, these options let your target audience get close and involved with your brand or product.

Promote

A wide selection of tactical communication options through North Africa Health’s print and digital platforms. Promote your message to the North Africa Health audience before, during and after the event.

Enhance

Stand out during the show and drive traffic to your stand through these all-encompassing or niche branding avenues available during the exhibition show days.

Partner

Exhibitors that invest above a certain amount are eligible for partner status and can benefit from additional complimentary exposure.
Engage

Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition.

Workshop package
Along with the provision of a room to facilitate a workshop, this package includes the listing of your workshop on North Africa Health website and promotion of the session to your target audience. E-shot to be provided by sponsor.

$ 4,000

Conference sponsorship
Be a prominent part of one of the non-CME conferences and stand out to the attending delegates by becoming a conference partner.

$ 15,000

North Africa Health TV
Your videos promoted on the official North Africa Health website and YouTube channel.

Premium package:
• 1 pre-show welcome video before the show.
• 1 corporate video advert (30 seconds) provided by the exhibitor before the show.
• 2 demonstration clips recorded onsite during the show.
• Priority positions in playlist.

$ 5,000

Standard package:
• 1 corporate video advert (30 seconds) provided by the exhibitor before the show.
• 1 demonstration clip recorded onsite during the show

$ 3,000

Social media partner
Scheduled posts on our social media channels. Display of your image in the cover picture leading up to the show.

$ 10,000

Social events and networking programme
Thinking of running a networking session or satellite symposium? Collaborate with us. We can help you to invite your target audience and recognize this function as part of the official North Africa Health social events programme.

$ 5,000
Reach North Africa Health’s attendees through these tactical communication platforms across different stages of the marketing campaign.

**Promote**

**Visitor registration confirmation page**
Be one of the first messages seen once a person registers their visit by placing your banner advert on the registration confirmation page. 4 slots available

$ 3,000

**Registration confirmation emails**
Place your banner advert in the automated emails sent during registration. Exclusive

$ 7,500

**Banner in email to pre-registered visitors**
Place your advert in the email sent to pre-registered visitors with updates about the show.

Top banner position $ 2,000  
Lower banner position $ 1,500

**Dedicated emails**
Provide us with your fully branded email and we will send it to a targeted audience. Maximum 1 per company. 20 slots available. North Africa Health data with filter by your target job function.

$ 6,000

**Show daily email**
Place your advert in the show daily email sent to our full North Africa Health database each day of the exhibition.

Top banner position $ 1,500  
Lower banner position $ 1,000
SMS campaigns
Reach your target audience directly on their phones. This can be targeted according to job function or conference attendees.

$ 450

North Africa Health website banners
Place your advert on the official website.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top expandable</td>
<td>$10,000</td>
</tr>
<tr>
<td>Overlay/Peel off</td>
<td>$4,000</td>
</tr>
<tr>
<td>Overlay/Floating</td>
<td>$4,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$3,000</td>
</tr>
<tr>
<td>Square</td>
<td>$2,500</td>
</tr>
<tr>
<td>Leader board</td>
<td>$2,850</td>
</tr>
</tbody>
</table>

Official show catalogue advertising
Distributed throughout the show, there are several advertising options available in this essential printed exhibitor directory.

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page advert</td>
<td>$750</td>
</tr>
<tr>
<td>A5 Advert</td>
<td>$1,500</td>
</tr>
<tr>
<td>premium position</td>
<td>$1,000</td>
</tr>
<tr>
<td>standard position</td>
<td></td>
</tr>
</tbody>
</table>
Enhance

With the exhibition covering more than 3,000+sqm, we have various diversified options for you to highlight your brand onsite at the venue during the show.

**North Africa Health bags**
Have your logo in the hands of all attendees.
Exclusive
______________________________ $ 25,000

**Fast track registration branding**
Be the first message that pre-registered visitors receive when they collect their badge onsite.
Exclusive
______________________________ $ 15,000

**Transportation branding**
Have your advert or logo circulating all around town while parking in front of Cairo’s busiest healthcare locations.
______________________________ $ 10,000

**Lanyards**
Have your logo worn by all North Africa Health attendees. Exclusive
______________________________ $ 30,000

**Onsite registration desks**
Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees. Exclusive
______________________________ $ 15,000

**Pens at writing desks**
Placed at the onsite registration desks for attendees or offered to delegates at the conference to keep and take home. Sponsor to provide 10,000 pens.
______________________________ $ 5,000

**Badges**
Have your logo on the front and back of all North Africa Health badges, required to be worn by all North Africa Health attendees. Exclusive
______________________________ $ 7,500

**Conference seat drops**
Have your collateral placed on the seats of the conference of your choice - 1 per day.
______________________________ Price on request

**Notebooks for delegates**
Offered to delegates at the conference to take notes and take home. Sponsor to provide 5,000 notebooks
______________________________ $ 100,000

**Additional venue branding**
We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available.
______________________________ Price on request
For more information contact
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