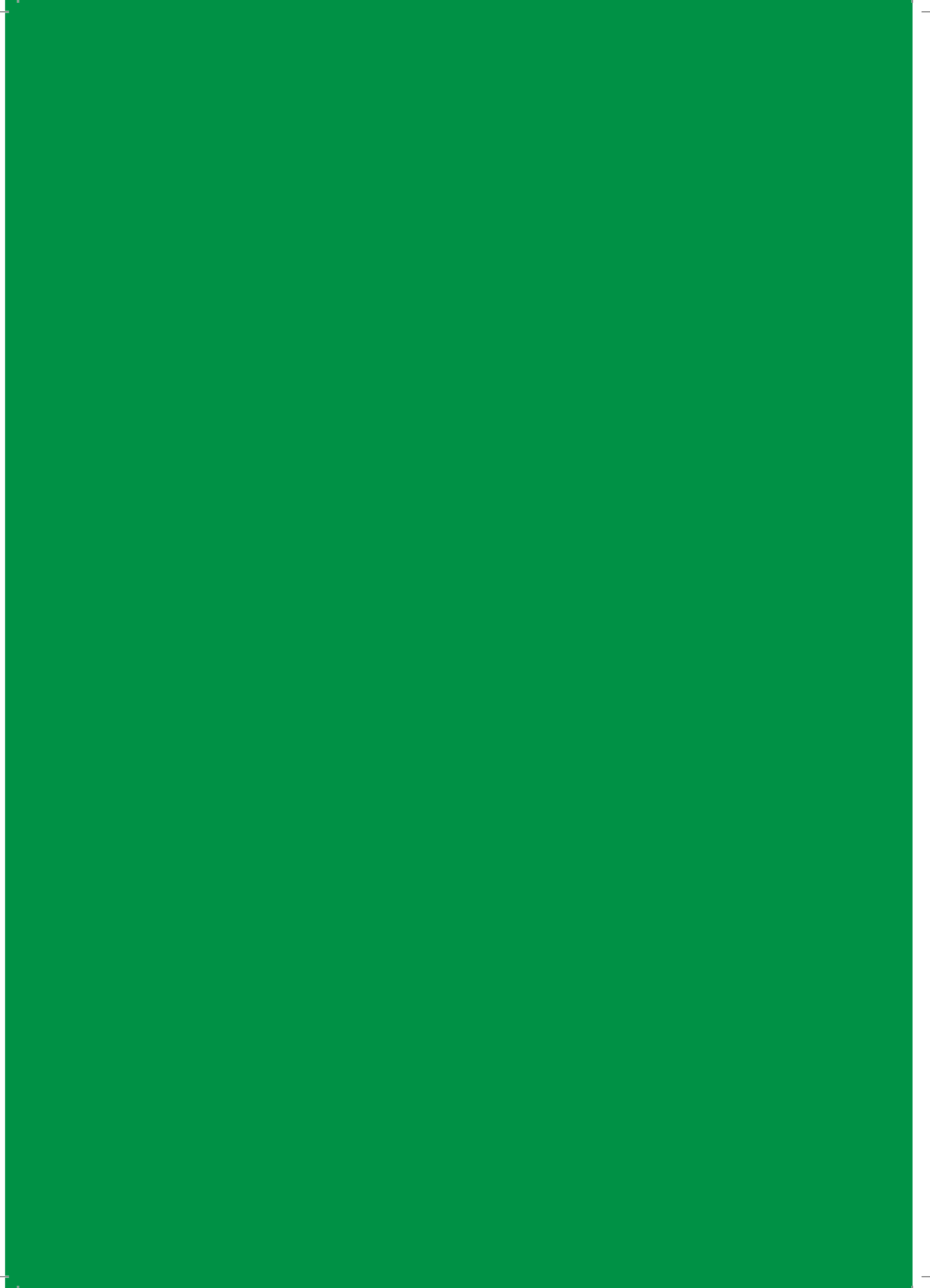


**Sales Brochure**  
**at North Africa Health Exhibition  
& Congress to grow your business**

**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 m<sup>2</sup>**  
exhibition space



**4,500+**  
attendees



**180+**  
exhibitors



**25+**  
exhibiting countries



**3**  
CME accredited  
conferences



# 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 Director

Global Health Exhibition, North Africa Health Exhibition

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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 bannered 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.

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\$ 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.

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\$ 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.

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\$ 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

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\$ 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.

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\$ 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.

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\$ 5,000

# Promote

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



## 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.

Top expandable	\$ 10,000	Skyscraper	\$ 3,000
Overlay/Peel off	\$ 4,000	Square	\$ 2,500
Overlay/Floating	\$ 4,000	Leader board	\$ 2,850



## Official show catalogue advertising

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

Half page advert	\$ 750	A5 Advert	\$ 1,500 premium position	\$ 1,000 standard position
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# 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



## Transportation branding

Have your advert or logo circulating all around town while parking in front of Cairo's busiest healthcare locations.

\$ 10,000



## Fast track registration branding

Be the first message that pre-registered visitors receive when they collect their badge onsite.  
Exclusive

\$ 15,000



## 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

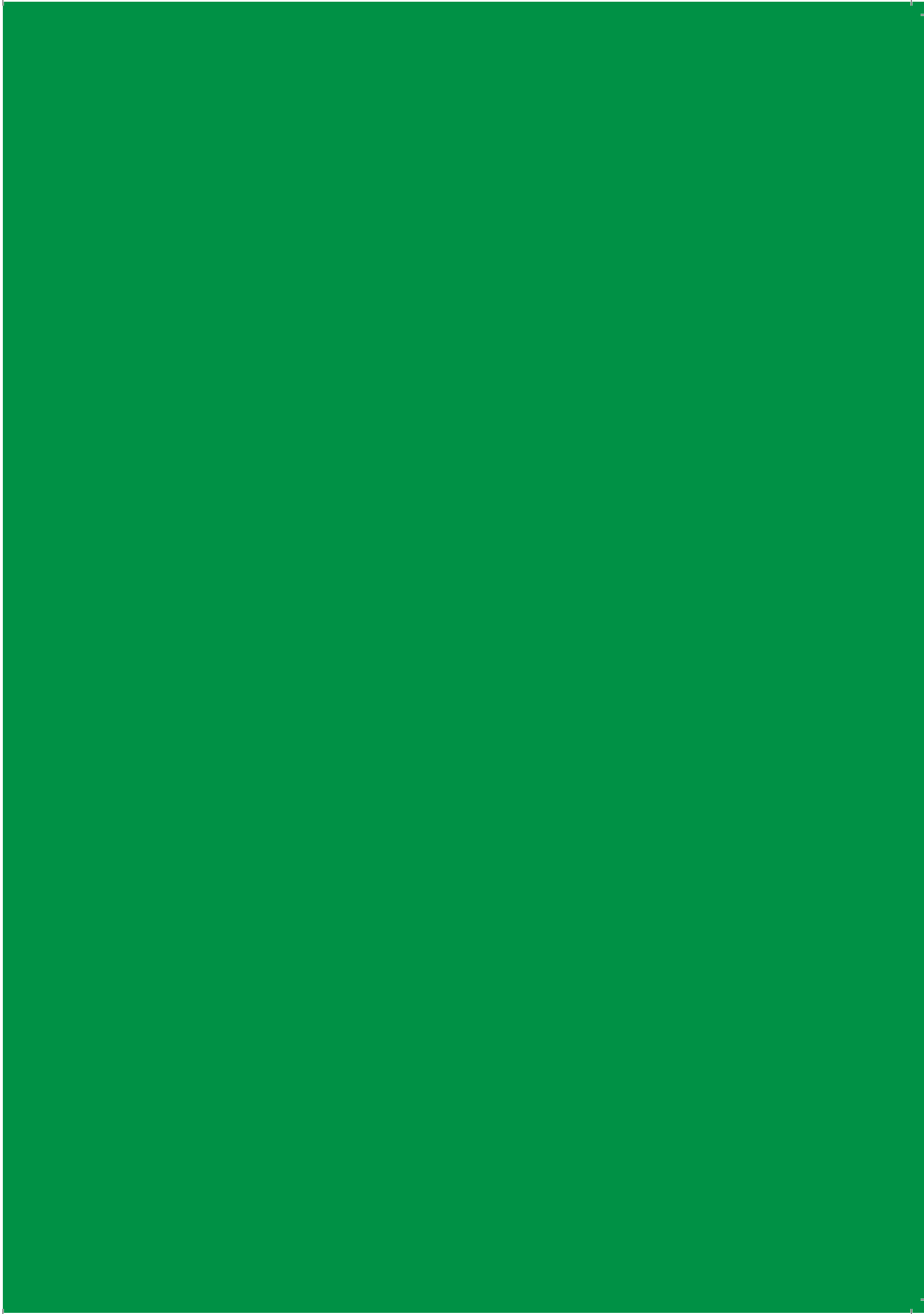
\$ 100,000



## 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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