



2020 Sectorisation

Targeted traffic flow • Fast tracking connections • Increasing leads

What?

The Arab Health 2020 exhibition show floor will be split into sectors according to main product categories.

Exhibitor stands will be located on the show floor according to a product category applicable to their business.

70%

Visitors navigate the show by product categories.

66%

Total mobile app activity was product category filtering.

Why?

Better quality leads:

The traffic within the halls will increase with the relevant audience interested in the product category, increasing quality leads for your business.

More leads:

Close proximity of related exhibitors in a hall will increase the number of visitor meetings that can take place in a time frame, versus walking through 64,000+ SQM of exhibition space.

Industry standard:

We are bringing the event layout in-line with the rest of the industry. It's becoming standard practice.

Improve visitor experience:

Changing to sectorisation by product categories is in line with how visitors search for exhibitors. Increased satisfaction results in increased time on the show floor, resulting in increased business.

“I probably only saw half of the companies I would have been interested in meeting because they are spread out across the whole exhibition, in no clear order. If they were arranged by product then I would probably have done more business.”

- **Owner, Bahrain.**

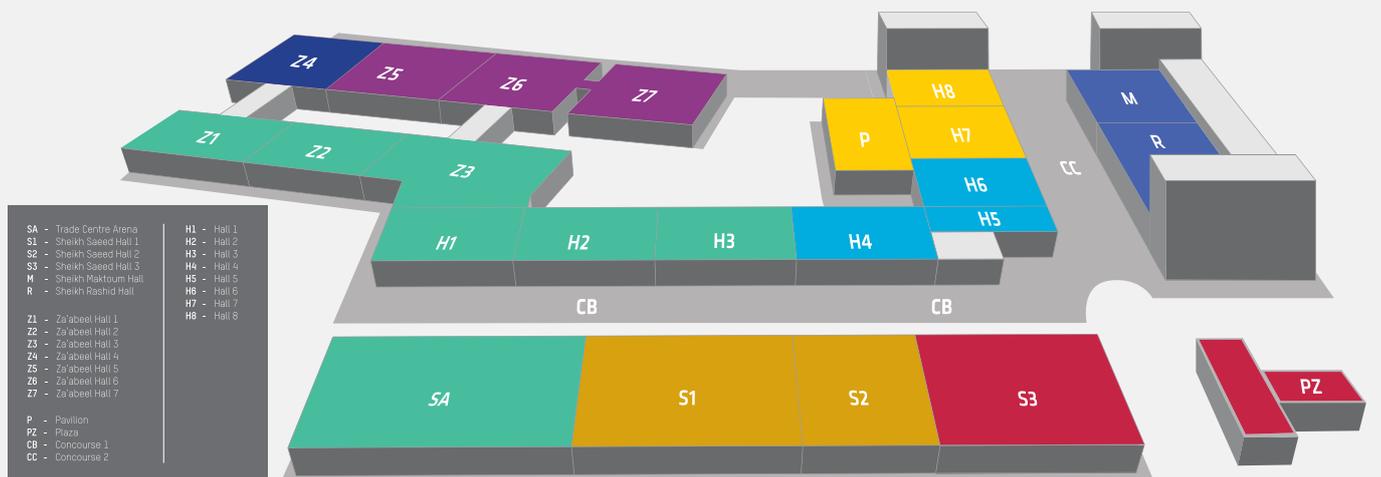
“We need organisation by products. We want to follow up a specific interest, regardless of the origin.”

- **Strategic Manager, Sweden.**

How?

8 sectors according to main product categories:

- Medical equipment & devices
- Disposables & consumer goods
- Imaging & diagnostics
- Preventive & post-diagnostic treatments
- Healthcare & general services
- Healthcare Infrastructure & assets
- IT systems & solutions
- Orthopaedics & physiotherapy/rehabilitation



FAQ.

Will my stand location change?

- Potentially. Your stand will need to be located in a hall with the correct product sector that is relevant to your business. If the 2020 planned product sector for your current 2019 hall location is not applicable to your business, then you would need to be relocated.

Can I go to another hall/product category sector if it is not relevant to my business?

- All exhibitors will be allocated to the related product sector halls in line with the product sector that is relevant to their business.

What if my business has multiple product categories and is relevant for more than one product sector?

- Exhibitors who have multiple products that are suitable for more than one of the 2020 product sectors will either need to select the primary product category for their allocation, or alternatively, can discuss taking multiple stands in multiple product sectors.

Will visitors come to my hall?

- Yes, especially since the product sectorisation will increase the quantity of buyers looking for your product in your product-specific hall.
- And not only that, but the relevance of the visitors to your business will also increase - Less visitors in your hall that are looking to source unrelated products.

How will you get visitors to the relevant halls?

- Visitors have requested for sectorisation according to product categories for several years, as this is the main way they navigate through the exhibition at present. The 2020 plan will make the process easier for them to meet with the relevant companies within the same hall.
- All onsite signage, directories and marketing collateral will be detailed with the new sectorisation layout to ensure easy navigation.
- Capturing their products of interest is now an essential part of the registration process. This information is then used throughout the marketing campaign to improve visitor experience by highlighting offerings suitable to their interests and business needs.

Increasing leads:

