



ARAB HEALTH

29 JANUARY - 1 FEBRUARY 2018
DUBAI INTERNATIONAL CONVENTION
& EXHIBITION CENTRE



**ONSITE AND
POST SHOW
COMMERCIAL
OPPORTUNITIES**

**OPTIMISE YOUR BRAND'S MESSAGE AND
EXTEND THE REACH OF YOUR CAMPAIGN
DURING AND AFTER THE SHOW**

WWW.ARABHEALTHONLINE.COM

It isn't too late to boost your ROI with Arab Health 2018!

Choose one of our commercial opportunities below to compliment your marketing activity, during and after the show.

REMARKETING

\$10,000

100,000 impressions guaranteed

This dedicated service reaches out your target audience that visits the Arab Health website, promoting your brand with a URL of your choice; creating brand awareness and influencing purchasing decisions.

CONFERENCE SPECIFIC MAILERS **5,000***

Engage with conference delegates through emails, post or SMS campaigns based on their specialities, interest and behaviour profiles. Our integrated CMS system allows us to track 360° of a delegate's journey, and create custom content for maximum impact.

*Additional costs apply for SMS and post options.

MISSED VISITORS E-SHOTS

\$7,500

Avoid missed connections with a dedicated emailer to your targeted visitors that you didn't have the chance to meet at Arab Health. Available only to exhibitors who have opted for Lead retrieval packages.

PRODUCT CATEGORY OWNERSHIP

\$10,000

Be the exclusive sponsor of a product category and have your company displayed first in the list. Additionally, have your product featured in one of the Show Daily Emails as well as in a follow up email to attendees after the show. Last but not least, you will get your exclusive branded email delivered to professionals that viewed your product category on the mobile app.

KEY PRODUCTS OF ARAB HEALTH 2018

\$4,500

Outreach to 1,700+ regional participants

Ensure your brand stays top-of-mind with an emailer to Dealers & Distributors, immediately post Arab Health 2018.



To find out more contact the Commercial Impact Team:

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ARAB HEALTH MOBILE APP PUSH NOTIFICATIONS **\$5,000**

Onsite engagement with the users of the Arab Health app, through a sponsored notification delivered during the show days. Over 75% of application users have enabled push notifications, which makes this an effective method of communication.

ARAB HEALTH TV SINGLE CLIP ONSITE OFFER **\$5,000**

5,000 views guaranteed

Include an exclusive interview or demonstration onsite to be showcased to on our Arab Health TV schedule.

ONSITE LEAFLET DISTRIBUTION **\$7,500**

Capture the attention of visitors onsite, with a distribution of over 10,000 leaflets by dedicated Arab Health support staff, throughout the concourse during the show.



POST SHOW REPORT SPONSOR **\$15,000**

Highlight your brand in our Post Show Report, highly regarded by the show's stakeholders. Include your brand logo on the front cover, a testimonial and advertisement on the inner pages, and your logo and URL in our Post Show Report emailer.

LEAD RETRIEVAL APP **STANDARD \$585 ADVANCED \$765**

The Lead Retrieval Application allows you to collect leads seamlessly, capturing clean data so you can follow up immediately.

**Book now and
avoid the 10%
surcharge onsite!**

Benefits include:

- iOS and Android compatibility
- Immediate access to information after scanning
- Collect leads with or without internet access
- Download data in an excel format

SMS OFFER **\$10,000**

Direct your audience to your brand with a targeted SMS campaign sent onsite to a group of 5,000 attending professionals.



ARAB HEALTH'S REACH:

Overview

102,600+
LOCAL AND INTERNATIONAL
PARTICIPANTS

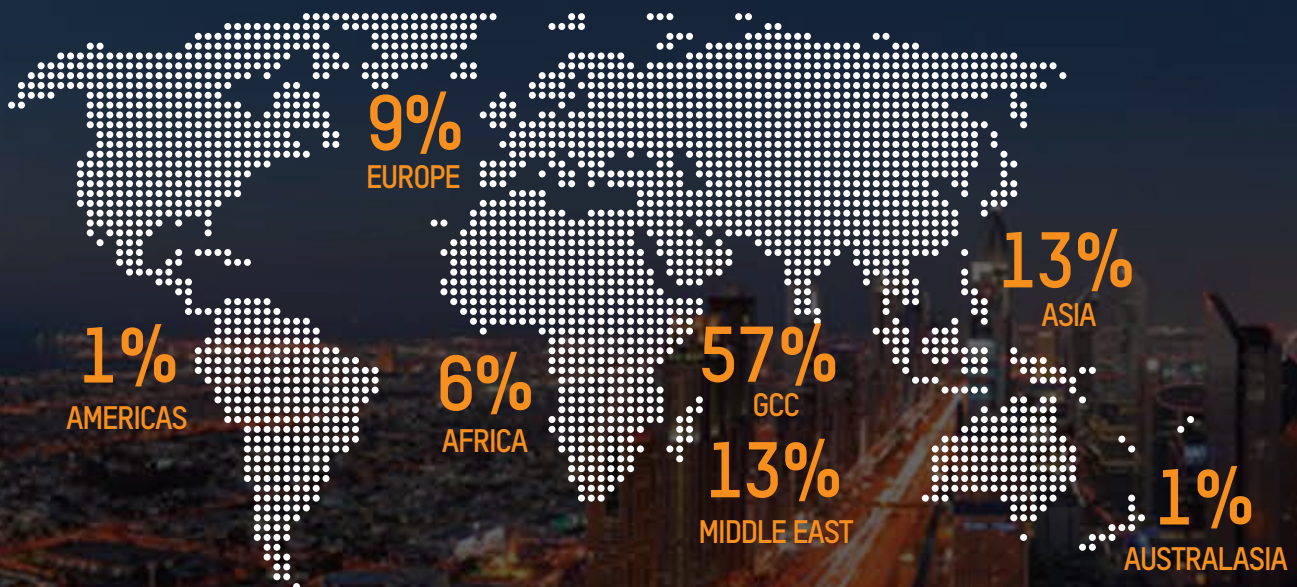
4,907,400+
WEBSITE PAGE VIEWS

350,000+
VIEWS ACROSS ARAB
HEALTH TV VIDEOS

EMAIL CAMPAIGNS TO
260,000+
CONTACTS

MOBILE APP RECEIVED
1,244,900+
PAGE HITS

Visitors came from:



Visitors' area of business:

