



Arab Health

Arab Health is the Middle East's largest healthcare exhibition and space in ABHI's UK Pavilion is now on sale. Over 2,600 exhibitors attended from 141 countries with over 66,000 visitors, a 20% increase from 2009. The UK Pavilion is the third largest Pavilion outside the United Emirates and we are set to be even bigger in 2011 with over 120 UK exhibitors expected and 1500sqm dedicated to the UK providing unparalleled visibility for UK companies. For more information on the show please visit the official website www.arabhealthonline.com

The UK Pavilion is being enhanced for 2011 with a new high quality custom stand design and package. Due to the popularity of the show we would like to remind you that stands are available on a first come, first serve basis and so would advise you to book as soon as possible to avoid disappointment.

Benefits of participation in the UK pavilion at Arab Health include:

- **NEW** for 2011 - High quality enhanced custom UK stand design and package including WiFi
- Grant Funding of £1000 from UK Trade & Investment
- ABHI UK Pavilion support stand offering refreshments, meeting areas, working office and internet café as well as a range of promotional opportunities for Exhibitors
- High quality branded UK group and comprehensive directory (both printed and online) of UK companies
- Organisation of supporting events and initiatives to promote the UK presence including receptions and partnering events
- Visits from Commercial Officers and Buyers from markets around the world
- Expert advice and support from dedicated ABHI staff at the exhibition
- Assistance in all pre show arrangements from experienced ABHI staff
- Dedicated, reliable contractors to assist you with logistical arrangements

What is on offer at Arab Health?

1. Exhibitor Stands



This year the UK pavilion has undergone a new design ensuring a much stronger presence than previous shows. The shell scheme option includes a lockable counter, furniture, power and lighting as a basic package but this year the new design also includes the high level UK logo and flag feature, special fascia with inset lighting pans and down lighting and low level feature strip to stand wall front edges. Exhibitors will have the usual access to the ABHI support stand such as internet access, meeting rooms and refreshments.

2. Pod stands



Following the success of the pod scheme last year at Arab Health, the UK pavilion will incorporate this into the new design this year. Pods are designed as mini versions of the stands and are a good opportunity for smaller companies and first time exhibitors to take part in the show. The package is similar to the basic shell scheme package of the regular stands but on a smaller scale.

3. Product showcase

This year we are offering any UK companies the chance to display their product on the ABHI support stand. For a fee of £200 products will be displayed in hanging boxes at the front of the stand also featuring the company logo.

4. Literature slots

Each exhibitor has the option to have their company literature displayed on the front of the ABHI support stand at the exhibition. For £125 (or £100 for ABHI members) exhibitors receive an A4 slot for their materials which will be regularly topped up throughout the exhibition. This is also available for companies who are not exhibiting at the show.

5. ABHI at Arab Health dot com

Once again this year we will be putting together the ABHI's dot.com featuring UK companies at Arab Health 2010. The cost for inclusion of a company logo together with a short company write-up will be £60 + VAT for members and £120 + VAT for non-members. Please register your interest at sarah.izon@abhi.org.uk

6. UK Directory

Each company registered to exhibit will receive a free listing within the official UK Directory at Arab Health. This profile includes your contact details along with website and stand location.

7. Visitor Packages

We are offering a limited number of visitor packages at Arab Health. For those of you who are not exhibiting at the show, the ABHI would like to offer you the opportunity to benefit from the use of the facilities on the support stand. This includes meeting rooms, internet connection and refreshments. It is a good opportunity to meet with potential clients but for a fraction of the cost of exhibiting. The cost for each day is £100 but a package for the full show is £299. If you would like to extend the package to include a literature slot then the total cost is £400 for the duration of the show. For those wanting just one day access plus literature for the whole show this would cost £199. This is an excellent opportunity for first time visitors trying to get a feel for the show, particularly if contemplating exhibiting within the UK pavilion in the future.

8. ABHI plasma screen

The ABHI stand features a plasma screen which is mounted behind the information point. During the show there will be a continuous loop which features details on what the ABHI is all about and also a comprehensive list of companies exhibiting under the UK pavilion. If, as an exhibitor, you would like to have a detailed company profile featuring a logo included in this reel then please do let us know. The cost for inclusion is £50 for the duration of the show.

9. UKTI TAP grant funding

Each exhibitor is entitled to apply for funding of £1,000 at Arab Health. In order to meet the criteria companies must be an SME, have a UK office (the same applies for exhibiting within the UK pavilion), less than 250 employees and a turnover of less than £10million a year. For more details and to request the application form please email sarah.izon@abhi.org.uk

10. Corner stands

Corners prove to be extremely popular at international exhibitions and so automatically get allocated to ABHI members. Non-members have the option to pay a fee of £200 to go on the waiting list for corners; however, this is refundable if a corner is not allocated. Please state corner requests on your application form.

11. Receptions

A detailed schedule of receptions and activities is released to exhibitors prior to the show. These include seminars, networking evenings and opportunities for exhibitors to meet commercial officers and distributors.

For more information on exhibiting at Arab Health please contact Sarah Izon on 0207 960 4376 or email sarah.izon@abhi.org.uk