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# ABHI UK PAVILION AT ARAB HEALTH 2020

## DUBAI, UAE 27-30 JANUARY 2020

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### THE ABHI UK PAVILION

- › Hosts **over 150** UK companies
- › Is the **third largest** country group at Arab Health
- › Runs **the only** surgical simulation programme
- › **Regularly features** on national and international media broadcasts

### ARAB HEALTH BY NUMBERS

- › **4,250** exhibiting companies
- › **US \$824** million business generated
- › **106,500** visitors
- › **64** exhibiting countries



**ABHI**  
INTERNATIONAL



# The ABHI UK Pavilion at Arab Health 2020 offers companies the most comprehensive exhibition package, support and visibility available at the show.

In providing you with the best pavilion location to maximise footfall, the highest visibility, complete in-market support and the lowest square metre price to participate, the ABHI UK Pavilion has an exhaustive range of additional benefits exclusively available to companies in the ABHI group.

## The benefits of joining ABHI at Arab Health include:

- › **Preferential payment scheme**  
Three staged payment system for all bookings by 30th April – ideal for SMEs. All bookings made thereafter will revert to standard payment terms as below
- › **Enhanced marketing package**  
Free listing in the ABHI UK Pavilion Exhibitor Directory and placement of your company logo on our digital screens in the pavilion. Your company literature and information distributed from the ABHI stand
- › **Dedicated experts and advice on the Middle East**  
Access to one-on-one advice from industry experts and leaders on doing business in the region. As well as access to exclusive market briefing events.
- › **Travel package**  
Enjoy exclusive discounts through our partnership with Jumeriah Hotel Group and Emirates Airlines
- › **Public Relations and Social Media Package**  
Inclusion in our wide-reaching PR and marketing activities both in the run up and during the show, with guaranteed press coverage for your company and on-site media support during the event
- › **The highest quality stand build at the lowest cost**  
The highest quality booth finish and brand for the UK pavilion, with comprehensive onsite support from contractors and expert ABHI staff at the lowest square meter price
- › **Exclusive access to the ABHI UK Pavilion support stand, which includes:**
  - The option to hold product launches
  - Opportunities to feature your products in our live surgical simulations
  - Use of ABHI's meeting areas, meeting rooms and working office
  - Refreshments and internet café
  - Local on-stand support to assist you with your stay in Dubai.
- › **TAP grant funding of £2,000**  
Available through ABHI, contributing towards the cost of your exhibition space (subject to eligibility)
- › **Access to Government support and advice**  
Full access to Department of International Trade commercial officers and activities throughout the show.

We are delighted, once again, to be working with national **Academic Health Science Network (AHSN)**. The network of AHSNs spanning the English regions will be bringing and supporting companies from across all the regions of the country.

In addition, the ABHI UK Pavilion will play host to a number of the UK's leading public and private clinics, who will be providing live demonstrations and surgical simulations, designed to showcase cutting edge surgical procedures and delivering educational programmes to engage visitors.

**For all bookings and enquiries, contact [alison.cassells@abhi.org.uk](mailto:alison.cassells@abhi.org.uk)**

# SPACE ONLY BOOKING FORM

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

## Please complete the following:

A. Management Fee	ABHI Members £483 / Non-members £660	£ _____
B. VAT	@20%	£ _____
C. Service Charge	£438	£ _____
D. Stand Cost	£788 per square metre x _____ sqm	£ _____
E. UAE VAT	@5% = £39.40 per sqm and corner fee if applicable	£ _____
F. Corner Fee <i>(optional)</i> <b>Not guaranteed.</b>	ABHI Members £500 / Non-members £1,000 Refundable if not allocated ( <i>members will automatically be allocated a corner</i> )	£ _____
G. Colour Logo in UK Directory <i>(optional)</i>	£90	£ _____
H. Total	(A,B,C,D,E) + (F+G)	£ _____

## Additional Mandatory Charges

\$275 OMNIA BASIC PACKAGE – OFFICIAL ONLINE SHOW DIRECTORY MANDATORY FEE.

\$275 ADMINISTRATION FEE (REDUCED DOWN TO \$25 IF COMPANIES CAN PROVIDE OWN INSURANCE CERTIFICATE) INFORMA WILL INVOICE ABHI DIRECTLY FOR THE ABOVE COSTS JUST PRIOR TO THE SHOW.

ABHI WILL THEN INVOICE ALL EXHIBITORS FOR THIS AND PAYMENT MUST BE MADE PRIOR TO ATTENDING THE SHOW, OTHERWISE EXHIBITORS WILL NOT BE ABLE TO COLLECT PASSES FROM THE ORGANISERS.

Payment schedule: For bookings made before 30th April 2019, a 25% deposit is to be remitted within 7 days of the invoice date, a further 25% is to be remitted by 31st May 2019 and the final 50% is to be remitted by 31st July 2019. For any orders received after 30th April 2019, a 50% deposit must be made immediately, with full payment received by 31st July 2019. Remittance by cheque to "ABHI Ltd." By BACS to Natwest, SC: 56-00-27 AC: 24348228.

Stand costs were calculated on 01/04/2019. If exchange rates change significantly, adjustments may be necessary with additional charges being passed on to exhibitors. Payment of costs by cheque should be made payable to "ABHI Ltd." By BACS to Natwest, SC: 56-00-27 AC: 24348228. Deposit to accompany application or no later than 1 week after the submission of the form. An invoice will be sent thereafter. View the full **ABHI Exhibition Terms & Conditions here**.

This form when (i) completed and signed by an authorised signatory of the company exhibiting ("Exhibitor") reserving space at the Exhibition and (ii) accepted and signed by the Managing Director, International of the Association of British HealthTech Industries ("ABHI") will be a binding contract between that Exhibitor and ABHI.

This application form and the ABHI terms and conditions which are incorporated into this application form together constitute the agreement between the Association of British HealthTech Industries and the exhibitor. By entering into this agreement, exhibitor agrees to be bound by the same conditions as apply between ABHI and the organisers of the Exhibition subject to any changes necessary to make those terms and conditions applicable to Exhibitor. Section 6 of this contract sets out those terms and conditions modified to make them applicable to Member. Exhibitor hereby warrants and undertakes that it will reimburse and hold ABHI harmless from any costs, charges, fees and imposts of whatever kind incurred by ABHI as a result of the Exhibitor's breach of this contract and the terms and conditions set out below.

**Privacy Notice:** To provide you with further information about how we collect and use your personal information, you can view our full statement on our website: [www.abhi.org.uk](http://www.abhi.org.uk). The Privacy Notice includes information about: The types of personal information that we hold and the legal basis that we rely on to use this information; Rights which individuals may have in relation to the information we hold about them; How we keep the data secure, where it is kept and how we use it.

Exhibitor authorised signatory: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

ABHI authorised signatory: \_\_\_\_\_

Print name: \_\_\_\_\_

Date: \_\_\_\_\_

For all bookings and enquiries, contact [alison.cassells@abhi.org.uk](mailto:alison.cassells@abhi.org.uk)