



Towards the Globalisation of Healthcare

Al Bustan Rotana, Dubai, United Arab Emirates
 15-17 November 2009
www.healthcare-travel.com

 **IIR MIDDLE EAST**
 CONFERENCES ■ EXHIBITIONS ■ TRAINING
 an informa business

HEALTHCARE TRAVEL (HCT)

In recent years this market has become an extremely significant part of the healthcare provision.

It is intended to offer sponsorship of the conference under a 3 tier level – Platinum, Gold & Silver. Whilst there will only ever be 1 Platinum Sponsor, there can be unlimited Gold/Silver Sponsor's. Each tier of Sponsorship will give the organisation a maximum and appropriate level of exposure and branding.

In addition to these sponsorship packages we will be looking to promote a select group of corporate clients to act as the Associate Partners for the entire event. To set these partners out from the crowd a number of exclusive opportunities will be made available that demonstrate the importance and stature of these Key Clients.

EXHIBITION SPONSORSHIP

The exhibition area plays a vital role in the overall success of the congress as it gives delegates the opportunity to experience first hand available products and services. Branding plays a key role in establishing your presence as a key sponsor. The introduction of a large workshop area covering a variety of skill sessions will give excellent hands-on experience to delegates. The following strategic activities are available to sponsor:

Registration Desks

To gain access to the Congress all visitors and delegates must pass through one of the 2 registration points at the entrance to each of the halls. As exclusive sponsor of this we will place your logo in prominent locations of the surrounding area. If provided the registration staff will also wear a uniform such as t-shirts & caps with your logo. You may also provide pens to be used in this area

\$7,500

Lanyards

All delegates, visitors & exhibitors will be given a lanyard to secure their badge. This lanyard will carry the logo of 1 sponsor exclusively. The cost of production will be in addition to the branding charge.

\$7,500

Delegate Breakfast

As part of the congress all delegates will be provided with coffee and croissants on the morning of each day. The area for this breakfast will be branded by 1 sponsor including roll-up banners and branded cups/napkins/tablecloths etc. We can also distribute your literature from this point.

\$7,500

CONFERENCE SPONSORSHIP

Sponsorship of the HCT Conference is available in 3 tiers – Platinum (1 only), Gold & Silver. Each package is aimed to give brand exposure and ensure that the delegates are left with no doubt as to whom the key industry players are.

Exclusive Branding

In addition to the various packages outlined there are a number of branding opportunities available to 1 sponsor exclusively as follows:

- **Delegate Badges**

Exclusive sponsorship of all exhibitor/delegate badges. The reverse of the badge will include a welcome from the sponsor inviting visitors to your stand.

\$7,500

- **Delegate Packs**

The sponsor's logo co-located with the congress and conference logo to be provided to all delegates attending. This will be exclusive for the chosen conference.

\$5,000

- **Coffee Breaks**

Each conference has a related area on the exhibition floor. During coffee & lunch breaks delegates will be directed to the relevant coffee area. This will feature your company branding in the form of banners, cups/napkins/table cloths etc

\$5,000 per conference

Sponsor Packages

The following grid gives a clear indication on the available options for packages broken into 3 tiers as previously suggested.

PRE EVENT PROGRAM			
	PLATINUM	GOLD	SILVER
Logo on main show website	✓	✓	✓
Monthly Show Newsletters	2	1	1
Exclusive E-shots	1	-	-
Conf Specific E-shot – supporter announcements	✓	✓	✓
Prelim & Final Program			
<ul style="list-style-type: none"> • Logo • Appropriate Tier 	Yes Platinum	Yes Gold	Yes Silver
Delegate Confirmation Emails			
<ul style="list-style-type: none"> • Logo • Appropriate Tier 	Yes Platinum	Yes Gold	Yes Silver
Sponsor area on main show website	✓ Company Brief	✓	✓
ONSITE PROGRAM			
Logo on external banners	✓	✓	✓
Generic Signage			
<ul style="list-style-type: none"> • Logo • Appropriate Tier 	✓ Platinum	✓ Gold	✓ Silver
Congress/Show Guide			
<ul style="list-style-type: none"> • Advertising • Appropriate Tier • Enhanced Colour Entry • Stand Highlighted 	1 A4 Page Platinum ✓ ✓	1 A4 Page Gold ✓ -	- Silver ✓ -
Hanging Banner – above exhibition stand	✓	-	-
Dothealth Membership for 1 year	Gold	Gold	Silver
POST EVENT PROGRAM			
EXHIBITION ROUND UP E-SHOT			
<ul style="list-style-type: none"> • Acknowledgement • Hyperlinked Logo • Thank you message • Product image • Weblink 	✓ ✓ ✓ 2 ✓	✓ ✓ - 1 ✓	✓ ✓ - - ✓
LOGO ON CONFERENCE WEBSITE – 3 MONTHS POST EVENT	✓	✓	✓
DIRECT MAIL – TARGET AUDIENCE SPECIFIC TO INCLUDE YOUR PRODUCT INFORMATION	✓	✓	✓
TOTAL COST	\$20,000	\$15,000	\$10,000