



INTERNATIONAL
Travel Week | ABU DHABI



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World Medical Tourism Summit

22nd to 23rd November 2016

**The Travel Industry's
Biggest Hosted Buyer Programme**

Host Destination Partner

مكتب أبوظبي للمؤتمرات
ABU DHABI CONVENTION BUREAU

هيئة أبوظبي للسياحة والثقافة
ABU DHABI TOURISM & CULTURE AUTHORITY

Strategic Partner

هيئة الصحة
HEALTH AUTHORITY

Official Airline

الإتحاد
ETIHAD
AIRWAYS
ABU DHABI

Headline Sponsor

wonderful
indonesia

Official Summit Hotel

JANNAH
HOTELS & RESORTS

Organisers

CACTI events





Health Authority - Abu Dhabi (HAAD) is the regulator of the healthcare sector in the Emirate of Abu Dhabi and strives towards ensuring excellence in healthcare delivery.

In keeping with the Abu Dhabi Government's strategic vision, medical tourism has been identified as a key component to ensuring the Emirate continues to provide world class healthcare solutions for both residents and medical visitors alike.

HAAD is proud to be the strategic partner of the World Medical Tourism Summit and we look forward to welcoming global medical tourism experts to Abu Dhabi to explore collaborative opportunities with an end goal of ensuring a healthier, and happier, community. //

Health Authority - Abu Dhabi (HAAD)

هيئة الصحة
HEALTH AUTHORITY



The Medical Tourism Association is the worlds biggest influencer in the global medical tourism sector and we delighted to be co-organizing the biggest and most influential medical tourism event in the region.

The Abu Dhabi Government, led by Health Authority Abu Dhabi, is singularly motivated to create one of the leading healthcare cities in the world and the summit offers international hospitals, healthcare providers and insurance companies an unrivalled opportunity to network with both private and institutional investors interested in collaboration to achieve the UAE's capitals healthcare goals.

From hospital new build through to population health management the opportunity to assist Abu Dhabi to implement its medical tourism strategy is a commercial proposition unmatched anywhere in the world.

The Medical Tourism Association drives the industry conversation and in our opinion Abu Dhabi is an unmissable opportunity for fast growth international healthcare companies. //

Jonathan Edelheit, CEO
The Medical Tourism Association





The changing healthcare landscape in the Middle East is opening up new opportunities for buyers and providers of healthcare services to enter the market and capitalise on growing spending in the region.

GCC countries are building large medical cities and complexes, with billions of dollars of investments already secured, to not only raise the supply of medical infrastructure but also to raise the quality of healthcare services in the region.

There is also an estimated US\$20 billion in outbound medical tourism coming from GCC countries.

WMTS Abu Dhabi is the first and only exhibition and conference focused on high volume qualified VIP buyers from insurance companies, employers, health authorities and governmental entities referring large volumes of patients.

Maximise your business growth opportunities as you connect with the industry's top decision makers from international hospitals, healthcare developers, investment firms, insurance carriers, facilitators, network providers, global benefit directors, Ministers of Health and other medical tourism and healthcare stakeholders from across the globe.

ACCESS THE MIDDLE EAST'S MOST INFLUENTIAL DECISION MAKERS



Summit Highlights

- 800+ attendees
- 100+ exhibitors
- 50 speakers
- Hundreds of hosted qualified VIP buyers
- 30 countries
- Key industry players from insurance companies, investors, employers, governments and healthcare providers
- Two integrated tracks:
 - Track 1: Medical tourism
 - Track 2: Population health management / healthcare development and investment



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World Medical Tourism Summit



WHAT MAKES THE WORLD MEDICAL TOURISM SUMMIT SO IMPORTANT FOR YOUR BUSINESS?

Be part of this unique medical tourism business event

The **World Medical Tourism Summit** is different to other events because it is exclusively focused on the fast growing medical tourism sector and offers access to the international buyers driving the biggest medical tourism industry budgets.

The exhibition delivers the travel industry's most important hosted buyer programme. The world's biggest medical tourism trade buyers will experience an elite invitation only transactional business platform.

The **World Medical Tourism Summit** will offer sponsors and exhibitors:

1. Pre-qualified meetings with international visitors, buyers and delegates who are matched exclusively to the exhibitors future business requirements.
2. The event is supported by an unrivalled business matching programme designed to support and create new revenue opportunities for you, the exhibitor.
3. Each hosted visitor is a qualified medical tourism buyer delivered to the event specifically to buy new products and services from you.
4. The exhibition will offer an inspirational and educational seminar programme with industry experts sharing their insight and expertise on how to grow your business opportunities in this fast emerging tourism sector.
5. Five exceptional days of networking with your industry peers, top international buyers and medical tourism experts from around the globe.
6. The exhibition is exclusively designed to deliver maximum ROI for all participants by creating new business opportunities and additional revenue sources in this booming market sector.





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World Medical Tourism Summit



THE WORLD MEDICAL TOURISM SUMMIT 2016 HOSTED BUYER PROGRAMME

We deliver the world's top buyers to you!

The **World Medical Tourism Summit** delivers your future business partners and is the must attend business to business trade summit for key stakeholders and organisations working in one of the fastest growing sectors of global tourism.

The International Travel Week Abu Dhabi combined events will deliver over 6,000 participants, including attendees and exhibitors from organisations across the globe who come together to network, learn from industry experts, collaborate in business appointments and attend a diverse range of topical seminars and workshops.

The **World Medical Tourism Summit** Hosted Buyer Programme welcomes the international medical tourism industry's top level buyers and planners to attend the summit and conduct meaningful business with the exhibitors.

The programme, supported by the Abu Dhabi government, connects the world's top medical tourism buyers with international providers in the global medical tourism sector.

In addition, the **World Medical Tourism Summit** Hosted Buyer Programme offers an extensive programme of activities

including educational seminars, tours, off site meetings with potential partners and first class networking opportunities.

On the final day, VIP access for hosted buyers to the Etihad F1 practice sessions and a pit lane tour is also included.

Hosted buyers, once qualified, can take advantage of a variety of benefits including return flight and hotel accommodation in Abu Dhabi, the **World Medical Tourism Summit** conference and exhibition access, tours and pre booked meetings with key international suppliers.





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World Medical Tourism Summit



THE WORLD MEDICAL TOURISM SUMMIT IS PART OF INTERNATIONAL TRAVEL WEEK

The **World Medical Tourism Summit** as a part of International Travel Week Abu Dhabi (ITW Abu Dhabi) which is a co-location of synergistic travel events each focused on the fastest growing tourism source market sectors.

• Medical Tourism	<i>The World Medical Tourism Summit</i>
• Halal Tourism	<i>The World Halal Tourism Summit</i>
• Halal Awards	<i>The World Halal Travel Awards</i>
• Cruise Tourism	<i>The World Cruise Tourism Summit</i>
• Sports Tourism	<i>The World Sports Tourism Summit</i>
• Shopping Tourism	<i>The World Shopping Tourism Summit</i>
• Eco Tourism	<i>The World Eco Tourism Summit</i>
• Education Tourism	<i>The Middle East Education Tourism Summit</i>
• Family Friendly Tourism	<i>Family Friendly Travel Show</i>
• International Travel Week	<i>Ministerial Forum</i>

ITW Abu Dhabi combines a week of activities including an exhibition at The National Exhibition Centre Abu Dhabi, insightful seminars with experts sharing insider tips and industry expertise, tours, offsite meetings, first class networking opportunities and a glittering gala awards evening celebrating outstanding achievement in the Halal tourism arena.

On the final day VIP access for hosted buyers to the Etihad Formula 1 practice sessions and a pit lane tour is also included.

In addition, the 2016 event is supported by the travel industry's largest ever-hosted buyer programme, supported by the Abu Dhabi Government.



The event will have specific trade and consumer timings enabling participants to benefit from new business opportunities with both a trade and consumer audience.

If you are looking to grow your international travel portfolio and discover new revenue streams, ITW Abu Dhabi is a must participate for your business.



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World Medical Tourism Summit



THE WORLD MEDICAL TOURISM SUMMIT IS ONE WEEK OF TRAVEL BUSINESS

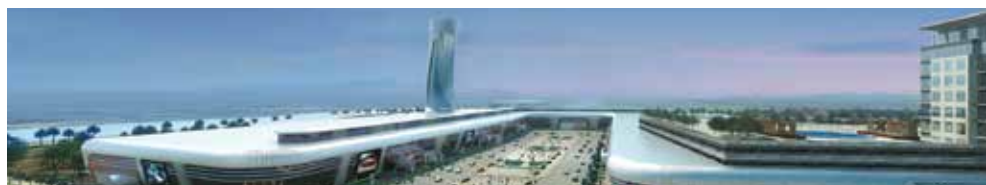
Delegate and Hosted Buyer Experience



Day 1

Monday November 21st 2016

Buyers and delegates arrive in Abu Dhabi



Day 2

Tuesday November 22nd 2016

Buyers and delegates attend The World Medical Tourism Summit at ADNEC
Multiple sector social and networking dinners and gatherings



Day 3

Wednesday November 23rd 2016

Buyers and delegates attend The World Medical Tourism Summit at ADNEC
Multiple sector social and networking dinners and gatherings



Day 4

Thursday November 24th 2016

Off-site meetings



Day 5

Friday November 25th 2016

Leisure day - Multiple delegate programmes and experiences are offered





The World Medical Tourism and Global Healthcare Congress - Abu Dhabi 2016

Our unique exhibition and sponsorship opportunities position your organisation as an industry leader, provide a high level of engagement with qualified healthcare and medical tourism professionals, allow you to differentiate yourself from the competition and deliver maximum ROI by connecting you directly with your target market.



Why Exhibit?

Gain visibility for your organisation and attract potential investors or partnerships with elite Middle East healthcare organisations, insurance companies, employers, facilitators and medical tourism firms.

- Gain access to hundreds of qualified VIP buyers
- Engage in networking opportunities with the most important senior executives of the GCC region including insurance companies, healthcare providers and the government
- Achieve greater exposure and access to stakeholders in healthcare and medical tourism
- Increase awareness of your organisation among influential government and healthcare decision makers in the Middle East
- Align your organisation with the highly regarded work and reputation of the Medical Tourism Association and International Travel Week
- Gather leads that will continue to deliver business long after the exhibition is over





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World Medical Tourism Summit



WORLD MEDICAL TOURISM SUMMIT SEMINARS AND CONFERENCE



World Medical Tourism Summit Seminars

Presenting two days of thought provoking, educational seminars providing insight, original market information and highlighting new opportunities in the fast growing area of international medical tourism.

Leading international experts from tourism leaders, innovators, investors and medical industry stakeholders will share their knowledge, expertise and insider tips with show delegates during the two days of the event.

Speakers will impart their know-how and experience and delegates will benefit from a wide range of medical tourism focused organisations.

Seminar topics and timetable coming soon.



Global Healthcare Development Conference

This one day, by invitation only summit is exclusively for healthcare organizations in the U.S. and Abu Dhabi that are serious about exploring collaboration opportunities. It will bring together government officials, CEO's, thought-leaders and up and coming entrepreneurs from Abu Dhabi and the U.S. in healthcare provision, hospital development and investment, quality improvement, capacity building, biotech, pharma, medical devices, mHealth, telemedicine and wearable healthcare technologies; looking to invest, partner, affiliate, and ultimately build long-term relationships in the expanding Abu Dhabi's healthcare market.

To learn more about the World Medical Tourism Summit Seminars and Global Healthcare Development Conference please contact **info@MedicalTourismconference.com** or call **+001 561 792 6676 or +971 4 360 3109**





DAY 1

Tuesday 22nd November 2016

11:00 – 12:30

Networking in Exhibition Halls

12:30 - 13:30

Welcome and Keynote Presentations

13:30 - 14:30

Panel Discussion: Leading a Country's Medical Tourism Initiative: What is the Role of the Government?

Providing healthcare to its citizens is an important goal for any government. They must be dedicated to extend all possible assistance to its citizens, including sending patients abroad for treatment for those extreme cases where medical treatments is not available in country. As countries invest in and improve their local healthcare systems, medical tourism can boost the local economy. This panel will discuss strategies to achieve growth of the healthcare infrastructure while at the same time addressing the immediate health concerns different countries in the region face.

14:30 – 14:50

Session: So You're First In The Region - How Do You Become First In The World?

Being the first, doesn't always guarantee success. Building a brand around your country's successes takes strong leadership, passionate teamwork and a carefully thought out strategy. This session will explore some of the leading countries in the medical tourism industry. By examining successful case studies of destinations emerging as leaders in the industry, attendees will have the opportunity to hear what steps they followed in order to achieve success and what roadblocks they encountered on the way.

15:00 – 15:20

Session: Ranking Your Destination in the Medical Tourism Index – It's More than Just Price!

Developed by the International Healthcare Research Center in partnership with Global Healthcare Resources, Inc., the Medical Tourism Index (MTI) is a new and unique tool that enhances the way medical tourism destinations are assessed. The MTI measures the attractiveness of a country as a medical tourism destination in terms of overall country environment; healthcare costs and tourism attractiveness, and quality of medical facilities and services.





15:30 – 16:00

Break Time

16:00 – 16:20

Session: The Future of Healthcare Free Zones, Medical Tourism Zones and Healthcare Cities

Governments are investing in and developing Healthcare Cluster and Medical Tourism Zones (Healthcare Free Zones) which have a significant impact on the local economy and increase the quality of care and access of medical care in the country or city. This presentation will analyze the successes and failure of these healthcare free zones and the best strategies for them moving forward.

16:30 – 17:30

Panel Discussion: Investment Opportunities in Medical Tourism

The changing healthcare landscape in the Middle East is opening up new opportunities for international investors to enter the market and capitalize on growing spending in the region. Investment in sophisticated technology will not only improve the healthcare for the locals, but also give a country the potential to transform itself into leading medical tourism destination.

17:30 – 18:00

Break Time

18:00 – 18:20

Session: Shifting Healthcare from Product to Experience

Empowered by the web, today's patients are more educated about their medical conditions and selective about their doctors. As a result, hospitals must move towards a healthcare model that combines personal medical services that favor quality over quantity. In this session, you will learn how when you provide your patients with exceptional experiences and increased advocacy, increased revenues are your reward.

18:30 – 18:50

Session: The Value of Training & Certification

There has been much debate about value of medical tourism and value of certification. This session will examine the different certification programs available and explain how they can not only improve the services that you provide, but also increase your bottom-line. Cases studies of organizations that have undergone certification will be presented to demonstrate the benefits and value each one has derived from the certification process.





19:00 – 19:30

Break Time

19:30 – 20:30

Panel Discussion: Controlled Medical Tourism: Opportunities & Challenges for Private Insurers and Employers

The biggest opportunities in medical tourism come from large volume patient referrals. This session will examine what role insurance companies and employers in the region play in medical tourism. More importantly this session will examine best practices for medical tourism within insurance plans, examining what works, what doesn't and what is the best approach. This session will also examine how insurance companies who currently offer medical tourism are redefining their strategy and approach and how insurance companies who are newly implementing medical tourism are determining how to offer it to their plan members.

20:30 – 21:00

Networking in Exhibition Halls





DAY 2

Wednesday 23rd November 2016

11:00 – 12:30

Networking in Exhibition Halls

12:30 – 12:50

Session: Healthcare Marketing 3.0

As competition in the industry continues to grow, a savvy healthcare marketer must be constantly evolving. Strategies that have worked in the past may not necessarily work in the future. Learn new exciting strategies to attract the right patients at the right time, educate patients about your brand, generate interest in your services, build credibility and develop lasting relationships with patients that will result in consistent long-term new patient acquisition.

13:00 – 14:20

Panel Discussion: Where do Patients Come From? - Understanding the Different Buyer Markets and How to Attract Them

This panel of experts will discuss the many different avenues to attract patients – Business to Consumer (B2C), Business to Business (B2B) and Business to Government (B2G). Based on past experience, panelists will weigh the positives and negatives of working with each type of buyer and share what has or has not worked and what changes they predict for the future.

14:30 – 14:50

Session: Making the Connection: Attracting Patients Through Online Media

In today's digital world, patients are doing more and more research online. Your reputation online will determine how you appear on social media sites and in the search engine results and that will have a lasting effect on your income. In this session, learn techniques to help you find more patients, follow up with them and generate more revenue for your business.





15:00 – 15:20

Session: Using Medical Tourism Technology To Power Your Healthcare Business

Coordination of care, streamlined logistics and clinical care support are key to a seamless patient experience. How can technology accelerate that framework? The right health IT infrastructure can support a successful global health network and enable consistent, secure connectivity. It can also improve real-time access to information and drive greater engagement among patients and their care coordination teams. Learn how new technology solutions are being deployed to support this growing industry.

15:30 – 16:00

Break Time

16:00 – 16:20

Session: Transforming from a Travel Agent to a Medical & Wellness Tourism Facilitator

This Introductory Medical Facilitator Workshop will cover all aspects of starting and running a medical tourism facilitator business. It will discuss how to set up the actual business, select hospitals, contract with hospitals and coordinate care for patients traveling overseas. In addition, it will cover how to market to and service patients, insurance companies and employers.

16:30 – 17:30

Panel Discussion: Facilitator Perspectives on Outbound Medical Tourism from the Middle East

Although the health-care systems in the Middle East are far better than they were 20 years ago, many residents remain unsatisfied with the availability and quality of care at government-run hospitals and clinics. Healthcare demand is on the rise due to population growth, limited investment and increase in affluent health disorders. Many patients in the Middle East and GCC region use a specialized medical tourism facilitator to make the arrangements for the treatment abroad. This panel of experience medical tourism facilitators will share insights based on their many experiences. They will cover topics related to selling channels, successful medical travel agencies, problems caused by medical tourism agencies and more.

17:30 – 18:00

Break Time





18:00 – 18:20

Session: Luxury Medical Tourism – How Limiting the Number of Patients Can Grow Your Business

There is a common misconception that medical tourists are strictly motivated by price. Many, however, are seeking advanced treatments or even privacy. Rather than chasing high volumes of patients, some healthcare providers are finding that “less is more” when you can focus on only a small number of elite patients. Learn from this case study how limiting the number of patients can grow your business.

18:30 – 18:50

Session: The Importance of Cultural Competency in International Patient Care

Medical tourism brings people of different cultures and backgrounds together in a unique way. Culturally and linguistically appropriate services help improve the quality of healthcare that your organization provides. This session will explain how improve cultural competency will improve the patient experience and possibly even their medical outcomes. Participants will learn to identify staffing, services and infrastructure that will improve cultural competency within their practice to help patients reach best outcomes.

19:00 – 19:20

Break Time

19:30 – 20:30

Panel Discussion: What's Next? Learning from our Past to Ensure a Strong Future for Medical Tourism

As the medical tourism industry continues to grow, much remains to be seen but some emerging trends are now apparent. As a summary of the event, this panel of experts will discuss the current state of the medical tourism industry and where they believe we are headed.

20:30 – 21:00

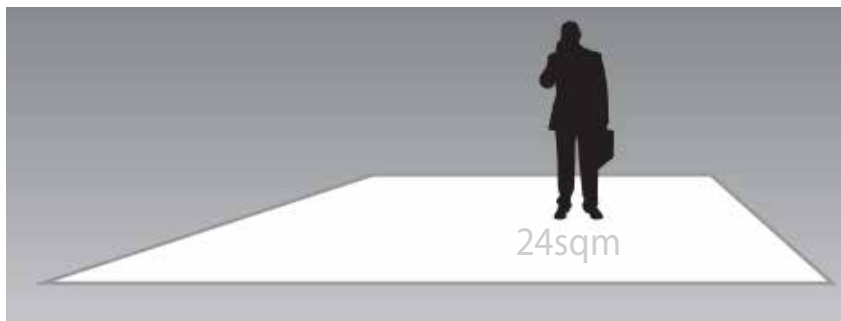
Networking in Exhibition Halls





PARTICIPATION OPTIONS

There are various participation options available including space only, shell scheme and upgraded stand options in addition to a variety of sponsorship opportunities designed to maximise your presence at the **World Medical Tourism Summit**.



Space only stand

Your company is free to design and construct its own stand – ideal if you want to stand out amongst the crowd.

Cost: US\$ 385 per sqm (minimum of 24sqm).



Shell scheme stand

Your stand will include modular walls, name board, carpet, information counter, 1 table, 2 chairs, lighting, 13 amp power socket, electricity and basic stand cleaning.

Cost: US\$ 450 per sqm (minimum 9sqm - maximum 12sqm).



Upgraded shell scheme stand

Your upgraded shell scheme stand will include an enhanced design, on stand meeting room, modular walls, name board, carpet, information counter, 1 table, 2 chairs, lighting, 13 amp power socket, electricity and basic stand cleaning.

Cost: US\$ 475 per sqm (minimum 15sqm - maximum 36sqm).



Benefits of Sponsoring



We offer you several sponsorship opportunities and packages to maximise your participation. Benefit from maximum brand exposure through the **World Medical Tourism Summit** high profile marketing campaign and gain unrivalled brand coverage to thousands of qualified buyers.

Sponsoring will ensure:

- Your company is positioned as a market leader
- You benefit from maximum exposure of your brand to the media
- Your company gets maximum exposure of your brand of thousands of event visitors and buyers
- You raise your profile and strengthen your brand awareness
- You maximise your return on investment with exclusive access to a targeted audience of key buyers

To learn more about the various sponsorship opportunities please get in contact with our team on +971 (4) 360 3109.



Diamond Sponsorship

\$50,000

Sponsor logo to appear preceded by Diamond Sponsor including and not limited to:

- Press release announcing your company as Diamond Sponsor to all relevant media
- Prominent logo on all printed media produced for the event
- Prominent logo on all print adverts in relevant publications
- Prominent logo on all on-site branding including internal and external show signage, directional signage, registration desks, you are here boards, show banners and any other show branding
- Prominent logo on all external branding / advertising including banners, flyers and promotional materials
- Logo to feature prominently on all features taking place within the show
- Logo on the event website with reciprocal links
- 4 Dedicated e-blasts to all pre-registered visitors highlighting your participation prior to the event
- 2 Dedicated e-blasts to all pre-registered visitors highlighting your participation after the event
- Mailing and media opportunities up to and during the event
- Double page advertisement in the Official Show Guide
- 20 Minutes Keynote Session





Platinum Sponsorship

\$30,000

Sponsor logo to appear preceded by Platinum Sponsor including and not limited to:

- Press release announcing your company as Platinum Sponsor to all relevant media
- Logo on all printed media produced for the event
- Logo on all print adverts in relevant publication
- Logo on selected on-site branding including internal and external show signage, directional signage, you are here boards, show banners and selected show branding
- Selected external branding / advertising including banners, flyers and promotional materials
- Logo on the event website with reciprocal links
- 2 Dedicated e-blasts to all pre-registered visitors highlighting your participation prior to the event
- Mailing and media opportunities up to and during the event
- Full advertising page in the Official Show Catalogue
- 15 Minutes Keynote Session





SPECIAL BRANDING OPPORTUNITIES



Official Show Bags

See your logo be walked around the show floor! As the World Medical Tourism Summit official Show Bag Sponsor your organisation will receive one of the highest profile branding opportunities at the event. Each visitor will be given a branded show bag upon entry to the show highlighting your presence.

Package includes:

- Your brand/logo on the one side of the bag
- Right to include promotional material within the bags
- Right to include branded pens to be included in each bag
- Exclusive rights to provide branded gifts to all registered visitors

Cost of Official Show Bags Sponsorship
\$7,500



Press Office Official Sponsor

By becoming the exclusive sponsor of the Show Press Office, your brand will receive maximum exposure to the industry press.

Package to include:

- Logo on all promotional Press Office material
- Logo on all Press Office directional signage
- Logo on PC screens within the Press Office
- Opportunity to place your literature within the Press Office
- Opportunity to place corporate press gifts within the Press Office
- Opportunity for Press Office staff to wear your promotional clothing (if required)

Cost of Press Office Sponsorship
\$7,500



You Are Here Boards Sponsor

The You Are Here Boards contain detailed floor plans and will be strategically placed around the venue and used constantly by visitors to navigate around the show and locate specific exhibitors and products. Your logo, brand message, stand number and location will feature prominently on the You Are Here Boards enabling you to influence visitor choice and drive additional traffic to your stand. Maximum three sponsors.

Cost of You Are Here Boards Sponsorship
\$4,000





SPECIAL BRANDING OPPORTUNITIES



Registration Area Pens

Visitors will receive pens branded with your company logo at the World Medical Tourism Summit registration desks safe in the knowledge that they will be used by all visitors during and post-event. Logo to be provided by the sponsor.

Cost of Registration Area Sponsorship
\$4,500



Branded Hanging Banners

Ensure all visitors know where your stand is as soon as they enter the hall! Banners above your stand, measuring 5m x 3m, are a great way of maximising your exposure and ensuring that every visitor knows you are there and how to easily find you. Sponsor to provide artwork.

Cost per hanging banner
\$2,995 (includes production & rigging)



Seminar Theatre Sponsor

The Seminar Sponsorship package offers an exclusive sponsor key branding in one of the busiest areas on the show floor. Throughout the event, the World Medical Tourism Summit seminar theatre hosts leading industry experts who will share their knowledge and insights for the duration of the show to thousands of visitors. Your brand will be prominently featured throughout the theatre, on all pre and post show seminar theatre promotion, on the seminar theatre page of the event website, on all theatre branding and on the theatre presentation screen. The sponsor also has the opportunity to place their key messages on each delegate seat prior to each presentation.

Cost of Seminar Theatre Sponsorship
\$25,000





SPECIAL BRANDING OPPORTUNITIES



Dedicated E-Blast To Pre-Registered Visitors

Let show visitors know about your participation in advance of the show! Prior to the event, a dedicated e-cast will be sent to all pre-registered visitors promoting your participation, your key messages and stand location.

Cost per dedicated e-blast
\$130 per thousand contacts



Banner On E-Newsletter

Position your promotional banner and highlight your participation on our weekly e-shots to 130,000 recipients leading up to the show.

Cost per e-newsletter banner (two e-shots)
\$3,500



Individually Branded Floor Tiles

Lead buyers straight to your stand with branded floor tiles directing buyers directly to your stand location. These are an excellent, high profile way of letting visitors know where you are located as soon as they enter the show. Sponsor to provide artwork.

Cost per branded floor tile
\$1,450 (includes production and fitting)





Official Show Guide

Highlight your brands participation by placing your company advertisement in the official show guide. The official show guide is given free of charge to all show visitors upon entry to the show. It is proven that visitors keep the show guide until the next year's event as an invaluable reference book meaning that your message stays on buyer's desks for 12 months!

Double page spread (DPS) advertisement	\$2,250
Outside back cover advertisement	\$2,250
Inside back cover advertisement	\$1,750
Inside front cover advertisement	\$1,750
Full page colour advertisement	\$1,450
Half page colour advertisement	\$1,050
Quarter page colour advertisement	\$750
Enhanced exhibitor listing	\$425
<i>(includes company logo and 100 word company profile)</i>	

Book Your Stand and Sponsorship Package Now!

Don't miss this unrivalled business opportunity to meet with and sell your products and services to the top medical tourism buyers from around the world.

Stand and Sponsorship opportunities

Louise Sweeney
Sales Director
International Travel Week
louise@cactievents.com
t: +971 (4)360 3109
f: +971 (4) 36 5314
m: +971 55 152 9754

Andy Buchanan
Event Director
International Travel Week
andy@cactievents.com
t: +971 (4)360 3109
f: +971 (4) 36 5314
m: +971 50 691 0426

Speaker and Conference opportunities

Rudy DoPico
Congress Manager
Medical Tourism Association
rdopico@medicaltourismassociation.com
t: +1 561 791 2000 ext. 819





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Co-Organisers



International Travel Week
International Business Tower
Office No: 1107, Business Bay
Al Amal St, Burj Khalifa Community
PO Box - 392536 Dubai, UAE
t: +971 (4) 360 3109
f: +971 (4) 360 5314

www.itwabudhabi.com



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