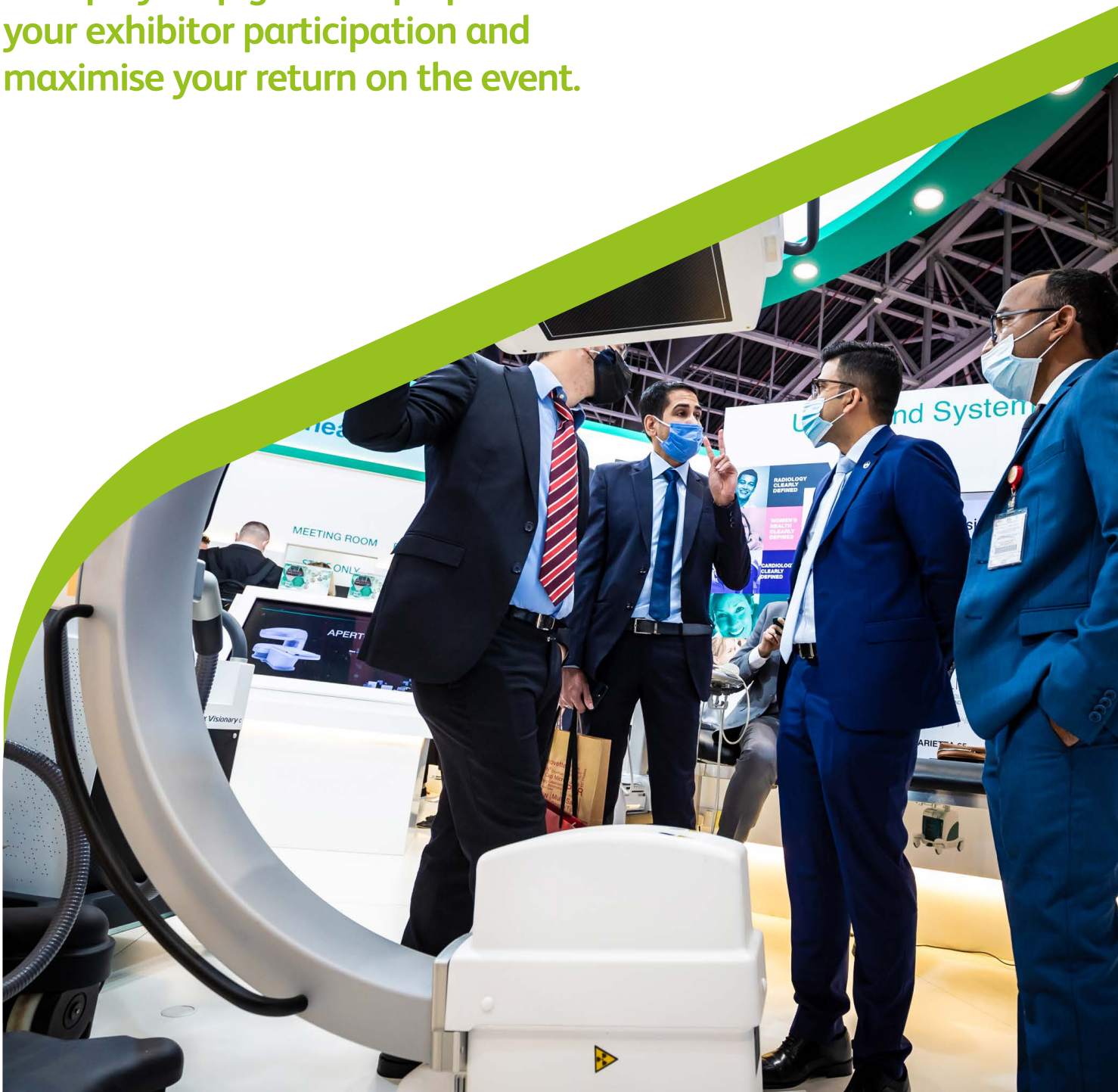


30 January - 2 February 2023  
Dubai World Trade Centre

# Exhibitor checklist

A step-by-step guide to prepare for your exhibitor participation and maximise your return on the event.



# 3 months prior

**Exhibitor essentials.** familiarise yourself with the Arab Health customer centre. Review upcoming important dates, exhibitor rules and regulations, plus other key information.

Learn about the sponsorship opportunities available to increase traffic and help drive attendees to your booth.

- [Virtual opportunities](#)
- [Digital marketing & social media](#)
- [Onsite branding opportunities](#)
- [Education & networking opportunities](#)

**Plan sustainable participation.** Discuss your sustainability options to deliver the best experience to your customers, lower stand waste and costs whilst simultaneously having a positive impact on the wider world and get a chance to participate in the Sustainability Stand Awards. View the Exhibitor Sustainability Checklist.

**Work with our trusted contractor & finalise booth design.** Determine your contractor and booth designer, builder, other booth suppliers, transportation companies, etc.

**Set your ROIs.** Develop measurable event objectives and take advantage of our exhibitor tools to provide answers to your most pressing exhibiting challenges, expand your exhibiting know-how, and improve your company's exhibiting performance and ROI.

**Make your travel arrangements.** Reserve hotel rooms at special rates and book your airline tickets using the Arab Health flight discount with Emirates Airlines. Available at: [arabhealthonline.com/en/travel](https://arabhealthonline.com/en/travel)

Complete your online exhibitor listing by adding your company description and other important details. (Access to the online platform for exhibitors is expected to launch 12th December)

Reach out to your current customers and prospects to invite them using the **AH23 e-invite**.

Include booth number and Arab Health logo in all communications. 2023 logos and promotional banners are [available here](#).

Send exhibiting information with dedicated eShots to reach your target audience directly.

Promote & showcase new products/services being displayed at the event.

Prep your marketing materials. Create booth QR codes using our lead generation tool.

# 2 months prior

**Secure catering.** Order catered snacks and beverages for your booth, meeting rooms and etc.

**Order booth services.** Coordinate your booth furnishings, carpeting, cleaning, electrical, internet and temporary stand staff requirements through the official contractors via the Customer Centre.

**Register staff.** Order badges for your staff and distributors. Kindly check the online registration in Customer Centre for your allocated number of staff badges.

**Submit your on stand activity form.** Any activities including conducting raffles, giveaways, booth presentations, heavy machinery displays, photography/videography etc.

Review and finalise meetings by reaching out to prospects one final time through the online event portal.

Create booth presentations. Consider video or in-person booth demonstrations.

# 1 month prior

**Register your stand contractor.** If you are not using one of the official Arab Health exhibitor contractors, register your exhibitor-appointed contractor through the Customer Centre.

**Ship materials.** Review your build-up timeline for Arab Health and ship your booth materials directly with GT Exhibitions.

**Reserve a booth for arab health 2024.** Secure your exhibit location for Arab Health 2024.

Utilise social media outreach using the existing social artwork for Arab Health 2023

# Upon arrival

**Check on your booth shipment.** Have your booth materials arrived at DWTC? If not, check-in with GT Exhibitions at the Info Hub Desk.

**Set up your booth.** Supervise labour setting up your booth or have full-time employees setup the exhibit. Display marketing materials for the event.

Review your goals for Arab Health 2023 with your staff members.

Use social media and the **#ArabHealth** hashtag to promote your presence.

# During Arab Health 2023

**Engage.** Booth staff should be engaging with attendees, asking questions, demonstrating products and capturing leads.

Continue to promote booth visits and product launches on social media using **#ArabHealth**

Attend CME accredited educational sessions to learn about the latest industry trends and developments from leading speakers in the industry.

Use the lead retrieval platform to help track all conversations and customers with whom you connect with.

Network with other exhibitors, delegates, visitors, speakers, government officials and other industry leaders.



# After Arab Health 2023

**Follow up with leads.** Promptly distribute leads to appropriate reps, have a pre-established lead follow-up plan (and tools for reps to use), make reps accountable and measure ROI.

**Host a de-brief meeting.** Review what worked and what didn't. Make adjustments for next year's event.

Tie back into ROI and exhibiting goals and create an evaluation report.

Follow up on ALL leads that you received from Arab Health 2023 with phone calls or emails.

Send "thank you" emails to stay in touch and follow up by providing additional product/services details.

Send a "sorry we missed you" email to customers you didn't see at the event and mention your participation and any new product/service announcements.

Engage with Arab Health members post-show by taking advantage of our extended online access until March 2nd 2023.

## Key contacts

**Operations: Sachin Yevde**

Customer services: [ah.customerservice@informa.com](mailto:ah.customerservice@informa.com)

Technical stand design services: [techarabhealth@informa.com](mailto:techarabhealth@informa.com)

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