

# The Intelligent Health<sup>(TM)</sup> Pavilion

**Arab Health**   
By Informa Markets

Live, in-person: 30 Jan - 2 Feb 2023 | DWTC, UAE  
Online: 4 January - 2 March 2023

In partnership with:



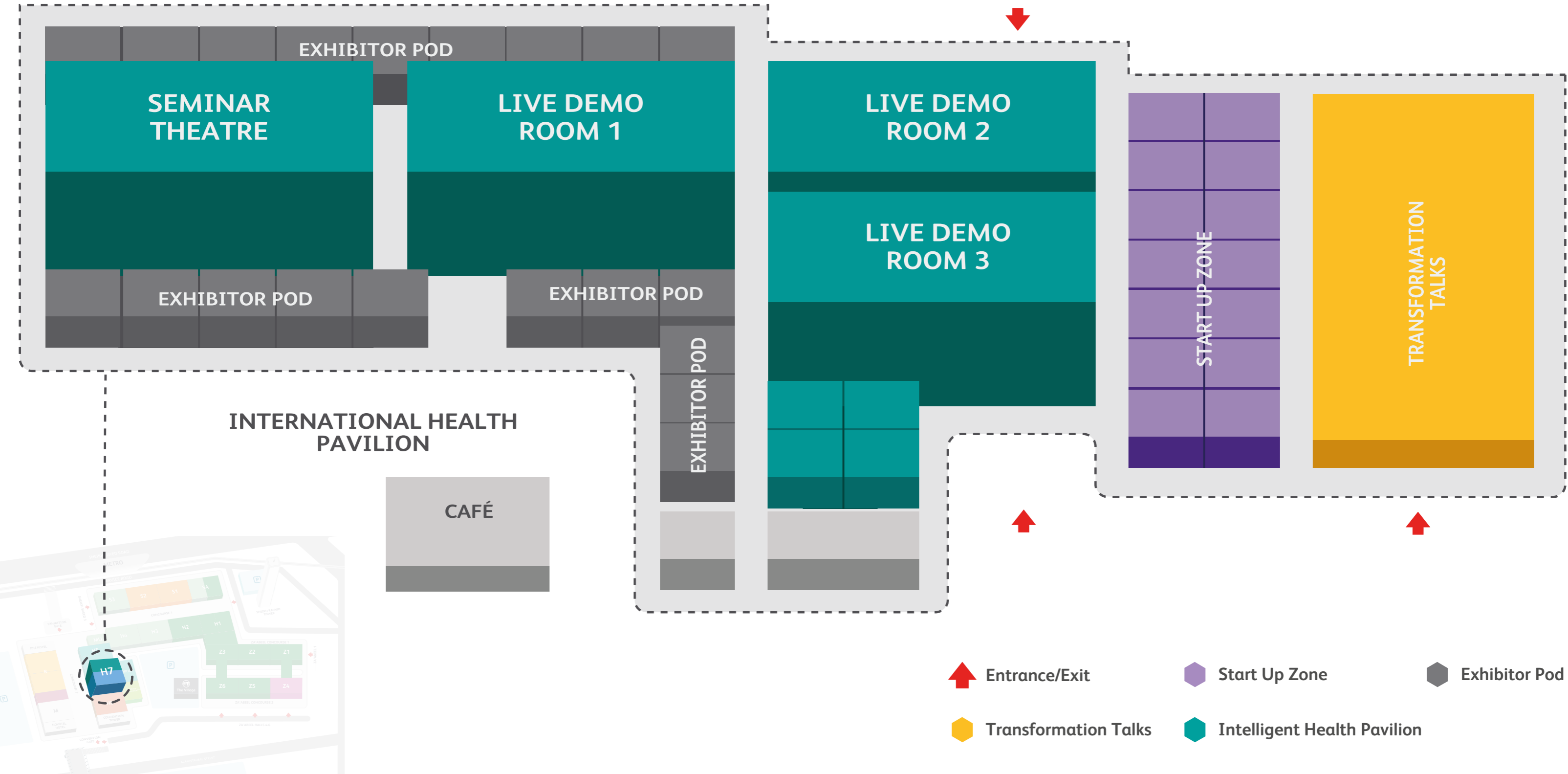
# Intelligent Health Pavilion (IHP)

The Intelligent Health™ Pavilion (IHP) at Arab Health in partnership with IHA is a “Show within a show and a Conference within the conference”. This pavilion will allow you to experience illuminating and enlightening demonstrations of the most innovative and sustainable healthcare technologies, delivering several compelling use cases across collaborating vendors that highlights how multiple technologies can seamlessly inter-operate with state-of-the-art, medical equipment and co-exist to improve the overall patient care environment.

**IHP** is designed for visitors to experience technology, across the care continuum. Working with our selected technology vendors we develop a story line that contextualises the value of their solutions and products and tells the story of a patient, caregiver, or provider through different healthcare solution pathways.

This pivotal area will be a main feature at the exhibition, giving equipment manufacturers, e-Health solution providers and digital health disruptors an opportunity to showcase their solutions and products to an audience of key decision makers, government authorities and trade and healthcare professionals from MENA region.





Entrance/Exit

Start Up Zone

Exhibitor Pod

Transformation Talks

Intelligent Health Pavilion

# Products included in the live demo rooms

In order to make the demo rooms as realistic as possible, sponsors will be able to display their products in a live setting allowing visitors the opportunity to see how the products work and interoperate.

Each room will require its own specific equipment relevant to that part of the hospital.

## Intelligent/Digital OR Suite

- Surgical Lights
- C-Arm
- Smart Cabinets - RFID
- Video cameras
- Surgical table
- Infusion pumps
- Ventilator
- Anesthesia unit
- OR software
- RFID technology for low value assets
- RTLS technology for HIGH value assets
- BLE technology for HIGH value assets
- Surgical Garb / Scrub Lockers – RFID
- Consumables

- Large 4 K Wall Monitors
- Pneumatic tube system
- Ultra-Violet robots
- Surgical Instruments
- Physiological Monitoring
- Robotics

## Intensive care unit

- Bed
- Infusion Pumps
- Welch Allyn devices
- Ventilator
- ERP software
- Nurse Call
- Furniture

- Ergotron hardware
- Physiological Monitoring
- RFID/RTLS/BLE
- Pneumatic tube system
- Wheel chair – RTLS enabled



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## Emergency Room

- Ambulance Defrib, Monitoring Information Delivery to ED
- Network/Wireless Infrastructure
- Patient Transport
- Privacy & Isolation Areas
- Environmental Monitoring
- Patient bed / Stretcher
- Nurse Call (Enterprise Solution)
- Wireless Nurse call
- Ventilator
- Physiological Monitoring
- Ventilator Management
- Infusion System (Pumps)
- Infusion Management
- Bedside Imaging
- Imaging delivery to Bedside
- Connectivity - Alarm Delivery
- Point of Care Devices
- Patient Status Board Staff Identification
- Patient Positive ID & Admission - Bedside
- Patient Positive ID - Printing at Bedside
- Bed Exit Alerts
- Hand Hygiene Compliance Monitoring
- Find Device
- Determine status or utilization Availability
- Staff to Staff Communication Incoming - Outgoing Call
- Availability Management of high value inventory
- Medication Administration
- Staff Duress Alerting
- Patient Wait Time Queuing
- Bay-level Location Accuracy High Level Resolution
- Staff Workflow, “Enterprise Visibility”
- Lab specimen
- Robotic Consulting
- Mobile Dispensing Cabinet
- Inventory Medical Device Management Software
- Handheld Voice communication device
- Secure Messaging

# Sponsorship opportunities

Our sponsorship opportunities provide a range of entry points for brands, service providers and suppliers. These opportunities allow you to get your products and solutions in front of key audiences, highlight your innovations, lead important industry conversations and connect with industry professionals.

## Opportunities at the Intelligent Health Pavilion include:

- Leadership naming rights
- Room naming rights
- Platinum sponsorship
- Gold sponsorship
- Silver sponsorship
- Additional speaker slots
- Exhibitor package



# Platinum sponsorship

## Package (Maximum x2)

- 1 x 30-minute speaking slot in Intelligent Health Pavilion content sessions
- 90-second audio product demonstration incorporated into the guided room tours
- 1 x Pre-built pod within the Intelligent Health Pavilion
  - Includes graphics, 1 x workstation, 1 x led screen, 1 x electrical socket, 2 x bar stools, lead generation package, insurance, admin fee
- Recognised as Platinum Sponsor of Intelligent Health Pavilion on all pre-show and on site signage materials
- Dedicated Intelligent Health Pavilion marketing campaign and on site promotion

Price: US\$30,000

\*Dependent on availability and final allocation of space.  
Space will be sold on a first come, first served basis.



# Gold sponsorship

- 1 x 15 minute speaking slot in Intelligent Health Pavilion content sessions
- 90-second audio product demonstration incorporated into the guided room tours
- 1 x Pre-built pod within the Intelligent Health Pavilion
  - Includes graphics, 1 x workstation, 1 x led screen, 1 x electrical socket, 2 x bar stools, lead generation package, insurance
- Recognised as Gold Sponsor of Intelligent Health Pavilion on all pre-show and onsite signage materials
- Dedicated Intelligent Health Pavilion marketing campaign and onsite promotion

Price: US\$20,000

\*Dependent on availability and final allocation of space.  
Space will be sold on a first come, first served basis.



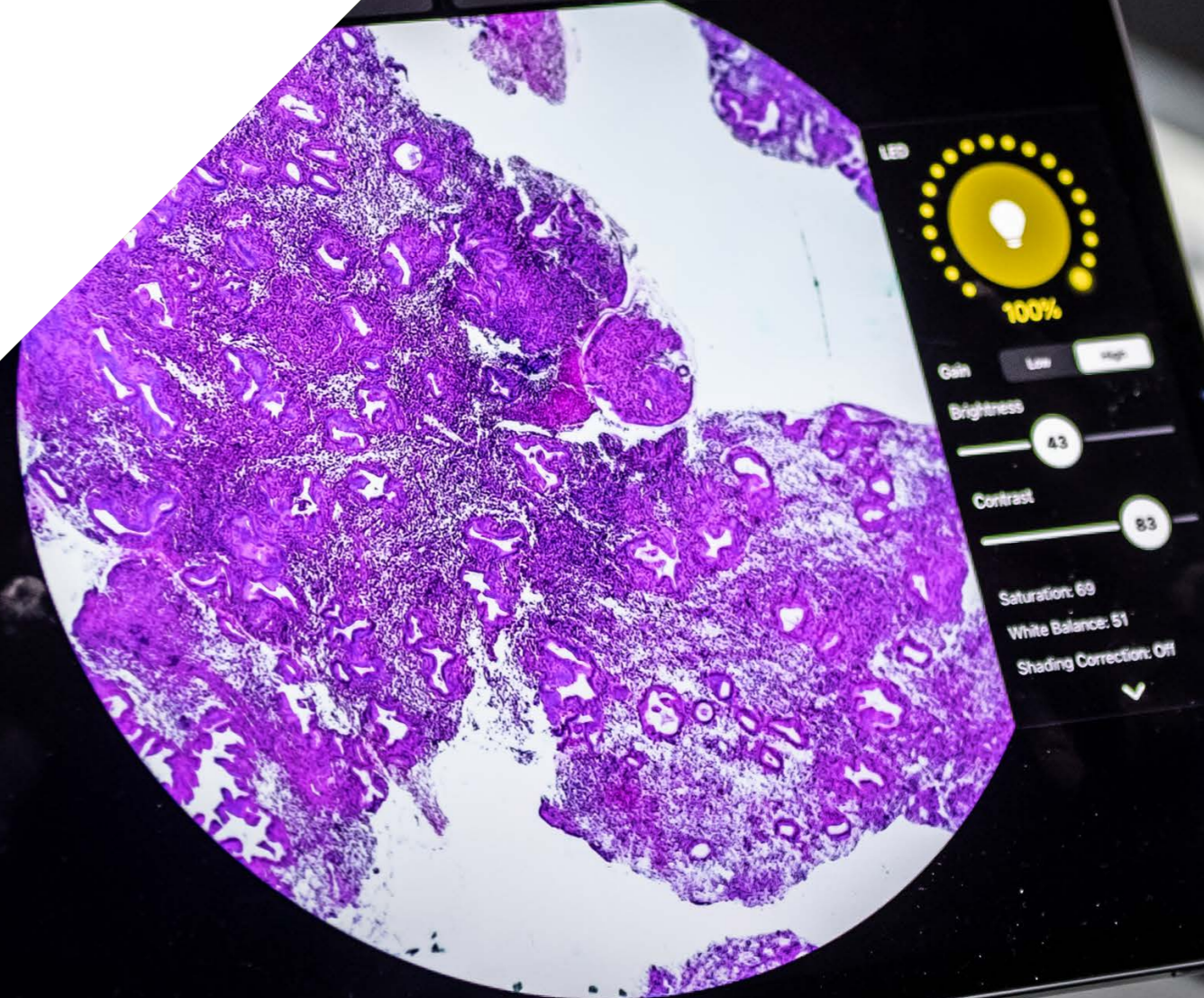


# Silver sponsorship

- 1 x Pre-built pod within the Intelligent Health Pavilion
- Includes graphics, 1 x workstation, 1 x led screen, 1 x electrical socket, 2 x bar stools
- 90-second audio product demonstration incorporated into the guided room tours
- Recognised as Silver Sponsor of Intelligent Health Pavilion on all pre-show and onsite signage materials
- Dedicated Intelligent Health Pavilion marketing campaign and onsite promotion

Price: US\$10,000

\*Dependent on availability and final allocation of space.  
Space will be sold on a first come, first served basis.



# Leadership theatre naming rights

Sponsor will be positioned as the Sponsor of the Seminar Theatre within the IHP. All onsite signage and marketing materials will highlight this.

Price: US\$50,000

# Room naming rights

Each room within the IHP will have the option for naming rights, meaning that a sponsor can have the room named after them, can have staff involved in the demo programmes, and be listed as member of the advisory committee for the room.

**Rooms within the Pavilion will be as follows:**

- Intelligent ICU
- Intelligent/Digital OR suite
- Emergency Room

Please note that rooms are being confirmed on a first-come, first-served basis. Data of visitors to room(s) will be provided.

Price: US\$25,000

# Additional speaker slots

- Timeslot, content etc to be agreed by all parties
- Data of visitors to speaking sessions will be provided

per slot

Price: US\$5,000

# Exhibitor package

- 1 x Pre-built pod within the IHP – includes graphics
  - 1 x workstation
  - 1 x LED screen
  - 1 x electrical socket
  - 2 x bar stools
  - Lead generation package
  - Admin fee

Price: US\$5,000



# Who will you meet?

Arab Health has been attracting the world of healthcare for 48 years, establishing itself as the must attend healthcare event worldwide. Every year at Arab Health, healthcare professionals from the MENA region and across the globe attend the event to learn, network and trade including:



## Dealer & Distributor

- C-level/Owner
- Sales Manager

**Business need:** Building personal & brand reputation to secure exclusive distribution rights or attract new manufacturers/principals.



## Management of Hospitals/Clinics

- Purchasing Manager
- General and Senior Management

**Business need:** Ensuring the hospital is delivering the best clinical outcomes. Maximising the use of procurement budget.



## Leadership

- Healthcare Leader/Healthcare Super Leader
- Government Leader

**Business need:** Best clinical outcomes investment & cost control. Ensuring their facility and country is viewed as a global leader in healthcare.



# What to expect at Arab Health 2023

Arab Health is one of the most important platforms to conduct business in the healthcare industry. With \$781 million worth of business generated on the show floor in 2022, we are once again ready to welcome you back in-person in January 2023 and offer you unlimited opportunities to grow your network and make new business connections.



**2,828**  
exhibitors



**32**  
country pavilions



**70**  
exhibiting countries



**\$781 million\*\***  
total value of business generated



**80,577**  
professional visits



**40,254**  
live visitors



**184**  
countries represented



# Be present

Don't miss out on this unique opportunity and expand your business at Arab Health 2023. Stand out from the crowd, have your story heard. Your business has an amazing story to tell and you want something that a traditional conference room cannot provide.

## For more information contact:

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