

Digitally Enhanced Exhibitions

Your pathway to accelerated ROI

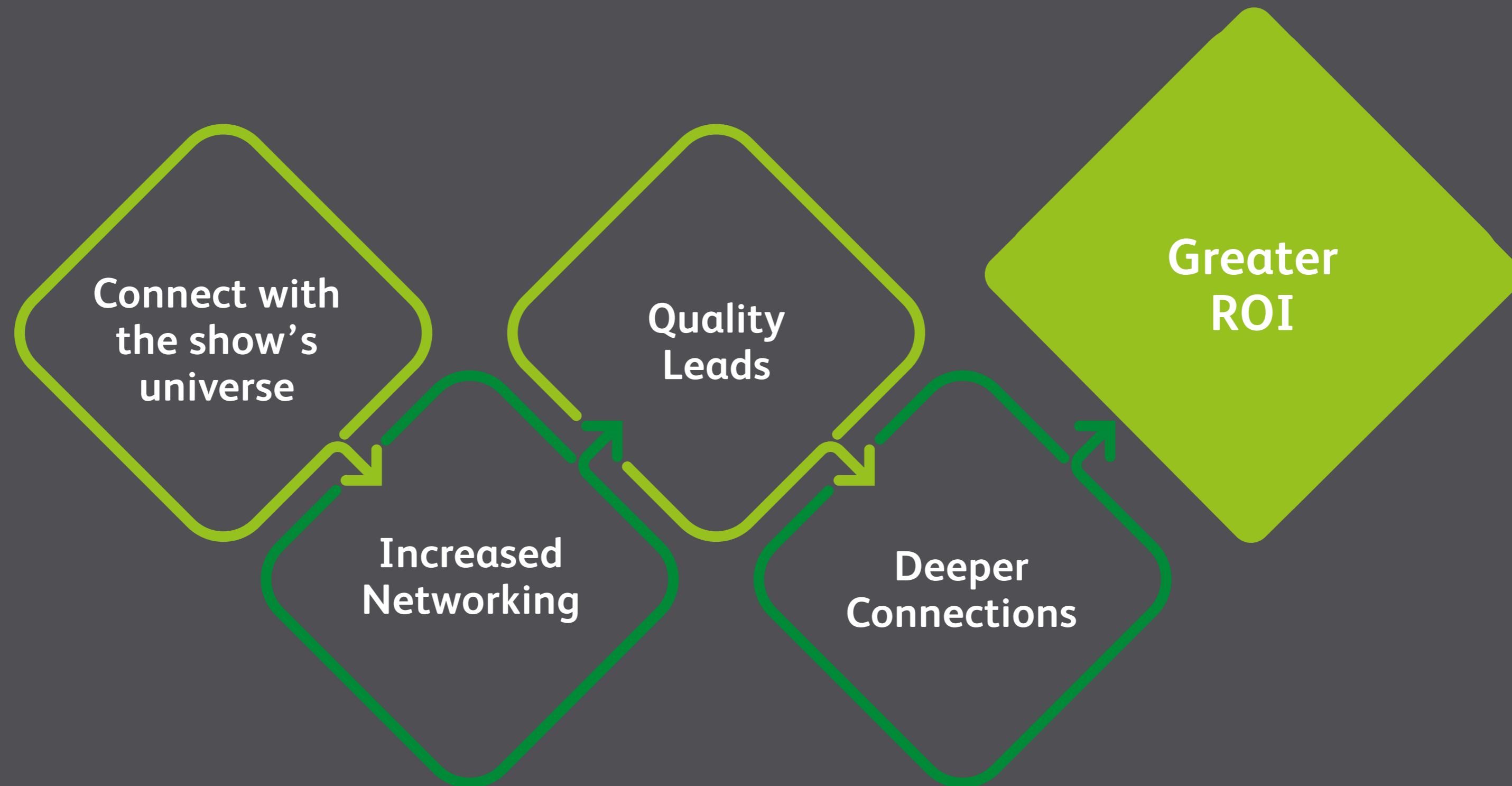


Online: 8 Jan - 15 Feb 2024

Live, in person: 29 Jan - 1 Feb 2024

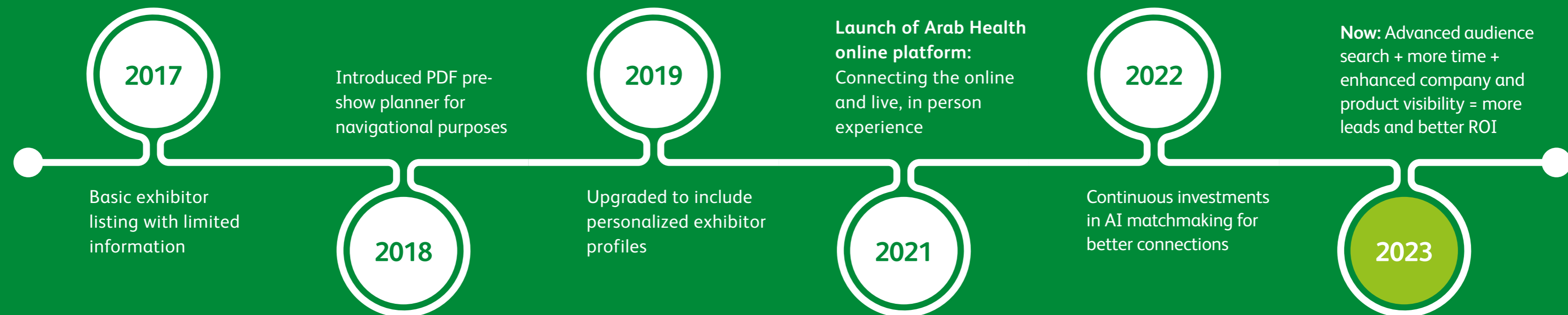


Tap into the power of a digitally enhanced Arab Health



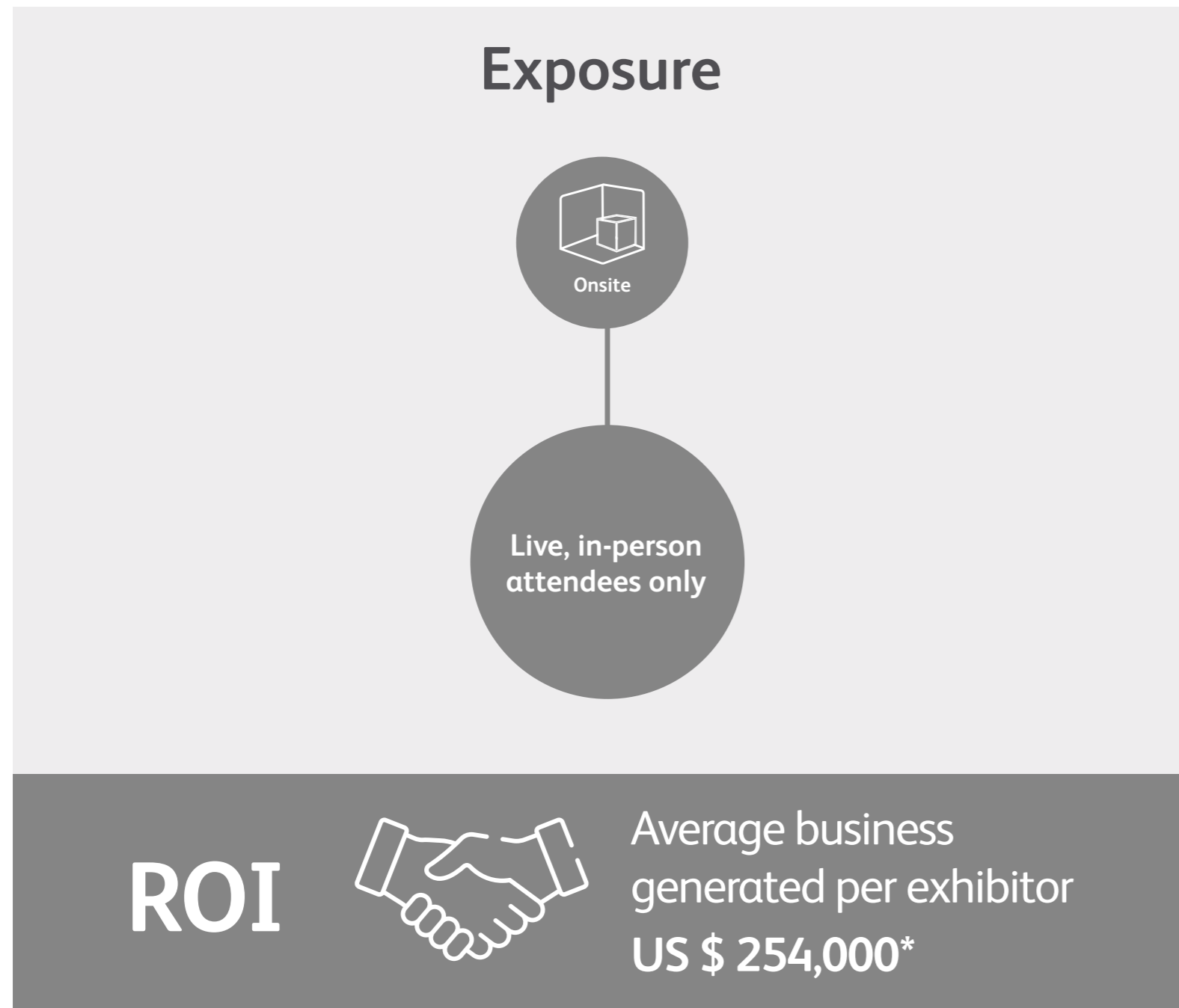
What we've been working on so far

Arab Health has successfully incorporated technological advancements in the digital space to improve and enhance the exhibitor experience. The Arab Health online platform boosts your exposure to the healthcare industry by extending your visibility before and after the live show.

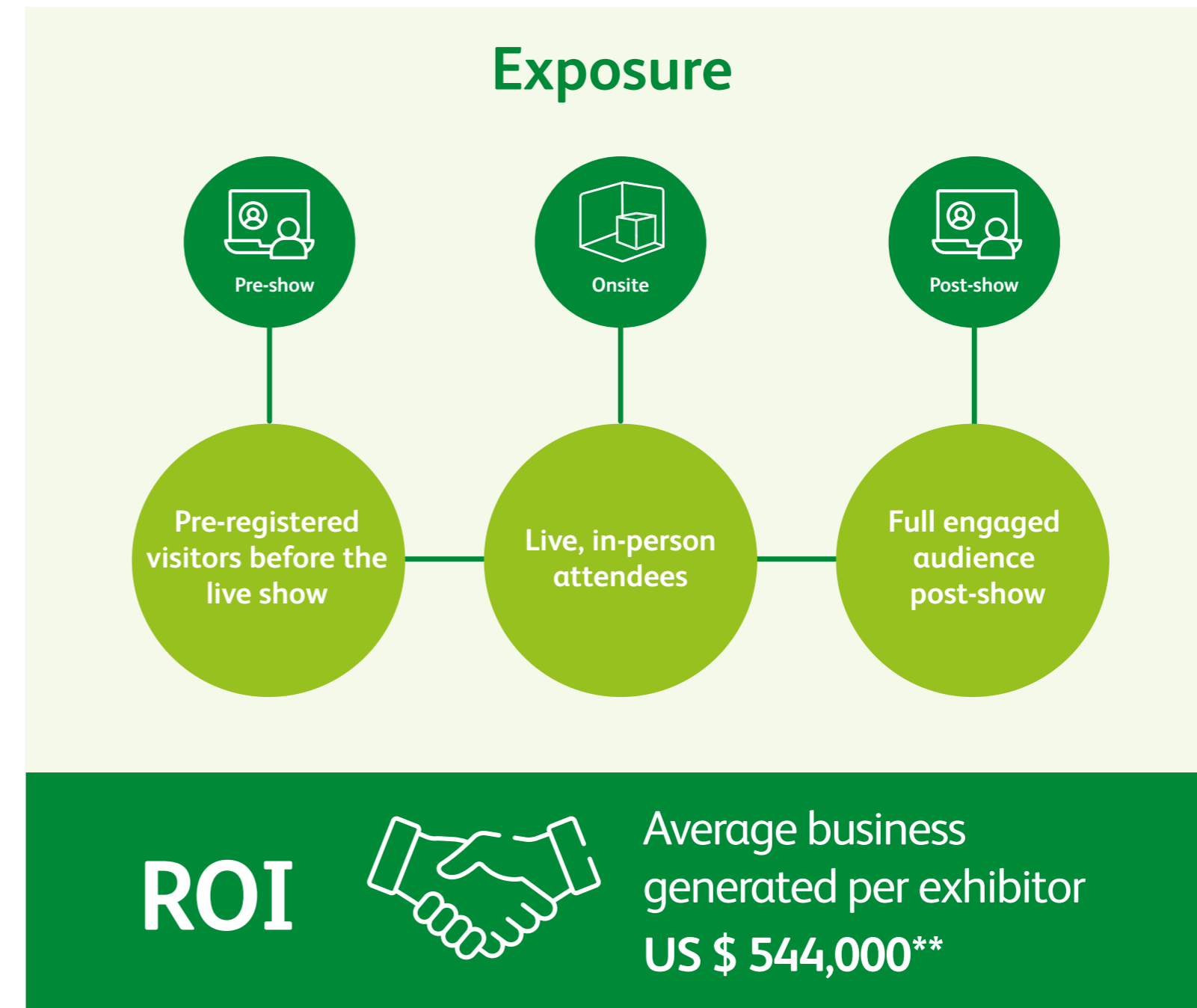


An enhanced experience that enables higher ROI

Traditional Experience



Enhanced Digital Experience



*As per GRS Explori Surveys conducted in 2020 and 2023


An offering that provides an overall enhanced experience

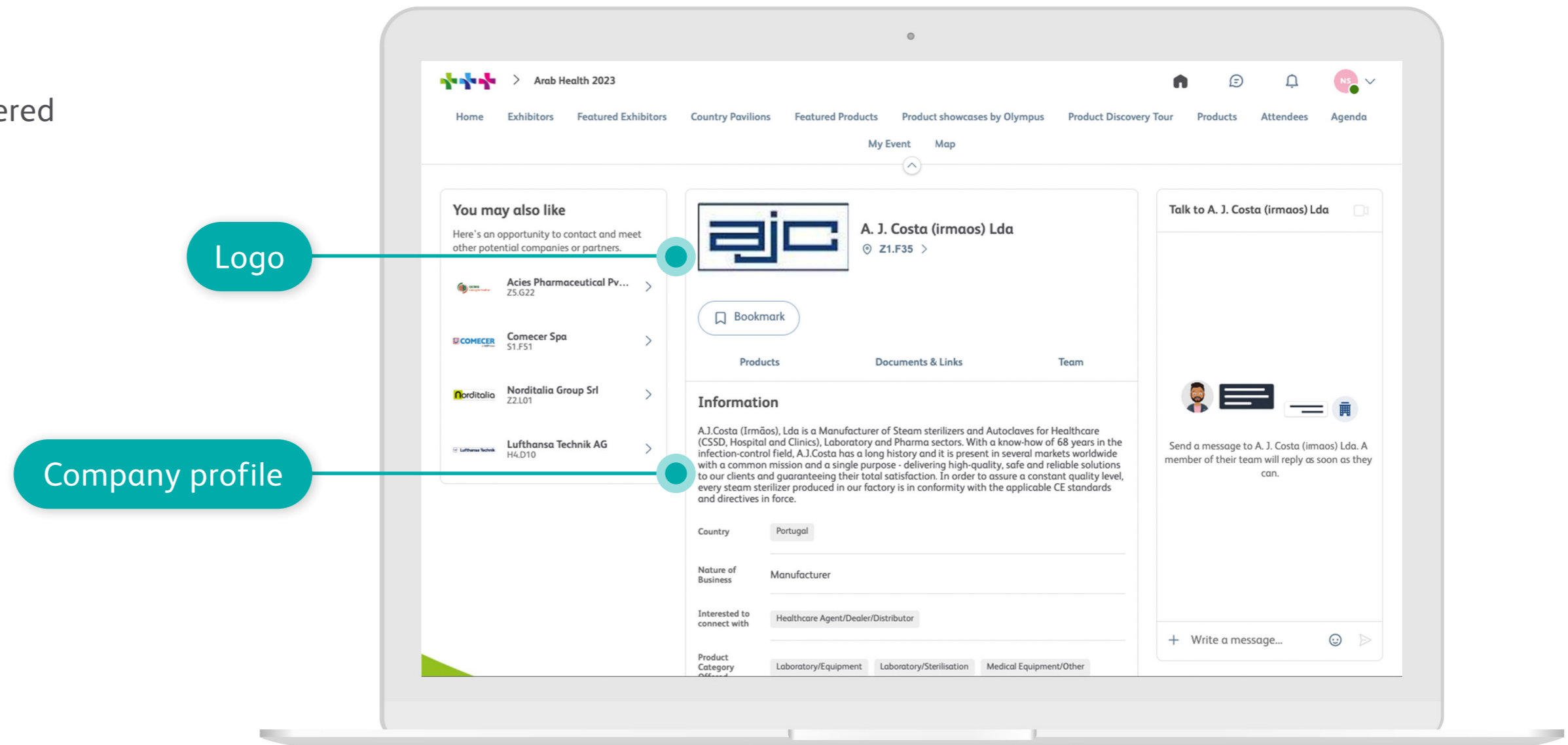
	Traditional Experience	Enhanced Digital Experience
Badge	Wait in queues to collect printed badges available only at the venue	Access your digital badge soon after registration
Audience Reach	Limited to live, in person audience	Includes the entire show audience
Networking	Limited to three show days	1 Full month: The online platform is open 2 weeks before and after the live show
Lead Capture	Simple exchange and physical storage of business cards	Capture your leads contact details in less than a minute by scanning their digital badges
Lead Management	Transcribing business cards is time and labor intensive , leaving room for error	Add questions for progressive profiling , download leads and import to CRM
Exhibitor Visibility	Standard listing , limited profile details and no personalization	Personalised exhibitor profiles, extensive branding elements
Product Listing	Featured products listing only on the event website	Elaborate product listing with images, descriptions, links and category filters
Matchmaking	Physical interactions during show days only	AI driven recommendations and advanced audience filtering
Mobile App	Static app with standard content for all	Dynamic mobile app experience with digital badge, custom agendas, access to show audience, lead capture and navigation

What does an essential company profile look like?

The starter kit to an online platform includes:

- Create company profile with logo & description to be discovered by potential buyers
- **4 products** listing only
- Invite customers & prospects
- Unlimited inbound & outbound connections
- **Scan visitor badges** & capture leads
- Configure qualifying questions for inbound leads
- **Export leads** to CSV/excel

 Want more? Let's power up to advanced!




Advanced company profile & its benefits

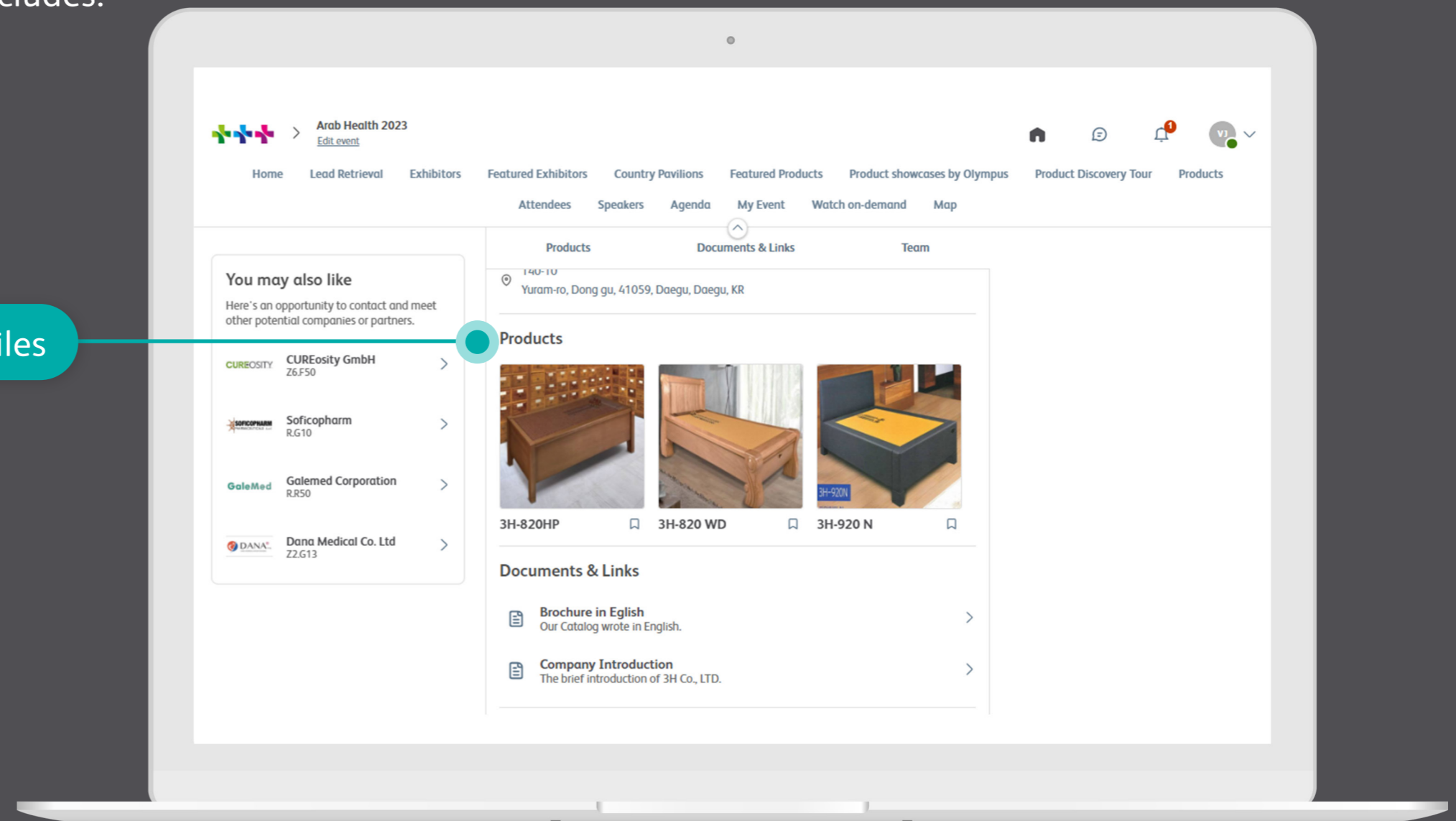
An advanced company profile is an upgrade from the essential profile which includes:

- Create company profile with logo & description to be discovered by potential buyers
 - Invite customers & prospects
 - Unlimited inbound & outbound connections
 - Scan visitor badges & capture leads
 - Configure qualifying questions for inbound leads
 - Export leads to CSV/excel
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- Unlimited products listing
 - Upload 1 video & upload 4 media files
 - **Prioritise your leads** with our Arab Health online dashboard functionality
 - Add up to **5 qualifying questions** to your inbound leads



 Want more? Let's accelerate your ROI by upgrading to Enterprise!

Products & media files



Enterprise: maximized benefits, & accelerated ROI

An enterprise company profile is an upgrade from the advanced profile which includes:

- Create company profile with logo & description to be discovered by potential buyers
- Unlimited product listing
- Invite customers & prospects
- Unlimited inbound & outbound connections
- Scan visitor badges & capture leads
- Configure qualifying questions for inbound leads
- Export leads to CSV/excel

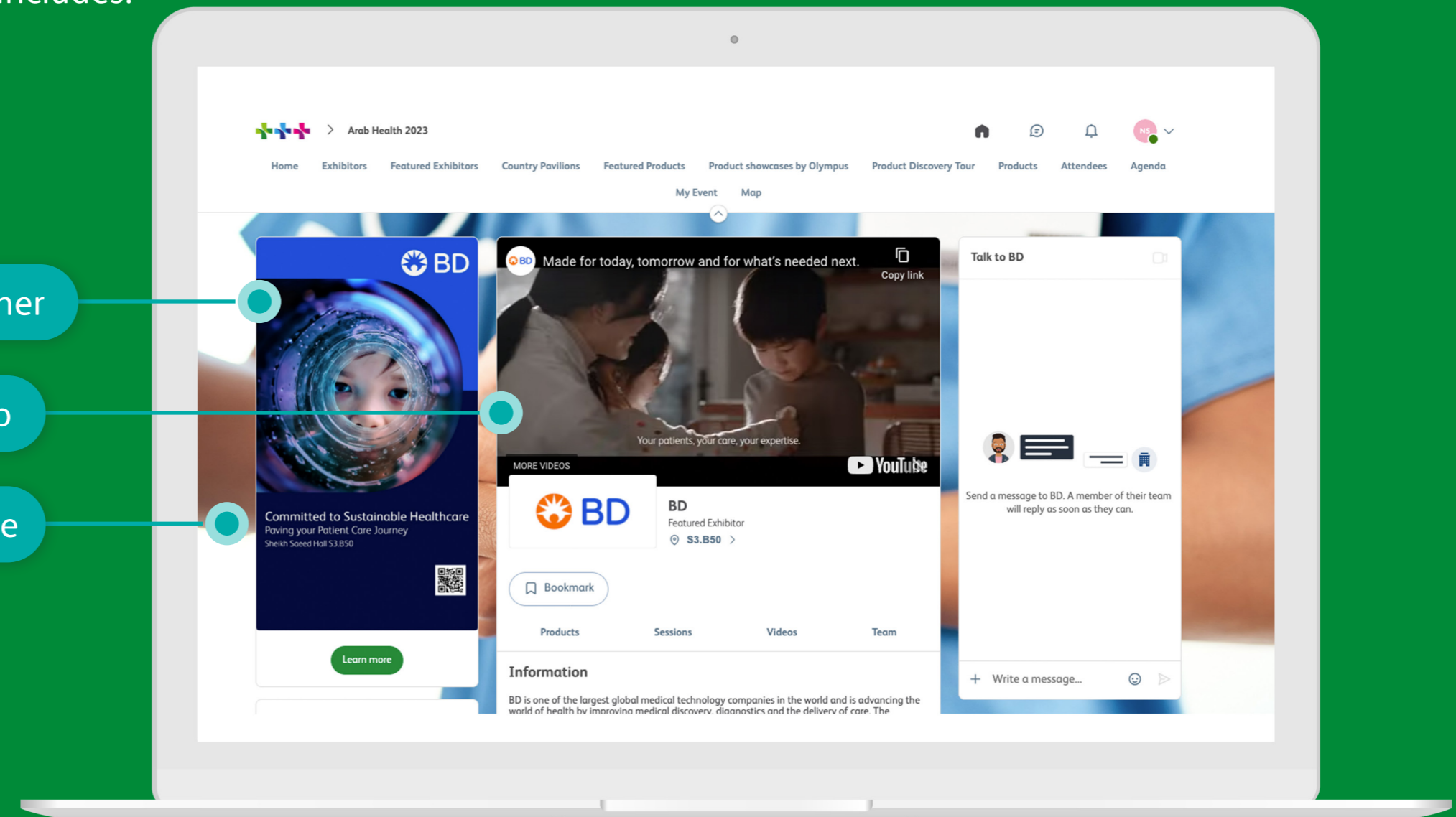


- Upload 2 videos & upload unlimited media files
- Enhance your profile with a **header image/video, background image and a banner advert**
- White glove assistance with dedicated team to configure the online profile
- Include a pop-up message when users access your profile
- **Prioritise your leads** with our Arab Health online dashboard functionality
- Add **unlimited qualifying questions** to your inbound leads

Banner

Video

Background image



Get involved

Contact the team to tap into the power of the Arab Health online platform and accelerate your ROI.

Arabhealth@informa.com

