



MEDHEALTH
CAIRO 2022



اتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

23rd edition

SIMULTANEOUSLY WITH THE ARAB HEALTH MINISTERS COUNCIL

14 - 15 MARCH 2022

CAIRO MARRIOTT HOTEL - ZAMALEK - EGYPT

**EXHIBITION &
SPONSORSHIP KIT**

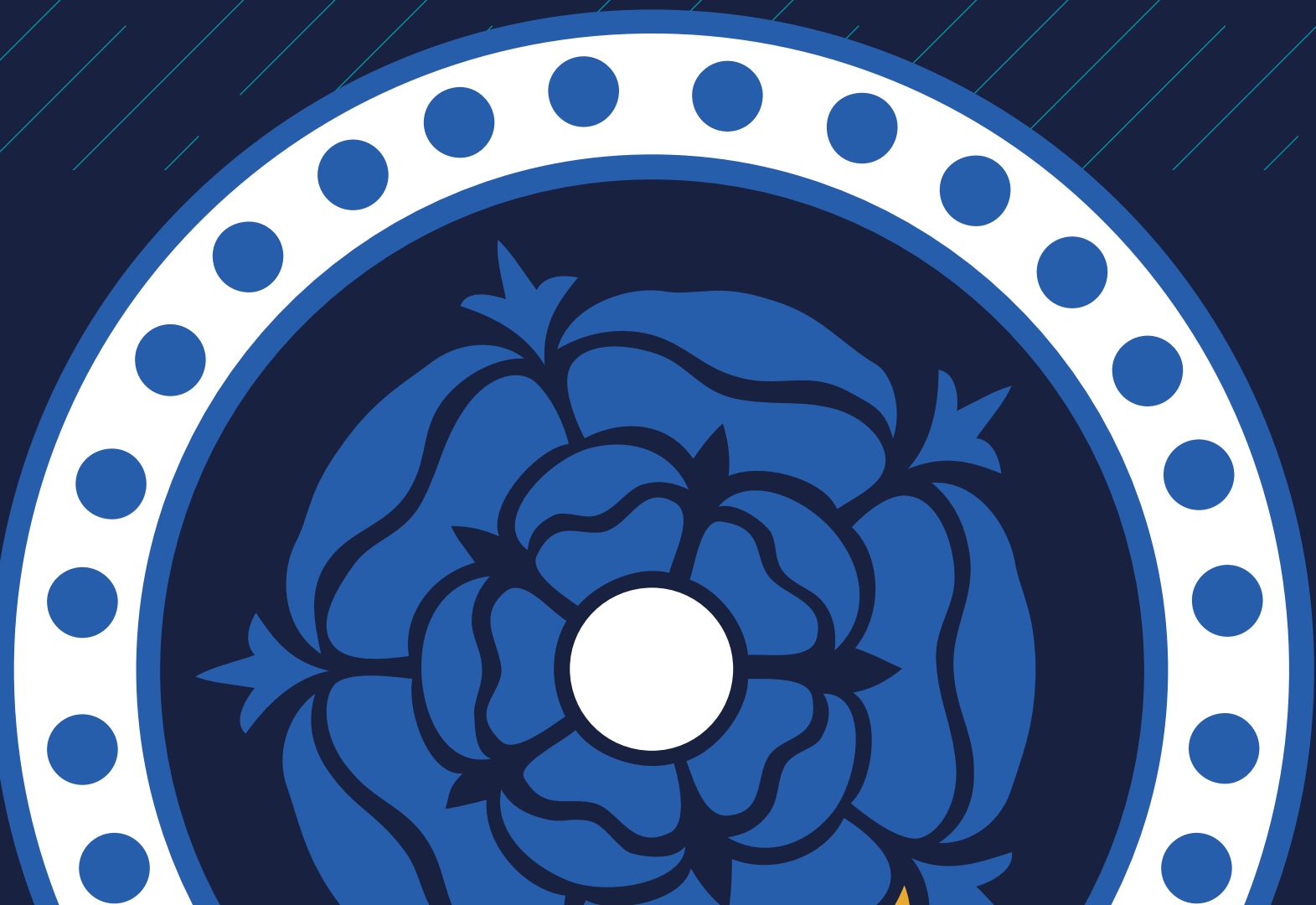
INDEX


- 01. SPONSORSHIP OPPORTUNITIES**
- 02. WHY & WHO SPONSORS ?**
- 03. CATEGORIES**
- 04. FLOOR PLAN**
- 05. CONTACT US**
- 06. FORMS**



01

**SPONSORSHIP
OPPORTUNITIES**





MedHealth Cairo 2022 Forum of the Arab Hospitals Federation is an Annual event held simultaneously with the Arab Health Ministers council and dedicated to key decision makers, hospital owners, C-level executives, directors, clinicians and healthcare leaders to get insights on worldwide healthcare management thinking, best practices and solutions while creating a real forum for networking in the Arab countries.

Leading Health executives from around Hospitals of the region will meet to exchange and learn ideas on evolving business models, innovative technologies and improvements on management & Healthcare system.

By sponsoring “MEDHEALTH CAIRO”, your company will gain exposure in front of a highly targeted audience. As your company seeks to demonstrate its leading position in the Health and Medical Fields, you will have the chance to maximize your market impact, and partner with the public sector.

1. Consolidate the public-private-partnership
2. Create greater market exposure and awareness
3. Approach targeted audience to promote your corporate image, products & services
4. Stand out as a leader in the regional Healthcare industry

As a sponsor, the forum will allow you to influence and network with major policy decision makers, investors, key organizations and governmental authorities involved in the Healthcare industry.

02

WHY & WHO
SPONSORS



WHY

- Get Exposure in front of the most prominent and prestigious thought leaders in the Arab Health Care Industry
- Align your corporate strategies with specific programming, themes and speakers
- Partner with AHF to invite thought leaders and/or clients to contribute to the overall agenda and highlight your organization's successes
- Network with international health care policy makers, industry leaders and other key decision makers
- Leverage your company's exposure and positioning in the events promotional campaign reaching health care industry stakeholders in the Arab countries
- Feature your corporate materials and solutions in the presentations, and one-on one client engagements

WHO?

- Medical Cities
- Healthcare Institutions
- Suppliers of Healthcare Products & Equipment
- Health & Financial Consulting firms
- Accrediting bodies
- IT Software and Health technology solution providers
- Health Tourism Companies
- Pharmaceutical Companies
- Banks & Insurance

03

CATEGORIES



MAIN SPONSORSHIP

STRATEGIC PARTNER

\$ 60.000

Pre- event:

1. Name & Logo will be strongly featured TOP POSITION on main Brochure distributed to all targeted segments, participants & attendees
2. Name & Logo will be included on all eMail campaigns where sponsors are mentioned
3. Name & Logo Banner displayed on event's website with a link to sponsor's website
4. Name, Logo & Company profile listed in the event catalogue

During the Event:

1. 36 sqm complimentary booth on prime location
2. Name & Logo will strongly appear on the main forum backdrop banner TOP POSITION
3. Name & Logo will be broadcasted thoroughly on a widescreen between the presentations
4. Two front-Seats for the sponsor's senior executives in the opening ceremony
5. Speaking slots
6. A selection of Awards will be granted
7. Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition & receiving the certificate of attendance)
8. Business to Business Meeting with Officials (upon your request)
9. Logo on Congress Lanyard (One Color)
10. Logo on All Congress Materials

PLATINUM SPONSORSHIP

\$ 30.000

Pre- event:

1. Name & Logo will be strongly featured on main Brochure distributed to all targeted segments, participants & attendees
2. Name & Logo will be included on all eMail campaigns where sponsors are mentioned
3. Name & Logo Banner displayed on event's website with a link to sponsor's website
4. Name, Logo & Company profile listed in the event catalogue

During the Event:

1. 18sqm complimentary booth
2. Name & Logo will strongly appear on the main forum backdrop banner
3. Flags with Logo displayed during Cocktail of the Opening Ceremony (to be provided by sponsors)
4. Name & Logo will be broadcasted thoroughly on a widescreen between the presentations
5. Two front-Seats for the sponsor's senior executives in the opening ceremony
6. 20 min Speaking slot or satellite symposium in the scientific Program
7. Complimentary invitations to the opening ceremony will be provided to the sponsors
8. Four Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition & receiving the certificate of attendance)
9. Business to Business Meeting with Officials (upon your request)

GOLD SPONSORSHIP

\$ 20.000

Pre- event:

1. Name & Logo will be strongly featured on main Brochure distributed to all targeted segments, participants & attendees
2. Name & Logo will be included on all eMail campaigns where sponsors are mentioned
3. Name & Logo Banner displayed on event's website with a link to sponsor's website
4. Name, Logo & Company profile listed in the event catalogue

During the Event:

1. 15sqm complimentary booth
2. Name & Logo will strongly appear on the main forum backdrop banner
3. Flags with Logo displayed during Coffee Break (to be provided by sponsors)
4. Name & Logo will be broadcasted thoroughly on a widescreen between the presentations
5. Two front-Seats for the sponsor's senior executives in the opening ceremony
6. 20 min Speaking slot or satellite symposium in the scientific Program
7. Complimentary invitations to the opening ceremony will be provided to the sponsors
8. Four Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition & receiving the certificate of attendance)
9. Business to Business Meeting with Officials (upon your request)

LUNCH OR RECEPTION SPONSORSHIP

\$ 10.000

Pre- event:

1. Name & Logo will be strongly featured on main Brochure distributed to all targeted segments, participants & attendees
2. Name & Logo will be included on all eMail campaigns where sponsors are mentioned
3. Name & Logo Banner displayed on event's website with a link to sponsor's website
4. Name, Logo & Company profile listed in the event catalogue

During the Event:

1. Name & Logo will strongly appear on the main forum backdrop banner
2. Flags with Logo displayed during Lunch or Reception (to be provided by sponsors)
3. Name & Logo will be broadcasted thoroughly on a widescreen between the presentations
4. Two front-Seats for the sponsor's senior executives in the opening ceremony
5. 20 min Speaking slot or satellite symposium in the scientific Program
6. Complimentary invitations to the opening ceremony will be provided to the sponsors
7. Four Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition & receiving the certificate of attendance)
8. Business to Business Meeting with Officials (upon your request)
9. Name in the conference Agenda next to sponsored lunch or welcome reception.

HEALTHCARE TALKS SPONSORSHIP

\$ 10.000

Introducing at MedHealth Cairo, The Healthcare Talks. Positioned on the AHF Stage at designated time during the day , the Talks will give Pharmaceutical and Medical companies the opportunity to showcase the most innovative technology, product or method...

In addition, The Talks will feature world renowned experts in all Healthcare & Medical fields .

A truly unique opportunity not to be missed!

This package includes the opportunity to have a speaking slot and branding exposure across all our platforms promoting these talks.

CO SPONSORSHIP

\$ 5.000

Pre- event:

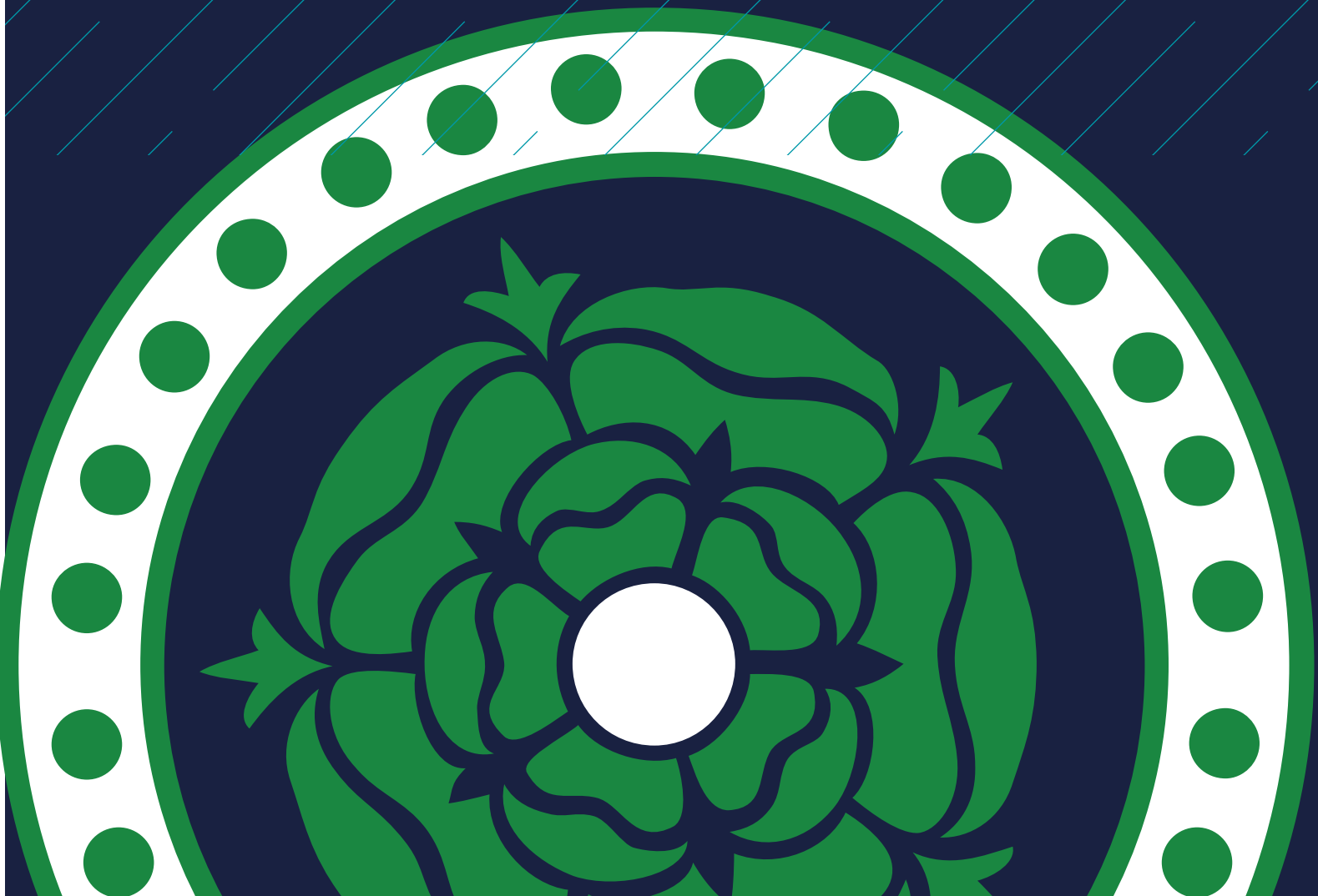
1. Name & Logo will be featured on main Brochure
2. Name & Logo will be included on all eMail campaigns where sponsors are mentioned
3. Name & Logo Banner displayed on event's website with a link to sponsor's website
4. Name, Logo & Company profile listed in the event catalogue

During the Event:

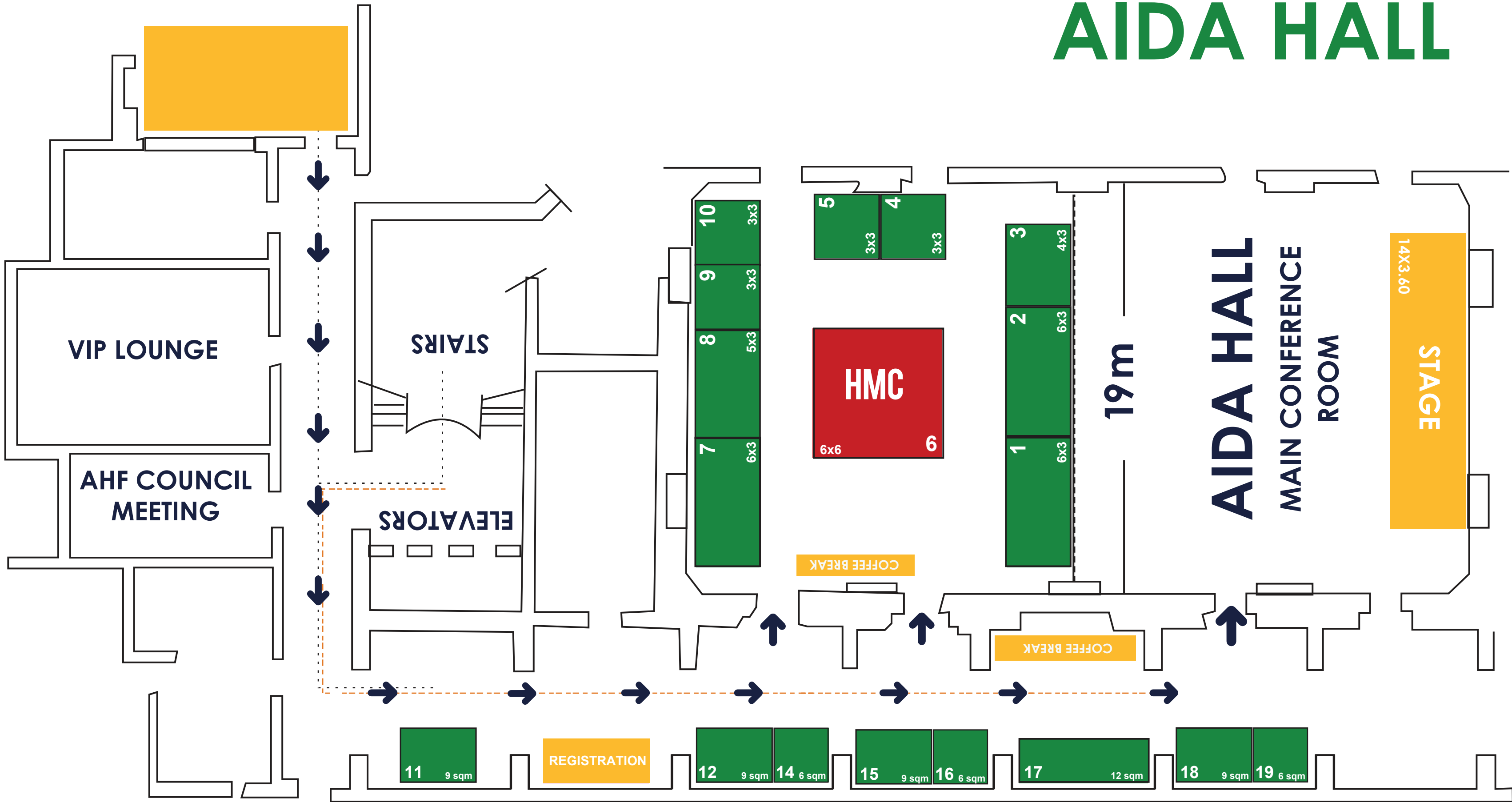
1. 9sqm complimentary booth
2. Name & Logo will strongly appear on the main forum backdrop banner
3. Four Complimentary forum passes (this includes attending all the sessions, panel discussions, coffee breaks as well entrance to the Exhibition & receiving the certificate of attendance)

04

FLOOR
PLAN



AIDA HALL



05

**SPONSORSHIP PACKAGES CAN BE
CUSTOM MADE TO MEET YOUR BUDGET
AND EXPECTATIONS**

CONTACT US



+ 961 9 900111 / 961 9 900110



ahfonline@ahfonline.net



www.ahfonline.net



06

FORMS





Company Name		Contact Name	
Position	Country		
City	Address		
Tel	Fax	Email	
Mobile	Category of products to be exhibited		

	Stand Nb.	Price \$	Size
SPACE ONLY		350 \$	
ADVERTISING OPPORTUNITIES			
<input type="checkbox"/> Premium advert in Catalogue		\$ 2 500	
<input type="checkbox"/> Inside front/back cover		\$ 3 000 EACH	
<input type="checkbox"/> 1 Page Advert		\$ 2 000	
<input type="checkbox"/> Outer back cover		\$ 3 500	
Total Cost (\$)			

BOOTH SPACE ONLY

**THE SPACE WILL BE
EQUIPPED WITH:**

- * 1 TABLE**
- * 2 CHAIRS**

AT THE FOLLOWING PAYMENT TERMS

* FULL AMOUNT SHOULD BE PAID UPON SIGNATURE

TOTAL \$

PAYMENT SCHEDULE & PROCEDURE

- Full amount within 20 days of stand reservation. Return of contract confirms your attendance. Receipt of full payment should be done maximum one month prior to the event. Receipt of payments confirms your stand location. Failure to payment within 20 days means your stand position may be reallocated.
- Bank Transfer: Must be payable to Beneficiary name: MCE Group S.A.R.L. (Details will be provided in the invoice)
 - Copy of the transfer slip must be faxed or emailed to the organizers, all bank transfers must be marked clearly with the delegate name and event title. Bank charges are to be deducted from participating entity own account.
 - Full payment must be received prior to the event for entrance to be guaranteed.

We hereby confirm our participation at the above-mentioned exhibition and we confirm our acceptance of the Rules and Regulations attached to this contract. The execution of this Application and its receipt by the organizing company is deemed conclusive evidence of the applicants agreement to pay the full fees due from that moment. The application is non-cancelable by the Applicant. Applicant further acknowledges that the organizing company, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that the organizing company is also entitled to any unpaid amounts that may be owed by the Applicant to it.

00961 9 900111

Email: ahfonline@ahfonline.net

Signature of Principal Director:	Date:	Apply company stamp here:
Print name of Principal Director:		



COMPLETE & FAX +9619900111

EMAIL: ahfonline@ahfonline.net

IMPORTANT NOTE kindly use capital letters while filling-out this form

Kindly book the Sponsorship package of the " MedHealth Cairo 2022" with the following specifications

NAME OF SPONSOR: _____

Specify the selected category: _____

Total Amount Due: _____

FIRST party MCE Group , hereafter called first party, commits itself to provide all the sponsorship terms mentioned in the selected package to the second party. SECOND party The sponsoring company mentioned herein, called Second party commits itself to provide the First party with all the materials and information required on the deadlines set by the First party. It also commits itself to pay the herein stated amount for the approved sponsorship package and as described within this form's conditions

Nature of Products | Services to be Exhibited _____

COMPANY / ORGANIZATION _____

Name of Company /Organization _____

Address _____

Country _____

P.O.Box _____

ZipCode _____

Tel _____ Fax _____

Http:// _____

Main Business Activity _____

Contact Name for Payment Confirmation [if different from below] _____

Tel _____ Fax _____

eMail _____

AUTHORIZED PERSON

Title _____ First Name _____ Last Name _____

Position _____

Tel _____ Fax _____

Mobile _____

eMail _____

Date _____

Signature and Company Seal(below) _____

Company Tax Number _____

RESERVED FOR THE ORGANIZERS

HOW TO BOOK

Fax back: +961 9 900 110 / 111

Email: ahfonline@ahfonline.net

BOOKING CATEGORY

- | | | |
|--------------------------|----------------------------|----------|
| <input type="checkbox"/> | Main Sponsor | \$60,000 |
| <input type="checkbox"/> | Platinum | \$30,000 |
| <input type="checkbox"/> | Gold | \$20,000 |
| <input type="checkbox"/> | Lunch or Welcome Reception | \$10,000 |
| <input type="checkbox"/> | Healthcare Talk | \$10,000 |
| <input type="checkbox"/> | Co Sponsor | \$5,000 |

Total _____

BOOKING TERMS & CONDITIONS

- Terms and conditions are subject to the herewith attached selected sponsorship pack described and offered by MCE Group And approved by the sponsoring Company.
- This form once signed shall be treated as an official contract that both parties abide by.
- A confirmation letter and an invoice will be sent to you upon receiving your booking form.
- We agree to abide by and be subject to the rules & regulations of the event , receipt of which we hereby acknowledge any amendments which may be made by the organizers or relevant authorities.
- Full payment of sponsorship should be done upon signature
- Through this contract, the Second party acknowledges that the First party is not entitled to refund the paid amount in case the Second party cancels its participation and has all the right to claim the unpaid one that the Second party owes to the First party. These terms cannot be varied under any circumstances.

PAYMENT DETAILS & TERMS

- Bank Transfer Cash

- Bank Transfer: Details will be provided in the Invoice
 - Copy of the transfer slip must be faxed or emailed to the organizers, all bank transfers must be marked clearly with the delegate name and event title.
- Bank charges are to be deducted from participating entity own account
- Full payment must be received prior to the event for entrance to be guaranteed.

1-The conditions and rules set here below in this agreement bind the exhibitors. Any amendment should be done in writing and approved by the organizing company who is empowered to do it, noting that this does not decrease the right of the exhibitor or increase the employees' responsibilities.

2-The payment schedule for stand and sponsorship should be done upon signature. All the amount should be paid in maximum one month prior to event date.

Where the application is made after the final payment date specified on the application, the total cost shall be payable with return of the application. The total cost represents only the payment for the site, details of which are set out in the application and all other goods and services required by the Exhibitor shall be paid for by the Exhibitor in addition thereto. Exhibitor will not be permitted to exhibit unless he has paid prior to the exhibition all the fees agreed to on the application form.

3-Through this contract, the exhibitor agrees that the Organizing company is not entitled to refund the paid amount in case the exhibitor cancels his participation and has all the right to claim the unpaid one that the exhibitor owes to the Organizing Company. These terms cannot be varied under any circumstances.

4- All bookings are bound by these Rules and Regulations irrespective of any reservations which may be made. The Organizing company reserves the right to alter, add to, or amend any of these conditions or not, the decision of the Organizing Company is binding if any disagreement on the interpretation of these regulations should arise.

5- The signature of this contract and its receipt by the Organizing Company is an absolute proof of the exhibitor agreement to pay all its due fees starting from the moment of concluding this agreement.

6-Any organization, which having signed an application for exhibition space; fails to exhibit for any reason of the Exhibitor's own choosing and has not been released from the Agreement by the Organizing Company, shall be liable for the full amount stated in the application plus any additional costs incurred by the Organizing company as a result of such failure to exhibit.

7- In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound up the agreement terms with him shall be determined and all the money already paid shall be retained by the Organizing company.

8-Exhibitors are obliged to be submitted to the rules and regulations of the country where the exhibition will be held.

9-The Organizers have full power to allocate exhibition areas and position of exhibition space at the exhibition for any reason which in their sole opinion is in the general interest of the exhibition to alter the general layout or any particular stand even if already allotted, contracted and the exhibitor shall accept such new allotment of space substitution of that originally allotted to him.

10-The exhibitor should respect other exhibitors. Exhibit shall not obstruct the view of adjoining exhibits nor be operated in a manner objectionable to other exhibitors. Devices like lighting, sounds, raffles, donations etc... should be approved in advance by the organizing company.

11-The Exhibitor must not transfer, dispose of, part wither otherwise sublet the whole or any part of his exhibition space, whether for financial consideration or otherwise. The Exhibitor must, if he's an agent, distributor or licensee, state at the time of application the names of the principals to be represented. This doesn't prohibit an Exhibitor displaying the products of a principal for whom he becomes a distributor or licensee after the time of application, with the prior written permission of the organizing company.

12-The exhibitor is not allowed to dismantle the stand unless the exhibition is over. A representative of the exhibiting company should be present during all the phases of the exhibition as well as during the installation and dismantling of the stands.

13-The publisher of the catalogue, the organizing company, its employees, its agents or sponsors will not be responsible for any errors or omissions on copy prepared and submitted by the advertiser or exhibitor.

14-The organizing company is not responsible for any theft, defect, loss, damage or any accident toward any person or thing. Guards will be assigned to watch the exhibition 24/24 but the Organizing company is not required to assure guarantees against any accident although it assures precautions against any kind of loss.

15- Any loss, damage or delay resulting from any act and which prohibits the exhibition to be held does fall neither on the Organizing company's responsibility, nor on its sponsors or agents. Should the event be cancelled, the organizing company agrees to refund the exhibitor the sum he has already paid to it. As the event is held simultaneously with the Arab Health Ministers Council, any modification of the date/ place of the council, the agreement signed remains valid. Moreover, the organizing company is not responsible for any conflict that could occur between the exhibitor and the host country, sponsors or agents, and all the charges and fees paid to the organizing company shall remain its property.

16 - Neither the Organizing company nor its agents or representatives are responsible for any loss or damage that occurs in the goods shipment to and from the country where the exhibition will be held and which falls entirely on the Exhibitor's responsibility.

17- The Exhibitor expressly acknowledges that no representations – whether oral or in writing – expressed or implied – have been made concerning the amount of business to be gained from the exhibit, its success or that the Organizing company or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitors further acknowledge that this document constitutes the entire agreement and that the rules and regulations in this contract bind them with the Organizing company and could not be modified neither verbally nor in writing and under any condition.

18- Lebanese Law shall govern this agreement. Any litigation between the parties submits to the jurisdiction of Lebanese Courts.