



4th International Medical Tourism Exhibition & Conference 2016

18 - 20 January 2016, Oman International Exhibition Center
Muscat - Sultanate of Oman

www.imtecoman.com



The IMTEC Oman 2015 Exhibition & Conference inaugurated by His Excellency Dr. Ali Bin Talib Al Hinai, Under Secretary for Planning Affairs - Minister of Health Oman along with Mohmmmed Thahir Aideed, Chairman of World national Exhibitions.

(15-04-15 Oman International Exhibition Center)

WELCOME TO IMTEC OMAN 2016

World National Exhibition (WNE), Oman, would like to take this opportunity to thank all sponsors, exhibitors, speakers, and visitors for making IMTEC 2015 a hugely successful launch event.

After the resounding success of the IMTEC Oman 2015 in Sultanate of Oman, the 4th International Medical Tourism Exhibition & Conference 2016 (IMTEC Oman 2016) under the Patronage of Ministry Of Health will show considerable growth in all aspects and areas of the show, and will be arranged onsite to promote interaction and grow the global network of our exhibitors.



EXHIBITION SECTORS:

IMTEC OMAN 2016 Exhibition & Conference is demonstration of achievements of domestic and foreign medical Tourism, Technology, Equipments, pharmaceutical industry production.

- Medical tourism Facilitators
- Hospital / Medical centers
- Specialty Clinics
- Dental Clinics
- Cosmetic surgery Clinics
- Practicing physicians
- Government agencies
- Healthcare cluster
- Industry Associations
- Consultants
- Technology
- Insurance companies
- Health insurance agent / consultants
- Tourism / Travel Companies
- Hotel / Recovery Retreat / Resorts



If your company is planning its entry strategy into Oman healthcare market, or is simply aiming to increase its share of this growing market, then Oman is an essential part of your strategy to grow your customer base and business. Take advantage of the huge opportunities in healthcare travel market and meet face-to-face with key decision makers.

As we take this opportunity to invite you to participate and make **IMTEC Oman 2016** a grand success, we also look forward to welcome all participants to Oman, a beautiful country, the land of warmth, hospitality and comfort. We are committed to provide you with the convenient and friendly environment and full-fledged on-site support.

IMTEC OMAN 2016

IMTEC Oman 2016 will committed to provide the platform where the international organizations in Medical & HealthCare Industry can identify the prospective business opportunities, and the service seekers can find quality healthcare providers.

In the recent years Oman is in the limelight as it outsources billions of healthcare services overseas annually. International players in the medical and healthcare industry are focusing their efforts to exploit the lucrative Omani healthcare market.

IMTEC Oman 2015 provides, healthcare professionals, international hospitals, health insurance companies, and the consumers get the chance to learn about the emerging trends and areas of medical, share ideas, build a reputation among the stakeholders, and meet the potential consumers under a single roof.

Date of the Exhibition : 18 - 20 Jan. 2016 (Three days)

The location of the Exhibition : Oman International Exhibition Center

Inauguration : Monday 18 Jan. 2016 at 10:00 a.m.

Exhibition Timing

One Shift : 11:00 am – 08:00pm

Move In Hours : Sunday 17 Jan. 2016 – starting 8 am – 12:00 Midnight

Move Out Hours : Thursday 21 Jan. 2015 – starting 8:00 am – 01:00 pm



ABOUT THE CONFERENCE

The two -day's themed conference Program has been given accreditation by Oman Medical Specialty Board (OMSB) to give some participating organizations the chance to speak about the services they offer and provide for the visitors and explain the latest advanced techniques they use in their treatments.

The Conference will also provide participants with an excellent opportunity to network with government, regulatory authorities, colleagues, and learn up-to-date information, emerging trends, strategies, innovative approaches, management techniques and technologies that would help them enhance the quality of healthcare services in the country.



Why attend the Conference?

- It will give you the opportunity to play a role in helping steer the direction of healthcare in Oman.
- It will provide a venue for meeting trade professionals and expanding your business networks.
- It is a venue for the medical industry to acquire proper scientific information and knowledge.
- It provides you with an opportunity for dialogues and exclusive exchange.
- It will be attended by medical manufacturers and suppliers who will present their newest products and services through actual demonstrations.

OMAN HEALTHCARE UPCOMING PROJECTS

International Medical City

An 800,000 Square Meter landmark integrated medical tourism project consisting of a 530 bed multispecialty tertiary care hospital, a modern organ transplant centre of excellence, state-of-the-art diagnostic centre, healthcare resort, wellness centre, luxury hotel and purpose-built research and development complex.

Project cost : US\$ 1 Billion

Sultan Qaboos Medical City

A massive Medical City type development project that consist of a complex of five major hospitals and supported by a dedicated imaging center and lab facilities providing highly sophisticated medical Care .

Project cost : US\$ 1 Billion

Muscat General Hospital

A new referral Hospital located opposit the Muscat International Airport that will provide specialized in high level medical treatment.

Project cost : US\$ 364 Million

New Hospitals and Medical Centers

Construction of Three Major Hospitals (a 9-sorey building in ruwi and an 80-bed hospital in alkhuwair) and 13 Medical Centers in Barka, Duqum, Suwaiq, Khaboura, Buraimi, Ibri, Falaj andf Kabal.

Project cost : US\$ 260 Million



Al Masarra Psychiatric Hospital

A Major 245-bed state-of-the-art-facility the wilayath of al Amarat that will provide total treatment and rehabilitation and ewquipped with the latest technology and treatments, diagnos-programs .

Project cost : US\$ 130 Million

Masirah Hospital Project

Construction of new hospital in the Al shaqiyath region that includes accillary service blocks and staff accomodation each comprising a ground floor and additional floor with 250 beds.

Project cost : US\$ 35 Million

Polyclinics

Construction of polyclinics in al kamil, Liwa, Muthrah and Nakhal.

Project cost : US\$ 18.8 Million

National Center for Hereditary Health

A project with an area covering over 4,800-square meters, with a building of laboratories, an outpatient clinic and administrtion and library.

Project cost : US\$ 13 Million





EXHIBITORS PROFILE

- Healthcare Organizations.
- Tourism Association.
- Leaders in medical tourism & global healthcare
- Insurance Companies
- Employers
- Hospitals
- Medical tourism facilitators
- Governments
- Healthcare providers
- Healthcare leaders
- Consultants and More..
- Medical Optical Devices.
- Medical Treatments.
- Wellness and Spa.
- Medical Tourism Integrator.
- Medical tourism facilitator.
- Insurance company.
- Hospital providing turnkey solutions.

VISITORS PROFILE

IMTEC Oman 2016 attracts a wide range of visitors across the spectrum of healthcare including:

- Doctors & Surgeons
- Procurement specialist from hospitals.
- Distributors & agents of medical equipments.
- Research institutes & clinical laboratories.
- Healthcare organizations.
- Medical services providers.
- Health insurance companies.
- Health & Fitness Therapists.
- Travel agents & Operators.
- Private Hospitals & Clinics.
- Omani citizens / Residents who are in need of medical services.
- Cosmetic Surgery Clinics.
- Complementary Therapists.
- Medical technicians.
- Pharmacies and drug manufacturers.
- Physiotherapy centers.
- Community health services.
- Educational institutions.
- Media and publications.
- Government institutions.

WHY EXHIBIT AT IMTEC OMAN 2015

- Direct access to an ever growing market
- Interact with decision makers .
- Seek contacts for future business.
- Meet existing clients or partners.
- Launch and demonstrate your products.
- Raise profile of company/organisation.
- Seek immediate business.
- Look for a local agent.
- Support local existing agent.
- Achieve their business to business (B2B) and business to consumer (B2C) objectives
- Sell your products.

Exhibiting at **IMTEC Oman 2016** provides an exceptional combination of networking and corporate branding opportunities and is a perfect opportunity to boost your company's profile amongst influential decision-makers in the Omani healthcare industry.

Your company's participation in **IMTEC Oman 2016** not only strengthens global awareness of your products and services to an audience of important decision-makers but, more importantly confirms your position as an industry leader.



ADVERTISING CAMPAIGN

To ensure the good foot falls of Local Omani citizens/residents for IMTEC Oman 2016, we have planned a very strategic media plan .

The media tools includes prominent print, visuals, Audio, Social Medias will be carried out the advertising campaign before and during the exhibition.

- Organize two press meets in the month of November 2015 & January 2016 to announce about the exhibition IMTEC Oman. All Print , Audio, Visual, Social media representatives will be invited.
- 100000 SMS will send before and during the exhibition to get the attention of citizens / residents for the participation.
- 10000 Copies of catalogue will be printed with the profile of the exhibitors and distributed to among visitors
- An advertising campaign will start in the daily and weekly Arabic and Foreign newspapers in addition to the private Arabic and Foreign weekly magazines before two weeks from the date of inaugurating the exhibition and during the days of the exhibition.
- Radio advertisement will be broadcasted through FM Radio Channel not less than 100 spot advertisements before the exhibition.
- Inviting a prominent character in the country to patron the opening ceremony (The Minister of Health)
- Sending invitation cards to all the accredited ambassadors in the Sultanate and their wives to attend the opening ceremony.
- Sending personal invitation cards to all the ministers, undersecretaries, prominent characters in the society and businessmen in the government and Private Sector.
- The Omani Television and some radio channels will be invited to cover the events of the exhibition's opening ceremony and cover its events by making meetings with the participating companies.
- Sending invitation to the various prominent characters like businessmen, companies' managers and officials via E-mail.
- Meetings with the participants will be coordinated in the different local newspapers to speak about the services, offers and facilities they provide.
- Many advertising posters and brochures will be printed to present some information about the exhibition.
- Expecting a footfall of 5000 visitors in each day of IMTEC 2016



EXHIBITION CATALOGUE ADVERTISING PRICE:

The participants can advertise in the exhibition catalogue and the tariff charges are mentioned below. The participants can submit to the organizer the information & advertisement materials which must be high resolution

(A5) 15cm x 21cm , by email :marketing@imtecoman.com , a month before the date of the exhibition.

Advertising Price in the exhibition Catalogue:

- Back cover US\$ 1000 / RO. 380.
- Inside Back cover US\$ 1000 / RO 380
- Inside Front cover US\$ 1000 / RO 380
- Full page inside US\$ 500 / RO 190



ENTRY VISA

The participants in the exhibition who are in need of visa to enter the Sultanate of Oman are kindly requested to provide us valid passport copy not less than 7 months & photograph.

Visa Charges: US\$ 130 / R.O. 50

SPONSORSHIP OPPORTUNITIES

IMTEC Oman 2016 offers a wide portfolio of sponsorship opportunities to maximize the participation impact at the exhibition. Each sponsor has a wide range of benefits and assures great value for your money.

IMTEC Oman 2016 also facilitates Tailor-made packages and alternative options for our valued Sponsors to provide the ideal solution.

WHY SPONSOR?

- Enhance your Service and boost your brand value.
- Target key decision-makers for your products and services.
- Raise your company profile and stand out from your competitors.
- Reach a target audience of 10,000 Omani citizens in need of treatment assistance including medical professionals, distributors, dealers and suppliers in thies 3 days of exhibition.
- Create memorable impact amongst international and regional healthcare professionals



MAIN SPONSOR (US\$ 7000 / RO 2700)

- 36 Sqmts. Stall Size (6 x 6) at prime location
- Company Logo shall be exclusively (As Main Sponsor) to be placed at all advertising, promotional material and campaign in newspapers, trade magazine.
- Outside Back Cover + inside full page colored advertisement in the exhibition catalogue, to be printed in 10,000 copies& distributed free at the visitors of the exhibition & conference
- Company Name and logo placed at the main panel board, (showing sponsorship level) , & at the main entrance of the exhibition & Conference Hall along with the back drop..
- Company Name and logo on exhibition website with a link to your company website.
- Placements of (2) roll ups to placed at main entrance of main door of exhibition, & (2) at the main entrance of the conference hall.
- 100 Complimentary invitations to attend the opening ceremony.
- Name and logo on visitor registration forms.
- Name and logo on visitor invitation leaflets.

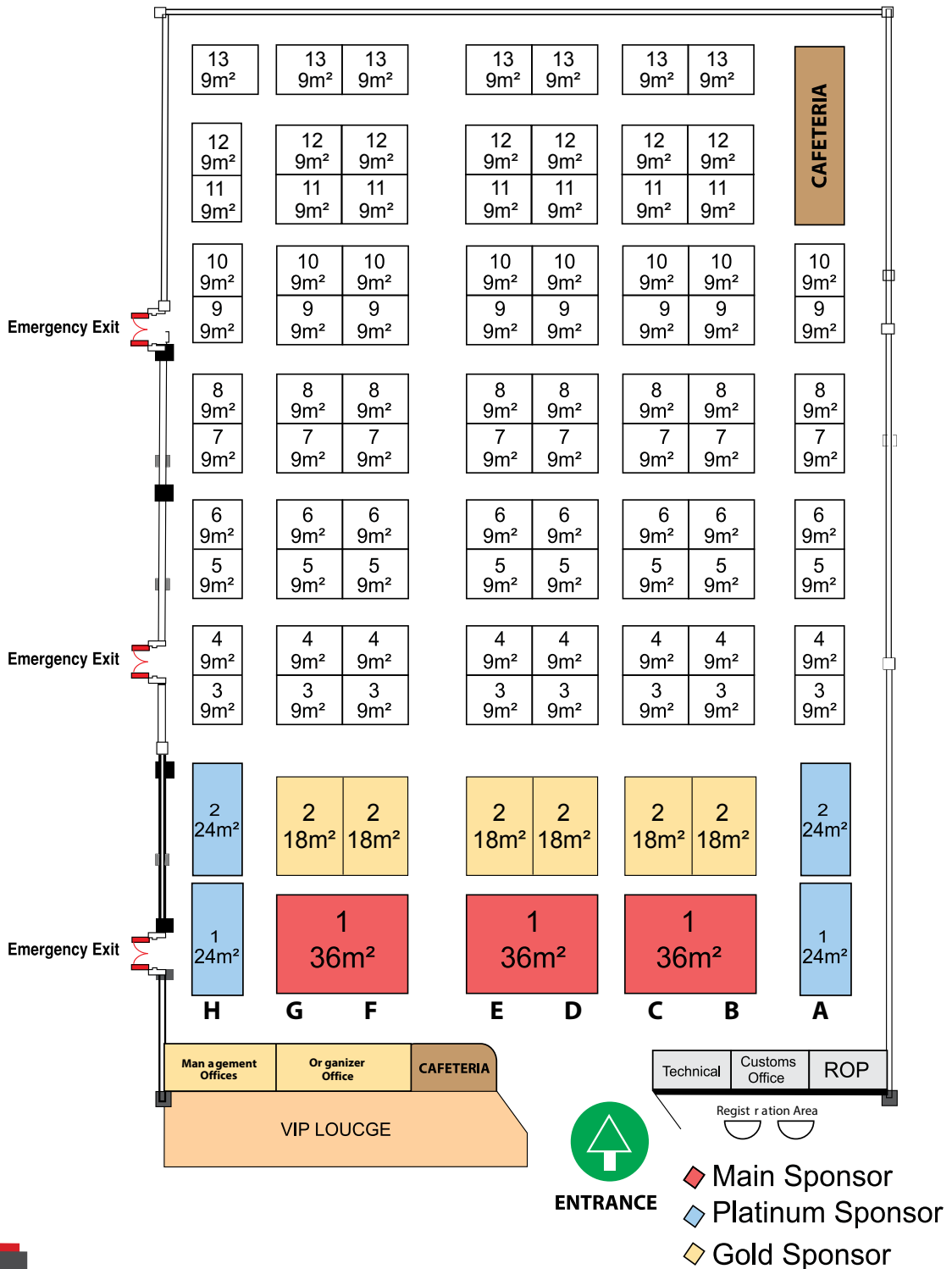
PLATINUM SPONSOR (US\$ 4700 / RO 1810)

- 24 Sqmts. Stall Size (4 x 6) at prime location
- Company Logo shall be exclusively (As Platinum Sponsor) to be placed at all advertising, promotional material and campaign in newspapers, trade magazine.
- Inside full page colored advertisement in the exhibition catalogue, to be printed in 10,000 copies& distributed free at the visitors of the exhibition & conference
- Company Name and logo placed at the main panel board, (showing sponsorship level) , & at the main entrance of the exhibition & Conference Hall..
- Company Name and logo on exhibition website with a link to your company website.
- 50 Complimentary invitations to attend the opening ceremony.
- Name and logo on visitor registration forms.
- Name and logo on visitor invitation leaflets.

GOLD SPONSOR (US\$ 3200 / RO 1240)

- 18 Sqmts. Stall Size (3 x 6) at prime location
- Company Logo shall be exclusively (As Gold Sponsor) to be placed at all advertising, promotional material and campaign in newspapers, trade magazine.
- Inside full page colored advertisement in the exhibition catalogue, to be printed in 10,000 copies& distributed free at the visitors of the exhibition & conference
- Company Name and logo on exhibition website with a link to your company website.
- 10 Complimentary invitations to attend the opening ceremony.
- Name and logo on visitor registration forms.
- Name and logo on visitor invitation leaflets.

FLOOR PLAN





ADDITIONAL NOTE:

In addition to above, all the sponsors can bring their own display stand and exhibit in the exhibition hall.

PARTICIPATING FEE

SHELL SCHEME US\$ 250 / 95 Riyal Omani PER SQM

Minimum 9 Sqm, Wall panels, 1 table, 2 chairs, and fascia board (max. 30 letters), 2 spotlights (100 watts each), 1 double socket (240 volts, 13 amps, single phase, 200 watts max use).

SPACE ONLY- US\$ 200 / 75 Riyal Omani PER SQM

Minimum 18 Sqm area. Space only will be marked area inside the venue to design & construct your own stall. Approval of stall design from organizer is a must.



Thanks to all IMTEC Oman 2015 supporters and Sponsors

ORGANIZER



CO ORGANIZER



PARTNERS



MAIN SPONSORS



PLATINUM SPONSORS



CONFERENCE SPONSOR



GOLD SPONSORS



MEDIA SPONSORS





ORGANIZER

Be part of IMTEC Oman 2016 For a premium location, book your stand NOW .

For more information about the event or any stand booking enquiry, please contact:



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