

Qatar International Medical Devices & Healthcare Exhibition and Conference

9-11 March 2015

Qatar National Convention Centre

Doha, Qatar



ABOUT QATAR | The State of Qatar is at the cross roads of contrasting economies, cultures and natural environments. Its strategic location on the Gulf has attracted visitors for thousands of years. Qatar's land area is 11,521 sq km and it enjoys 560 km of coastline that bounds the country to the west, north and east. Its nearest neighbours are Saudi Arabia to its south and west, Bahrain off its northwest coastline, and the UAE close by in the southeast. Of its population of 2 million people, 400,000 are Qatari nationals, the remainder made up of expatriates from around the world. The country's population is young, having doubled in the last four years, and is expected to continue its strong rate of growth in the coming years in combination with projected rapid economic growth. More than 95% of the population lives in urban areas. Life expectancy is 75.5 years and 89% of the population is literate. Islam is the official state religion and Arabic is the national language, with English very widely spoken. Qatar's time is 3 hours ahead of GMT. Its currency is the Qatari riyal (QR).

QATAR QUICK FACTS | Population: 2.0 million | GDP (PPP): \$187.9 billion, 6.6% growth, 13.1% and 5-year compound annual growth, \$102,211 per capita | Unemployment: 0.5% | Inflation (CPI): 1.9% | FDI Inflow: \$326.9 million

DOHA THE CAPITAL CITY | Doha is Qatar's largest city and its capital, with over 60% of the nation's population residing in Doha or its surrounding suburbs, and is also the economic centre of the country. It is also one of the municipalities of Qatar. Doha also serves as the seat of government of Qatar. Doha is home to the Education City, an area devoted to research and education. The city of Doha held the 2006 Asian Games, which was the largest Asian Games ever held. Doha also hosted the 2011 Pan Arab Games and most of the games at the 2011 AFC Asian Cup. Most notably Doha will host a large number of the venues for the 2022 FIFA World Cup.



THE QATAR NATIONAL CONVENTION CENTRE | QNCC is a member of the Qatar Foundation for Education, Science and Community Development. It aims to support Qatar on its journey from a carbon-based economy to a knowledge-based economy by unlocking human potential. The Qatar Foundation was established in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir. His wife, Her Highness Sheikha Moza bint Nasser, is Qatar Foundation's chairperson and driving force. QNCC is located on Qatar Foundation's 2,500-acre campus which on-site also includes world-renowned universities such as Weill Cornell, Texas A&M, and Georgetown, as well as home-grown centres such as Sidra Medical and Research Centre, Qatar Science & Technology Park. Since 2012 (year of inception), QNCC has received strong recognition. The most notable in 2013 was "Best Events Venue by Middle East Event Awards 2013".



QATAR MEDICAL AND HEALTHCARE MARKET | Healthcare services in Qatar have improved over the years, thereby increasing life expectancy at birth levels by 17 years from 61.2 in 1960 to 78.3 years in 2011. *Qatar has the highest per capita healthcare spending among GCC nations.* Its healthcare market is expected to expand at a compound annual growth rate (CAGR) of 14.4% over 2013–18 to US\$9.0 billion from an estimated US\$4.6 billion. The outpatient market is estimated to be worth US\$6.6 billion, while inpatient would contribute the rest. The number of hospital beds is likely to increase at a CAGR of 2.8% to 5,725 in 2018 from an estimated 4,980 in 2013.

Qatar is likely to become the fastest growing healthcare market in the GCC over the six-year period (2013-18), according to the latest (April 2014) GCC healthcare industry report by Alpen Capital, a leading investment bank in the Gulf and Asia. The report says *Qatar is expected to register a growth rate of 14.4% during the period.*

Qatar has been the fastest growing market in the region and expanded at a CAGR of 23% during 2006-2011. Similarly Qatar also commands the highest per capita spending in healthcare in the region. The per capita healthcare expenditure in Qatar was \$1,776 in 2011. The significant growth in the per capita spending is an outcome of the growth in the private sector in the country. *The demand for hospital beds in the GCC is expected to be 115,544 in 2018,* which is an addition of 11,241 beds from 2013. This is in line with the expected supply looking at the number of projects in the pipeline.

According to the report, *medical tourism is growing strongly in the region,* there is *greater focus on specialised care and wellness and cosmetics care centres are on the rise.* The report finds that rising income levels and sedentary lifestyles have led to a *higher prevalence of obesity and diabetes leading to a demand for specialised healthcare services.*

Qatar Healthcare Market

Category	2013E	2014E	2016E	2018E
Total Market (US\$bn)	4.6	5.3	7.0	9.0
Inpatient Market (US\$bn)	1.2	1.4	1.9	2.5
Outpatient Market (US\$bn)	3.4	3.9	5.1	6.6
Number of beds	4,980	5,208	5,546	5,725

Source: Alpen Capital; numbers rounded-off to one decimal



QATAR INTERNATIONAL MEDICAL DEVICES & HEALTHCARE EXHIBITION AND CONFERENCE



QMED is the main brand name of Qatar's only Medical and Health International Exhibition, jointly organised by local Doha based **Sogha Exhibitions and Conferences Company** along with London based **ExCo Media Ltd** and to be held at the **Qatar National Convention Centre** in **Doha** from **9-11 March 2015**. Due to the large nature of the global Medical and Health industry, the QMED Exhibition has been split into ten (10) parts in order to make exhibitor participation, sponsorship, conferences and visitor attendance structured and more accurate. These areas of Medical and Health have been created based on the local and regional needs of Qatar and the Middle East, respectively. These parts are as follows:

QBlue Zone is dedicated to Diabetes in the QMED Exhibition. The universal colour of Diabetes is Blue. There are approximately 382 Million Diabetes sufferers in the world with the number expected to increase by 55% to 592 Million by 2035! Qatar is one of the highest per capita Diabetes suffering countries in the world with 22.9% of total population (number 10)! Dedicating a specific area of the QMED Exhibition faces this national condition in Qatar and supports resolving the issue long-term through world-class healthcare services and support, technologies and education ascertained nationally and internationally. This special focus to a particular health problem for a nation and region of the world within the confines of a general Medical and Health Exhibition and Conference is unique to QMED. The organisers of QMED will provide 20% of all revenue generated from space sold in the **QBlue Zone** to the Qatar Diabetes Association.



QMedical Devices presents an opportunity for Companies and Organisations that manufacture, distribute and/or support in the following areas:

- Accident and Emergency Equipment
- Building Technology and Hospital Furniture
- Communication, Systems & Information Technology
- Diagnostics
- Electromedical Equipment / Medical Technology
- Medical Components and Materials
- Medical Cosmetology
- Medical Supplies and Disposables
- Physiotherapy / Orthopaedic / Rehabilitation Technology
- Other related areas and services



QMedical Education has a special focus in Qatar. The Government of Qatar has invested in making collaborations with world-renowned universities such as Weill Cornell, Texas A&M and Georgetown, as well as home-grown centres such as Sidra Medical and Research Centre and Qatar Science & Technology Park in order to establish further skills and knowledge. This part of the Exhibition includes universities, specialised and general medical colleges, publishers of university books and materials as well as private education organisations and companies that provide education services and support in the industry.



The National Health Insurance Company (**NHIC**) is a government-owned organisation that manages and operates **SEHA**, the national health insurance scheme in the State of Qatar. The scheme started in July 2013 and provides mandatory health insurance coverage through a network of public and private providers for everyone in the country and forms a key component in the realisation of the National Health Strategy and the overall Qatar National Vision. Based on the importance and strategic vision of Health Insurance in Qatar, the **QHealth Insurance** section invites public and private Healthcare insurance providers to participate and showcase their products, innovations, technologies and services.





10 Opportunities

One Exhibition

Only in **Qatar**

QDent provides a platform for companies and organisations that provide the following:

- Dental Equipment and Supplies
- Implant and Cosmetic Dentistry
- Dental Practice / Laboratory Furniture
- Model & Denture Materials / Artificial Teeth
- Oral Hygiene and Products
- Work Aids & Materials for Dental Labs
- Professional & Protective Clothing Services
- Sterilisation / Disinfectant Devices
- Software & IT Solutions
- Other related areas and services



QMedical Tourism is being provided for the first time in an international Medical and Health Exhibition in Qatar. It is a unique and fast-paced growing area of the Medical and Health industry and Qatar already has examples of special medical services it provides that are scarce in the Middle East region such as the Qatar Robotic Surgery Centre as well as Transplant Surgery services. This part of the Exhibition has the objective of not only showcasing the potential that Qatar has to offer in Medical Tourism but also providing an opportunity for international organisations and companies such as tour operators and travel agencies, medical tourism companies, IT companies in tourism and also education, training and associated services to exhibit the possibilities.

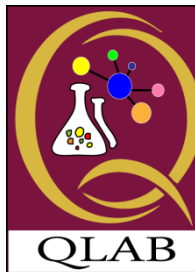


QPharma encompasses the machinery, equipments, materials & services for the Pharmaceutical industry. This presents an opportunity for exhibitors to showcase related areas such as Automation and IT systems, Biopharmaceutical / Biotechnology and Bioinformatics as well as Pharmaceutical Machinery & Equipment, Quality Assurance and Quality Control Systems and Services, Raw Materials/Ingredients, Logistics (Warehousing and Distribution) and any other relevant products, services, technologies and/or equipment.



QLab is a specialised area of the Exhibition focused on Medical and Health laboratory services, equipment, technologies, innovations and products. This can include companies and organisations that provide the following:

- Laboratory equipment, instruments and supplies
- Clinical products and services
- Design and Engineering services
- Research and development services
- Product safety & control mechanisms
- Analysis and management technologies & products



QHealth represents a generic and catch-all brand within the QMed Exhibition that includes but is not limited to companies and organisations that provide services, technologies and support specialising in patient care and complex surgeries and treatments. It includes looking after the elderly, disabled and others that require particular health support. In addition, this area serves providing healthcare services such as care, treatment, wellness, education, consulting, psychology and other services with respect to family health and related issues.



QWellness is the part of the Exhibition that combines the physical, mental and spiritual components of the human body. This provides an opportunity for exhibitors specialising in nutrition, dieting, fitness, Yoga and all other related areas of wellness to showcase their products, technologies, services and innovations.



SPONSORSHIP

The QMED Exhibition provides an opportunity for local, regional and international companies and organisations to immerse and position themselves in Qatar’s only International Medical and Healthcare Exhibition and Conference:

- Get involved with the major Medical and Healthcare projects in Qatar.
- Increase your companies exposure before, during and after the QMED Exhibition.
- Develop new Medical and Healthcare markets and benefit from the opportunities offered by this fast growing and high potential sector.
- Build relations with key local and regional media to increase market awareness as well as collaborate with national organisations, companies government bodies and associations.
- Select the specific area that your company specialises in to create focused sponsorship, i.e. QBlue Zone, QHealth, QDent etc.

Main Exclusive Sponsors

US\$ 100,000

- Only one international and one national company will be the main exclusive strategic sponsor. This sponsor will receive maximum branding opportunities and be included in all communication activities related to Exhibition.
- Will be present as a VIP at the opening ceremony of the event.
- A 48 sqm empty space island will be provided next to the entrance at the front of the Exhibition.
- Six Hanging Banners on the Ceiling directly outside the entrance of the Exhibition Hall.
- Eight Hanging Banners on the Ceiling inside the Exhibition Hall.
- Five banners from the parking of the Exhibition through to the Entrance of the Exhibition Hall.
- Name and logo on the welcome advertising board at Qatar National Convention Center.
- Advertising on the Registration Counter outside the Exhibition Hall.
- Placement of Logo on all tables in the lobby direct outside the Exhibition Hall and on all tables of the restaurant.
- Company name and logo displayed on the QMED website as well as a 100-word blurb for 1 year from sponsorship contract signature and link from QMED website to company website.
- Name and logo in all advertising campaigns as the only Main Exclusive Sponsor of the event.
- Name and logo on all advertising prints (brochure, news advertising, floor plan etc).
- Official press release announcing your QMED participation as the Main Exclusive Sponsor.
- Company advertising either on the back cover or as 4 full pages of the QMED Catalogue in full colour.

Diamond Sponsors

US\$ 60,000

- A 36 sqm empty space will be provided.
- Name and logo on the welcoming advertising board at Qatar National Convention Center.
- Name and logo of the as Diamond sponsor on the entrance and gates at QNCC.
- Company advertising on the inside front cover or as 2 full pages of the QMED Catalogue in full colour.
- Six Hanging Banners on the Ceiling inside the Exhibition Hall.
- Company name and logo displayed on the QMED website as well as a 100-word blurb up until 1 month after Exhibition end date and link from QMED website to company website.
- Name and logo in all advertising campaigns as the Diamond Sponsor of the event.
- Name and logo on all advertising prints (brochure, news advertising, floor plan etc).
- Official press release announcing your QMED participation as the Diamond Sponsor..

Gold Sponsors

US\$ 40,000

- A 24 sqm empty space will be provided.
- Company advertising in the QMED Catalogue as 2 full colour pages.
- Three Hanging Banners on the Ceiling inside the Exhibition Hall.
- Company name and logo displayed on the QMED website as well as a 100-word blurb up until 1 month after Exhibition end date and link from QMED website to company website.
- Name and logo in all advertising campaigns as the Gold Sponsor of the event.
- Name and logo on all advertising prints (brochure, news advertising, floor plan etc).
- Official press release announcing your QMED participation as the Gold Sponsor.
- 20% discount on additional space required in the QMED exhibition.

Silver Sponsors

US\$25,000

- An 18 sqm empty space will be provided.
- Company advertising in the QMED Catalogue as 1 full colour page.
- Company name and logo displayed on the QMED website as well as a 100-word blurb until 1 month after Exhibition end date and link from QMED website to company website.
- Name and logo in all advertising campaigns as the Silver Sponsor of the event.
- Name and logo on all advertising prints (brochure, news advertising, floor plan etc)
- 15% discount on additional space required in the QMED exhibition.

Bronze Sponsors

US\$ 15,000

- A 12 sqm fitted space will be provided.
- Company advertising in the QMED Catalogue as half page full colour.
- Company name and logo displayed on the QMED website as well as a 100-word blurb up until 1 month after Exhibition end date and link from QMED website to company website.
- Name and logo in all advertising campaigns as the Bronze Sponsor of the event.
- Name and logo on all advertising prints (brochure, news advertising, floor plan etc).
- 10% discount on additional space required in the QMED exhibition.

Lanyard Exclusive Sponsor

US\$ 20,000

- Only one company will be the lanyard sponsor which provides an exclusive opportunity to place your company logo on all the exhibition lanyards.
- Company name and logo displayed on the QMED website as well as a 100-word blurb until the end of the Exhibition.
- 30% discount on space required in the QMED exhibition.

SPONSORSHIP RESERVATION FORM

Please fill out and email or fax the following sponsorship reservation form, select the preferred sponsorship type and send to the organiser using the contact details at the back of this brochure. A member of the QMED Expo team will then be in touch to process your request.

Company Name:

Street Address:

City and Country:

Contact Name:

Contact Company Position:

Office Phone:

Mobile Phone:

Fax:

Email:

I would like to reserve the following sponsorship package:

	SPONSORSHIP PACKAGE	PRICE (USD)
<input type="radio"/>	Main Exclusive Sponsor	\$100,000
<input type="radio"/>	Diamond Sponsor	\$60,000
<input type="radio"/>	Gold Sponsor	\$40,000
<input type="radio"/>	Silver Sponsor	\$25,000
<input type="radio"/>	Bronze Sponsor	\$15,000
<input type="radio"/>	Lanyard Exclusive Sponsor	\$20,000

Signature: Date:

EXHIBITION CATALOGUE ADVERTISING

The 2015 QMED Exhibition Catalogue will be handed to all visitors, exhibitors, delegates and media. A minimum of 5,000 copies will be printed. The Exhibition Catalogue is the primary source of information for all participants at the Exhibition, the VIP's, press, international trade offices, associations, government officials, exhibitors and trade visitors.

	ADVERTISING OPTIONS	PRICE (USD)
<input type="radio"/>	Back Cover Full Colour	\$10,000
<input type="radio"/>	Inside Front Cover Full Colour	\$8,000
<input type="radio"/>	Inside Back Cover Full Colour	\$5,000
<input type="radio"/>	Double Page Full Colour	\$3,500
<input type="radio"/>	Full Page Full Colour	\$2,000
<input type="radio"/>	Half Page Full Colour	\$1,000
<input type="radio"/>	Full Page Black and White	\$1,000
<input type="radio"/>	Half Page Black and White	\$500

Digital Requirements Guide:

	TRIM	BLEED
Double Page	297mm (h) x 420mm (w)	307mm (h) x 430mm (w)
Full Page	297mm (h) x 210mm (w)	307mm (h) x 220mm (w)
Half Page	148mm (h) x 210mm (w)	158mm (h) x 220mm (w)

Please fill out and email or fax the following exhibition catalogue advertising reservation form and send along with your selection of the above catalogue advertising options to the organiser using the contact details at the back of this brochure. A member of the QMED Expo team will then be in touch to process your request.

Company Name:

Street Address:

City and Country:

Contact Name:

Contact Company Position:

Office Phone:

Mobile Phone:

Fax:

Email:

EXHIBITION SPACE PRICING




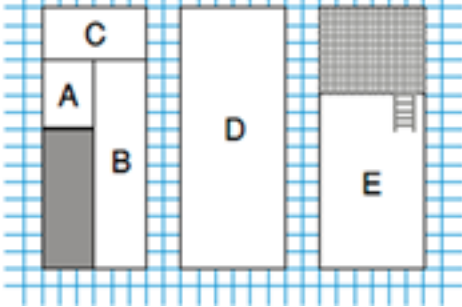




Purchasing stand space within the QMED Exhibition includes a Space Only OR Shell Scheme. The Shell Scheme includes a number of features as standard as well other configuration options. These are shown below.

- Space Only - 365 USD per square metre**
 - Minimum of 24 square metres
- Fitted Stand** (Standard Booth/Shell Scheme – ‘Inline’ Option ‘A’ below) - **415 USD per square metre**
 - The following features are included as standard (minimum of 12 square metres):
 - One table, 1 stool and 2 chairs, 2 spotlights
 - 1 electrical wall plug (13A Socket 220v)
 - Horizontal board with Exhibitor’s name and stand number
 - Carpet flooring

PARTICIPATION FEE | 250 USD | Please note that there is a mandatory participaton fee which includes a listing in the official event catalogue, website listing, exhibitor badges, 100 visitor invitation cards, WiFi Internet connection, daily cleaning plus a 10% discount on the QMED Conference.

EXHIBITION SPACE REQUIREMENTS

If you are interested in booking space, please fill out the reservation form and relevant options in the below requirements table and then send to the organiser using the contact details at the back of this brochure. A member of the QMED Expo team will then be in touch to process your request.

Space Type		Description		Cost per SQM
SPACE ONLY				\$365.00 USD
FITTED STAND A. "INLINE"		Open to 1 Aisle, No Surcharge (Standard Booth)		\$415.00 USD
FITTED STAND B. "CORNER"		Open to 2 Aisles, Min 24 SQM <i>+10% cost of Standard Booth</i>		\$456.50 USD
FITTED STAND C. "PENINSULAR"		Open to 3 Aisles, Min 48 SQM <i>+15% cost of Standard Booth</i>		\$477.25 USD
FITTED STAND D. "ISLAND"		Open to 4 Aisles, Min 96 SQM <i>+20% cost of Standard Booth</i>		\$498.00 USD
FITTED STAND E. "DOUBLE DECKER"		By Request Only <i>+50% cost of Standard Booth</i>		\$622.50 USD
Metres of Fitted Space Required (If Applicable) (Minimum 12 Square Metres):				
Metres of Empty Space Required (If Applicable) (Minimum 24 Square Metres):				
TOTAL SPACE COST (Metres of Space Required x Cost Per SQM)				

EXHIBITION SPACE RESERVATION FORM

Please fill out and email or fax the following exhibition space reservation form and send along with your completed exhibition space requirements to the organiser using the contact details at the back of this brochure. A member of the QMED Expo team will then be in touch to process your request.

Company Name:

Street Address:

City and Country:

Contact Name:

Contact Company Position:

Office Phone:

Mobile Phone:

Fax:

Email:

NATIONAL ORGANISER CONTACT
DOHA OFFICE

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Fax: 00974-4436-6673

Email: national@qmedexpo.com



INTERNATIONAL ORGANISER CONTACT
LONDON OFFICE

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Email: international@qmedexpo.com