



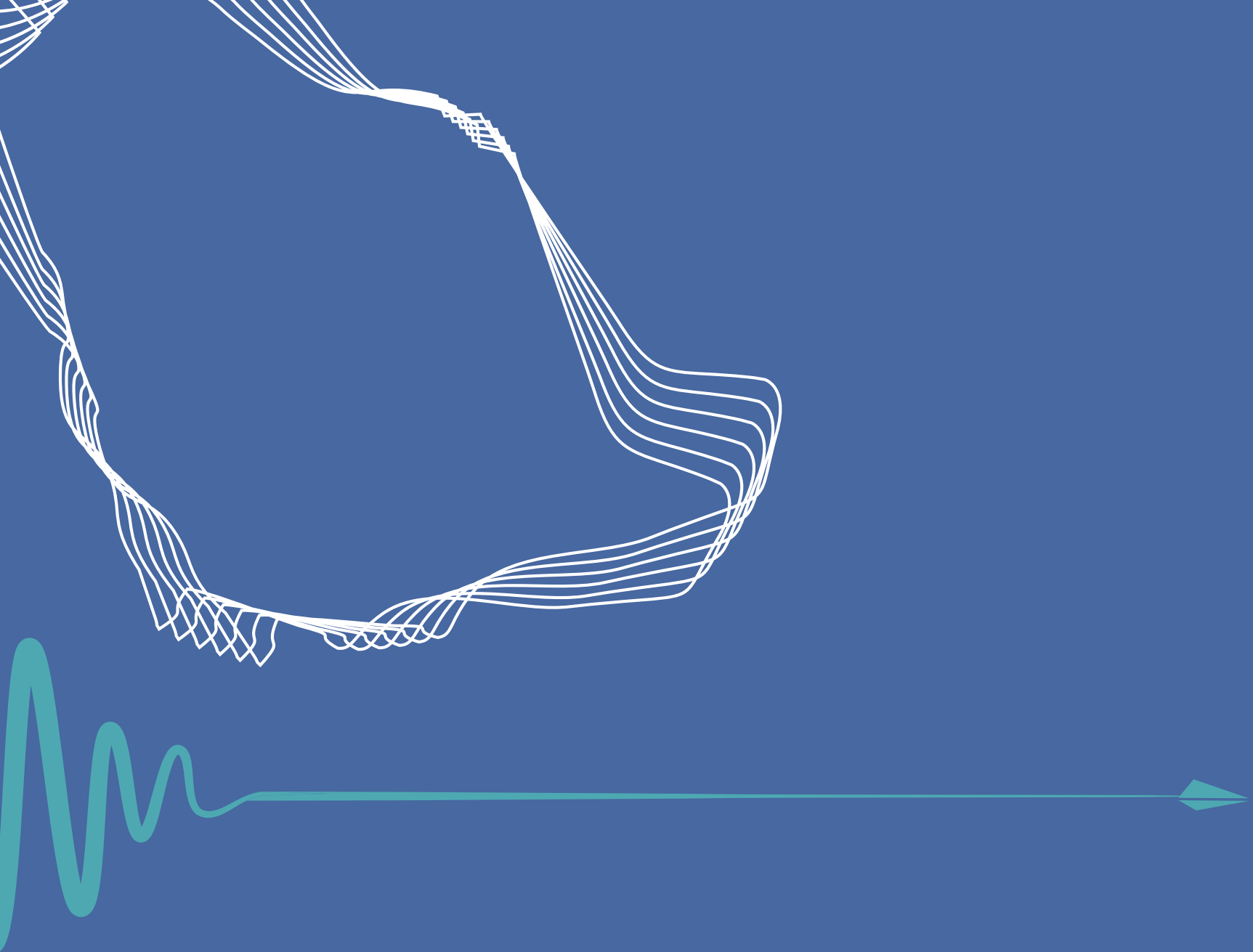
# SHIFT 2019

الملتقى السعودي الدولي للسياحة العلاجية  
Saudi International Health Tourism Forum

Saudi Arabia | Riyadh 20-21 Nov 2019  
Hilton Riyadh Hotel and Residences

[www.saudihealthtourism.com](http://www.saudihealthtourism.com)





# Your Health Your Business Your Destination: Saudi Arabia



Saudi Arabia is gearing up to become a future tourist destination for international travelers. Mega projects, new cities, archeological surveys and developing entertainment are ways that Saudi intends to boost its economy through tourism.

Saudi Arabia's Crown Prince Mohammed Bin Salman announced the Vision 2030 plan to diversify the Saudi economy and a large part of the vision is developing the tourism sector. The Vision 2030 has launched several New "mega projects" such as the future city NEOM and the Red Sea Project, aimed to make Saudi Arabia an international world class tourism destination in the future.

Saudi Arabia certainly has the potential to attract more visitors with its unique and diverse landscape, remarkable historical sites and colorful culture.

Saudi Arabia is a vast country with plenty of beautiful landscape and opportunities to experience different types of tourism. The main landscape regions that have potential for developing tourism industry are the modern cityscapes of the large cities, different types of desert terrains, the Red Sea coasts beaches and underwater world, and the mountain areas of the South. A large quantity of historical sites from different ancient civilizations can be found in all regions of Saudi Arabia.



# Saudi International Health Tourism Forum

The Saudi International Health Tourism Forum SHIFT is an international annual event that highlights the continued development of the healthcare sector in the Kingdom of Saudi Arabia. It targets all aspects of the health and wellness industry, opening doors for health products, services and facilities, and opportunities for new developments, trends, trade and investment.

SHIFT offers healthcare providers from around the world the chance to create business opportunities and form partnership with the largest corporate healthcare buyers in the world. The SHIFT is the ONLY event to focus on bringing corporate purchasers of healthcare together with “World Class Medical Providers”

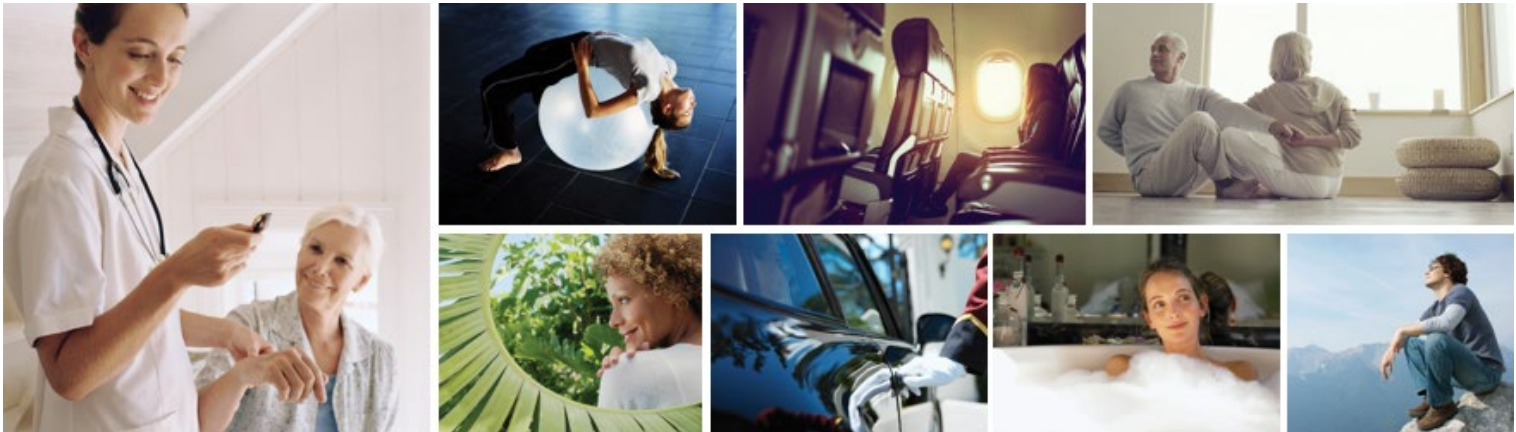
## A Unique Tailored Experience

Unlike other tradeshows and expos targeting the Healthcare industry, The Saudi International Health Tourism Forum provides a unique, business-driven and practical environment using pioneered one- to-one business meetings and educational workshop sessions that are limited to upper-level executive managers who are the decision makers in their entities, and are interested to partner with Healthcare Solution Providers to bring benefits for both parties.



# The Forum Is Focused on The Major Categories of The Healthcare – Tourism Industry

- Medical Tourism
- Dental Tourism
- Spa Tourism
- Wellness Tourism
- Culinary Tourism
- Sports Tourism
- Accessible Tourism
- Assisted Residential Tourism



# Who Are The Solution Providers?

We are looking for the best Solution Providers in the world that can offer world class services to the extensively qualified Corporate Buyers. In order to limit competition, the number of Solution Providers attending will be LIMITED.

## Profiles of Solution Providers Attending The Forum

- General Hospitals
- Dental Clinics
- Sports Medicine Specialists
- Medical Agents Services
- Inbound Tour Operators
- Medical Devices & Equipment
- Communication & Information Technology
- Specialist Hospitals And Clinics
- Plastic Surgery Clinics
- Hotels - Spas And Health Resorts
- Airlines – Air Ambulance
- Medical Travel Portals
- Pharmaceutical Companies
- Medical Tourism Associations



# WHO ARE THE CORPORATE BUYERS?

The buyers are extensively pre-qualified according to their budget and confirmed to be actively working on health treatment abroad programs for their organizations. The invited buyers are seeking global solutions for their health tourism programs.

## Corporate Buyers are divided into four main categories:

- Ministries of health
- Insurance companies
- Fortune 500 multinational corporations
- Travel agencies specialized in promoting health tourism

## Where Do The Corporate Buyers Come From?

The main focus of the event is to get Corporate Buyers, mainly from the GCC area, Africa, Europe, Asia and Russian speaking countries to meet with the best Solution Providers from all over the world. Every Corporate Buyer is extensively pre-qualified and has contractually agreed to the following conditions:

- They are the ultimate decision maker within their organization regarding health and medical tourism.
- They have a substantial budget to allocate to health & medical tourism.
- They have to be actively looking for new partners to do business with.



## 2 Day Agenda Will Include Unparalleled Opportunities To Do Business



- Event registration at Saudi International Health Tourism Forum desk in the Hotel Lobby.
- Event Registration and Executive Breakfast.
- Opening Address and Official Opening ceremony of the event.
- Workshops.
- Exhibition.
- Open Business Meetings.
- Networking coffee breaks, coffee & refreshments will be served for all attendees.
- International Buffet Luncheons.
- Gala Dinner – Welcome and Sponsors address.





## Key Benefits of Attending



- Keynote lectures from Health Tourism Experts who will discuss the hottest topics and latest trends in the industry.
- Open 11- business meeting sessions allow Solution Providers and Buyers to arrange unscheduled meetings.
- Focused group discussions and think tanks will provide unparalleled forum for dialogue and problem solving.
- Pre-scheduled 11- business meeting with extensively pre-qualified Corporate Buyers.
- Our event is designed to promote Direct Sales, NOT just marketing and branding.
- We work pro-actively with Solution Providers before, during and after the event to ensure the return on investment.
- We have a large delegate team specially trained to make sure we only host the true Corporate Buyers from the Government and the Private Sector.
- Prior notification of all attending delegates allows Solution Providers and the sales teams to research and tailor different presentations for each meeting.





# PARTICIPATION FEE

Fixed Stand ( 3 x 3 )	Includes
<b>\$ 6,400</b> FOR 1 REPRESENTATIVE	<ul style="list-style-type: none"> <li>• Fixed design 3m x 3m stand</li> <li>• 3 nights accommodation at Hilton Riyadh (The Forum venue)</li> <li>• Admission to conference sessions</li> <li>• Coffee breaks</li> <li>• Lunches during event days</li> <li>• Gala Dinner</li> <li>• registration materials and entrance to reception space</li> <li>• Pre-event reception cocktail</li> </ul>
<b>\$ 7,750</b> FOR 2 REPRESENTATIVES	

Premium Stands ( Space Only )	Includes
<b>( 4 x 3 ) \$ 6,600</b> (12 sqm x 550\$) FOR 3 REPRESENTATIVES	<ul style="list-style-type: none"> <li>• Coffee breaks</li> <li>• Lunches during event days</li> <li>• Gala Dinner</li> <li>• registration materials and entrance to reception space</li> <li>• Pre-event reception cocktail</li> <li>• Exhibitors are responsible for their own stand design and construction on a stand base (A twin socket of 240v power is provided). The Organizers will be pleased to offer advice and guidance to exhibitors and can provide a fully comprehensive service if required).</li> </ul>
<b>( 4 x 7 ) \$ 14,700</b> (28 sqm x 525\$) FOR 5 REPRESENTATIVES	
<b>( 4 x 10 ) \$ 20,000</b> (40 sqm x 500\$) FOR 7 REPRESENTATIVES	

- ( Additional representatives will not enjoy any of packagebenefits)



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## Sponsorship Packages





In recent years this market has become an extremely significant part of the healthcare provision. In fact, the global medical tourism market is worth about \$ 100 billion and is growing at about 25% per year.

The Saudi International Health Tourism Forum 2019 ( SHIFT 2019 ) , will bring the Medical Tourism Industry to Saudi Arabia. It is intended to promote the country to the World as a premier destination for Medical and Health Travel.

This premier event offers healthcare providers from around the world the chance to create business opportunities and form partnerships with the largest International corporate healthcare buyers. SHIFT is focused on bringing corporate purchasers of healthcare together with world class medical providers.



# Exposure Opportunities

During the Saudi International Health Tourism Forum, there will be an unmatched opportunity for select companies to gain prominent exposure and position themselves at the center of the medical travel industry. We will offer sponsorship of the forum under a 3 tier level – Platinum, Gold & Silver. Whilst there will only ever be 2 Platinum Sponsors, there can be unlimited Gold/ Silver Sponsor's.

Each tier of Sponsorship will give the organization a maximum and appropriate level of exposure and branding such as:

- Logo on conference website
- Logo on main stage banner
- Sponsor's message in website
- Corporate literature insert
- Logo on all adverts for the conference
- Editorial feature in delegate rough guide
- Enhanced color entry in the official
- show guide
- Personalized e-shot to SHIFT database
- Stand highlighted in show guide
- Sponsor's logo on all e-marketing
- Full page advert in show guide
- Sponsor's logo on delegate confirmation emails

# Available Options for Sponsorship Packages

PRE-EVENT	PLATINUM	GOLD	SILVER
<b>Logo on conference website:</b> <ul style="list-style-type: none"> <li>As a part of our mass marketing campaign all relevant delegates on our database will receive a direct mail brochure with a dedicated page for sponsors logos, each under their respective tier</li> <li>Your logos will be featured on the website, which is a heavily used source for delegates</li> </ul>	•	•	•
<b>Logo on all adverts for the conference:</b> Any advert that we use in publications and various media sources will carry your company logo under the respective tier. (*This is subject to the advert format and space availability)	•	•	•
<b>Editorial feature in delegate rough guide:</b> 46- weeks prior to the show we will produce an electronic guide to the forum so delegates & visitors would know what to expect. We will include a feature focused on your activities in the field of SHIFT.	•	•	
<b>Personalized e-shot to SHIFT database:</b> A specifically designed e-shot will be sent to our database to identify your involvement and include an invitation to visit your stand during the forum.	•		
<b>Sponsor's logo on all e-marketing:</b> This will give you a hyperlinked logo on the foot of all e-marketing for the conference.	•	•	•
<b>Sponsor's logo on delegate confirmation emails:</b> Following registration all delegates will receive an email confirming their participation.	•		



# Available Options for Sponsorship Packages

AT THE EVENT	PLATINUM	GOLD	SILVER
<b>Logo on main stage signage &amp; holding screen between presentations:</b> Under the respective tier your logo will appear alongside other sponsors in large format on the speaker stage at the chosen conference.	•	•	•
<b>Corporate literature insert:</b> Your company information can be included in the individual delegate packs - max 16 pages.	•	•	
<b>Your company profile in the official show guide:</b> This will include your company logo and 100 words description.	•	•	•
<b>Stand highlighted in show guide:</b> The guide will contain a map of the exhibition area broken down by specialty area- in all cases the blank plan is paired with an alphabetical listing- to easily identify you to visitors your stand will be highlighted on the plan and in the listing.	•		
<b>Full page advert in show guide:</b> Include your advert in the show guide which has a 12 months' shelf-life until next forum.	•	•	
<b>3x4 stand space</b> Maximum 3 REPRESENTATIVES ( Additional representatives will not enjoy any of package benefits)			•
<b>4x7 stand space</b> Maximum 5 REPRESENTATIVES ( Additional representatives will not enjoy any of package benefits)		•	
<b>4x7 stand space</b> Maximum 7 REPRESENTATIVES ( Additional representatives will not enjoy any of package benefits)	•		
<b>TOTAL COST</b>	<b>\$100,000</b>	<b>\$75,000</b>	<b>\$50,000</b>

Includes

- Coffee breaks
- Lunches during event days
- Gala Dinner
- Pre-event reception cocktail

- Sponsors are responsible for their own stand design and construction on a stand base (A twin socket of 240v power is provided).





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## Activities To Sponsor

Branding plays a key role in establishing your presence as a key sponsor. The introduction of a large workshop area covering a variety of skill sessions will give excellent hands-on experience to delegates. In this section we are offering a variety of strategic activities to sponsor



# Activities to Sponsor

## SESSIONS

\$30,000

You will have your own corporate stand in a distinguished location at the event, your own uniformed staff, '1. minutes' presentation in one educational session and a free page in the event's show guide.

## REGISTRATION DESKS

\$15,000

To gain access to the Forum all visitors and delegates must pass through the registration point at the entrance of the halls. As an exclusive sponsor of this activity we will place your logo in prominent locations of the surrounding area. If provided the registration staff will also wear a uniform such as t-shirts & caps with your logo. You may also provide pens to be used in this area.

## LANYARDS

\$10,000

All delegates, visitors & exhibitors will be given a lanyard to secure their badges. This lanyard will carry the logo of one sponsor exclusively. The cost of production will be in addition to the branding charge.

# Activities to Sponsor

DELEGATE BADGES	\$15,000
Exclusive Sponsorship of all exhibitors/ delegates badges. The backside of the badge will include a welcome from the sponsor inviting visitors to your stand.	

COFFEE BREAKS	\$5,000
Each conference has a respective area on the exhibition floor. During coffee & lunch breaks delegates will be directed to the respective coffee area. This will feature your company branding in the form of banners, cups/ napkins/ table cloth etc.	


GALA DINNER	\$30,000
As a part of the forum all delegates will be invited to a Gala dinner. The area of the gala dinner will be branded by 1 sponsor in addition to a 1. minutes presentation after the welcome speech.	





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LUXURIOUS EVENTS  
المناسبات الفخمة



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