



29 January - 01 February 2018  
DWTC - Dubai



**ENHANCE – Onsite branding to give  
you Arab Health prominence**

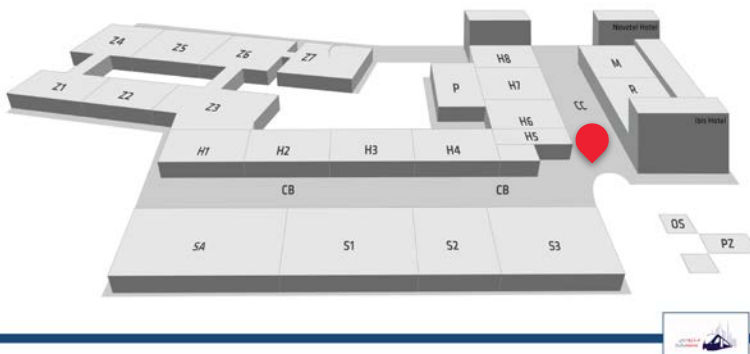
[www.arabhealthonline.com](http://www.arabhealthonline.com)

# WINDOW STRIP

Strategically positioned at the main exhibition entrance, this huge site provides high exposure and visibility due to its unique location.

This space secures high reach at a prime zone in the Exhibition Centre.

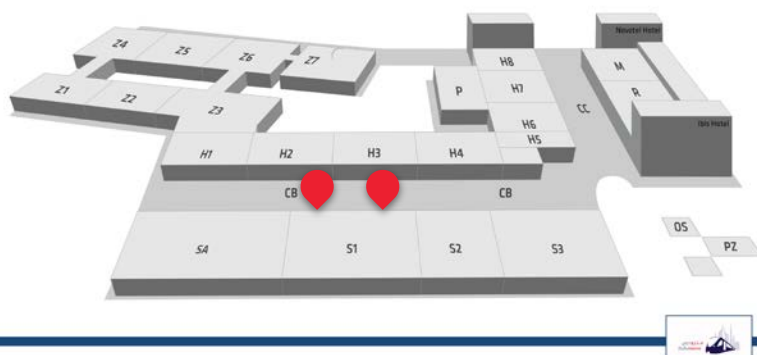
Location at venue:



## LINK BANNER

Located at the link area of Sheikh Saeed Halls, these banners have high visibility across the concourse 1 and the Foyer of Sheikh Saeed Halls.

Location at venue:

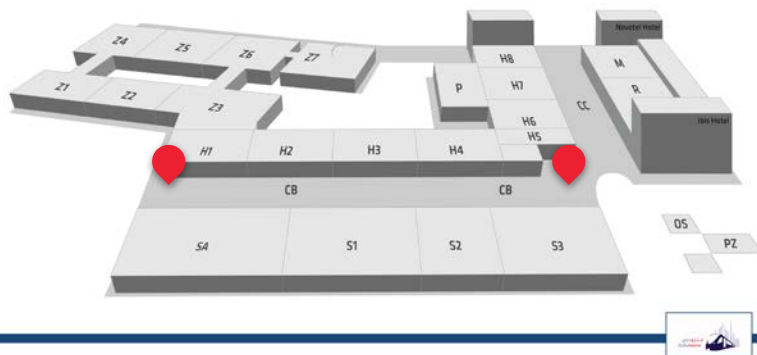




## DIGITAL SQUARE PANEL

One of the most strategic sites in the venue, located at the concourse for high exposure & reach. This site is a must for exhibitors aiming to book any media with a long exposition time

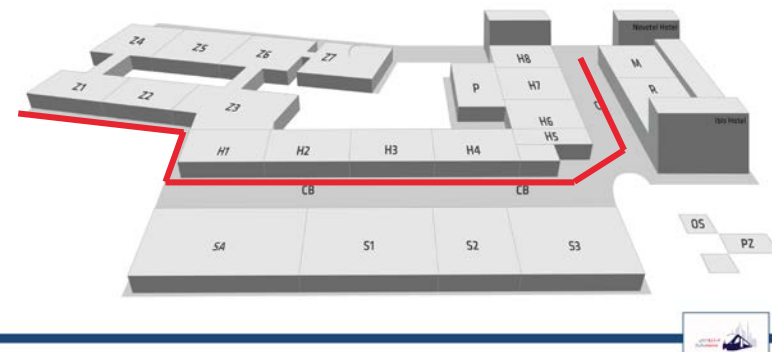
Location at venue:



## DOUBLE SIDED HANGING BANNER

Located at the hall gates, this eye catching location ensures high exposure for your brand and unforgettable impression among the right audience.

Location at venue:



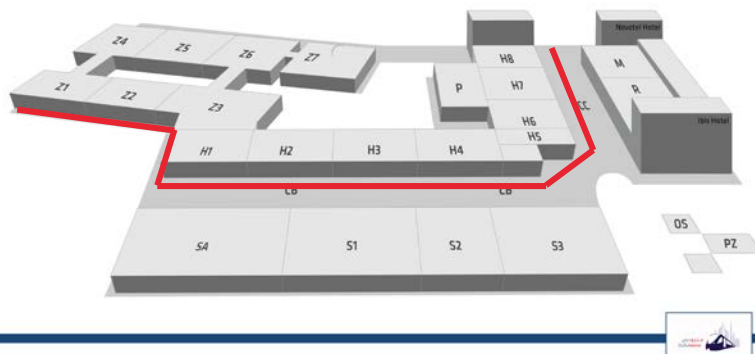




## COLUMN CLADDING

Positioned along the concourses, this dynamic and eye-catching network of branded columns is the perfect platform to increase your exposure to a wider audience.

Location at venue:

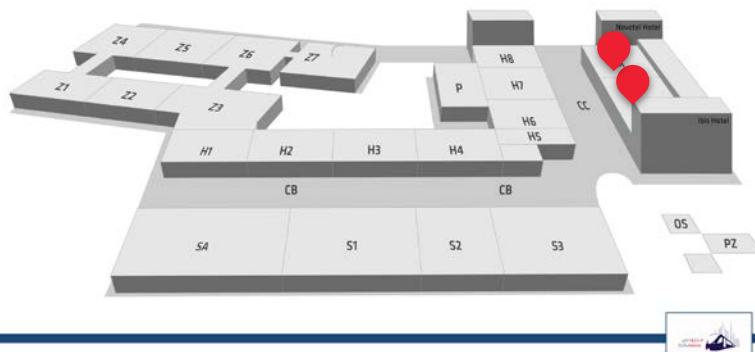




## ELEVATORS

Benefiting from the high traffic and a long exposition time, this site is considered very tactical for companies aiming to deliver a message.

Location at venue:





Located at the link area of Sheikh Saeed Halls, these banners have high visibility across the Concourse 1 and the foyer of Sheikh Saeed Halls.

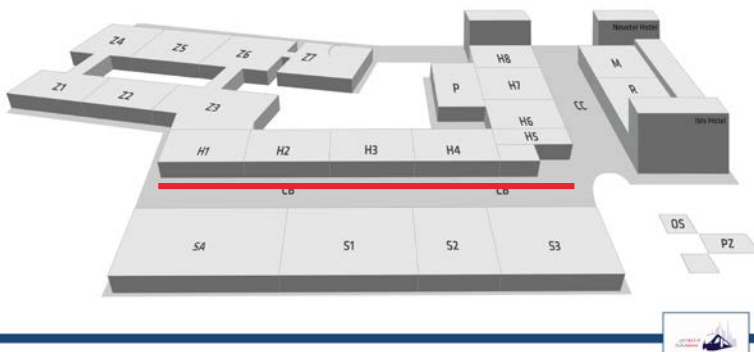


## MEZZANINE GLASS BANNER

This exclusive network of sites are situated in the concourse area, right on top of halls entrances.

Targeted directly at visitors entering the halls, these sites provide a "supersite" location in the heart of the Exhibition centre.

Location at venue:

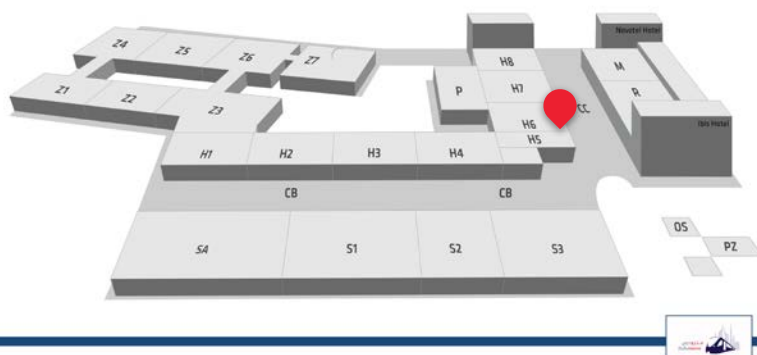




## ESCALATOR

Wrapped with a vinyl sticker, the escalator bottom and side area is an eye-catching site situated in a high traffic zone at the Exhibition centre.

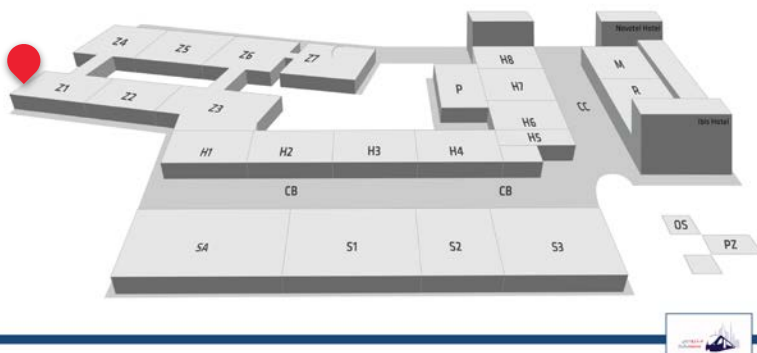
Location at venue:



## FRONT OF HOUSE ZA'ABEEL HALL 1

An exclusive advertising site above the hall entrance, this media will deliver strong message to the event visitors.

Location at venue:

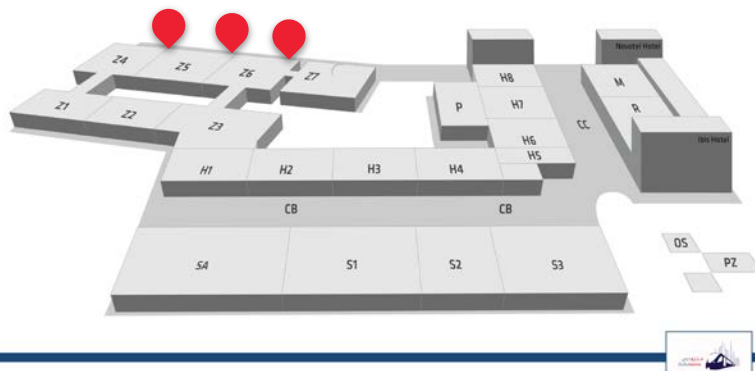




## VERTICAL GRAPHICS – NEW ZA'ABEEL CONCOURSE

Distinctive branding panels in the foyer area of the hall that creates coherent and reinforced connections between your brand and the audience.

Location at venue:

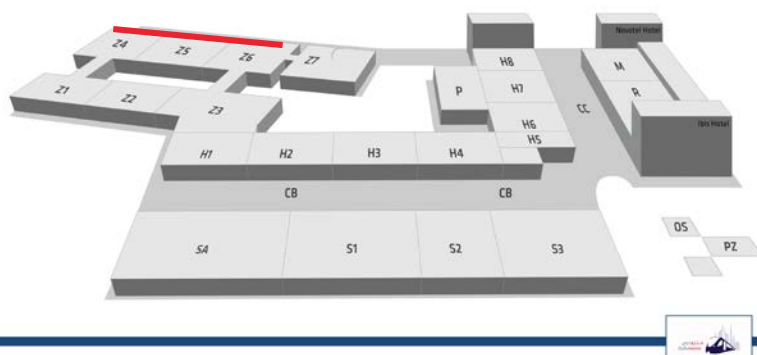


## DIGITAL HANGING SCREENS - NEW ZA'ABEEL CONCOURSE

Very exclusive branding opportunity at the hall entrance, visible for all the visitors entering to the hall.

Exceptional branding at the hall entrance.

Location at venue:

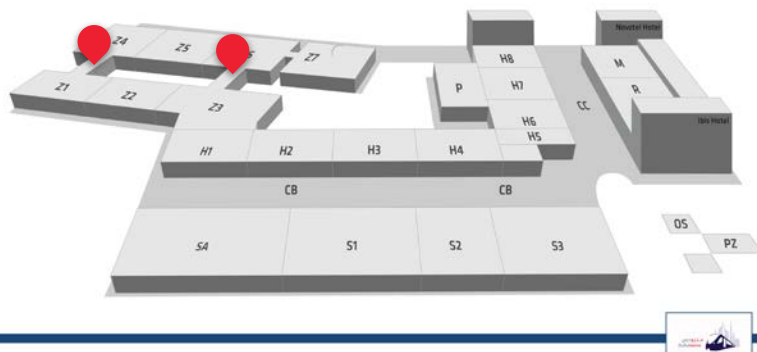




## VERTICAL PANELS – ZA'ABEEL LINK AREA

Distinctive branding panels in the foyer area of the hall that creates coherent and reinforced connections between your brand and the audience.

Location at venue:

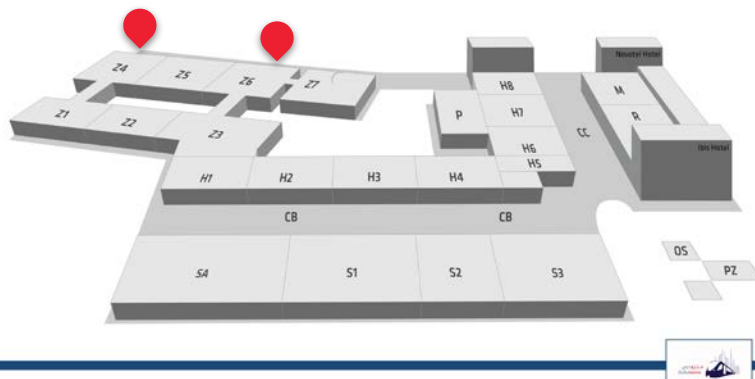


## SILVER PANEL – ZA'ABEEL HALLS

One of the most strategic sites in the Za'Abeel Concourse, covering the entrance and exit points for high exposure and reach.

This site is a must for exhibitors aiming to book any media with a long exposition time.

Location at venue:

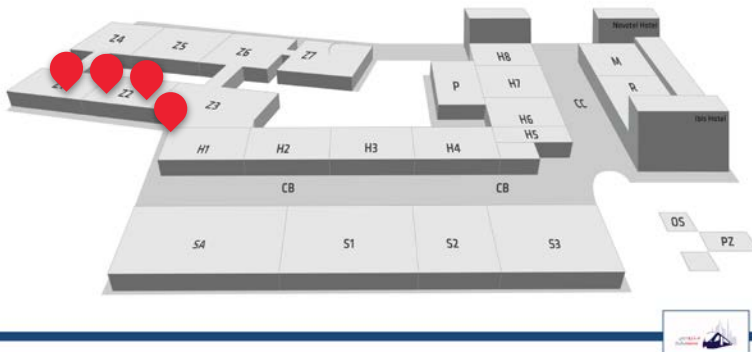




# ZA'ABEEL GLASS WRAP

These wraps, strategically located in the concourse of Za'abeel Hall will grab the attention of a large number of people coming in to the hall and passing in the concourse.

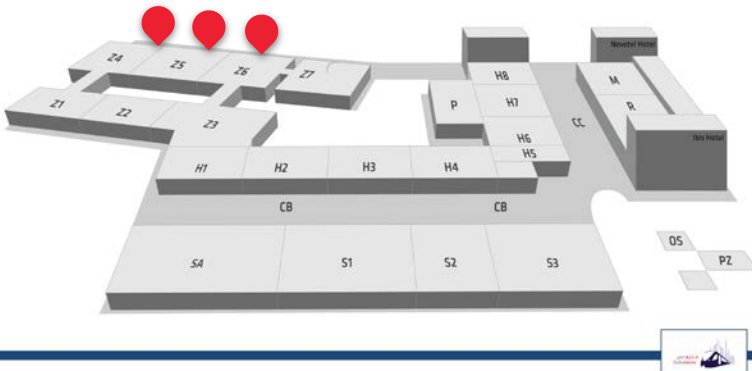
Location at venue:



## HALL ENTRANCE DIGITAL SCREENS

Located at each hall foyer, these screens are highly visible for all people entering the halls.

Location at venue:





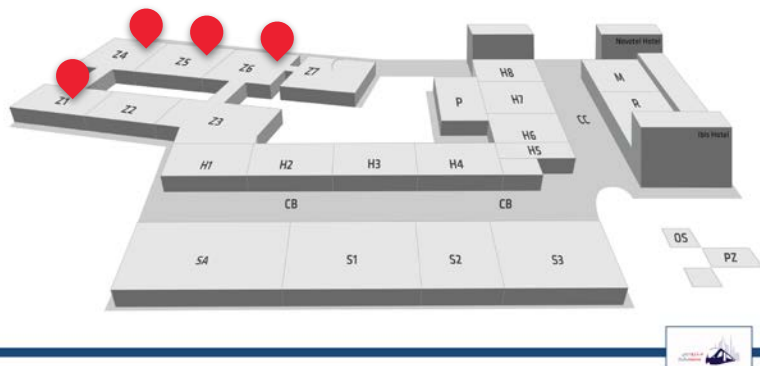
## OWNERSHIP REGISTRATION HALL ENTRANCE

2 onsite registration desks: Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees. You can also brand shirts for staff (the production of this will be covered by the Client)

1 floor tile in hall entrance: Guide attendees to your pavilion with this 2x2m floor tile placed in the entrance of your hall

Digital Screen in Hall Entrance: Gain visibility and awareness by putting your message in this highly digital screen located

Location at venue:

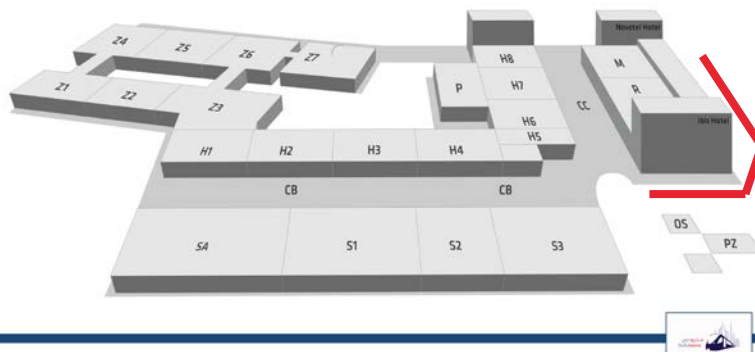


## LAMPPOST BANNERS

This network of exclusive outdoor sites ensures reaching the entire flow of cars getting in to the multistorey parking, Ibis Hotel & Main Exhibition Gate.

Total 28 Lampposts.

Location at venue:

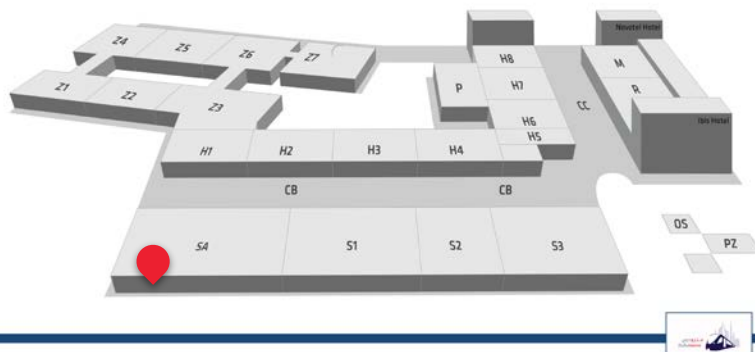




## ARENA - BOARDING

Spectacular display banner highly exposed to the Sheikh Zayed Road, visible to 500,000 car drivers per day using the main city highway.

Location at venue:



## OUTSIDE LINK BANNER

Located at the link area of Sheikh Saeed Halls, these banners have high visibility across the concourse 1 and the Foyer of Sheikh Saeed Halls.

Location at venue:

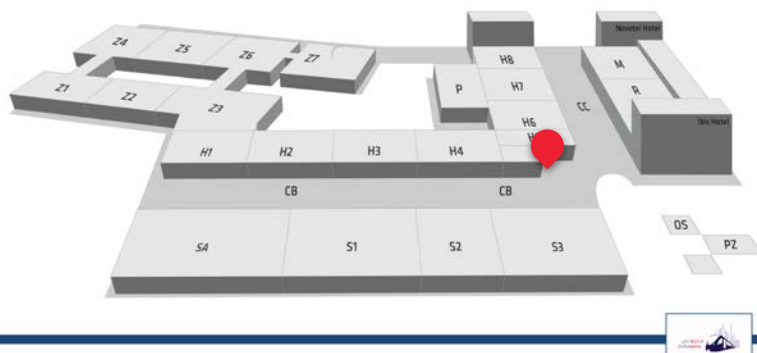




## SQUARE DIGITAL PANEL – PLAZA

This exclusive outdoor digital panel will give you great exposure in front of all the visitors attending Arab Health.

Location at venue:

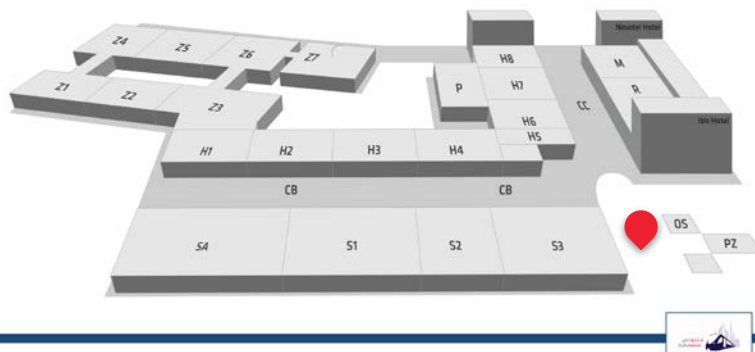


## TOWER BOX

Four sided structure that guarantees maximum impact on receptive entrance of Sheikh Saeed Hall and strategic position in front of the outlets.

A perfect branding option to target the visitors coming from the Dubai World Trade Centre Metro Station.

Location at venue:



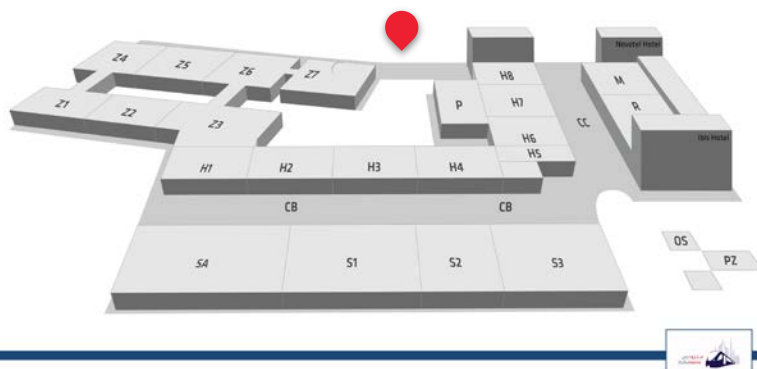


## ARCH

Customised Arch structure, strategically located in the traffic spots targeting the maximum flow of visitors.

The Arch can be placed in the concourse or outdoor locations.

Location at venue:



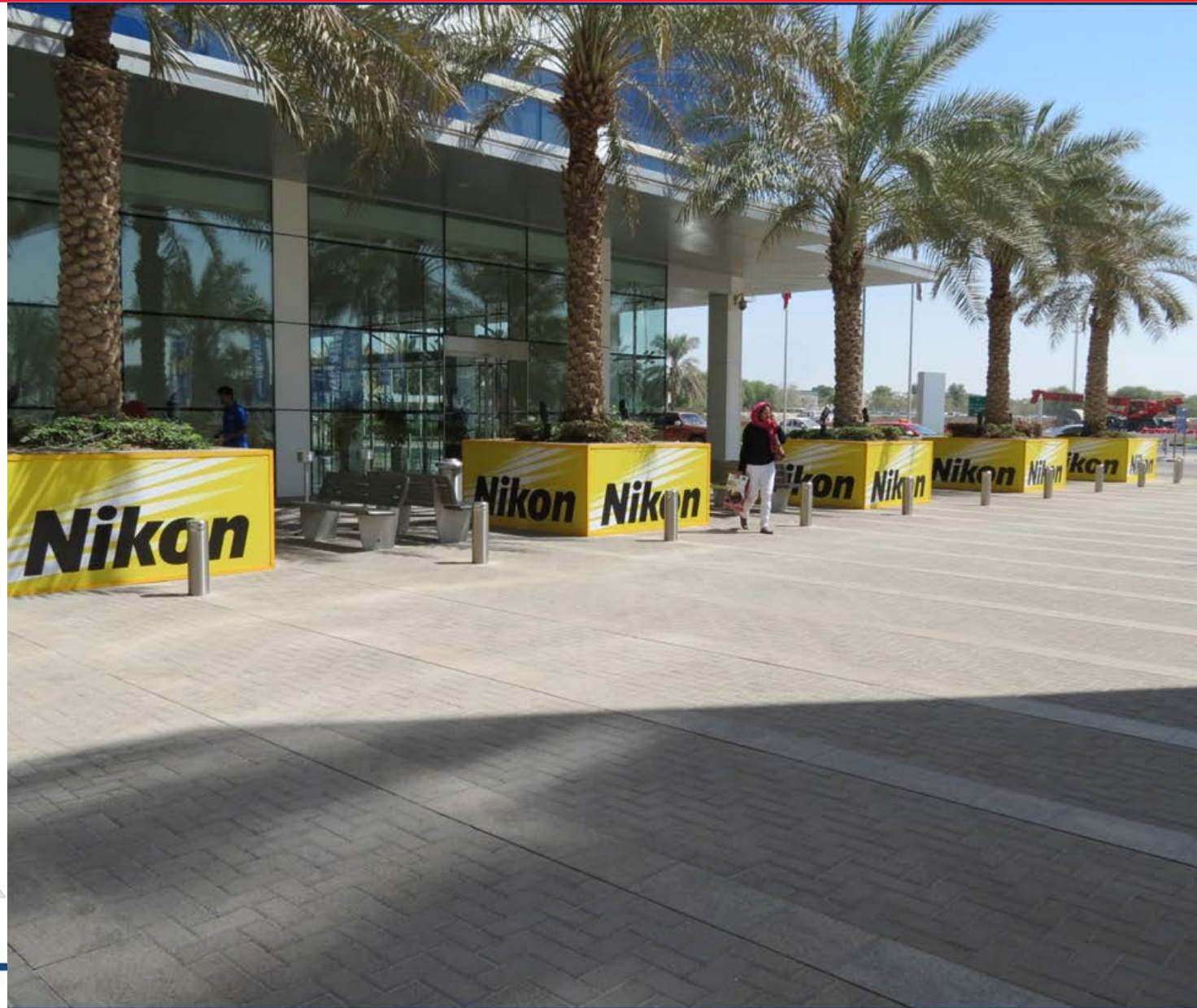
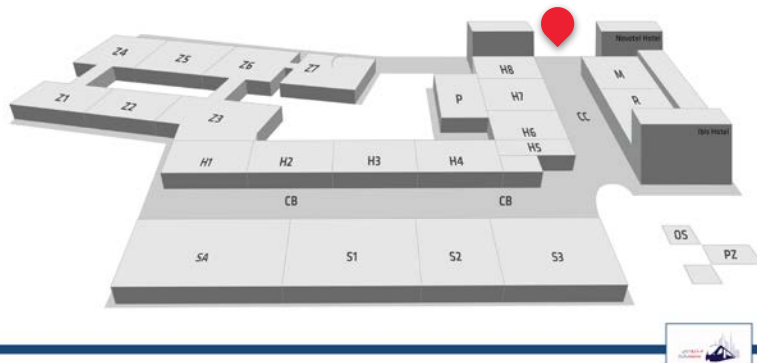
## PLANTER WRAPS

Two circuits of exclusive branding at the convention gate targeting the traffic entering to the venue.

Very effective branding with high reach.

Total 15 Planter Wraps.

Location at venue:



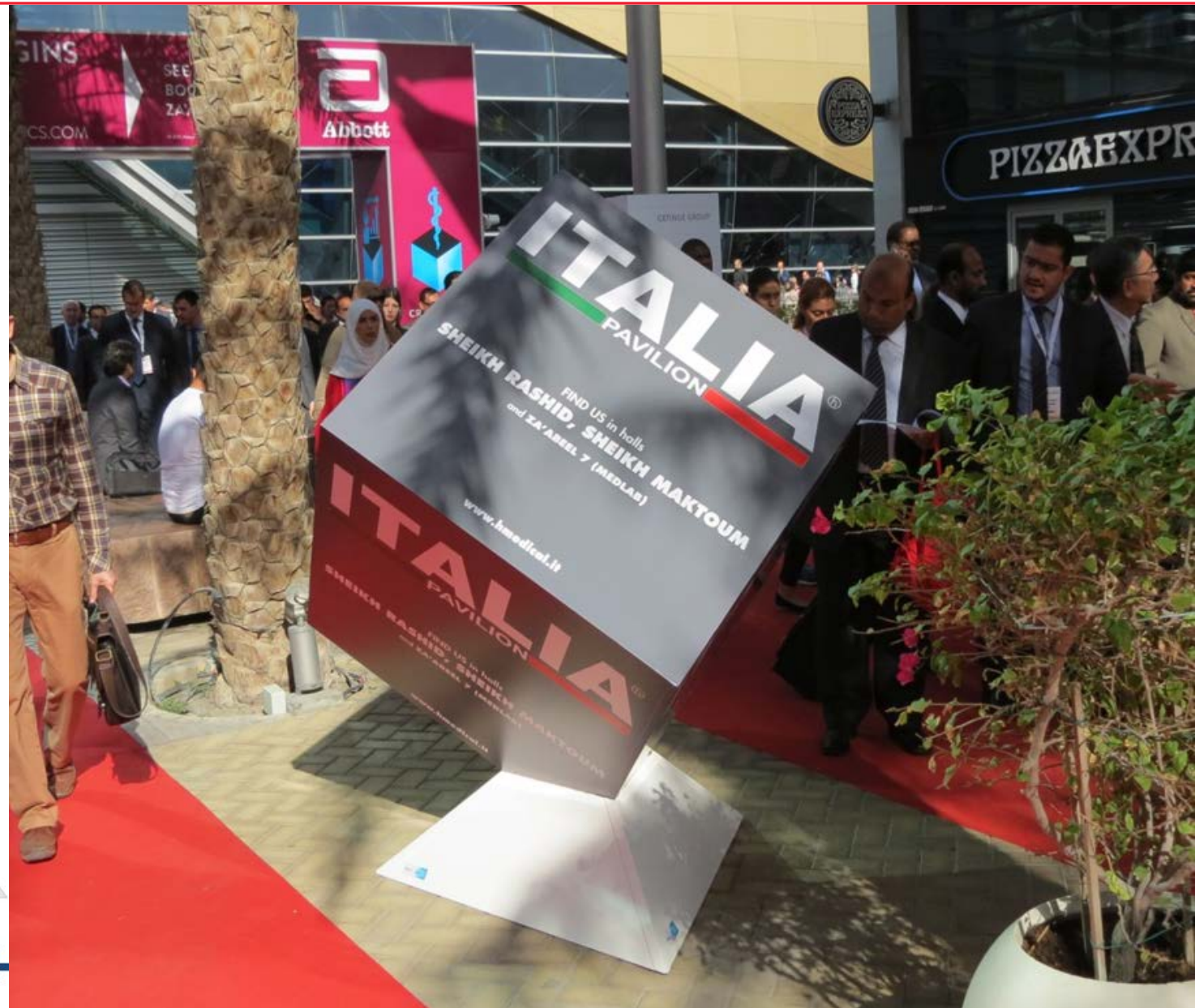
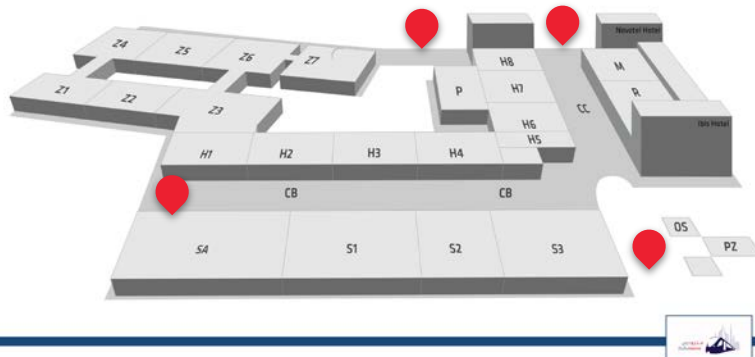


## CUBE SIGN

Customised cube sign placed in the concourse and strategic areas in the venue.

Exceptional concept that can be distributed that catches the eye of attendees.

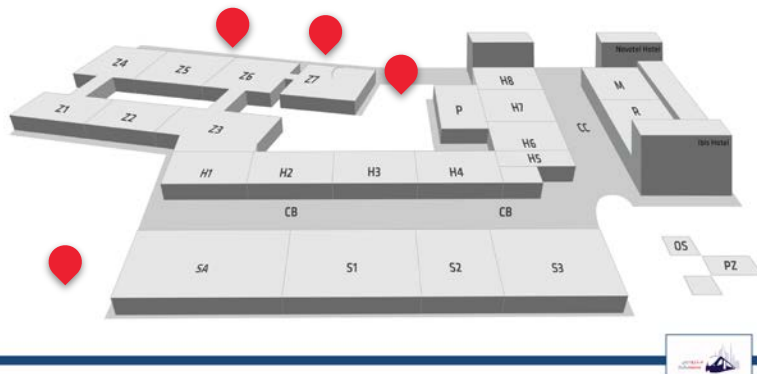
Location at venue:



## MEGACOMS – DOUBLE SIDED

Located at the hall gates, this eye catching location ensures high exposure for your brand and unforgettable impression among the right audience.

Location at venue:



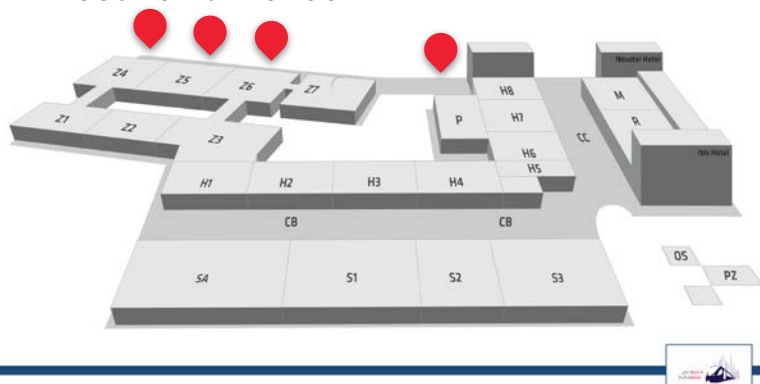


## FLAG POLES

A network of stand-alone flags placed in the “drop of” area of the main exhibition gate.

Additional locations available.

Location at venue:

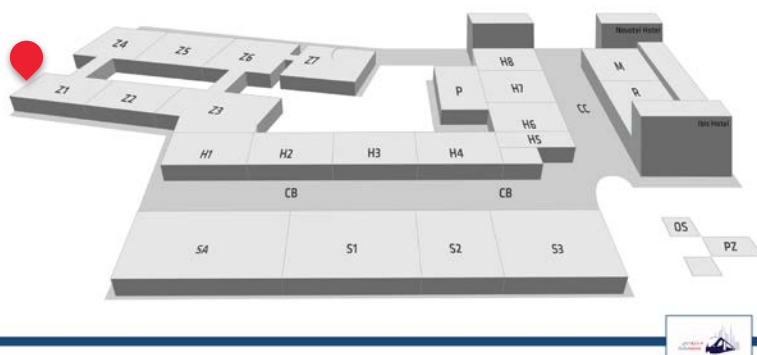


## HALL GATE BRANDING – ZA'ABEEL HALL

Covering the front side of the glass, your branding will be the first to be seen by all the visitors entering the Za'abeel centre.

This impactful site is a major opportunity for the exhibitors aiming to associate their names with the exhibition.

Location at venue:



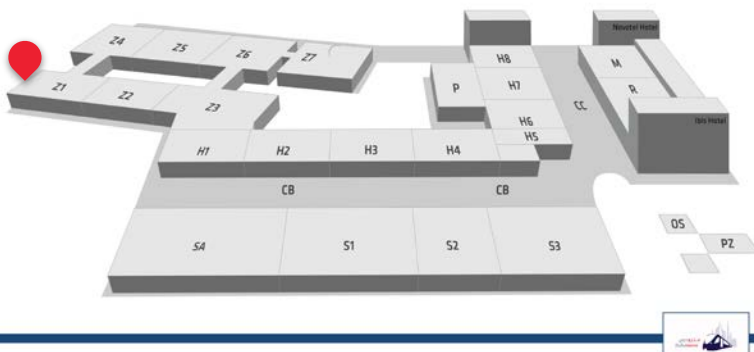


## GLASS ENTRANCE – ZA'ABEEL HALL ENTRANCE

Covering the front side of the glass, your branding will be the first to be seen by all the visitors entering from Za'abeel hall main gate.

This is a great opportunity for exhibitors aiming to associate their names with the exhibition.

Location at venue:

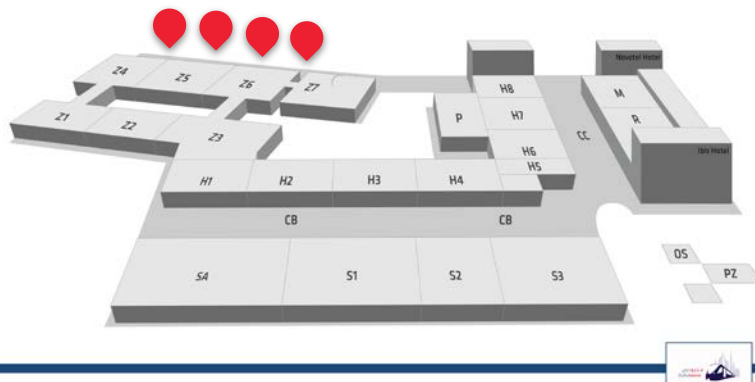


## SQUARE GRAPHICS – ZA'ABEEL HALLS


Running alongside the exhibition halls on the sides of the entrances, your branding your branding will be the first to be seen by all the visitors entering the new Za'abeel halls.

This is a great opportunity for exhibitors aiming to associate their names with the exhibition.

Location at venue:





 ARAB HEALTH

29 JAN - 1 FEB 2018

ATC, Dubai, UAE

Where the healthcare world comes to do business



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DUBAI

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USED ON THE PRESENT • INVENTING THE FUTURE  
20<sup>th</sup>  
years

## DIGITAL DOMINANCE – Cutting Edge Technology

Advanced display technology offering dynamic content, customised campaigns, and multiple time-sensitive messages throughout the event

- An innovative digital advertising product that is big, bold and simply cannot be ignored.
- Located on a major traffic light which gives your target audience a very high dwell time
- Highly visible for all people coming to the paid and free car park
- Operational 20 hours/day from 6 am to 2 am
- A phenomenal chance to influence the buying decisions of your target audience as they are coming to the Dubai World Trade Centre.

Location at venue:

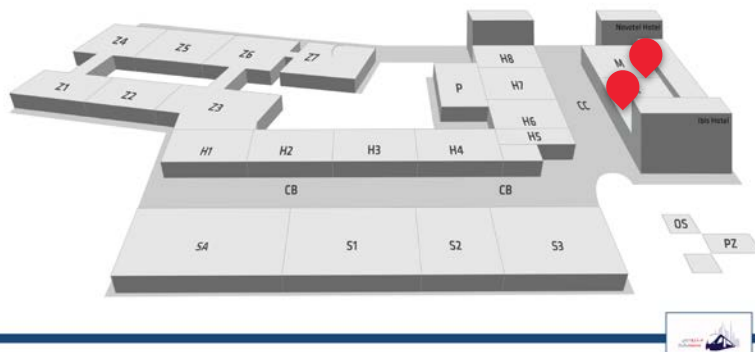




## PROJECTOR PANEL - WALKWAY

Panels Located in the tunnel en-route to the exhibition centre from the multistorey parking will grab the attention of all visitors aiming to the venue.

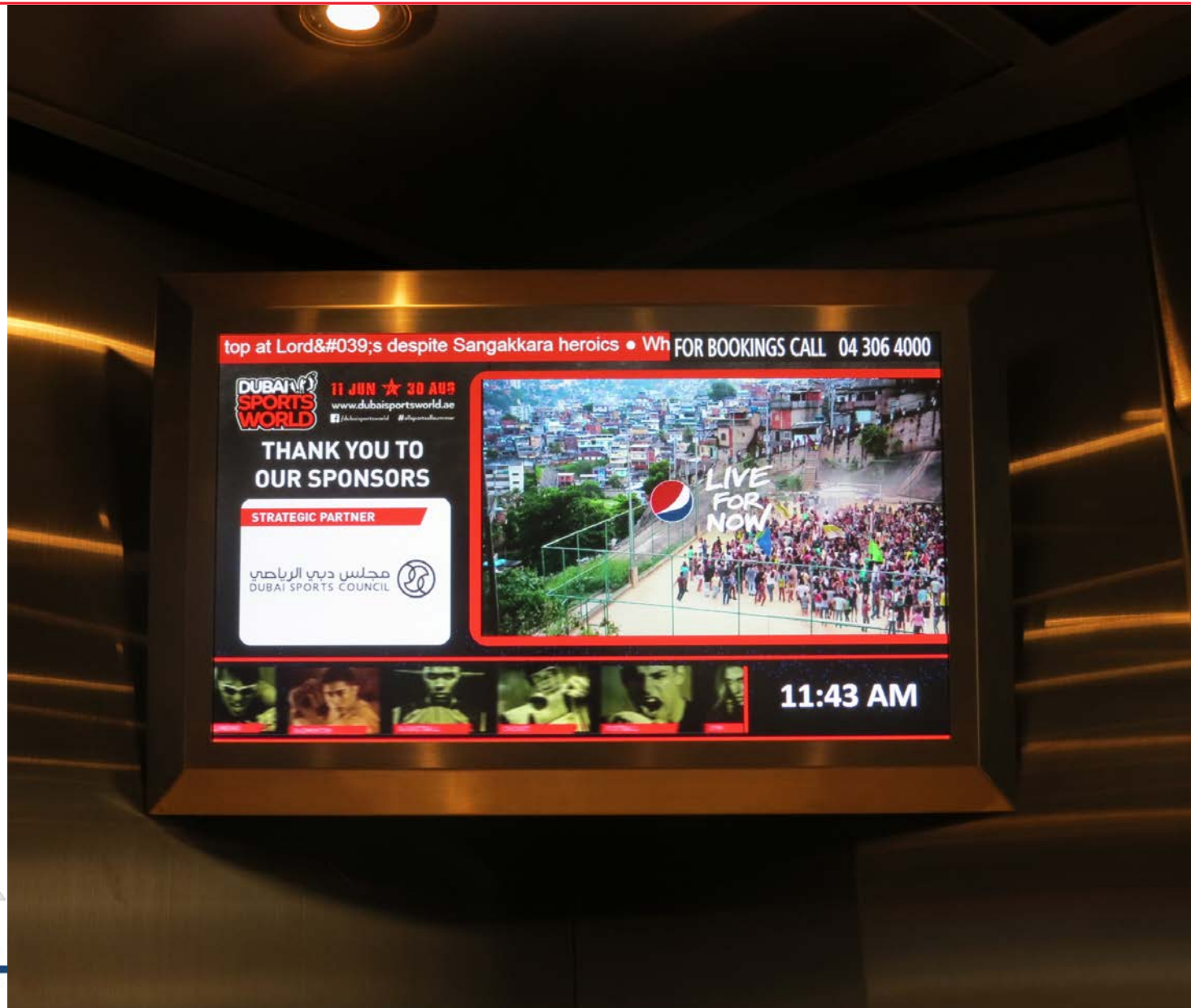
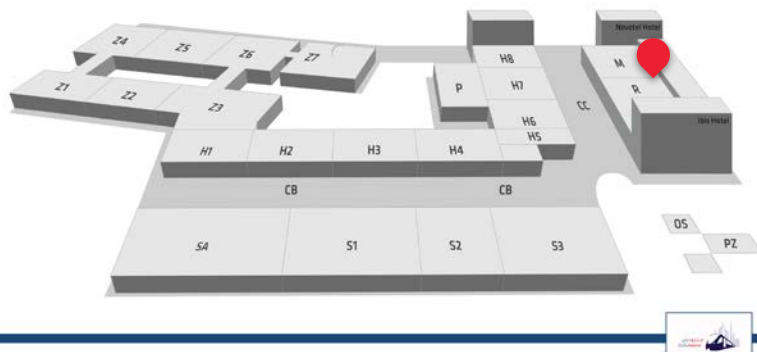
Location at venue:



## ELEVATOR SCREENS

Benefiting from the high traffic and a long exposition time, this site is considered very tactical for companies aiming to deliver a message using the screens inside the elevators for videos or images.

Location at venue:

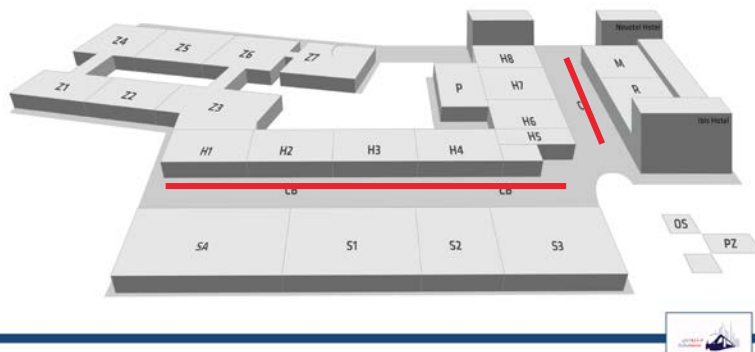




## DIGITAL ADVERTISING NETWORK

A network of 56" plasma screens positioned in the concourse are a unique digital opportunity perfect for exhibitors aiming to deliver interactive messages.

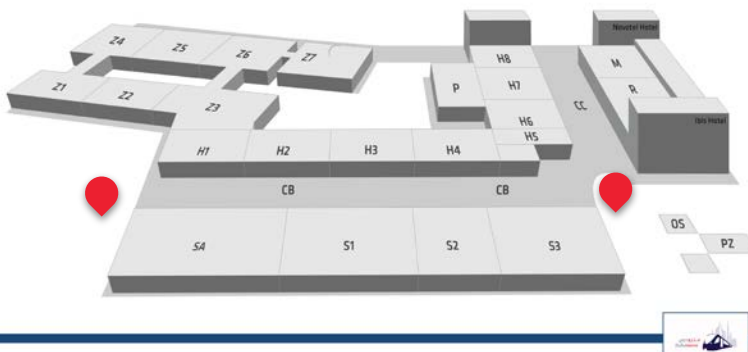
Location at venue:



## TRAILER SIGNS

Two Spectacular LED Trailers at the convention gate, highly exposed to the main road and traffic incoming from the open car park and visitors using Road 312.

Location at venue:





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MEDLAB

6-9 February 2017  
DWTC, Dubai

Medical T  
Destina

INDIA HEALS  
SEE YOU AT THE INDIA PAVILION IN ZAABEEL HALL 3

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SEE YOU AT THE INDIA PAVILION IN ZAABEEL HALL 3

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Creating  
healthier  
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الصحة والرعاية في الشرق الأوسط

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Taxis

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For more details on the advertising opportunities at Arab Health, kindly contact :

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