

# Ministry of Health & HIMSS Middle East Conference and Exhibition 2014

13-14 APRIL 2014

JEDDAH, KINGDOM OF SAUDI ARABIA

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Co-organised by



**HIMSS**  
*Middle East*

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 HIMSSME.ORG/CHANGE14

## Moving beyond the technology.

Ministry of Health & HIMSS Middle East Conference and Exhibition 2014 will bring together two of the most pressing topics for HIT professionals in the region.

This unique event will provide insights into the essentials for driving IT and process change that will spell the difference for clinical success or failure.

The conference will also focus on the progress that has been made toward healthcare interoperability over the past year and discuss why interoperability has become the cornerstone of healthcare's future.

This conference and exhibition will be the second time HIMSS Middle East has collaborated with the Kingdom of Saudi Arabia Ministry of Health.

We encourage you to participate as we are confident you will meet and network at the highest level with health IT professionals in the Gulf region.



## An outstanding record for events in the region.

HIMSS Middle East has successfully organized health IT events for over five years and no other organization better understands the health IT knowledge needs of the region.

### Ministry of Health & HIMSS Middle East Conference and Exhibition

2013 represented the first year when the Kingdom of Saudi Arabia Ministry of Health and HIMSS Middle East collaborated on a conference and exhibition.

This collaboration represented the most successful events that HIMSS has been involved with in the region.

### Attendees Profile

With more than 1,800 participants, the centre piece of the Ministry of Health & HIMSS Middle East Conference 2013 was a round table discussion where the Ministry discussed and shared the Saudi national health IT plan.

## Opening doors to a rapidly growing market.

Healthcare expenditure in the GCC countries is expected to swell to \$79.02 billion in 2015, with public health expenditure amounting to 64 percent of the aggregate according to the Kuwait Financial Centre.

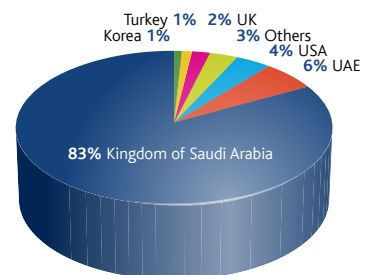
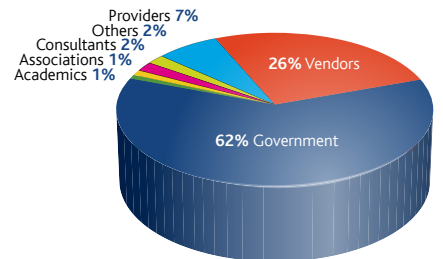
An estimated \$10bn worth of healthcare projects are planned or underway in the GCC.

More than 200 new hospitals have been announced or are under construction, with a cumulative capacity of 27,000 beds, most of which are due to be delivered in 2015.

The Ministry of Health & HIMSS Middle East Conference and Exhibition 2014 could not be happening at a better time.

### Target audiences for the Conference

- Government and Ministry officials
- Senior Management Executives from the region's leading Healthcare IT organisations
- Healthcare IT professionals at all levels
- Physicians, nurses and clinical engineers
- Healthcare IT Associations and Institutions
- Informatics professionals and academicians





## Build your brand and build your business with key decision makers in the Middle East.

### SPONSORSHIP PROGRAM

Due to popularity, we will allocate sponsorship package benefits on a prioritized basis.

Those companies who sign up first will receive their choice for booth location and session time slots. Our sponsorship programs offer unique networking opportunities, branding, marketing and advertising for your company as they boost your visibility.

#### Conference Industry Solution session\*

Industry Solution sessions run parallel to the Health IT Management sessions and enable you to get your message of proven results to the attendees.

#### Complimentary registrations

Receive complimentary registrations to attend Conference.

#### Conference Guide advertisement

Get maximum value from your presence on a conference advertisement to drive traffic to your booth and industry solution session.

#### Logo recognition and visibility

Receive verbal acknowledgement during plenary keynotes, logo placement on walk-in and walk-out displays during the keynote and logo placement on selected conference collaterals and website.

\* Diamond sponsors only

	<b>Diamond</b> USD 75,000	<b>Platinum</b> USD 60,000	<b>Gold</b> USD 30,000
<b>Conference industry solution</b>	1 Industry solution session	None	None
<b>Exhibition booth</b>	36 sqm	24 sqm	18 sqm
<b>Conference complimentary registrations</b>	20 registrations	15 registrations	10 registrations
<b>Logo on delegate bags</b>	Yes	No	No
<b>Conference Guide advertisement</b>	Full page	Half page (Upgrade to a full page advertisement for USD2,500)	Quarter page (Upgrade to a half page advertisement for USD2,500)
<b>Recognition and visibility</b>	Maximum recognition logo visibility on most platforms including brochures, website, e-pushes, conference guide, walk-in slides, verbal acknowledgement and onsite signage.	High recognition logo visibility on selected platforms including brochures, website, e-pushes, conference guide, walk-in slides and onsite signage.	Logo visibility on selected platforms including brochures, website, conference guide, walk-in slides and onsite signage.
<b>Discounts on à la carte sponsorships</b>	25% discount	15% discount	10% discount

### À LA CARTE SPONSORSHIPS

#### Registration

Conference delegates will register through the website and receive reminders and details. Onsite, the registration area will be a prime area for traffic and branding.

**USD 10,000**

#### Conference bag inserts

Conference bag inserts are great way to reach the delegates.

**USD 3,000**

*The sponsor will supply the insert material and have the insert artwork approved by show management beforehand. Limited to one item per company.*

#### Badge lanyards

The ultimate branding opportunity. All Conference attendees will be wearing lanyards with your company logo.

**USD 8,000**

#### Conference Guide

Sponsor of the Conference Guide will receive a full page full colour advertisement (premium position) and acknowledgement on the website and Conference Guide.

**USD 10,000**

*\*Artwork details to be specified by HIMSS. Deadline for booking 15 February 2013.*

#### Conference pens

Each attendee will receive a pen. Every time they use it to take notes, they will see your company's logo.

**USD 5,000**

#### Conference Guide advertisement

Get maximum value from your presence on a conference guide advertisement to drive traffic to your exhibition booth, focus group and industry solution session.

**Full page: USD 5,000**

**Half page: USD 3,000**

#### Conference web banners

Reinforce your participation each time attendees go to the conference web site to plan their time at the conference.

**USD 5,000** (Leaderboard top, 3 months)

**USD 9,000** (Leaderboard top, 6 months)

#### Message panels (multiple locations)

Reinforce your brand and message in high traffic areas on the exhibit floor.

**USD 4,000**

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### EXHIBIT WITH US

2m x 2m booth space

includes:

- Two (2) complimentary exhibitor badges
- Company description in the onsite Conference Guide
- Includes: lighting, power and one counter and 2 chairs

### Early bird special before

6 January 2014

Raw space: Early bird USD 6,500 per 2m x 2m

Shell scheme: Early bird USD 8,000 per 2m x 2m booth

### After early bird

On and after 6 January 2014

Raw space: USD 8,000 per 2m x 2m

Shell scheme: USD 9,500 per 2m x 2m booth

### Corner surcharge

USD 500 per corner

### HIMSS MIDDLE EAST CORPORATE MEMBERS' ENJOY GREAT DISCOUNTS OFF SPONSORSHIP OPPORTUNITIES

- **Diamond Corporate Members enjoy 10% discount**
- **Gold Corporate Members enjoy 5% discount**



### About the Ministry of Health

Saudis and expatriates living in the Kingdom are eligible for a comprehensive package of benefits including preventive, diagnostic and curative services with no cost sharing.

The Ministry of Health (MOH) provides 60% of health services to over 28 million Saudi National citizens and other residents.

It operates over 300 Hospitals and 2,000 Primary Health Care facilities within 20 health regions, distributed across the vast geography of the Kingdom of Saudi Arabia. The facilities will increase over the next 5 years.

The MOH is also responsible for oversight of Private Sector health services.

The MOH is developing an e-Health and ICT Strategy which will produce an action plan and five (5) years roadmap. The strategy is built upon a vision for future healthcare delivery and e-Health enablement.

For more information about Ministry of Health, please visit [www.moh.gov.sa](http://www.moh.gov.sa)

### About HIMSS

HIMSS is a cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads global efforts to optimize health engagements and care outcomes using information technology. HIMSS is a part of HIMSS WorldWide, a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS WorldWide encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organizations across the globe, plus over 600 corporations and 250 not-for-profit partner organizations, that share this cause. HIMSS WorldWide, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia.

For more information, please visit [www.himssme.org](http://www.himssme.org).

**For more on our sponsorship and exhibition opportunities, please contact:**

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