



معرض الصحة والطب
التجميلي والرعاية الخاصة

BE BETTER EXPO 2024

HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO

AL AIN



12-14 November 2024



Ayla Hotel

BE BETTER EXPO 2024 - AL AIN

For Health, Wellness, Beauty & Special Care, will take place from 12-14 November, 2024 at Ayla Hotel. This event will focus on a wide range of products and services relevant to the

- Healthcare
- Beauty & Aesthetic Medicine
- Special Care
- Home Healthcare services
- Dental Clinics



Book Your Stand



Ayla Hotel

Khalifa Ibn Zayed Al Awwal Street
Al Ain, UAE



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gulfhealthmagazine.com/events

*Step into the world of
Health & Beauty*

**with Be Better Expo
Al Ain**



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WHY BE BETTER EXPO AL AIN

The United Arab Emirates has witnessed great development in the Health sector in general and in the field of cosmetic medicine, plastic surgery, Hair Transplant & Home Healthcare & Special Need Services in particular, With its high developed hospitals and medical competencies and reasonable cost, AL AIN today is considered as one of the best potential cities in health and medical cosmetics' infrastructure and strong purchasing power of consumers ... that's what encourage our company to organize this exhibition as a convenient initiative for professionals to meet with their clients, develops their business, form new relationships and gain new clients, meanwhile the fair aims also to provide easy access to Those who are looking for the best cosmetic medicine, plastic surgery and hair transplantation providers in the country and discover for their services and products..

WHAT IS THE BE BETTER EXPO - AL AIN !

THE BE BETTER EXPO - AL AIN is a trailblazing consumer event that provides first-hand access and information to those seeking treatment, cosmetic medicine, plastic surgery, Hair Transplant & Home Healthcare & Special Need Services & products, Be Better Expo brings together all the key players & professionals and companies to showcase the latest technologies, innovations, emerging trends and market updates.

The event will cover all the health and beauty sectors, from best medical treatments to Aesthetic medicine to hair transplant and raw materials; finished products that are perfect for high-end target visitors with different needs.

Our company has developed a comprehensive media and promotional plan to introduce this important event and ensure a massive turnout, not only from visitors in AL AIN but from all the emirates of the country.

Who can Exhibit?

- ✓ Aesthetic medical centers and Products, Accessories, Tools & Equipment.
- ✓ Barber Products, Accessories, Tools, Equipment & Furnishing
- ✓ Cosmetics & Accessoires
- ✓ Hair transplantation centers, Hair Scalp Care Products, Accessories, Tools & Furnishing
- ✓ HealthCare, Supplements Products & Tools
- ✓ Nail Products, Accessories & Equipment
- ✓ Oral Hygiene & Dental care
- ✓ Organic and Natural Skincare Products
- ✓ Perfume & Aromatherapy Products
- ✓ Personal Care Products
- ✓ Skincare Products
- ✓ Skincare Tools & Equipment
- ✓ Slimming Products, Body Enhancement & Fitness
- ✓ Spa Care Products, Tools, Equipment & Furnishing
- ✓ Waxing Products, Accessories & Tools
- ✓ Wellness & Prevention
- ✓ Hospitals & Medical Centres
- ✓ Pharmaceutical Industries
- ✓ Medical Suppliers
- ✓ Medical Products
- ✓ Alternative Medicine
- ✓ Natural & Organic Products
- ✓ Home health care for elderly
- ✓ Heath Services at Home.
- ✓ Physiotherapy and rehabilitation
- ✓ Massage Spa & Relaxation
- ✓ Disposables & Consumer
- ✓ Healthcare & General Services
- ✓ Healthcare Infrastructure & Assets
- ✓ Hospitals/ Health centers equipment & products
- ✓ Imaging & Diagnostics
- ✓ IT Systems & Solutions
- ✓ Medical Equipment & Devices
- ✓ Medical Lab Sector
- ✓ Orthopedics & Physiotherapy

THE PROMOTIONAL PLAN IS AS FOLLOWS:

Marketing and Communication Campaign:

As the main vision of our exhibition is to deliver and ensure your business success, we offer integrated intensive marketing and promotional activities to reach targeted clients from UAE, GCC countries and the Middle East through:

Printing Materials:

- ✓ Editorials & advertisements all over leading newspapers & trade magazines.
- ✓ E-Newsletter.
- ✓ Over 20,000 Monthly e-newsletters are sent directly to potential trade buyers & Visitors.
- ✓ Social Media Campaigns.
- ✓ Reach & communicate all updates with the target audience through our social media channels.
- ✓ Website
- ✓ A Pre-Registration form will be available on-line to ensure pre-planned meetings with buyers, the events website will be also a very convenient source of information about the fair which will allow visitors to know more about participants.

Direct Invitations:

1,000 invitations hand-delivered directly from the organizer company/exhibitors to leading VIP VISITORS.

Media Partnerships:

Diversity of media publications and official trade journals in the beauty industry to promote the UAE Beauty Fair Exhibition.

Radio & T.V :

Launching radio ads campaign & Tv Ads through the most famous radio Stations & T.V Channels.

SMS Campaigns:

More than 7 waves of 20,000 SMS for target segment visitors.

Outdoor Campaign:

Posters and billboards advertising in the UAE Main city's Streets.

Participation Announcements:

Exhibitors will be provided with complimentary promotional materials like invitation cards, web banners, email signatures & other collateral to announce their participation at the show.

Digital Campaign:

UAE Beauty Fair will focus on digital social media tools to reach targeted audience through FB INSTAGRAM TIK TOK & INFLUANCERS



HOW TO PARTICIPATE?

If you are looking for the Excellency for your brand, product or services to be at the forefront and the most radiant in the exhibition, you can choose to be among the pioneer's packages
Choose from the following sponsor's position package.

STANDS COST:

- ✓ VIP Stand 9 SQM
- ✓ VIP Stand 18 SQM
- ✓ Stand 9 SQM
- ✓ Stand 12 SQM
- ✓ Stand 6 SQM

MORE VISIBILITY & BRANDING OPTIONS:

- ✓ Your logo on the board in the main entrance of the Expo
- ✓ Your logo on the event website as a link to your website
- ✓ Advertising page in the official catalogue of the event
- ✓ Up to 25 minutes presentation for the visitors of the event

MEDICAL EMERGENCY PARTNER

- ✓ Advantages: 9th Sqm stand, Branding

EVERY STAND INCLUDES THE FOLLOWING :

- ✓ Booth Assembly / Disassembly.
- ✓ 1 x Table.
- ✓ 4 x Chairs.
- ✓ 1 x Info Desk.
- ✓ 1 x Bistro Chair / Bar Stool.
- ✓ Adequate Spotlighting.
- ✓ Carpeting.
- ✓ 1 x Clothing Hanger.
- ✓ Waste Basket.
- ✓ Electrical Installation.
- ✓ Printing & Sticking the Banners for Header Fascia – Plotter Cut Logo.



** For decoration and posters printing and fixing on the wall of the stand we have separate service provider with extra charges.

STANDS TECHNICAL SPECIFICATIONS:



- To know more about the benefits of the participation & fees, Kindly schedule an appointment with you.