



معرض الصحة والطب
التجميلي والرعاية الخاصة

BE BETTER EXPO 2024

HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO

SHARJAH



26-28 November 2024



Sharjah Expo Centre

BE BETTER EXPO 2024 - SHARJAH

For Health, Wellness, Beauty & Special Care, will take place from 26 - 28 November, 2024 at Sharjah Expo Centre.

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



*Step into the world of
Health & Beauty*

**with Be Better Expo
Sharjah**



Book Your Stand



Sharjah Expo Centre



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WHY BE BETTER EXPO SHARJAH

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, SHARJAH 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 - SHARJAH !

THE BE BETTER EXPO - SHARJAH 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 SHARJAH 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
- ✓ Health 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.

DIAMOND SPONSOR

1. Mention of DIAMOND sponsor in the communication tools and press coverage of the event.
2. Company's logo at the Exhibition bag and advertising materials.
3. 18 SQM stand.

Highlighted company's logo on:

- ✓ Company's logo and link on the Sponsors page of the event's website.
- ✓ Company's logo projected on screen during breaks.
- ✓ Full page, company logo + description in the event magazine
- ✓ Logo on the Event registration desk

GOLD SPONSOR

1. Company's logo at the Exhibition bag and advertising materials.
2. 12 SQM stand.

Highlighted company's logo on:

- ✓ Company logo projected on screen during breaks.
- ✓ Full advertising page + description in the event booklet/program.

SILVER SPONSOR

1. 12 SQM stand.
2. Advertising material and logo inside the conference bag or backpack.
3. Company logo projected on screen during breaks.

■ FOR EXHIBITING ONLY:

- ✓ 9 SQM Stand
- ✓ 12 SQM Stand
- ✓ 18 SQM Stand

■ MEDICAL EMERGENCY PARTNER

- ✓ Advantages: 9th Sqm stand, Branding

■ 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

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