



معرض الصحة والطب  
التجميلي والرعاية الخاصة  
HEALTH, WELLNESS, BEAUTY  
& SPECIAL CARE EXPO

SHARJAH

08-10 January 2025

Sharjah Expo Centre

HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO will take place from 08 - 10 January, 2025 at Sharjah Expo Centre. This event will focus on a wide range of products and services relevant to the

- Medical Supplier Companies
- Hospitals, Laboratories, Clinics & Healthcare Organizations.
- Beauty & Aesthetic Clinics
- Special Care Centres
- Home Healthcare services
- Dental Clinics



Book Your Stand

Sharjah Expo Centre

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Step into the world of  
Health & Beauty

HEALTH, WELLNESS, BEAUTY &  
SPECIAL CARE EXPO

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## WHY HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO

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 HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO !

**HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO** 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, **HEALTH, WELLNESS, BEAUTY & SPECIAL CARE 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:

**HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO** will focus on digital social media tools to reach targeted audience through FB INSTAGRAM TIK TOK & INFLUANCERS.





## Benefits of participation!

### In HEALTH, WELLNESS, BEAUTY & SPECIAL CARE EXPO:

- ✓ You will be able to promote your Medical Centre.
- ✓ You will be able to present your range of Medical Services.
- ✓ You will not only get direct clients who want to get treatment, but you will also be able to partner with agents that will bring you clients-patients on a regular basis, as well as gain knowledge and comprehensive awareness of other competitors from all over the UAE.
- ✓ You will also get in direct contact with patients and learn from them how to satisfy your potential clients.
- ✓ Be-Better expo will give you the Golden occasion to promote your services and show case your excellency and how your services are better and different from your competitors.
- ✓ Being part of BE BETTER EXPO will give you easy access to the media which will cover the event (TV ..Radio .. Influencers etc..)
- ✓ Being part of BE BETTER EXPO will give you the un-similar Way to use your participation in branding to your clinic in your digital marketing pages.

### WHY SHARJAH :

With its population which is ABOUT 1.9 million characterised by DIVERSITY AND RICHNESS, Among the total population of the emirate, 290,000 are Emirati citizens, and the remainder are expatriates..

Sharjah is witnessing a big hub in the medical field...and the health care business in Sharjah is going faster than any time before...

Competition in the health care services field is being stronger day after day that's why the health expo's are one of the best choices to get involved more and more in this competition and keep a good position in the market.

### Why SHARJAH EXPO CENTER?

Located in the United Arab Emirates (UAE), Expo Centre Sharjah naturally commands a strategic position at the heart of the region's business and commercial hub.

### HOW TO PARTICPATE?

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.

### ■ BOOK YOUR STAND:

6 SQM Stand	AED	4000/-
9 SQM Stand	AED	6000/-
12 SQM Stand	AED	8000/-
18 SQM Stand	AED	10000/-

### ■ ALL STANDS TO BE PROVIDED WITH THE BELOW:

1 MEETING TABLE, 4 CHAIRS, 1 FRONT DESK , 1 HIGH CHAIR, ELECTRICAL SOCKET, TRACH BIN & A FRONT SIGNAGE WITH YOUR COMPANY NAME AND LOGO.