

PAN AFRICAN HEALTH
Africa's premier Expo & Conference for decision makers in Healthcare

THE 6th PAN AFRICAN HEALTH

Expo & Conference 2010

2010 Event to be bigger than ever

**Thursday 16th - Saturday 18th
September 2010**
Gallagher Convention Centre, Midrand Gauteng

Visit our web site: www.panafricanhealth.com

2010 Show Line up



PHARMACEUTICAL
AFRICA



MEDICAL DEVICES
& LABORATORY
AFRICA



AIRPORTS COMPANY SOUTH AFRICA
DISABILITY TRADE AND LIFESTYLE
The 6th ACSA Disability & Special Needs
Exhibition and Conference

Feedback from Visitors:



The Pan African Health Expo and Conference is set to become the premier event for the broad healthcare community in southern Africa. It has the main objective of promoting the medical industry, including medical technology and pharmaceuticals throughout Africa.

The 2010 Pan African Health Expo and Conference will take place concurrently with the ACSA Disability and Special Needs Expo and Conference, and incorporates **Dental Africa**, **Pharmaceutical Africa** and **IT in Healthcare**.

FEEDBACK FROM 2009 EXHIBITORS




"I just want to thank you for all your help at this years Show, It was a Huge success"

Lee Anne Browne, Leda Medical

"Thank you for all your efforts in ensuring that the exhibition went on as planned. The organization was excellent and your interest, support and guidance was much appreciated."

Jay Moodley, Palmed

A 3 day Event

-  **A Dedicated Exhibition**
-  **A Public Private Partnership Conference**
-  **A Procurement Breakfast**

Sponsors & Endorsers:



health
Department:
Health
REPUBLIC OF SOUTH AFRICA



LIBERTY HEALTH



SAMA - South African
Medical Association



South African Medical
Equipment Devices



NAPM
National Association of Pharmaceutical Manufacturers

This is a
FAIR CONSULTANTS SA

Event



PAN AFRICAN HEALTH Exhibition



PAN AFRICAN HEALTH

Fair Consultants, exhibition and conference organisers with more than 25 years of experience in the South African market, once again bring you the Pan African Health Exhibition and Conference, Africa's largest medical technology and pharmaceuticals exhibition with the main objective of promoting the medical industry throughout Africa.

The 2010 Pan African Health Expo and Conference will take place concurrently with our ACSA Disability and Special Needs Expo and Conference and the African Aid Relief expo. It will be the third year that Pan African Health will be under Fair Consultants management.

EXPO

Exhibitors at the show include; healthcare solution providers, medical technology & equipment, diagnostics & medical supplies, disposables, pharmaceutical products, surgical products & devices, medical IT, dental & education, medical service providers, surgical equipment & accessories, rescue & emergency equipment, electro-medical/medical technology, radiology equipment, physiotherapy & orthotics.

VISITORS

- Hospitals/pharmacists/dentists
- Private Clinics
- Government Health officials
- Medical Professions
- Donor Funding organisations
- NGO's involved in healthcare
- Medical Aids and Administrators
- Procurement Centres

DATA ON VISITORS

Top level decision makers as well as directors from various Government Departments, private hospitals, specialists healthcare professionals and public individuals came to the event and met with exhibitors from South Africa and abroad. They spoke highly of Pan African Health 09 and commented that it is an important trading platform for the African medical and healthcare industry. The show attracted over 2500 trade visitors.

Feedback from Visitors



PRICING FOR EXPO STANDS

Walk on Package

- The de luxe stand package which consists of shell scheme, carpet, plug point, 2 spot-lights, fascia with company name, 1 conference table, 2 chairs.
- Meetings at the B2B and the buyers / sellers forum
- Cocktail party on Day 1
- 30% deposit on signature; 30% due at the end of February 2010; balance due on 15th July 2010

A: SADC Registered Companies

- R1850.00 per m²

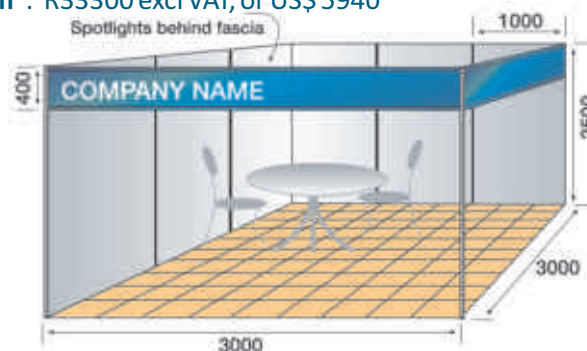
B: Non-SADC Registered Companies

- US\$330.00 per m²

Any multiple of 9m² stands can be catered for:

9m² : R16650 excl VAT, or US\$ 2970

18m² : R33300 excl VAT, or US\$ 5940



THE PROCUREMENT NETWORKING BREAKFAST

Breakfast - A procurement Networking event for all senior personnel from Hospitals and the medical profession on Friday 17th September, from 09h00. Exhibitors are invited to network with buyers.

FEEDBACK FROM EXHIBITORS

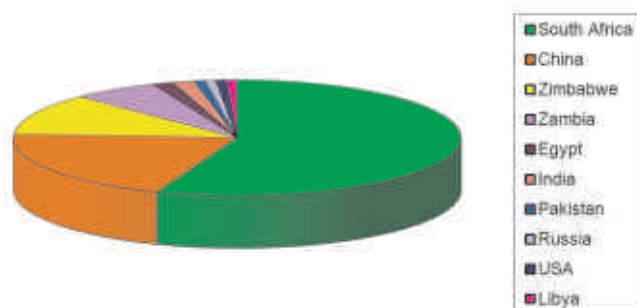
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Exhibitors by Country



PAN AFRICAN HEALTH

Why Exhibit?



Exhibitions success rate compared to other media

	exhibitions	advertising	direct mail	PR
Generate Sales Leads	39%	27%	20%	13%
Taking Orders	12%	4%	8%	8%
Introduce New Products/Services	42%	24%	28%	14%
Promote Brand Image	42%	43%	19%	19%
Promote Brand Awareness	33%	32%	22%	24%
Enter New Markets	28%	25%	24%	15%

EXHIBITION OBJECTIVES

- Generating sales leads
- Building contact data base
- Building relationships with current clients
- Regaining lapsed customers
- Researching brand awareness
- Building brand awareness
- Developing new markets
- Supporting sales channel
- Business-to-business sales
- Promote company message
- Sell slow moving stock
- Update Client database
- Integrated marketing campaign
- Demonstrate new use-age of products
- Diffuse customer complaints
- Network with industry professionals
- Gather competitive intelligence
- Find new business opportunities
- Entertain special customers
- Research customers / prospect attitudes
- Demonstrate non-portable equipment
- Publicize company associations
- Enhance word-of-mouth marketing
- Direct sales
- Educating customers
- cross-selling customers
- Test marketing campaign/offer
- Customer promotions
- Finding distributors / agents
- Building press relations
- Find new suppliers
- Amend company perceptions
- Recruit marketing
- Reinforce market position
- Solve customer problems
- Introduce new techniques
- Promote exports
- Develop strategic relationships
- Reduce Sales cost
- Build sales force morale
- Community awareness initiatives
- Overcome unfavorable publicity
- Shorten the buying cycle
- Relate to the competition



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Incorporating:
Dental Africa; Pharmaceutical Africa and
IT in Healthcare

Co-located Event:



AIRPORTS COMPANY SOUTH AFRICA

**DISABILITY TRADE AND LIFESTYLE
EXPO & CONFERENCE**

Images from



THE PAN AFRICAN HEALTH Expo & Conference 2009



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