



**PAN AFRICAN HEALTH**

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

# PAN AFRICAN HEALTH EXPO and CONFERENCE 2008

## PAN AFRICAN HEALTHCARE EXPO & CONFERENCE

THURSDAY 11 - SATURDAY 13 SEPTEMBER 2008

GALLAGHER ESTATE, MIDRAND, JOHANNESBURG, SOUTH AFRICA

**FAIR CONSULTANTS**, exhibition and conference organisers with 25 years experience in the South African market, have bought the **Pan African Health Congress** with the main objective of promoting the medical industry, including medical technology, and pharmaceuticals throughout Africa.

In 2008 **Pan African Health Expo and Conference** will take place concurrently with our **ACSA Disability and Special Needs Expo and Conference**. Healthcare is applicable to both these events and will enhance both projects.

Fair Consultants' many years of experience in highly specialised trade shows has built expertise which over and above the expected organisational skills, but also includes attracting the most suitable and qualified audience to these specialist exhibitions.

Our comprehensive marketing and media plan will help in attracting the following major categories to the Expo:

### Visitors

- Hospitals
- Private Clinics
- Government Health officials
- Medical professions
- Donor funding organisations
- NGOs involved in healthcare
- Medical Aids and Administrators

### Exhibitor categories:

- Healthcare solutions providers
- Medical Technology & Equipment
- Diagnostics & Medical Supplies
- Disposables
- Pharmaceutical products
- Surgical products & devices
- Medical IT & Education
- Medical Service Providers

### International Healthcare Conference

Running alongside the Expo. The top calibre international speakers will ensure high quality qualified visitors to Expo on all days.





**Media Target Markets**

- Medical and Pharmaceutical Journals
- Government Publications
- Hospital Update
- International hospital publications
- Health publications

Extensive research will be undertaken to ensure that direct mail is directed to the correct healthcare procurement personnel.

**Direct Mail campaigns** will be strongly implemented which will be backed up by telemarketing.

Extensive **radio and newspaper advertising** will also take place the week prior to the expo.

**HEALTHCARE CONFERENCE**

International speakers will be highlighted at an "excellence in healthcare" conference. This will help ensure a quality, qualified audience and throughflow of visitors to your stand. **Day one** will focus on attracting Physiologists, Occupational Therapists and Prosthetists and other specialised personnel from the medical sector. **Day two** will focus on economically empowering the disabled through education & employment to reduce the correlation between disability & poverty.

Also running concurrently with the event will be a **B2B (Business to Business)** forum, putting buyers in touch with sellers, introducing agents where needed and expanding company contacts. This will be your opportunity of talking one-on-one with highly targeted leads.

**PRICING FOR EXPO STANDS:**

- R2285,00 per m<sup>2</sup> or US \$400 per m<sup>2</sup> for the stand including de luxe stand package which consists of shell scheme, carpet, plug point, 2 spot lights, fascia with company name, 1 conference table, 2 chairs and either one brochure holder or one cupboard.
- 2 seats per exhibitor at the conference
- Meetings at the B2B and the buyers/sellers forum
- Cocktail party on Day 1
- Half page ad in expo catalogue that gets given out to all visitors.

Any multiple of a 9m<sup>2</sup> stands can be catered for:  
**9m<sup>2</sup>** R20 565,00 excl. VAT or US \$ 3600,00  
**18m<sup>2</sup>** R41 130,00 excl. VAT or US \$7 200,00



For more information please contact **Justin Maree** at **Fair Consultants SA** on **(021) 713-3360** or email [justin@fairconsultants.com](mailto:justin@fairconsultants.com). Or complete the **FAX BACK** form below and get it to **(021) 713 3366**

**Fax Back Form. For more info on exhibiting at Pan African Health 2008**

Details	Title & First Name	Surname	E-mail	
Personal Contact:				
Organisation:			Position	
Postal Address:				
Organisation Activity:				
Fax No:			Tel No:	

Please tick  
**Yes Please!**  
Send me more info on how to get the most from this special opportunity!