

# HEALTH INSIGHT 2

المنتدى العربي للصناعات الصحية  
16 -17 MAY 2012, BEIRUT - LEBANON



اتحاد المستشفيات العربية  
ARAB HOSPITALS FEDERATION



MOUNASSABATTCOM GROUP  
For Congresses & Exhibitions

UNDER THE HIGH PATRONAGE OF HIS EXCELLENCY  
THE PRESIDENT OF THE REPUBLIC OF LEBANON  
**GENERAL MICHEL SLEIMAN**



## REGULATIONS, COST & INNOVATION

### MAIN THEME: REGULATIONS, COST & INNOVATION

One conference with 3 concurrent tracks

Track One: Pharmaceutical Industry

Track Two: Medical Devices Industry

Track Three: Food Supplement Industry

**2nd EDITION**

SUPPORTED BY



STRATEGIC PARTNERS



نقابة مستوردي الأدوية  
وأصحاب المستودعات في لبنان  
LEBANESE PHARMACEUTICAL IMPORTERS ASSOCIATION



Following the success of Health Insight 2011, the Arab Hospitals Federation and MCE Group are pleased to announce Health Insight 2.

This edition will be held in strategic partnership with the Lebanese Pharmaceutical Importers Association & Arab Manufacturers of Pharmaceutical & Medical Devices. The 2011 edition witnessed the presence of 209 participants from 12 different countries and featured more than 30 local and regional speakers discussing subjects related to Regulations, Quality, Pharmacoeconomics & Academia . Regulations, Cost and innovation will be the main theme of Health Insight 2.

These 3 subjects constitute important pillars in the Health industry in general and the Pharmaceutical, medical devices and food supplement industries in particular. This second edition will be even more interactive with 3 panel discussions.

## **MAIN THEME: REGULATIONS, COST & INNOVATION**

### **ONE CONFERENCE, THREE TRACKS**

- **TRACK ONE: Pharmaceutical Industry**
- **TRACK TWO: Medical Device Industry**
- **TRACK THREE: Food Supplement Industry**

## **Health Insight 2011 in numbers**

72% of the exhibitors rated Health Insight as an excellent opportunity to network with key decision makers

97% of the delegates were satisfied by their participation

72% of the exhibitors would recommend exhibiting at Health Insight

### **SPECIAL FEATURES OF THE EVENT**

- **Panel discussion with high level officials in the ministries of health responsible of Registration, Regulations and Pricing**
- **Panel discussion about the world of Biosimilars**
- **Panel discussion about pricing issues & solutions**
- **Panel discussion about Regulations & standards for the medical devices industry**

### **THE BENEFITS OF YOUR PARTICIPATION**

- Speak directly with highly targeted decision makers that are important to your business
- Meet with major buyers, top executives and key government officials all gathered under one roof
- Get acquainted with the latest regulations in the Medical devices and Food supplements industries
- Find out the latest regulations in the Biosimilars world
- Showcase your products & services at the Landmark event for pharmaceutical companies and medical devices in the region
- Discuss Regulatory Issues so products can be placed strategically & brought to the Market quickly

## VISITOR PROFILE

- Arab Health Ministers
- High Level officials in charge of Drug registration
- High Level officials in charge of Drug purchasing
- CEOs & Top Management Staff of Pharmaceutical & Medical devices companies
- Regulatory Affairs Staff in Pharmaceutical & medical Companies
- Investors in the Health and Pharmaceutical fields
- Importers and distributors of Pharmaceutical, medical devices and Food Supplements
- Scientific offices
- Healthcare professionals: Doctors and Pharmacists
- Organizations related to the Pharmaceutical & medical fields
- Universities , Deans & Students



## EXHIBITOR/ SPONSOR PROFILE

- Pharmaceutical Manufacturers
- API Manufacturers
- Industry & Laboratory Machineries & Equipment
- Bioanalytical Services
- Medical Devices Manufacturers & Importers
- Parapharmaceuticals
- Baby Food
- Food Supplements
- Software Solution Providers
- Consultants, Investors & Bankers



### Maximise Your Involvement: Sponsorship & Exhibition Opportunities

- Prominent exhibition space in the conference networking area
- Participation in comprehensive pre-event marketing campaigns
- Tailored marketing strategies to suit your organization's size, scope & individual requirement
- A unique platform to network with high level decision makers and expand your markets

Don't Miss this Professional gathering,  
and reserve your place by contacting  
MCE Group for congresses & Exhibitions

Phone & Fax  
Email

+961 9 900110/111  
events@mcegroup.net  
healthinsight@ahfonline.net

ASK FOR OUR  
SPONSORSHIP PACKAGES  
& EXHIBITION FORM



# HEALTH INSIGHT 2

المنتدى العربي للصناعات الصحية

PHARMACEUTICAL & MEDICAL EQUIPMENT  
BUSINESS DEVELOPMENT CONGRESS 2012

16 -17 MAY 2012, BEIRUT - LEBANON

PLATINUM

\$ 25.000

DIAMOND

\$ 20.000



GOLD

\$ 15.000

SILVER

\$ 10.000



TRACK

\$ 8.000



COFFEE BREAK

\$ 6.000

LUNCH

\$ 10.000

## SPONSORSHIP PACKAGES 2012

In Health Insight 2012, Sponsorship packages are fully tailored to suit corporate development and marketing objectives.


We work closely with your team to ensure that our Sponsors really do receive maximum exposure and opportunity for each sponsorship dollar invested.

# EXHIBITION FORM

COMPLETE &amp; FAX +961 9 900111

EMAIL: healthinsight@ahfonline.net

Company Name			Contact Name		
Position				Country	
City				Address	
Tel		Fax		Email	
Mobile		Tax Number			

	Stand Nb.	Price/sqm	Size	Cost	SHELL SCHEME	
SHELL SCHEME		\$350 /sqm			* Carpet flooring * Aluminum system * White panel * Spotlights * 1 table * 2 chairs	
SPACE ONLY		\$320 /sqm				
ADVERTISING OPPORTUNITIES						
<input type="checkbox"/> Premium advert in Catalogue				\$ 2 000		
<input type="checkbox"/> Inside front/back cover				\$ 2 500 EACH		
<input type="checkbox"/> 1 Page Advert				\$ 1 500		
<input type="checkbox"/> Outer back cover				\$ 3 000		
<b>Total Cost(\$)</b> =					<b>TOTAL COST INCLUDING 10% V.A.T (\$)</b>	

## AT THE FOLLOWING PAYMENT TERMS

\* 50% ON APPLICATION OF EITHER ITEMS ABOVE

\$

\* BALANCE DUE 1 MONTH PRIOR TO SHOW OPENING

\$

**Total \$**

## PAYMENT SCHEDULE & PROCEDURE

1. 50% payment within 20 days of stand reservation. Return of contract confirms your attendance. Receipt of payment confirms your stand location. Failure to payment within 20 days means your stand position may be reallocated

2. 50% of final payment to be made 1 month prior to the opening of the exhibition

 3. Check: Please make check payable to: **MCE Group SARL**

4. Bank Transfer: Must be payable to

 Beneficiary name: **MCE Group SARL**  
Bank of Beirut - Branch 24 - Kferaaka - Lebanon

 IBAN: **LB38 0075 0000 0001 1401 3056 8102**  
Account Number: **024-011-401-305681-02-0**

 SWIFT CODE: **BABELBBE**

We hereby confirm our participation at the above-mentioned exhibition and we confirm our acceptance of the Rules and Regulations attached to this contract. The execution of this Application and its receipt by the organizing company is deemed conclusive evidence of the applicants agreement to pay the full fees due from that moment. The application is non-cancelable by the Applicant. Applicant further acknowledges that the organizing company, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that the organizing company is also entitled to any unpaid amounts that may be owed by the Applicant to it.

**FAX TO: 00961 9 900111**

Signature of Principal Director:		Date:		Apply company stamp here:
Print name of Principal Director:				