

# Connect and trade at the leading healthcare and medical laboratory event in East Africa

In partnership with:



Ministry of Health Kenya

Supported by:



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# 2023 Overview

Medic East Africa co-located with Medlab East Africa stands out as the leading healthcare event platform in the East African Region. Building over success from past editions, our commitment is unwavering as we strive to deliver an even more impaction event.



**4,794** professional visits  
**1,026** delegates  
**47** speakers  
**167** exhibitors

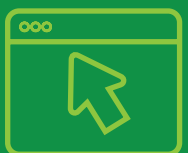


**108** countries represented  
**20** exhibiting countries



**\$48.6 million**  
total value of business generated  
on the show floor

## Digital audience



**108,090** website views



**12,651** followers



**378** followers



**625** followers



**546** followers

\*\*GRS Explori Survey

# Exhibitor overview

## Participating countries



Brazil



Belgium



China



Denmark



Egypt



Germany



Greece



"I met great clients whom I believe will play a pivotal role in transformation of the healthcare system."

**Harun Aseka, Sales Manager, Crown Healthcare**



India



Israel



Italy



Kenya



Malaysia



Pakistan



Romania



"It was an amazing experience to be a part of the Medic East Africa. The country is gateway to the rest of Africa and hence the show had a very good footfall. Highly recommended."

**Muhammad Mustafa, Export Manager, Nutrix Healthcare**



Serbia



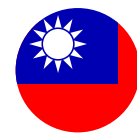
South Africa



South Korea



Switzerland



Taiwan  
Republic  
of China



Tunisia



Türkiye



UAE



UK

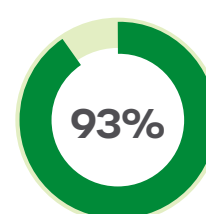


USA

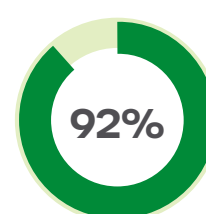


# Attendee overview

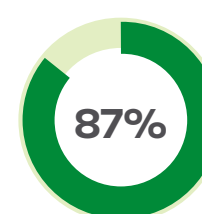
Uniting key decision makers and professionals in the medical realm from diverse countries, Medic East Africa, set for 4-6 September 2024, establishes an premier platform for medical business and delivers an exceptional educational experience for healthcare and medical laboratory professionals.



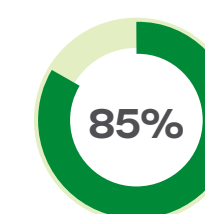
will be visiting Medic East Africa again



consider Medic East Africa as an important platform for their business and knowledge

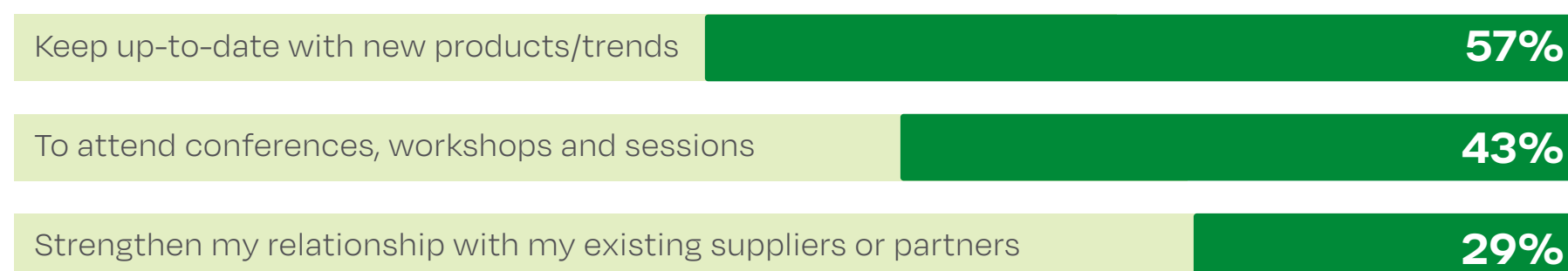


of the dealers and distributors were able to source a new supplier



rated the quality of exhibitor from good to excellent

## Top 5 reasons for attending



# Healthcare 2.0 East Africa Summit

Healthcare 2.0 East Africa Summit serves as the premier platform for exploring transformative strategies in Healthcare within the context of recent health reforms in the region. Bringing together a diverse array of stakeholders, including healthcare professionals, policymakers, industry experts, and civil society representatives, the summit aims to encourage discussions, and inspire actionable solutions to address the evolving healthcare landscape.

4 Sept	5 Sept	6 Sept
Healthcare Leadership Conference	Primary Healthcare Conference	Healthcare Financing Conference

## Who should attend:

- Physicians
- Nurses
- Clinical Officers
- Clinical promoters
- Healthcare professionals
- Policy makers and government officials
- NGOs
- Health educators
- Public Health Professionals
- Hospital CEO, CFOs, CMOs, and COOs

Supported by:





# Medical laboratory conferences

This conference seeks to provide updates, current concepts and practices on Laboratory Medicine to professionals involved in the care of patients. The scientific meeting will gather medical laboratory experts from the region to exchange developments in major disciplines and functions of the medical lab.

4 Sept	5 Sept	6 Sept
Laboratory Management Conference	Clinical Microbiology Conference	Molecular Diagnostics & Genomics Conference

## Who should attend:

- Laboratory technologists
- Pathologists
- Microbiologists
- Haematologists
- Clinical chemists
- Phlebotomists
- Molecular biologists
- Surgical pathologists
- GI pathologists
- Geneticists
- Heads of laboratory
- Laboratory directors
- Chiefs of laboratory
- Laboratory in-charge
- Laboratory managers
- Laboratory supervisors

## Supported by:



## In collaboration with:

Federation of East African Associations of Medical Laboratory Scientists (FEAMLS)





# What to expect at Medic East 2024?



**8000+** professional visits

**500+** delegates

**200+** exhibitors

**6** conferences

**30+** exhibiting countries

**50+** international speakers





# Why Exhibit?



- Generate **new business**
- **Network** with industry leaders & potential buyers
- **Launch** new products & services
- Increase your **international presence**
- Increase **brand exposure**

For stand packages:

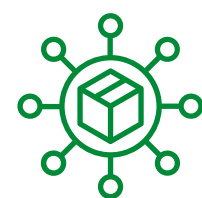
Contact the team





# Who will you meet?

Medic East Africa co-located with Medlab East Africa attracts healthcare industry professionals from across the region who value the learning, networking and business including:

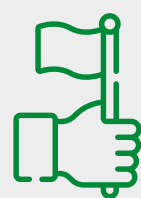


## Dealer & Distributor

- C-level / Owner
- Sales Manager

### Business need:

Building personal and brand reputation to secure exclusive distribution rights or attract new manufacturers/principles.



## Leadership

- Healthcare Leader/Healthcare Super Leader
- Government Leader

### Business need:

Best clinical outcomes investment & cost control. Ensuring their facility and country is viewed as a global leader in healthcare.



## Management of Hospitals/Clinics

- Purchasing Manager
- General & Senior Management

### Business need:

Ensuring the hospital is delivering the best clinical outcomes. Maximising the use of procurement budget.



## Biomedical/Clinical Engineer

### Business need:

Keeping up-to-date with the latest advancements in healthcare equipment and influencing future purchases.



## Senior/Junior Clinician

### Business need:

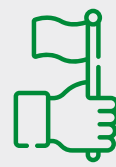
Staying up-to-date with the latest laboratory innovations and products that impact their roles.



## Investor

### Business need:

Seeking potential business partners and start-ups for new business opportunities and ventures.



## Independent Laboratory/Hospital Laboratory Management

- Purchasing Manager
- General & Senior Management

### Business need:

Ensuring the laboratory is delivering the best lab results. Maximising the use or procurement budget.



## Laboratory Professionals

### Business need:

Staying up-to-date with the latest laboratory innovations and products that impact their roles.





# Partnership & Recognition

Exhibitors that invest above a certain amount are eligible for partner status and can benefit from additional complimentary exposure.

Partner Tier Benefits				
Branding				
Online	Exclusive partner tier \$20,000	Platinum partner \$15,000	Gold partner \$10,000	Silver partner \$7,500
Logo on the website's homepage	•	•	•	•
Logo on all MEA online platforms (website, mobile app, online event event platform, pre-show planner)	•	•	•	•
Logo and company description on MEA's dedicated partners page	•	•	•	•
Logo inclusion in social media posts	•	•	•	•
Logo on visitor promotional campaign	•	•	•	•
Logo in Post-Event Report	•	•	•	•
Logo in "thank you to our partners" post show campaign	•	•	•	•
Featured exhibitor	•	•	•	•
Deluxe profile	•	•	•	•
Featured product	•	•	•	•
Advert in Pre-Show Planner	Full page	Full page	Half page	Half page
Banner ad in Visitor Registration Confirmation email	•			
1 x Dedicated social media post	•			
Onsite				
Logo exposure in Event Guide	•	•	•	•
Logo inclusion on sponsor's signage	•	•	•	•
Logo inclusion on thank you board	•	•	•	•
Advert in Event Guide	•	•		
Venue Branding: 5 x Flags or 1 x A-Board	•	•		
Networking				
Leaders Forum Partnership	Headline Partner	Associate	2 Invites	1 Invite
VIP Treatment				
White glove customer service	•	•		
Priority list on exclusive stand location and launch of exclusive opportunities	•	•		
Content				
CEO Interview on show website with "In the spotlight" feature on the homepage	•	•		
Opportunity to nominate a speaker in the conferences	•	•		



# Exclusive opportunities at an additional cost

Discover exclusive sponsorship opportunities at Medic East Africa to boost your brand visibility and engage attendees effectively. From badge assistance desk sponsorship to social events and email campaigns, make your mark among industry leaders.

Badge Assistance Desk sponsor	\$10,000
Floor tile	\$3,000
Badge sponsor	\$10,000
Lanyard sponsor	\$10,000
Visitor Bags Sponsor	\$10,000
Meeting Room Hire	\$2,000
Workshops	\$5,000
Social events	\$5,000
Product Showcase at your exhibition stand	\$3,500
Host a dinner with speakers	\$10,000
Dedicated email campaign	\$5,000
Banner ad - show website	\$3,000

[Enquire now](#)





# Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.

## Exhibition sales



**Amogh Wadwalkar**  
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**Daniel Green**  
Exhibition Manager  
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**Rowel Afante**  
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## Partnership opportunities



**Joshua Jireh**  
Account Manager - Sponsorship  
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Marketing Manager  
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**Cynthia Makarutse**  
Conference Director - Healthcare  
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