

MEED's 4th Annual Middle East Healthcare Projects 2010 conference
Conference: 12th – 13th December 2010
Masterclass: 14th December 2010
The Westin, Dubai, UAE

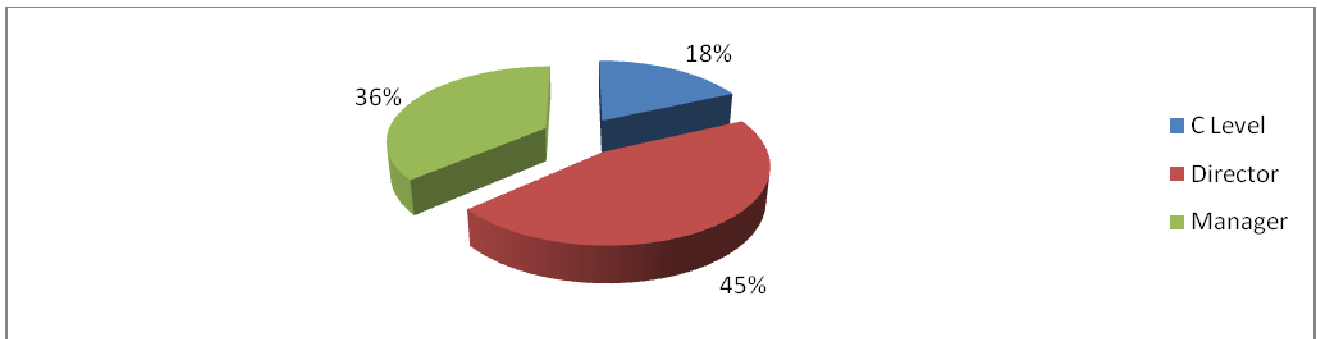
Event Information & Delegate Profile

Who attended this event in 2009?

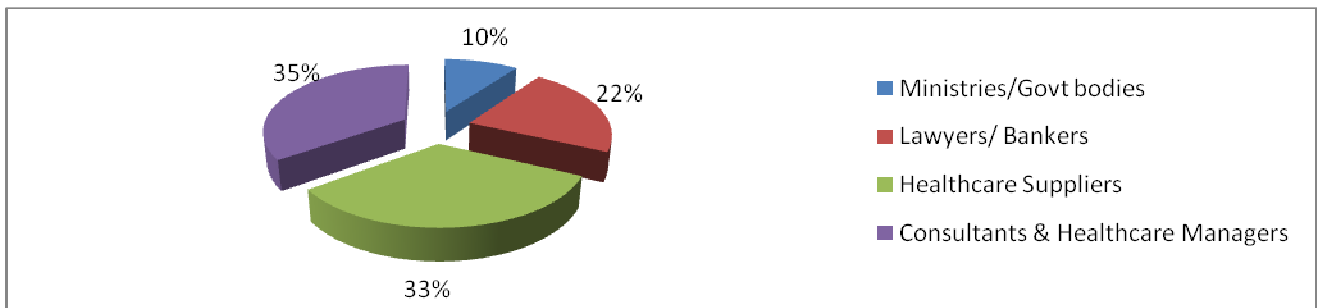
COUNCIL OF HEALTH MINISTERS FOR COOPERATION COUNCIL STATES
 MINISTRY OF HEALTH, OMAN JORDAN HEALTHCARE ACCREDITATION PROJECT, HEALTH AUTHORITY
 ABU DHABI, EMAAR HEALTHCARE, ITHMAAR DEVELOPMENT COMPANY, BELHOUL GROUP HOLDINGS
 ABRAAJ CAPITAL, ELLERBE BECKETT, SAUDI ARABIAN GENERAL INVESTMENT AUTHORITY

Job Level Split analysis: Graph

1



Company Profile Split analysis: Graph 2

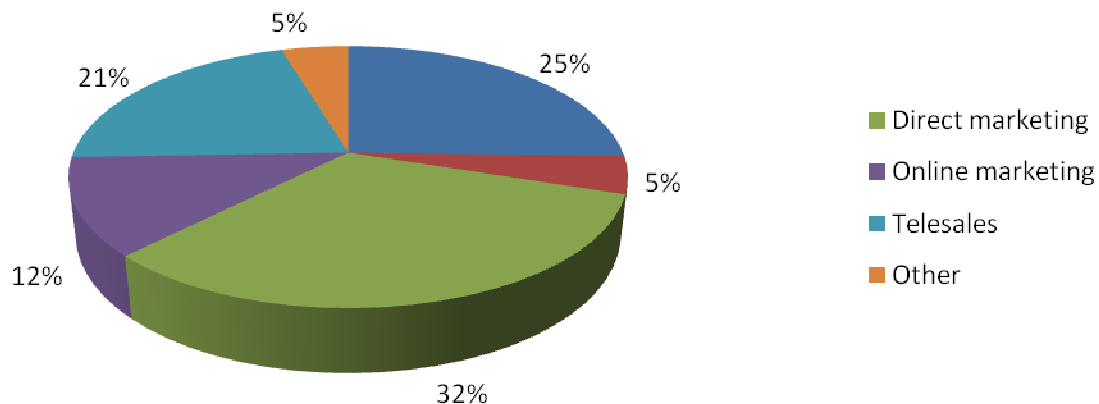


The MEED marketing campaign

As a sponsor of Middle East Healthcare Projects 2010 conference, MEED will commit to promoting your company, products and services to your core market. The marketing campaign for the 2010 conference runs over 3 months.

We will reach the most relevant professionals – *your existing or desired business partners* – through a variety of marketing channels. The value of each distribution channels can be broken down as follows:

Marketing Distribution Channels:



Campaign highlights:

- Premailer sent to 3800 contacts *please refer to graph 2*
- Brochure Mailer sent to the entire industry (a total of **7000 contacts** or more)
- All Sponsor contacts are contacted to promote sponsor involvement and are invited to attend the event
- More than 10 emails (industry focused) sent to more than **50,000 contacts** promoting the event and attracting visitors to event micro site.
- Online advertising through www.meed.com, www.ameinfo.com, www.meedprojects.com and other relevant partners across the campaign
- GOOGLE campaigns 4 months out.