

# Omnia Health Live Africa

12-16 October 2020

Creating virtual connections across the African healthcare industry.  
We are bringing together the brightest minds and industry leaders  
from the entire African healthcare community to create unparalleled  
networking and knowledge sharing opportunities.



Brought to you by:



## What is Omnia Health Live?

Omnia Health Live Africa is a unique solution designed to enable essential interactions required by the healthcare industry.

It's a platform that **allows buyers and sellers to meet**, interact and continue to develop meaningful relationships that will enable the continued flow of healthcare equipment and products across the African continent.

Omnia Health Live Africa will enable you to **generate leads, interact** with existing clients and ultimately **position your brand** at the forefront of the digital realm.

As with all Informa Markets events, knowledge and learning is at the heart of everything we do and the entire healthcare ecosystem will have access to CPD accredited content covering a range of disciplines.

## Why some companies are participating

*"I have partnered with Informa Markets for many years in their successful medical events. This is my first experience with them for a virtual global event: Omnia Health Live was beyond expectations as always. They excel in organizing and fulfilling the needs of both the healthcare professionals and the medical companies and this is their key success factor."*

**Marketing Manager, Ansell**

## Connect. Engage. Educate.

Omnia Health Live Africa has been built from the ground up to be a **truly African event**. Medical equipment manufacturers and healthcare solution providers from both Africa and the international community will congregate to develop new business ties and establish existing relationships with African hospital procurement teams, dealers, distributors, clinicians and healthcare professionals.

Taking part will enable your company to:



Sponsor and participate in  
live and on-demand sessions



Generate leads through  
AI-powered matchmaking



Engage your leads  
through virtual meetings  
on the platform



## The four corners of Africa

This unique platform strategically brings together audiences from the **four** leading events across Africa, providing unrivalled access to all **four** corners of the continent.



Africa Health has been harnessing the strengths of healthcare providers along with medical academia. 10 years on, remarkable progress has seen the event grow into an industry platform attracting more than 10,000 visitors delivering a hosted buyer programme including Ministers, Government Delegations and CEOs of leading hospitals from across sub-Saharan Africa. This has enabled deeper learning and the foster of relationships, which all leads to further collaboration, knowledge exchange and more business in Southern Africa.



Kenya's ambitions for achieving widespread healthcare coverage has led to Medic East Africa being the biggest medical trade fair in Eastern Africa. This show has enabled health professionals to discover thousands of products and evaluate the latest competing solutions in healthcare across all product categories within the region. Medic East Africa has been bringing its healthcare community together for 7 years attracting 4,000 visitors including top government officials and private sector executives.



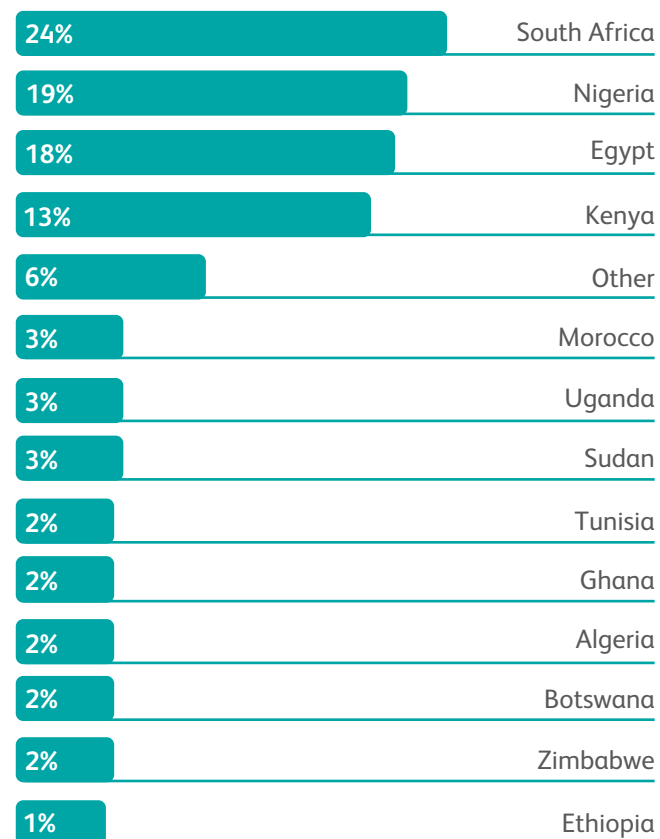
Nigeria's rapidly developing healthcare sector has brought the latest innovations in healthcare for 8 years through Medic West Africa. As the leading business event for healthcare product manufacturers and service providers under one roof, Medic West Africa connects you with more than 4,500 healthcare and medical laboratory professionals looking to source the latest healthcare equipment. Medic West Africa has established itself as the leading healthcare business platform in the West African region.



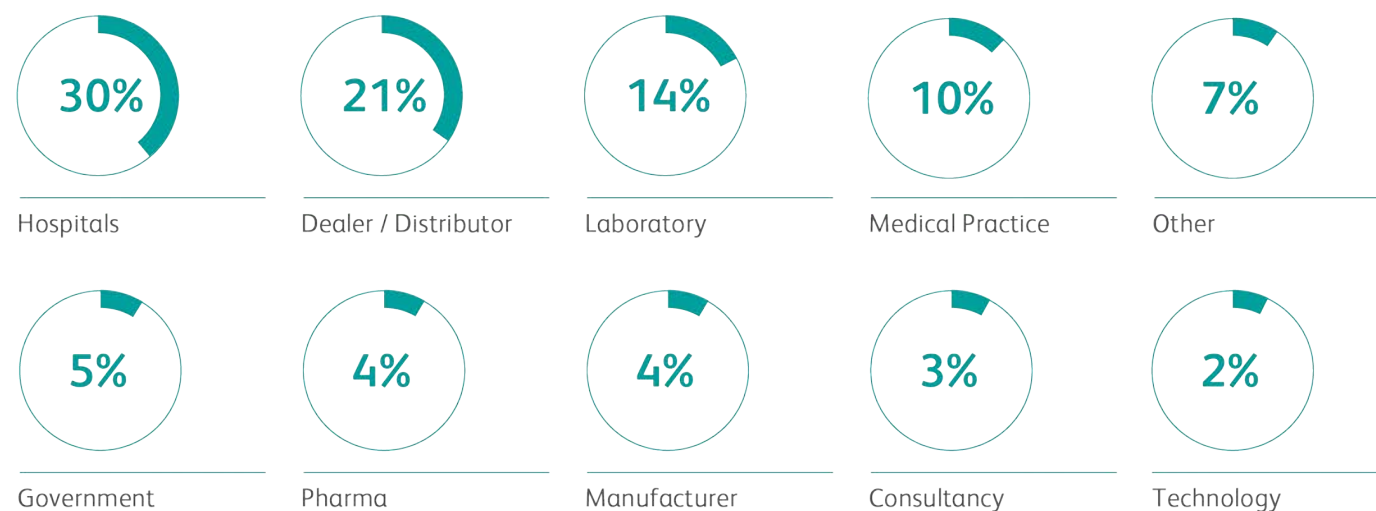
With demand for healthcare services expected to grow exponentially across the region, North Africa Health brings the latest innovations. For 13 years, North Africa Health has brought together more than 5,000 healthcare providers, medical practitioners, manufacturers, eHealth experts, key buyers, distributors, policy makers and stakeholders from North Africa to meet, learn and do business. The show has an unparalleled level of access to education, distributors, hospitals and government in the north of Africa.

These four leading shows cater to an audience of over 125,000 healthcare and industry trade professionals.

## Country breakdown



## Nature of business



*“Sourcing new distributors and buyers through our intensive virtual Hosted Buyer Program, that includes top distributors, hospitals procurement and government officials from all around Africa (with main focus on buyers from Ethiopia, Sudan, Kenya, Libya, Tanzania, Gabon, Rwanda, Uganda, etc ) with Egypt being the leading manufacturer of disposals materials in Africa.”*

**VP, Egyptian Manufacturers**

# Introducing the pillars of healthcare

OHL Africa has adopted six pillars as the foundation for the knowledge-sharing sessions. The six pillars have been carefully curated to address African specific healthcare issues with topical and highly relevant information and education.

## Patient Safety



CSSD, Quality Management, Infection Control and Communicable Diseases

## Leadership



Healthcare Management, Leaders Forum, Public Health, Ethics and Digital Health & Innovation

## Diagnostics



Imaging and Lab Medicine

## Supply Chain



SMEs, Distribution & Procurement

## Clinical



Emergency, Trauma and Women's Health

## Infrastructure



Digital and Physical build

*Vision to transform the healthcare experience*

## Clinical & Business CPD Sessions

By collaborating with global thought leaders and innovators, Omnia Health Live Africa aims to give back to our global community of healthcare professionals by providing CPD accredited insight into the latest best practices, techniques and technologies to Africa's most pressing challenges.

The agenda has been formulated for attendees to enjoy sessions and have ample time to network and conduct meetings.

Timings (C.A.T)	Monday, 12 Oct	Tuesday, 13 Oct	Wednesday, 14 Oct	Thursday, 15 Oct	Friday, 16 Oct
12:00	Opening Address	Lab Medicine	SMEs in the Healthcare Supply Chain	Digital Health & Innovation	Procurement
13:00	Quality Management				
14:00		Healthcare Infrastructure	Imaging	CSSD	Lab Medicine
15:00	Imaging				
16:00		Procurement	Digital Infrastructure	Healthcare Management	Digital Health & Innovation
17:00	Distribution				
18:00					
19:00	Infection Control	Communicable Diseases	Public Health	Women in Healthcare Roundtable	
20:00	Leaders in Healthcare Roundtable	Keynote	Keynote	Keynote	

\*CAT = Central Africa Time (South Africa / Egypt)



## Physical events vs. Virtual events

This quick comparison with insight from the exhibitor perspective can help highlight the benefits of each.

Exhibitors	Physical event	Virtual event
Showcase inventory, run product launches and demo equipment & services with buyers	Showcase current product range and services while engaging the visitors' five senses.	Leverage the opportunity to provide more product specs, 3D images and videos to buyers pre, during and post the virtual show.
Event sponsorship and branding	Opportunities to sponsor and position your brand during a physical event include sponsoring seminars, signage, receptions, luncheons, registration and digital branding.	Virtual events offer the same sponsorship and branding opportunities as physical events, except they can be more interactive. The digital world offers unique ways of reaching highly targeted audience segments that are designed to enhance brand positioning and lead generation in ways that have not been previously available.
Networking	With physical events one can engage, host and entertain new and potential clients at your stand.	Cutting-edge tools exist for virtual events to provide customised meeting scheduling between exhibitors and buyers. Virtual happy hours can also be accomplished using video, messaging chats and AI tools.
Matchmaking/lead generation	Generate on-site sales and pre-qualified leads from stand visits. Badge scanners help exhibitors collect contact information. Some matchmaking tools exist to help pre-schedule face-to-face meetings.	Make meeting requests with buyers using smarter AI matchmaking tools before the virtual event. An exhibitor can meet, chat and share contact information with buyers in their target markets seeking their product offering.
Length of event	Physical events usually last 3-5 days which encourages quicker decision making from your target audience.	Virtual events can stay live for 30 days or more, allowing exhibitors the opportunity to network with buyers over longer periods.



## Networking plans

Maximise networking potential with one of our purpose-built profile packages or reach new heights with a bespoke sponsorship plan.

Profile Plans:	Basic Plan	Pro Plan	Premium Plan	Sponsor Plan
	Exhibitors - \$275 Non-exhibitors - \$500	\$750	\$1,500	Only available to sponsors
Pending meetings limit per representative	10	25	50	50
Maximum leads	100	250	Unlimited	Unlimited

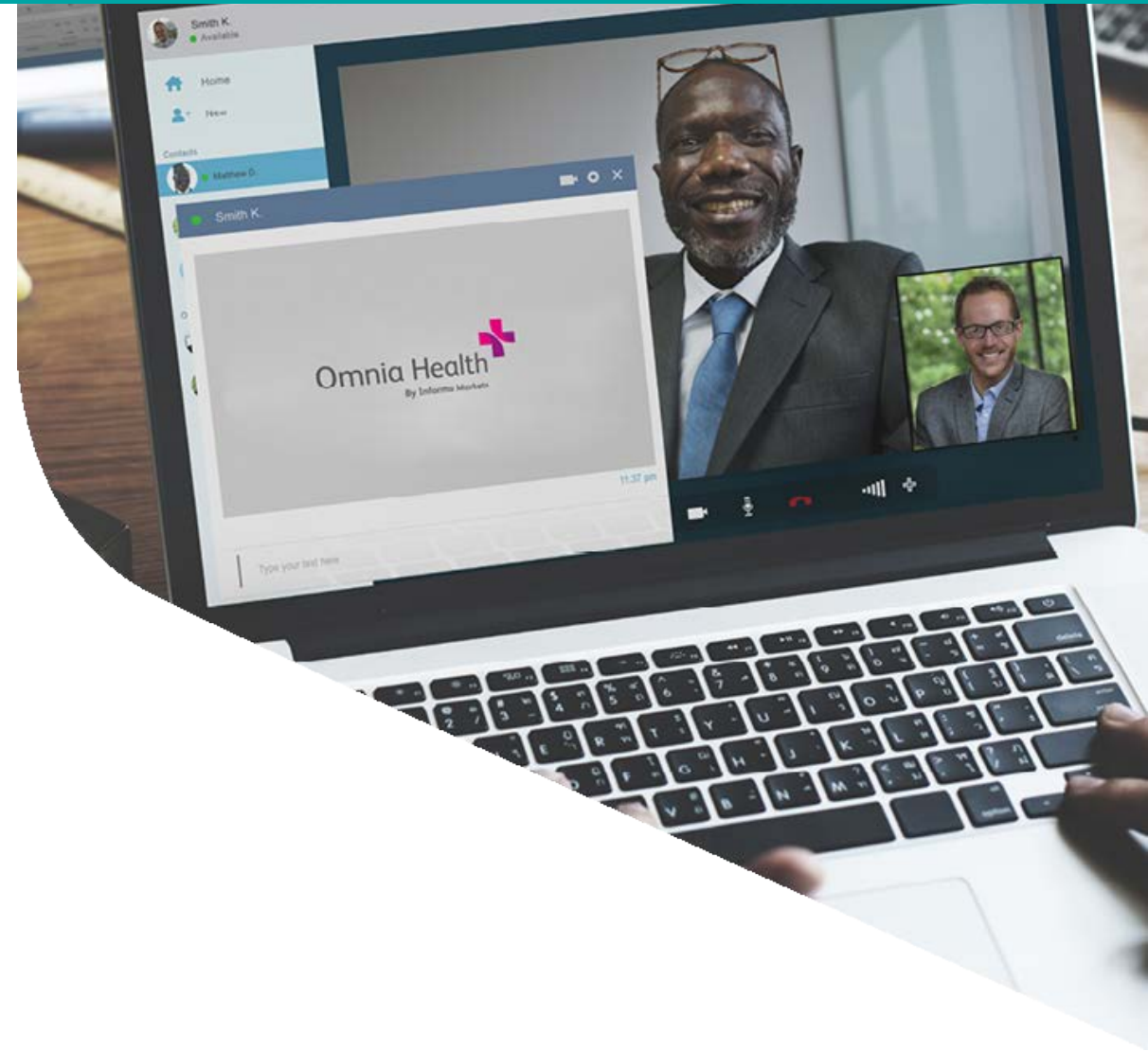
\* Basic only is only available to 2020 contracted exhibitors of Africa Health, North Africa Health, Medic East Africa and Medic West Africa

\*\* Pro Plan is the introductory plan for exhibitors not already contracted for 2020, therefore are not eligible for the Basic Plan.

## Unrivalled sponsorship opportunities

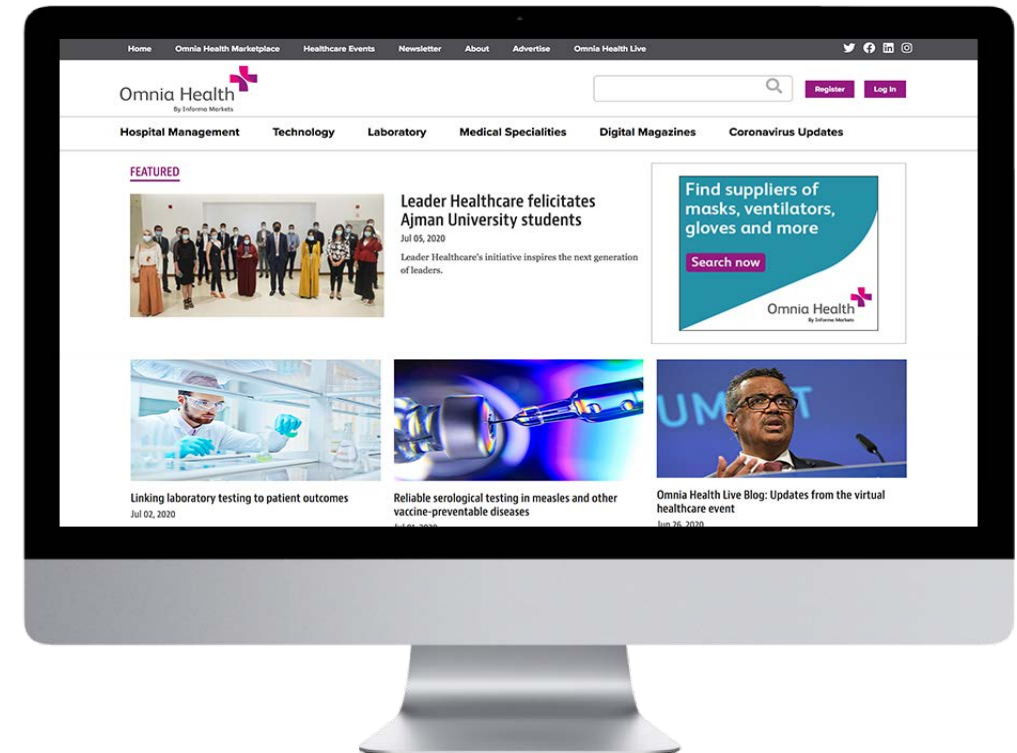
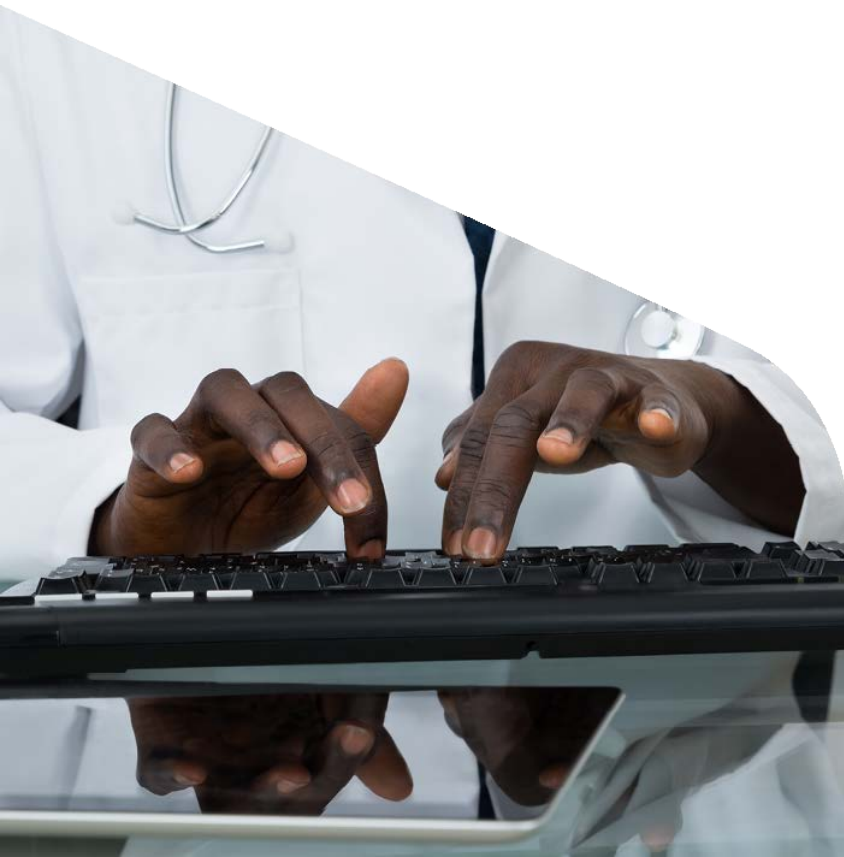
With the current limitations on face-to-face meetings and international travel, the client/customer relationship requires a digital interim solution. Content opportunities and thought-leadership positioning is essential for influencing decision-makers.

- Content-driven sponsorship
- Visibility boosters
- Advertising
- Social media



## Content-driven Sponsorship

Showcase that you are a leader by providing insightful articles and reports on the latest healthcare developments, which will then be showcased and promoted through our channels to our audience.



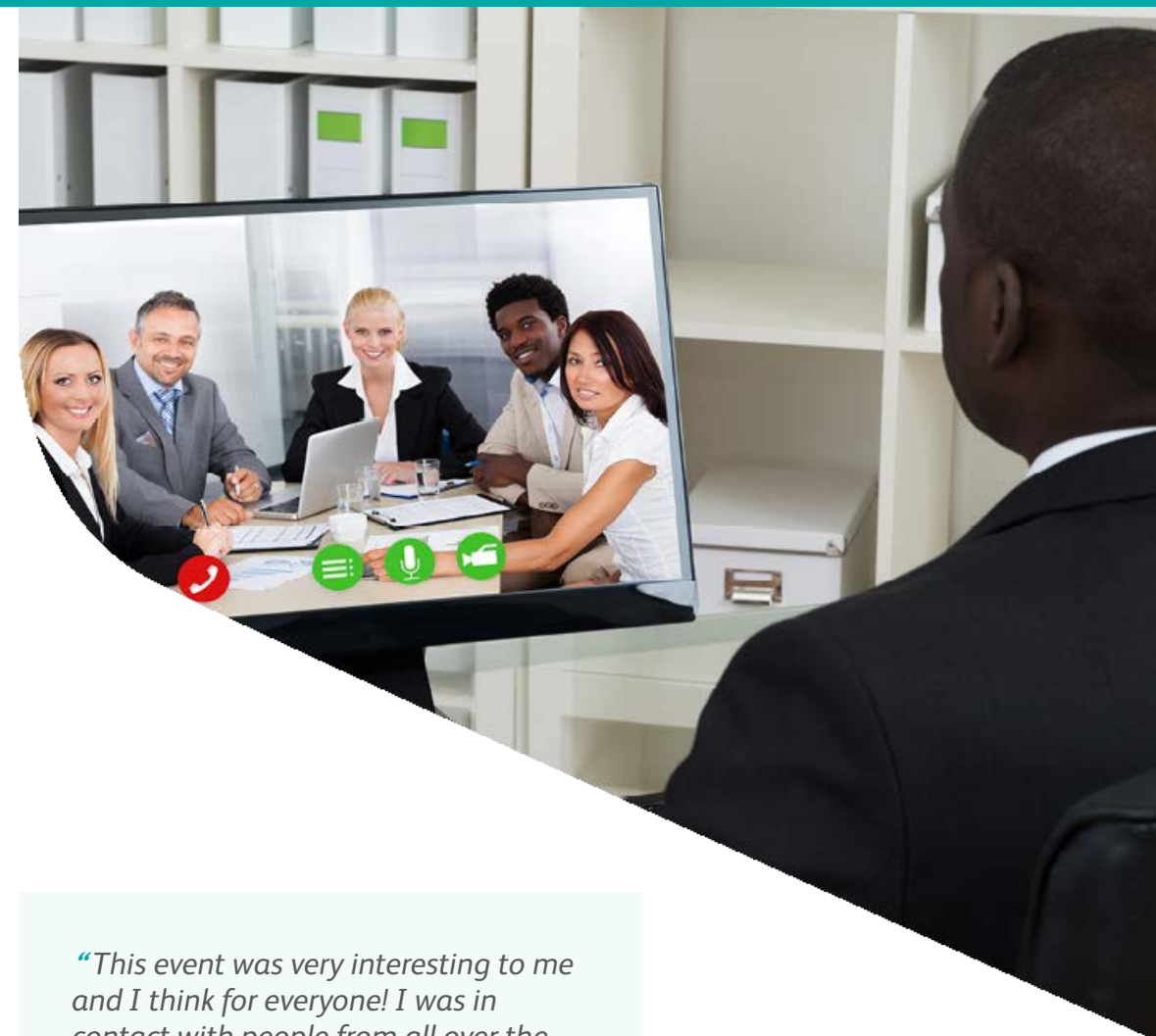
## Panel discussion

Cost: \$6,000

Panel discussions will bring together key opinion leaders to discuss the most topical healthcare challenges of today. Highlight the leading role of your business in shaping healthcare of tomorrow by participating in one of our thought-provoking panels.

### Headline sponsor

- Gain logo exposure as a headline sponsor, linking directly to your company profile during the live event
- Nominate a speaker to participate in the panel (subject to approval by Organising Committee)
- Have your files or links available to attendees from the session interface
- Generate qualified marketing leads within the platform from session attendees
- Receive the in-depth session attendee report (no contact data)
- Communicate with all attendees of the session with your exclusive sponsored email sent after the event



*"This event was very interesting to me and I think for everyone! I was in contact with people from all over the world and for me this is important!"*

**CEO, Erbenobili Srl**

## Keynote room

Cost: \$10,000

Keynote sessions are guaranteed to attract attendee attention by featuring key thought leaders of the healthcare industry. Gain brand exposure alongside the industry leaders and generate leads through a digital content asset.

### Headline sponsor

- Gain logo exposure as a headline sponsor, linking directly to your company profile during the live event
- Nominate a speaker to participate in the session as moderator (subject to approval by Organising Committee)
- Have your files or links available to attendees from the session interface
- Generate qualified marketing leads within the platform from session attendees
- Receive the in-depth session attendee report (no contact data)
- Communicate with all attendees of the session with your exclusive sponsored email sent after the event





## Sponsored webinar

Cost: \$7,500

Position your own session as part of the official event schedule with an exclusive webinar. Supported by a dedicated marketing campaign, this is an extremely efficient way to generate leads through content.

- Benefit from a dedicated targeted marketing campaign aimed at attracting your relevant audience
- Receive editorial guidance from Omnia Health team to build a content stream around the webinar
- Generate leads and export attendee data directly from the platform upon webinar conclusion
- Access attendance and engagement report immediately upon completion of the activity



# Post-Event engagement report

Cost: \$5,000

We'll be compiling an in-depth report and sharing it with our global community. This is a unique chance for your business to appear in front of healthcare professionals.

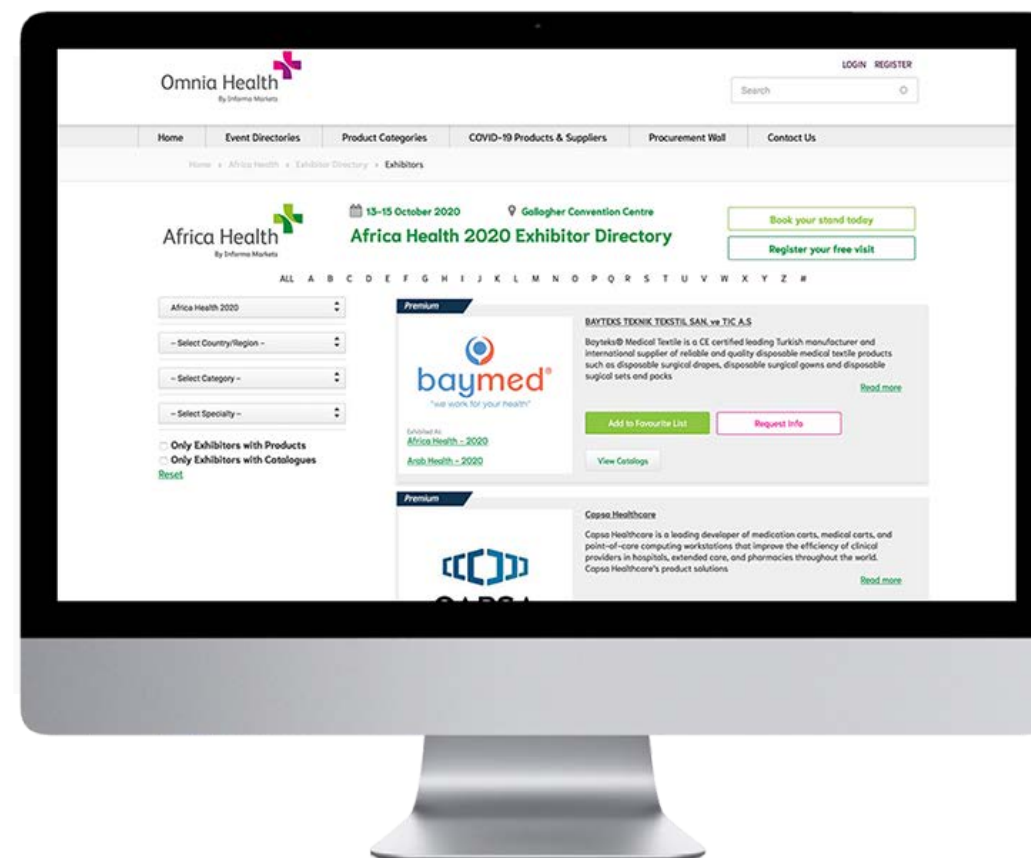
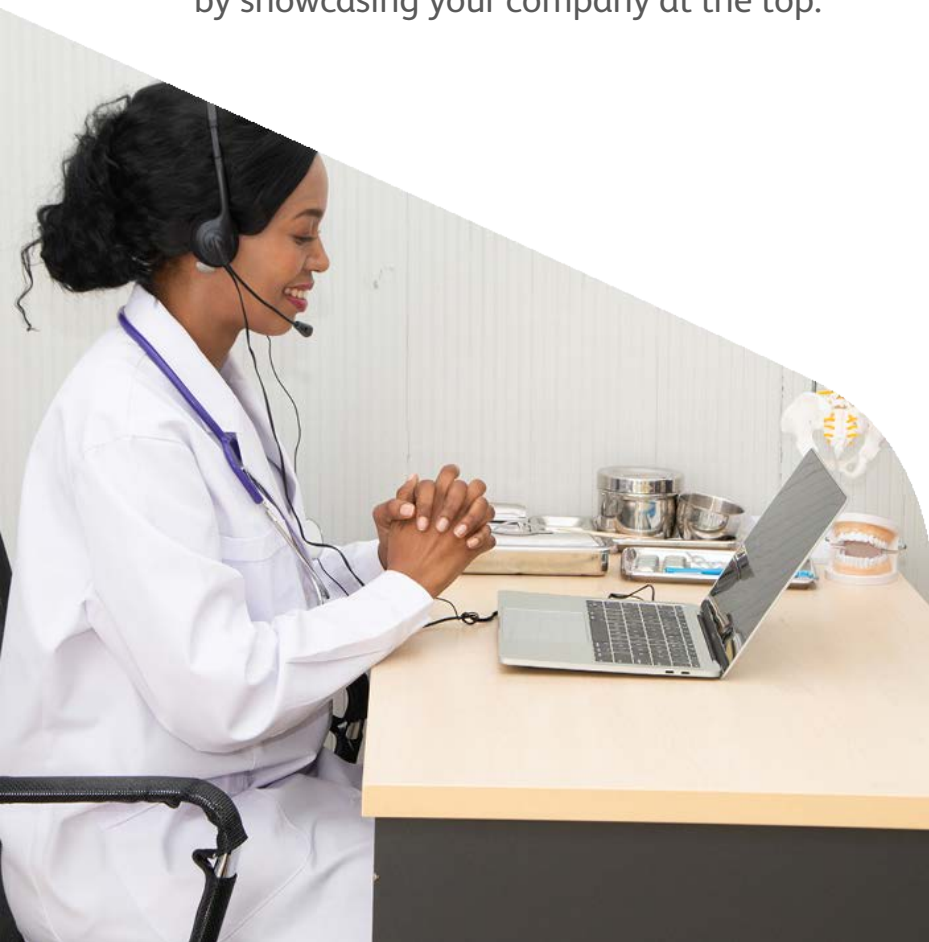
- Position your company logo as exclusive sponsor of the report
- Showcase your message with a full page advert inside the report
- Display a banner ad in the email announcing the report, hyperlinked to URL of your choice
- Display a banner ad on the event homepage alongside the report, hyperlinked to URL of your choice





## Visibility boosters

Stand out on the platform and in the main listings by showcasing your company at the top.



# Visibility boosters

## Top of listing

Have your profile appear on top of the exhibitor listing throughout the entire event.

Opportunities available: **4**

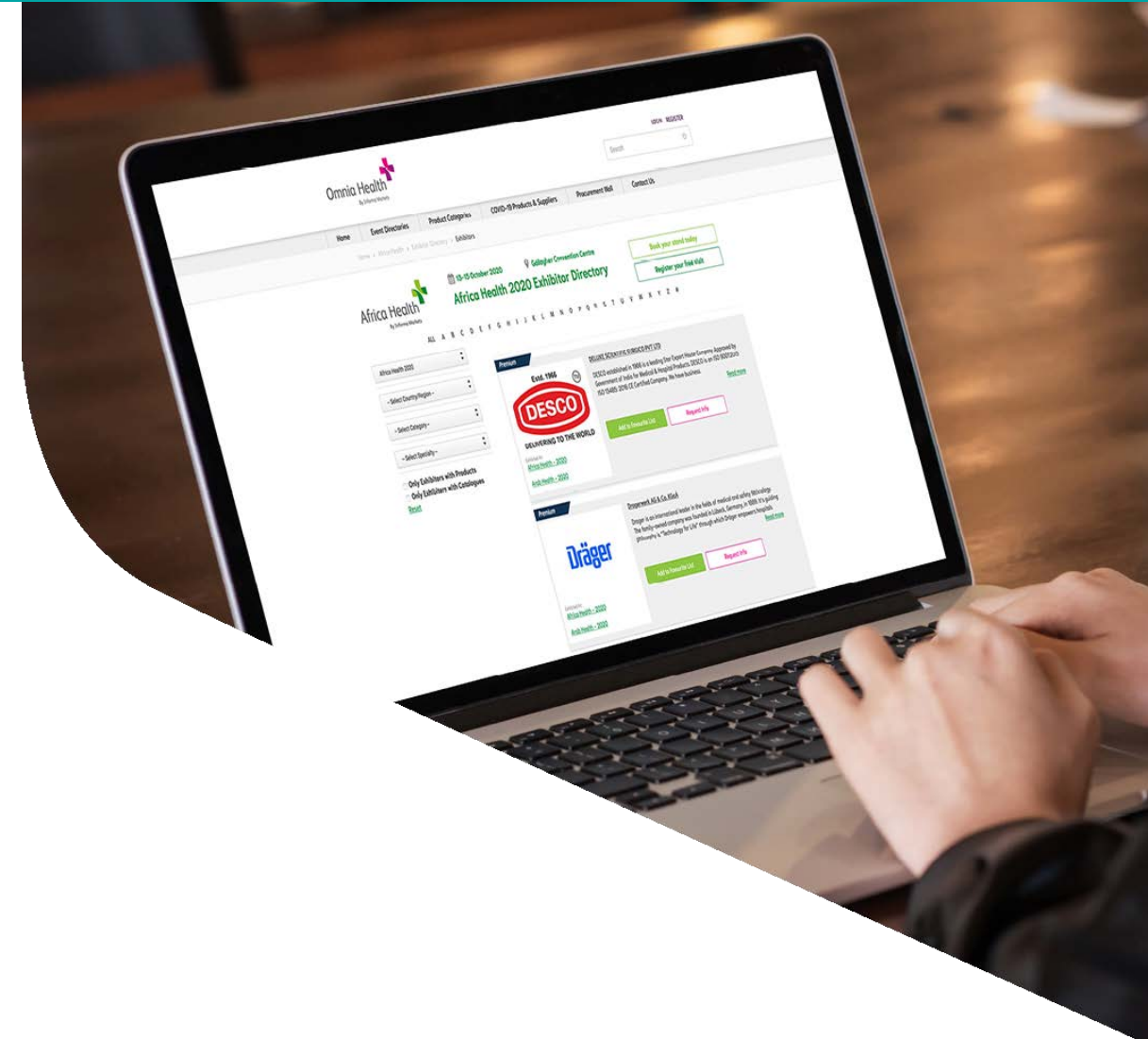
**Cost: \$5,000** (includes Premium Profile)

## Email footer

Have your logo appear on all auto-email communication to users from platform.

Opportunities available: **3**

**Cost: \$5,000** (includes Premium Profile)



# Push notifications

Cost: \$1,000

Opportunities available: 15

Push notifications allow you to deliver messages to the user's mobile app whether the device is locked or in use. By using push notifications you can send a text, a profile and link to users. Great for prompting immediate interaction and engaging platform users.

Push messaging comes down to 4 key considerations:

- Target
- Content
- Delivery type
- Timing

**Note: Push notifications are text only with up to 200 characters per notification**



## Registration sponsor - *Exclusive*

Cost: \$7,500

This is your opportunity to stand out and receive exclusive exposure during the attendee enrollment process – the registration form will be live for over one month before the event.

- Position your company logo on the attendee registration form (non-hyperlinked)
- Display an exclusive banner on registration confirmation page, including a hyperlink back to the webpage of your choice
- Display your banner on all registration confirmation emails sent to attendees ahead of the event, including a hyperlink back to the webpage of your choice
- Get an in depth report on the exposure your sponsorship generated following the event

## Banner Ad Placement - *Rotating*

Cost: \$4,500

Gain unrivalled exposure through three banner ads that will be displayed across Omnia Health Live Africa landing pages and promoted to thousands of healthcare professionals across Africa through July to October. This is a unique opportunity to showcase your brand and message to the widest audience possible!

- Showcase your banner ad on the landing page to thousands of visitors
- Hyperlink your banner ad to the URL of your choice
- Maximise your exposure by having the banner ad displayed for a whole month
- Receive an in-depth impressions report upon completion of your campaign

# Advertising

Have prominence across a selection of touch points across the platform and the marketing campaign

The image displays a variety of advertising banners for the 'Omnia Health Live Africa' event, which took place from 12-16 October 2020. The banners are set against a teal background with a subtle network pattern of nodes and lines.

**Top Row:**

- Left Banner:** Features the text 'Omnia Health Live Africa' in large white font, followed by '12-16 October 2020'. To the right, it says 'Forging virtual connections across the African healthcare industry' and includes a 'Join the experience' button.
- Middle:** A central section showing logos for 'Omnia Health By Informa Markets' (a pink cross) and 'Africa Health By Informa Markets' (a green cross), with the text 'Brought to you by:' above them.
- Right Banner:** Similar to the left banner, it includes the event title, dates, and the tagline 'Forging virtual connections across the African healthcare industry' with a 'Join the experience' button.

**Second Row:**

- Left Banner:** A larger version of the left banner from the top row, featuring the same text and 'Join the experience' button.
- Middle:** Logos for 'Omnia Health By Informa Markets' (pink cross) and 'North Africa Health By Informa Markets' (green cross), with 'Brought to you by:' text.
- Right Banner:** A larger version of the right banner from the top row, featuring the same text and 'Join the experience' button.

**Third Row:**

- Left Banner:** A smaller version of the left banner from the top row, featuring the same text and 'Join the experience' button.
- Middle:** Logos for 'Omnia Health By Informa Markets' (pink cross) and 'Africa Health By Informa Markets' (green cross), with 'Brought to you by:' text.
- Right Banner:** Logos for 'Omnia Health By Informa Markets' (pink cross) and 'Medic East Africa By Informa Markets' (green cross), with 'Brought to you by:' text.

**Bottom Row:**

- Left Banner:** A smaller version of the left banner from the top row, featuring the same text and 'Join the experience' button.
- Middle:** Logos for 'Omnia Health By Informa Markets' (pink cross) and 'Africa Health By Informa Markets' (green cross), with 'Brought to you by:' text.
- Right Banner:** Logos for 'Omnia Health By Informa Markets' (pink cross) and 'Medic West Africa By Informa Markets' (green cross), with 'Brought to you by:' text.



## Social Media partner - *Exclusive*

Cost: \$10,000

A natural extension to a digital-only event-social media will be used to engage with participants before, during and after sessions and generate content. This is an excellent opportunity for your business to stand in front of the healthcare community across LinkedIn, Facebook, Twitter and Instagram.

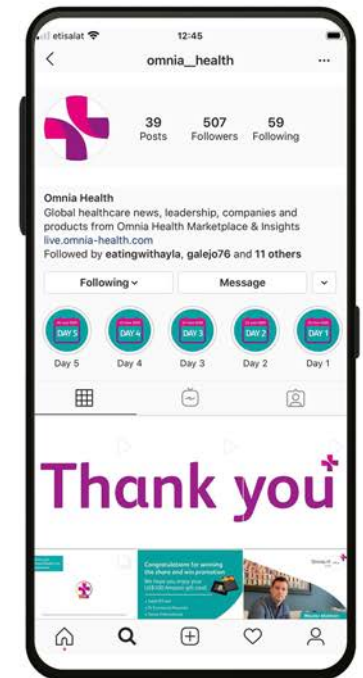
- Gain exposure across all Omnia Health and all 4 event social channels
- Engage with a global audience through daily sponsored posts
- Feature your company artwork as title image on the official Omnia Health profile

## Video welcome

Cost: \$4,500

Partner with us on the creation of a warm welcome message that will be used across all communication channels as we invite attendees to the first edition of Omnia Health Live Africa. This is a truly exciting opportunity to be at the forefront of our marketing!

- Receive production and editorial guidance to look and sound your best on camera
- Gain exclusive exposure in front of our global audience as a supporter and partner
- Be featured throughout the event promotion campaign, as well as on the Omnia Health Insights portal with an in depth interview



# Get involved

Contact the team today to discuss the range of options available and to tailor a bespoke digital solution designed to help you achieve your current objectives.



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## From the organiser of:

