

DENTISTRY



2009

Abu Dhabi National Exhibition Center

United Arab Emirates - 10-12 November 2009

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United Arab Emirates

The Commercial/Financial Center of the Region

**Strategically Located to Access
The Arabian Gulf States, Middle East, Africa, India, and West Asia**



The Arabian Gulf States

United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain and Oman

- Investing their Wealth in Infrastructure
- Pro-business
- Forward Looking
- Responsive
- Innovative
- Friendly



The Region Market Drivers

\$13.9 Billion Committed to Healthcare Infrastructure*

Ongoing Healthcare Investment

Saudi	\$6.9 Billion (83 Projects)
Emirates	\$2.9 Billion
Qatar	\$2.8 Billion
Kuwait	\$1.2 Billion
Bahrain	\$ 130 Million

* While real estate projects in the region are suffering, not one medical-related project has been cancelled or put on hold as a result of the current global economic slowdown

American Medical Institutions in Region

Harvard Medical School
Harvard Medical Intl
Harvard Univ.
Cleveland Clinic
New York Univ.
Univ. of Pittsburgh
Cedars Sinai
Mayo Clinic
Michigan State
Houston Medical Ctr.
Michigan State Univ.

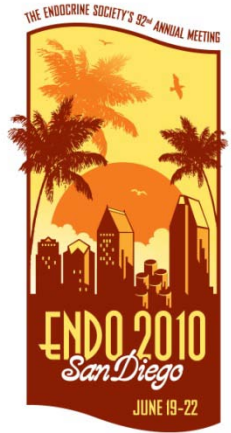
Duke Univ. Medical Ctr.
Johns Hopkins
UCLA Medical Center
Univ. of Regensburg
American University
American Hospital
Medical Col. of Cornell
Sloan Kettering
Univ. of Chicago
Boston University
New York Presbyterian

Exhibit Space Cost

- Indoor (bare space)
 - 21 m² or 230 sq. ft. minimum (\$8,925)
 - Includes: space, hall security and gratis PR in the show issue of *MEDLAB* magazine
- Shell Scheme
 - 9 m² or 100 sq. ft. minimum (\$4,275)
 - Includes: rear & sidewalls, name board, general cleaning, hall security, and lighting and gratis PR in the show issue of *MEDLAB* magazine

Scherago International Expo Clients

Global Shows



Regional Shows



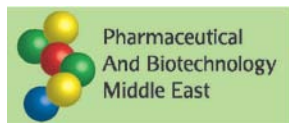
UAE and Singapore



China



UAE



UAE