



## India: Medical Tourism Destination 2009



**METRO CONVENTION CENTRE**

TORONTO, CANADA NOVEMBER 20-22, 2009

# India : Medical Tourism Destination - 2009



850,000 Canadians are invited to regain their lives, lifestyle and dignity by availing world class medical facilities in India, and reaching out to you is the very first Indian Medical Tourism Exhibition being organized at the Metro Convention Centre, Toronto from the 17<sup>th</sup> to the 19<sup>th</sup> September, 2009.

This exhibition will showcase the variety of world class medical services and facilities available in India and all Canadians tired of waiting in the "System" are encouraged to visit.

Participants will be able to meet and interact with world renowned Indian medical professionals, hospital administrators and medical tourism facilitators

India has been the most preferred medical tourism destination for over a decade and close to a million satisfied medical tourists from around the world have experienced India's world class healthcare services



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## EXHIBITOR PROFILE

- Indian Hospitals
- Natural & Ayurvedic Medicine
- India Tourism
- Yoga & Rejuvenation
- Dental Care Services
- Diabetes Centers
- Super Specialty Hospitals
- Pharmaceutical Companies
- Medical Insurance Services
- Medical Tourism Facilitators

## VISITOR PROFILE

- Canadians & Americans
- Canadian Govt. Agencies
- Canadian Medical Professionals
- Insurance Companies
- Airline Representatives
- Travel & Tour Operators
- Prospective Medical Tourists
- Medical Tourism Organizations
- Hotels & Hospitality Industry
- Medical Tourism Critics

## PROMOTIONAL ACTIVITIES

- Newspaper & Magazines
- TV / Radio / Outdoor advert
- Email & Electronic Media
- Posters and Flyers
- Targeted Marketing
- Personal Invites
- Travel & Tour Operators
- Prospective Medical Tourists
- Medical Tourism Organizations
- Sales & Marketing Team



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## **ADVANTAGE INDIA**

- The world's top most medical Tourism Destination
- World Class healthcare institutions
- Top notch board certified world class medical professionals
- Huge cost difference compared to North American rates – NO WAITING TIMES!
- Indian Medical Tourism Industry worth US\$ 17 billion and is growing by 13% yearly
- Professional Nurses and hospital staff
- The world's largest pool of Medical Professionals – over 650,000 Doctors, all English speaking
- International Pharmaceutical Companies manufacturing in India
- World renowned hotels and tourism services while recuperating from procedures
- The world's most ancient culture, Traditional Indian hospitality



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## **VENUE**

### **METRO CONVENTION CENTRE, TORONTO**

- **Canada's #1 Trade Show and Convention Centre**
- **Located in the heart of vibrant downtown Toronto**
- **Close to the business, financial, fashion and cultural districts**
- **20 minutes away from Pearson International Airport**

**FRIDAY 22 November, 2009 – 11am-8pm**

**SATURDAY 18 November, 2009 – 11am-8pm**

**SUNDAY 19 November, 2009 – 11am-8pm**



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## **EVENT ORGANIZER PROFILE**

Trident Conference and Exhibitions is a dominant market player in planning, execution, strategizing and organization of many successful exhibitions around the world.

The main aim of Trident is to showcase Indian Industries overseas and provide International consumers with the latest updates on Indian Technologies and services.

Trident aims to Introduce Canadians and North Americans to the world class medical services India has been providing, by showcasing the best Indian Medical Institutions and Medical Tourism Facilitators

As a leading exhibitor, Trident is a one stop shop for all exhibition needs.

Trident has the right expertise, infrastructure and the experience to offer comprehensive solutions... right from concept-to-commission.

Trident successfully organized :

**The Indian Property Exhibition, Toronto - 2007 / 2008**

**The Indian Carpet Exhibition, Toronto**

**The Ministry Of Tourism, Govt of India, Exhibitions Internationally**



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## **KNOWLEDGE PARTNER**

Surgical tourism Canada Inc, (STC) is the pioneer of Medical Tourism in Canada and through its strategic alliances with major hospital groups in India, has successfully facilitated surgeries for several hundred Canadian Clients. STC is currently the market leader and has offices in several Canadian cities as well as the USA.



The overall goal of Surgical Tourism Canada is to provide Canadians a quicker solution to enable them a pain free life, and for many, an earlier return to work.

STC in it's role as Knowledge Partner, is helping organize the Canadian side of this Exhibition STC will:

- ✓ conduct research and needs assessment for the conference, Identify and select appropriate speakers
- ✓ Develop and negotiate speaker contracts
- ✓ Coordinate speaker travel arrangements
- ✓ Assist in developing a comprehensive marketing plan for your program
- ✓ Coordinate the design and production of promotional materials including registration forms, brochures, calls for papers,
- ✓ postcards, flyers, posters, advertisements and other marketing items
- ✓ Coordinate with printers, newspapers, and radio stations to ensure quality publications
- ✓ Identify and obtain e-mail lists or standard mailing lists from our existing in-house database and outside sources
- ✓ Hire sales teams to assist with promotion of exhibition booths and sponsorship packages

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## **EXHIBITOR PACKAGES**

### **PACKAGE #1**

Standard booth 9 sqm: CDN\$ 4800 + GST  
Fascia name  
2 Chairs  
1 Table  
Carpet  
Garbage bin  
1 Electrical outlet  
3 spot lights



### **PACKAGE #2**

Small booth 6 sqm: CDN\$ 3000 + GST  
Fascia name  
1 Table  
2 Chairs  
Carpet  
Garbage bin  
1 Electrical outlet  
2 spotlights



### **PACKAGE #3**

Exhibitor Table: CDN\$ 1500 + GST  
1 Table  
1 Chair  
Garbage bin



Images are not actual examples

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## **CONTACT DETAILS**

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**Surgical Tourism Canada Inc**

[www.surgicaltourism.ca](http://www.surgicaltourism.ca)

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