Retaining the Best, Expanding on the Possibilities

IMTC 2008 is specially formulised to foster cross-industry dialogue on pertinent issues relating to patients’ perception of overseas medical service quality, participation of payers & third parties, regulations & accreditation and the provision of end-to-end medical travel services.

1-Stop Medical Travel Guide

Dedicated conference tracks for healthcare & non-healthcare | Technical Workshop | Media Launch Hospital | Site Visits | Speed networking | 1-on-1 meetings | Gala Dinner | Consumer Education Fair Trade Exhibition | Specialty & Technology showcase

“Healthcare hospitality cannot be treated like any other service sector… Patient Care will and should remain the core service and quality care should not be misunderstood for larger rooms, physical aspects courtesy, help desk…”

— Express Healthcare Management

www.medicaltravelconference.com
Anticipated global medical travel event of the year
Tailored conference breakout sessions
Major patient source & seller regions - Europe, Middle East, North America & Pacific
Hours of exceptional networking
Countries represented from Australia, Bahrain, China, Cambodia, Canada, Dubai, Egypt, India, Indonesia, Israel, Jordan, Latvia, Lebanon, Malaysia, Mexico, Nigeria, Saudi Arabia, Singapore, Spain, South Korea, Taiwan, Thailand, Turkey, UAE, Ukraine, UK, USA, Vietnam, Zimbabwe
Major sponsors and exhibitors
Thought leaders presenting
Leading medical travel organisations
Senior level industry participants
Industry reach through our mailing list, media partners & diplomatic channels
Worth of media coverage through our 8-month media campaign & press launch
Discover opportunities in medical travel arising from:
- The medical needs of 3million international workers in the global maritime industry
- Medical travel options as part of employer benefits in USA corporations
- Cost savings from dental medical travel range from 50% to 80%
- China consumers set to be the world’s largest health & wellness outbound market in 2012

Why Attend?
IMTC is the event that will strategically link you with the right pre-qualified audience

DISCOVER
New Opportunities in 2009 and beyond in medical travel
Under what it takes to be a best value provider through key issues:

• Requirements, risk assessment & liabilities
• Medical travel as a solution to healthcare needs of maritime and oil & gas industry
• Healthcare hospitality
• Aftercare & establishing global networks
• Innovations in medical travel – technology, people, marketing

See for yourself:

• Excellent healthcare facilities
• Medical travel consumer fair
• Speciality Focus Showcase on Rhinoplasty & Cosmetic surgery, Dental, Cardio, Women’s health
• Technology showcase in medical innovations, telemedicine applications, clinical information system

Touch

First hand interaction through:

• Technology showcase
• 1-on-1 networking
• Speed networking

Taste the Korean medical experience that combines:

• Cutting-edge medical technology
• Scientific innovations
• Western & oriental medicine
• A glimpse at their specialty treatments including spinal, liver transplant, infertility treatment, voice & oncology

Smell

Sniff out great business opportunities & form lucrative partnerships.
Past participants include:

• Healthcare providers: Asian Hospital and Medical Center, Apollo Hospital, Healthcare Group, Wockhardt, Wooridul Spine Hospital
• Buyer: Abu Dhabi National Oil Company, Arab Orient Insurance Company, World Access, Department of Foreign Affairs, Kingdom of Saudi Arabia, Philam Care
• Government: Egypt Tourism Federation, Singapore Tourism Board
• Facilitators: Planet Hospital, United Group Programs, The Medical Tourist Company

Hear

Under what it takes to be a best value provider through key issues:

• Requirements, risk assessment & liabilities
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• Healthcare hospitality
• Aftercare & establishing global networks
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Embrace healthcare hospitality through the 5 senses at IMTC

3rd ANNUAL INTERNATIONAL MEDICAL TRAVEL CONFERENCE
IMTC 2008
19th - 21st Nov 2008 | Coex InterContinental Hotel, Seoul, Korea
Korea boasts excellent healthcare outcomes – counting herself as among the world’s best and having one of highest cure rates for stomach cancer, liver cancer, and uterine cervix cancer and an impressive 95% success rate of liver transplantation. Our speciality includes plastic surgery, oriental medicine, dental care, ophthalmology, infertility treatment, otolaryngology amongst many others.

The relative price of healthcare services is lower than that of Japan, Singapore, and USA. Prices for heart bypass, hip replacement, and knee replacement are just 20-25% of the prices in the United States.

Well-connected through direct flights from major cities all over the world. It is only 12 hours away from North America.
PRE CONFERENCE WORKSHOP
19TH NOV 2008

Workshop A

1300 to 1500
Assessing Suitability of Overseas Healthcare Options & Partnerships
Workshop leader to be advised

Medical Travel Facilitators, Payers, Employer, Chief Medical Officer, Health Attaché who have to evaluate the suitability of overseas healthcare options such as:
- How should employers and insurers approach international healthcare providers
- Evaluating foreign medical providers
- Convincing employees/ beneficiaries to go overseas for care
- Minimising medical travel malpractice exposure and follow-up treatment
- Requirements to coordinate the care overseas ( through a reliable ground handler/concierge)
- How to coordinate the care overseas (do you have a reliable ground handler?)
- Examining the errors & omission insurance coverage and indemnity agreement in place

Workshop B

1530 to 1730
Enhanced Customer Experience & Building Innovations in your Medical Travel Program

An international patient travelling abroad for treatment is not just another statistics on your system. It’s not about what you can offer. It’s about what your patients want!
- Bridging the gap: Travelling abroad for healthcare is a leap of faith
- Can receiving treatment be a good experience?
- Inside-out view: Core value indicators
- Outside-in approach: Experiential indicators
- Delivering continuous innovation and value enhancement

Dr. Sanjiv Malik, Regional Director, MAX HEALTHCARE INSTITUTE, India

Experience World-Class Healthcare Facilities in Korea
Nothing matches the experience of being on-site to hear and see a guided demonstration of International Medical Centers in action.

* FREE Site Visits to Korea’s most established healthcare providers in medical tourism for delegates at IMTC 2008. Grab the rare opportunity to take part in guided tours of at international patient facilities.

* Seats are limited and are based on a first come first served basis. So register early to avoid disappointment.
For more information, visit www.medicaltravelconference.com
IMTC 2008 | 3rd ANNUAL INTERNATIONAL MEDICAL TRAVEL CONFERENCE

Programme Day Two / 21st November 2008

0900 Industry Keynote: The Informed Global Healthcare Consumer
Vic Lazzaro, CEO & Stephanie Sulger, Vice President – Consumer Division, BRIDGEHEALTH INTERNATIONAL, USA

0930 Industry Keynote: Patients without Borders: Challenges, Collaboration & Continuity of Care in Europe
Dr Luigi Bertinato, Director International Health & Social Affairs Office, DEPARTMENT OF HEALTH & SOCIAL SERVICES – Region Veneto, Italy

1000 IMTC 2008 Contact Xchange

1030 Morning Refreshments & Networking Break

1100 Reality Check: Will Medical Travel be the Solution to Health Crisis & Containment?
Bruce Pollack, President, ACADEMY FOR INTERNATIONAL HEALTH STUDIES

1130 Working with Intermediaries – Assessing if they are the Right Partners
Dr Yusuf Alhaddad, Head, Overseas Treatment, MINISTRY OF HEALTH, Bahrain

1200 Global Networks & International Cooperation for Advanced Care

1230 Lunch & Consumer Health Fair

1330 Requirements & Challenges to be a Value Provider to International Patients
Keith Pollard, Managing Director, TREATMENT ABROAD, UK

1400 Panel Discussion: Investment in People, Technology – Above all, it's for the Patients

1430 Emerging Global Opportunities for Investors in Medical Travel

1500 Perspectives, Predictions & Possibilities

1530 End of Conference & Announcement of Best Exhibition & Pavilion Display

1600 Hospital Site Visit & Off-site Business Connections

Over 300 participants from over 30 countries have came and benefited from IMTC. Since 2006 IMTC had been the event that gathers the industry’s leading figures, representing top healthcare organizations, medical travel agents and corporations.

"... congratulation on the success of the recent “2nd International Medical Travel Conference”... Through this year’s IMTC, Asian Hospital has once again given an opportunity to extend excellence in patient care this time by raising public awareness on medical travel. This event indeed became the proper venue for the medical travel community and top medical institutions to converge and broaden their network in pursuit of expanding health tourism in the country. We hope to be a part of this event again in the years to come.

Dr Joel Beltran, Director, Business Development & Marketing
ASIAN HOSPITAL AND MEDICAL CENTER,

Once more allow me to thank you kindly for one of the best conferences I have ever attended
WELL DONE!!
I am looking forward to the next conference and remain interested helping you host it in Israel. My personal connections in the local business, industry and government circles are at your disposal! ... Thank you all once more!
Simon Soesan, Director of Marketing & Sales, SHEMER MEDICAL CENTER, Israel
The Avail Medical Travel Beacon Awards seeks to encourage providers and facilitators to shape and adopt patient-centric international patient management initiatives including but not limited to new and novel services, commercial development and entrepreneurship, clinical leadership, risk-reduction and patient involvement.

The Definition of ‘Beacon’ can be:

1. A guiding or warning signal, as a light or fire, esp. one in an elevated position
2. A tower or hill used for such purposes
3. A lighthouse, signal buoy on a shore or at a dangerous area at sea to warn and guide vessels
4. Navigation
5. A person, act, or thing that warns or guides
6. A person or thing that illuminates or inspires

The Avail Medical Travel Beacon Awards seeks to encourage providers and facilitators to shape and adopt patient-centric international patient management initiatives including but not limited to new and novel services, commercial development and entrepreneurship, clinical leadership, risk-reduction and patient involvement.

The below two categories will be awarded. More information will be revealed at the IMTC 2008 Gala Dinner Show on 20th Nov 2008.

<table>
<thead>
<tr>
<th>Healthcare Provider beacon awards</th>
<th>Medical Facilitator beacon awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognise efforts by healthcare providers taken to align procedures and adopt measures and best practices in new and novel services, commercial development and entrepreneurship, clinical leadership, risk-reduction and patient involvement.</td>
<td>Recognises responsible business practices adopted by a third party intermediary in the provision of travel, accommodation, interpretation and non-medical service requirements for international patients.</td>
</tr>
</tbody>
</table>

Why the Beacon Awards

We would like to thank the following organizations for their support for IMTC 2008

Acknowledgements...
### Exhibitor

**Before the Event**
- Logo on event collaterals and hyperlinked on event website reaching out to 20,000 Industry leaders
- Logo will be included on all regular national and international magazines and press advertisements
- Event Listing with Logo placed in the event guide given out to all participants as a reference throughout the event

**At the Event**
- Your company’s logo prominently displayed on the event banner.
- A 3m x 2m exhibition space will be provided in the Foyer Area to set up your exhibition stand during the event.
- Two (2) complimentary tickets to the event worth US$2,795 each
- Additional Two (2) staff passes will be provided to the Exhibition Area
- 2 exhibition hall passes (non-interchangeable) issued to pre-registered and pre-scheduled guest limited only to visitation of exhibition area

**Total Investment** US$7,000

### Documentation Sponsor

- Logo on event collaterals and hyperlinked on event website reaching out to 20,000 Industry leaders
- Logo will be included on all regular national and international magazines and press advertisements
- Event Listing with Logo placed in the event guide given out to all participants as a reference throughout the event
- Insert marketing collateral into all Documentation Packages given out to each participant. Option to place fragile materials on each delegate table/seat
- One (1) complimentary ticket to the event worth US$2,795 each

**Option**
Your company provides souvenir USB thumbdrive with your branding printed on covering and corporate flash or video presentation saved as softcopy in the USB thumbdrive given to all delegates

**Total Investment** US$4,000

### Network Break Sponsor

- Logo on event collaterals and hyperlinked on event website reaching out to 20,000 Industry leaders
- A representative from your company can give a 10min Corporate Presentation before the Network Break. Option to play corporate video on repeat-mode throughout the break if physically unable to make presentation.
- One (1) complimentary ticket to the event worth US$2,795 each
- Additional Two (2) staff passes will be provided to the Exhibition Area during the specific network break
- 2 exhibition hall passes (non-interchangeable) issued to pre-registered and pre-scheduled guest limited only to visitation of exhibition area

**Total Investment** US$5,000

### Goodie Bag Sponsor

- Logo on event collaterals and hyperlinked on event website reaching out to 20,000 Industry leaders
- Logo will be included on all regular national and international magazines and press advertisements
- Event Listing with Logo placed in the event guide given out to all participants as a reference throughout the event
- Goodie Bag printed with pre-discussed dimensions and design specifications given out to all Gala Dinner attendees including specially invited VIPs. Carrier will contain Awards Programme Manual and Award Sponsor materials.
- One (1) complimentary pass to attend the Gala Dinner Awards night. Additional passes can be bought at 20% off the fee.

**Total Investment** US$3,000

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* US prices quoted are for easy estimate. Final contract will be billed in Singapore Dollars.
EXHIBITOR REGISTRATION FORM

PLEASE COMPLETE IN CAPITALS

Company Name ________________________________
Name ________________________________
Name ________________________________
Tel ( ) __________________ Fax ( ) __________________
Address ________________________________

Company Size  □ 1 - 19 □ 20 - 49 □ 50 - 99 □ 100 - 199 □ 200 - 499 □ 500 - 999

AUTHORISATION

I agree to Avail Corporation’s payment terms and conditions

Name ________________________________
Position ________________________________
Signature ________________________________
Date ______ / ______ / ______

EXHIBITION FEE

Please tick ✓ the relevant box

☐ Shell Scheme (3m x 2m)
   (Includes: 2 conference & 2 exhibitors passes only)

☐ Bare Space (minimum space: 3m x 2m)
   (Includes: 2 exhibitors passes only)

☐ I wish to purchase additional tickets:
   Standard Delegate fee US$2,010 with a 10% discount

Nos/Size Unit Cost Total

☐ Shell Scheme (3m x 2m)
   □ □
   US$7,000
   US$500 per sqm

☐ Bare Space (minimum space: 3m x 2m)
   □ □
   US$500 per sqm

I wish to purchase additional tickets:

☐ Standard Delegate fee US$2,010 with a 10% discount
   □ □
   US$1,809

NB: All prices are quoted are per delegate fees in US Dollars.

PAYMENT METHODS

☐ Bank Transfer
   Account: Avail Corporation Pte Ltd
   Bank: The Hongkong and Shanghai Banking Corporation Limited
   Branch: 21 Collyer Quay, HSBC Building, #01-00 Singapore 049320
   Account No: 260-365036-178
   SWIFT Code: HSBCGSJG

☐ Credit Card
   Visa □ Mastercard □ American Express
   Card Number: ________________________________
   Signature: ________________________________
   Expiry Date: ______ / ______
   Cardholder’s Name: ________________________________

CANCELLATIONS & SUBSTITUTIONS

Receipt of this signed booking form (inclusive or exclusive of payment) constitutes formal agreement to exhibit at and attend this conference. The following cancellation terms apply: 

Delegate substitutions are welcome at any time up until the date of the event.

If the client cancels their registration a 50% cancellation fee will be charged. All cancellations must be received in writing (letter, email or fax) 30 days before the conference start date. NO REFUNDS OR CREDITS AFTER THIS DATE AND PAYMENT WILL BE RECOVERED IN FULL.

If the event is cancelled, Avail Corporation will provide a full refund. 

If the event is cancelled, Avail Corporation shall endeavor to re-schedule but the client hereby indemnifies and holds Avail Corporation harmless from and against any and all costs, damages and expenses, including legal fees, which are incurred by the client. The construction, validity and performance of this agreement shall be governed in all respects by the local law to the exclusive jurisdiction of whose courts the Parties hereby agrees to submit.

EXHIBITION space (as indicated in the form above), 2 (TWO) Complimentary passes to attend the conference (Shell Scheme option only), 2 (TWO) complimentary passes for your personal to man the stand, free listing in the Exhibition Guide which includes your logo and company profile, logo on the event banners, logo with hyperlink on the event website, refreshments, lunch and conference materials where available. Hotel accommodation not included.

HOTEL ACCOMMODATION:
For preferential rates for all our events contact our Operations Department on T. +65 6324 9733, F. +65 6225 4077, email: wlee@availcorp.com stating that you are an IMTC delegate.

4 EASY WAYS TO REGISTER

ONLINE
www.medicaltravelconference.com
Avail Corporation, #03-01, 146 Robinson Road, Singapore 088909.

EMAIL
alim@availcorp.com

PHONE:
+65 6324 9743

FAX:
+65 6225 4077
FED190SLS

PLEASE COMPLETE IN CAPITALS

Company Name ____________________________ Nature of Business ____________________________
Name ____________________________
Name ____________________________
Name ____________________________
Tel ( ) Fax ( )
Address ____________________________

AUTHORISATION

I agree to Avail Corporation’s payment terms and conditions

Name ____________________________
Position ____________________________
Signature ____________________________
Date ____________ / ____________ / ____________

EVENT FEE (Please tick ✓ the relevant box)

Please register me for: Early Bird Standard Delegate Fee Group Booking Fee*
Conference Only Book by 12th Sept 2008 S$2,295 S$2,795 S$2,395
Conference + 1 Workshop S$2,595 S$2,995 S$2,695
Conference + 2 Workshops S$2,995 S$3,395 S$3,095
Workshop A S$695 S$695
Workshop B S$1,195
Workshops A & B

If you are unable to attend the event, you may purchase the Documentation Pack S$595

NB: All prices are quoted are per delegate fees in Singapore Dollars.
*Group bookings are for 3 or more delegates invoiced to the same billing address.

PAYMENT METHODS

☐ Bank Transfer

For payments by bank transfers a transaction fee of US$25 will be charged.

Account: Avail Corporation Pte Ltd
Bank: The Hongkong and Shanghai Banking Corporation Limited
Branch: 21 Collyer Quay, HSBC Building, #01-00
Singapore 049320
Account No: 141-552653-001
SWIFT Code: HSBCSGSG

☐ Credit Card

☐ Visa ☐ Mastercard ☐ American Express

Card Number: ____________________________
Signature: ____________________________ Expiry Date: ____________ / ____________
Cardholder’s Name: ____________________________

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- If the event is cancelled, Avail Corporation will provide a full refund.

* Should the event be cancelled or the dates are changed for any reason outside the control of Avail Corporation, the venue or speakers change, or due to an act of terrorism, extreme weather conditions, industrial action, natural disasters or act of God, Avail Corporation shall endeavor to re-schedule but the client hereby indemnifies and holds Avail Corporation harmless from and against any and all costs, damages and expenses, including legal fees, which are incurred by the client. The construction, validity and performance of this agreement shall be governed in all respects by the local law to the exclusive jurisdiction of whose courts the Parties hereby agrees to submit.

FEES INCLUDE:
Event fees include refreshments, lunch and conference materials where available.

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