THIRD
INTERNATIONAL INDIA
MEDICAL TOURISM CONGRESS

2016

A journey for health

AWARD CEREMONY
BUSINESS NETWORKING
HOSTED BUYERS PROGRAM
MEDICAL TOURISM CONFERENCE

VENUE
3 & 4 SEPTEMBER
HICC HYDERABAD
INDIA
Sh. Narendra Modi  
(Prime Minister of India)

Message

Best wishes to the organizers and participants of IIMTC. I hope that IIMTC will contribute in promotion of medical & wellness tourism industry of the country by providing a knowledge sharing and business networking platform to all stakeholders of this sector.

Dr. Mahesh Sharma  
(Minister of Tourism, Culture & Civil Aviation, Government of India)

Message

The Minister of Tourism recognizes IIMTC as a premium and dedicated event for showcasing and promoting “Brand India” as a medical and wellness tourism hub, by providing a professional platform for networking in this upcoming area of healthcare.
Buoyed by the grand success of the past two editions, the International India Medical Tourism Congress (IIMTC), is back to elevate your professional adrenaline to its zenith by connecting with a consortium of health care providers, policy makers, government regulators, doctors, and others related to the health care sector, representing more than 50 countries from across the globe.

The 3rd edition of International India Medical Tourism Congress (IIMTC) – “A Journey for Health”, is being held on 3rd & 4th September 2016 at Hyderabad, India.

IIMTC 2016 is a unique initiative intended to serve as a meeting point for professionals from local, regional and international healthcare sectors, including Wellness and Spa Centers, Medical Facilitators, Export and Import houses, as well as Travel Agencies. It focuses on connecting and networking amongst stakeholders and high quality medical service providers, thus creating a host of business opportunities in the global healthcare sector.

The conference conducted by renowned international & National speakers, covering topics ranging from medical tourism, wellness and spa, current medical research initiative, latest innovation in health sector to future business prospects in healthcare, insurance, quality healthcare services, and globalization of healthcare practices and services.

I humbly invite all professionals in the field of healthcare industry to be a part of this one-of-a-kind mega event, and reap immense benefit for their career progression, besides helping mankind in this noble area of service.

Dr. H.N. Garg
Chairman, IIMTC
International India Medical Tourism Congress (IIMTC), in its third edition now, has become almost synonymous with the fast growing Indian Medical Tourism Industry. Held for the first time in 2014, the mega event has progressed to become one of the most sought after platform for any one desirous of being associated and reaping huge benefits in this coveted area.

IIMTC has gradually evolved to be India’s First and Only platform in India where hundreds of people from the health sector from across the globe meet to discuss the policies and procedures, legal framework, latest trends, competitors & stakeholders, medical tour business acumen, certification, how & with whom to tie up for business. Besides being a ground for networking with people of similar interests, this two day program is also a place to learn and interact with government agencies regarding the facilitation & policies for medical tour stakeholders, areas where the government is trying to help patients, doctors, hospitals and all those related with this futuristic model of health care The in-depth research and preparations of over two years prior to conducting the first IIMTC in 2014, helped the organizers in contacting the right government departments, as well as in identifying the proper channels and actual stake holders in to be invited in this event.

The first edition of the IIMTC, held in the Indian capital of New Delhi on December 13th and 14th 2014, was attended by over 150 delegates from around 20 countries like Nigeria, Thailand, Singapore, Malaysia, USA, UK, Brazil, Afghanistan, Turkey, South Africa, etc. The conference was addressed by Dr Lalit K Panwar, Secretary, Ministry of Tourism (MoT), Government of India, who emphasized about the unique position of tourism in India with the new government at the helm. The second edition of IIMTC went underway on 20th and 21st November 2015 at New Delhi, consolidating its position as a converging point for the stakeholders, policy makers and several government as well as non government organizations to strategize and network various facets of the medical tourism industry, taking it to an altogether new level.

Dr. V.K. Singh, the Hon’ble Minister of External Affairs, Government of India was the Chief Guest of IIMTC 2015. Other prominent delegates at the ceremony included Dr. Kassim Issak Osman, Hon’ble Minister of Health, Republic of Djibouti, and the Health Minister, secretary and advisors from the Government of Swaziland, besides a large number of delegates and speakers from USA, Russia and CIS, Germany, Malaysia, Singapore, Middle East, SAARC and several African countries. IIMTC 2016 also conducted a hosted buyers program, with participants from 50 countries, providing them with an opportunity to meet, connect and collaborate with industry buyers and do business with suppliers from around the world. With a long drawn experience of conducting two successful editions, we now present the 3rd edition of IIMTC on 3rd and 4th September 2016 at Hyderabad (India).

IIMTC 2016 shall provide you a platform to get updated about the latest facilities, facts and figures of the medical tourism industry, besides giving you an opportunity to get connected to over 100 hosted buyers and hundreds of top medical service providers from across the globe, thus strengthening your business prospects in this upcoming field of global healthcare.

Come and register now for the IIMTC 2016, to be a part of the most sought after event associated with one of the most rapidly growing industry of the 21st century.
More Than 1000 Delegates And Over 150 Buyers From Around The World

Hundreds Of Hospitals, Insurance Companies And Leading Medical Tourism Associations Industry Leaders

Business To Business (B2B) Networking Meetings

An Opportunity To Learn About Consumers Their Cultures, Customs And Expectations

A Platform To Develop A Network That Includes Top Industry Players, Experts, Government Officials And Policy Makers

Intense Sessions That Cover Topics Ranging From Medical Tourism, Wellness And Spa

2nd International Excellence Award Of The Year

V.I.P Hosted Buyers Program & Networking

Healthcare Showcasing in front of International V.I.P Buyers
The IIMTC 2016 will be a forum to discuss key issues in medical travel to debate to Challenge existing thinking, to get medical tourism on the right track and to move the industry forward. The congress will be the place where leading representatives of the medical tourism sector will come together.

- Updates on medical tourism of INDIA- Challenges and Way forward
- Impact of medical tourism board on India medical tourism
- India’s worth in the field of Health care industry.
- Alternative therapies in India and showcasing it as an answer to the social, mental and physical problems persisting in the world society.
- Health insurance policies where Medical Tourism can be a solution to the increasing load on the organizations profitability.
- Can Medical service outsourcing become India’s next huge service industry like IT.
- Legal policies and framework, Present and Future Needs.
- Medico legal aspects of medical Tourism- Things to keep in mind while serving an International Patient.
- Emerging trends in Medical Tourism Worldwide.
- New Kids on the block-Medical Tourism
- Ethical aspect of medical tourism..
- Leveraging the modern tools in medical tourism.
- Dental Tourism-worldwide.
- Solid organ transplant- India emerging as winner.
Although, Every Person Concerned With Health Care Should Attend This Event, But Professionals from the Following Sectors Will Surely Gain a Lot from This Mega Event.

- Hospitals and Healthcare Organizations
- Owners and Operators of Hospitals and Clinics
- Destination Promoters in Healthcare
- Quality Delivery Providers in Healthcare
- Ambassadors and Diplomats
- Officials from Various Government Departments
- Medical Tourism Associations
- Medical Tourism Clusters
- Tourism and Travel Organizations
- Healthcare Accreditation and Certification Agencies
- Consultants in International Healthcare
- Healthcare Marketing
- Health and Medical Tourism Businesses
This conference will provide an opportunity to attract medical tourists to India from all over the world.

The International India Medical Tourism Congress will address some of the most important medical tourism issues including international health and the law. Issues such as dealing with international medical care, Visa, jurisdiction, complications, insurance coverage and several other legal issues will be discussed.

Our aim is to develop a network with global players in the medical industry along with top international hospitals, medical tourism facilitators, international insurance companies and government officials.

The conference will offer an opportunity to interact with leaders in the medical tourism industry, as well as form both local and global partnerships.

A platform to exhibit and view the latest advancements and innovations in healthcare facilities and services.

An opportunity to learn more about consumers, their cultures, customs and expectations.

It will provide an opportunity to explore and possibly benchmark the quality of services provided to patients.

WHY
SHOULD ONCE ATTEND

IIMTC provides a global platform for hospital groups, medical travel organisations and health services companies to increase their international presence and patient network, and gain market share in this growing industry. This is the only medical tourism and global healthcare conference of its kind in India.
Benefits for Attending

Every participant of IIMTC is bound to benefit in his/her specific field in the tremendously growing medical tourism industry, as this unprecedented conference is a platform for hospital groups, medical travel organizations, health services companies and Government agencies. Besides remaining updated with the latest happenings in the medical tourism industry, some specific benefits to participants are as follows.

Benefits for Healthcare & Wellness Providers

- Chance of learning successful cutting edge case studies from other renowned healthcare providers
- Learn “healthcare practices” in sustainable medical tourism
- Discover how to tap into booming medical markets
- Learn how to make exponential growth in acquiring patients from existing markets
- Uncover conversion rate, convert more patient inquiries into customers
- Build nexus between Medical Directors and CEO from prominent hospitals
- Find the right partner and investors for building new hospitals
- Serendipity to meet Health Authorities involved in purchasing medical equipment and technology
- Bond with hospitals from around the world looking for innovative technologies such as telemedicine, e-medicine and other techniques to treat patients remotely
- Acquire knowledge from decision makers to anticipate future needs of healthcare providers and offer solutions.

Benefits for Wellness & Hospitality Industry

- Build links with employers, international benefits managers/insurers, TPA’s, agents and brokers who are key players in shaping corporate wellness programs and are a great source of patient referrals
- Learn to brand your business like international spa and/or wellness center, which is a top wellness tourism destination, but is affected by increase in competition worldwide
- Develop business relationships with healthcare providers, travel agents and medical tourism facilitators who are vital source of patient referrals
- Acquire knowledge about hotels, spas, resorts and wellness provider strategies
Benefits for Medical Tourism Facilitators

- Adopt strategies to significantly improve your customers' experience
- Grasp best industry practices regarding the continuum of care
- Master sales funnel techniques
- Learn to maximize your revenue
- Create partnerships with employers, hospitals, and other buyers
- Understand criteria to use when choosing which hospitals to work with
- Identify the challenges related to liability insurance
- Learn about compliance with privacy laws

Benefits for Travel Agents

- In-depth understanding of the Indian medical tourism industry
- Learn how to build your business model from industry experts
- Understand the needs and expectations of medical travelers
- Find out about Medical and Wellness Tourism business and revenue opportunities
- Managing Quality and liability issues
- Partnerships options with medical providers, hotels, spas, and wellness centers

Benefits for Insurance Providers

- Acquire skills/best practices from multinational companies and insurers
- Network and collaborate with peers on strategies to reach out to emerging markets with limited budget and time
- Receive a complimentary membership to the Global Benefits Association
- Get free access to a member portal and collaboration tool to share policies and reports on the industry
- Chance of getting in touch with all your future consolidates from medical tourism facilitators to hospitals and doctors worldwide!

Benefits for Government Organizations

- Discover how medical tourism can boost healthcare for people
- Seek healthcare investment and development in the country by alliance with investors
- Learn how to plan development of a Healthcare City or Medical Tourism Zone
- Get insights about cutting edge research and statistics on medical tourism
- Learn to manage and develop rich healthcare clusters
This conference will be forum to attract all stakeholders of medical tourism from around the world to India. The event aims at developing a grand network of global players in the Medical Tourism Industry including top national and international hospitals, medical tourism facilitators, international insurance companies and government officials. IIMTC is the first and only medical tourism and global healthcare conference of its kind in India, serving as a platform to encourage dialogue between local and international healthcare professionals as well as Government authorities and all those associated in any way with the ever growing health care business.
CHOOSE YOUR BUYERS

IIMTC 2016 will see a large gathering of participants from across the globe having interest and related to the health care industry. You can benefit by choosing buyers from your area of interest, including:

- Healthcare Investors
- Heads of Medical Insurance and TPA Companies
- CEOs From Leading Hospitals Medical Tourism Boards And Tour & Travels Companies Who Regularly Advise And Send Patients Abroad For Treatment
- International Healthcare and Medical Tourism Consulting Firms
- President And Members Of Medical & Tourism Associations As Well As Chambers Of Commerce
- Heads of Government and Private Hospital
- Government Officials From Ministry Of Health Who Approve Cases For Treatment Abroad
- International Medical Trade Journalists and related media
EXCELLENCE AWARD

2ND INTERNATIONAL EXCELLENCE AWARD OF THE YEAR IN MEDICAL TOURISM

The IIMTC Awards celebrate the very best in innovation, improvement and excellence in the Wellness tourism and health tourism industry. Now in their Second year, the IIMTC Awards are well established and will be held on the evening of September 4th at the historic city of Hyderabad (India).

A panel of independent experts in medical tourism sector will judge all the entries after studying and voting independently for those they believe have the highest merit in a given category. Based on rigorous assessment by panel of these judges, the winners and finalists of the Awards will receive independent recognition that they are amongst the global leaders in medical tourism.

The IIMTC Medical Travel Awards 2016 are open to healthcare providers, agencies and other organizations and individuals involved in medical tourism and Wellness tourism industry worldwide.

International hospital of the year
International specialist patient center of the year (E.g. orthopedic, heart, spine, liver)
International dental clinic of the year
International cosmetic surgery clinic of the year
International fertility clinic of the year
International cancer center of the year
International stem cell treatment center of the year
International hair clinic of the year
Medical travel agency of the year
International Healthcare Journalist of the year

Marketing
Best medical travel web site
Best marketing initiative

Quality and service
Best quality initiative
Excellence in customer service

Technology
Best use of technology in medical tourism

Destination of the year
Health and Wellness tourism: Destination of the year
SPONSORSHIP OPPORTUNITIES

Get The Chance to present and promote your products and services while sharing ideas and concerns.

Learn About Latest developments in medical tourism and globalized healthcare services.

Reach Hundreds of buyers and prospective clients in relatively less time and with minimal effort.

Market Your Services with focused advertising to a targeted audience.

Meet Top Professionals, experts, key decision-makers, market leaders and associations in the medical tourism and healthcare business community.

Sign Business Cooperation agreements with international players in the medical tourism industry.

Establish Global Business contacts and appoint new dealers.

Maximize Promotion of your medical services business.

Get An Opportunity to understand the specific needs and expectations of the consumer market.

Build Public Awareness through brochures and catalogues about your products and services.

Opportunity to test market new services.

Enhance Your Brand image among potential clients.

Generate Sales leads and increase client base and revenues.

Get To Know your competitors better.

Maintain Or Renew personal contact with existing or former clients.

Get A Platform to unveil future strategies.

Achieve Their Business to Business (B2B) and Business to Consumer (B2C) objectives.
The exhibition area is called Branded Business Counter (BBC) where 100 counters will be created for discussions and meetings. This will give all participating corporate an opportunity to engage guests in business discussion rather than just going pass the desk. So in this manner there is an ROI for the clients who are paying money to buy the desk.

Includes:

**Option -1**

Price 1,00,000/-

1- One (1) booth 3x2 sq. M exhibition shell space, and 3x2 Sq m Networking Lounge in Between Two stall.
2- Preferred booth placement and accommodation on first come first serve basis.
3- Endorsement as Exhibitor in printed literature and event website.
4- Includes Breakfast, Networking Lunch & Gala Cocktail Reception.
5- 2 invitations for the Conference.
6- Nomination in Award.
The Platinum sponsor will receive priority positioning on all promotional activity related to the Congress. This includes promotion in the newsletter and website plus listing on the websites and in other relevant media.

BEFORE CONGRESS
As our exclusive Platinum sponsor your branding will receive priority positioning and recognition in all promotional activity related to the Congress.

• Priority positioning of your brand and logo listing on any printed/online materials
• Priority positioning of your brand and logo on the web advertising
• Priority positioning of your brand and logo on the website
• Brand and logo in Summit emails to our database
• Brand and logo included in newsletters as a sponsor
• Editorial exposure in all relevant IIMTC Print Media and press releases

AT CONGRESS
As our Platinum sponsor your branding will be given the priority position on all display materials during the event to include:

• Priority positioning of your logo on the Event stage set
• Opportunity to deliver a speaking presentation on a topic agreed with the content director
• Four complimentary delegate registrations
• Special mention during the scripted comments from the Chair
• Promotional exhibition booth: 5m x 4m
• Logo predominant on the cover of the delegate handbook
• Company profile and profile of your nominated speaker in the delegate handbook
• Full 1x page advertisement in the Souvenir
• Mentions on social media during the event through Twitter feed

AWARDS
• On screen branding and recognition during the reception and the Awards ceremony
• Your name on the commemorative Award plaque
• An invitation to present the Award to the category winner on stage
• A photograph of your Award presentation
• Brand and logo on any printed/online Awards materials
• Brand and logo on the Awards web advertising
• Brand and logo in Awards emails and direct marketing material
• Named in any relevant IIMTC editorial copy about the Awards, and in press releases & Media
• Brand and logo in an email announcing the winners
GOLD | 10,00000

SPONSORSHIP

BEFORE CONGRESS
Sponsors will receive branding and recognition in all promotional activity related to the Summit. This includes promotion in the newsletter and website plus listing on website and in other relevant media.
• Brand and logo listing on any printed/online materials
• Brand and logo on the Summit web advertising when available
• Brand and logo highlighted on the website
• Brand and logo in Summit emails to our Database
• Company name mentioned in EMailer as a sponsor

AT CONGRESS
As a Gold sponsor your branding will be included in printed material and display graphics including:
• Brand clearly visible on Summit signs and display graphics
• Opportunity to deliver a speaking presentation on a topic agreed with the content director
• Two complimentary delegate registrations
• Brand and logo on the website
• Company profile included in the delegate handbook given to all delegates
• Half page advertisement about your company in the Souvenir
• Profile of your company and nominated speaker in the delegate handbook
• Promotional exhibition booth: 4m x 4m

SILVER | 5,00000

SPONSORSHIP

The Silver sponsorship package includes the following elements:

BEFORE CONGRESS
Sponsors will receive branding and recognition in all promotional activity related to the Summit. This includes promotion in the IIMTC newsletter and website plus listing on website and in other relevant media.
• Brand and logo listing on any printed/online Summit materials
• Brand and logo on the Summit web advertising when available
• Brand and logo highlighted on the website
• Brand and logo in Summit emails to our database
• Company name mentioned in newsletters as a sponsor
• Named in Media and in press releases

AT CONGRESS
As a sponsor your branding will be included in printed material and display graphics including:
• Brand clearly visible on Summit signs and display graphics
• Two complimentary delegate registrations
• Company profile included in the delegate handbook given to all delegates
• Half page advertisement about your company in the Souvenir
• Promotional exhibition booth: 3m x 4m
The congress will include sector specific streams that are relevant to sponsors who see themselves as leaders in their respective field. This package offers the opportunity to sponsor a session and deliver a speaking presentation, and to sponsor a related IIMTC Award. The sponsor’s branding and logo will be included in all relevant marketing of the session.

A high profile branding opportunity for your company logo to appear on all delegates, exhibitor, speaker and press pass badges which will be viewed by everyone attending the congress over the course of the event.

A high profile branding opportunity for your company logo to appear on all delegates bags which will be given to everyone attending the congress over the course of the event.
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<th>Price</th>
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<tr>
<td>Exclusive Sponsorship for the Exhibitor Registration Desk</td>
<td>1,00,000</td>
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<td>Backdrop/Standees Around the Registration Desk</td>
<td>1,00,000</td>
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<td>1,000 Writing Pens</td>
<td>1,00,000</td>
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<td>Sponsor’s Logo &amp; Website Link on Official Website</td>
<td>25,000</td>
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<td>Official Conference Wi-Fi Facility Partner</td>
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<td>Networking Lunch Sponsorship</td>
<td>5,00,000</td>
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<td>Hotel Key Card Sponsorship</td>
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<td>Award Gala Dinner Sponsor</td>
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<td>Sponsor of Cocktail Reception Entertainment</td>
<td>10,00,000</td>
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<td>Sessions Sponsorship (Exclusive)</td>
<td>5,00,000</td>
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<td>Discussion Topics Sponsorship</td>
<td>3,00,000</td>
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<td>Speakers Slot (For 10 minutes)</td>
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<td>International Keynote Speaker of IIIMTC Sponsors</td>
<td>3,00,000</td>
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<td>Sponsor of Networking Platform</td>
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<td>Gala Dinner</td>
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<td>Coffee Break</td>
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India has been the home of “Ayurveda” – the system of traditional medicine – for the past 5000 years, besides being the birth place of Yoga. Since ancient times, India has been a well known destination for conclave of Physicians and Surgeons.

In these modern times too, India holds a prominent position as an International Healthcare destination, being frequented by an increasing number of patients from across the globe. India offers World Class Medical Facilities with state of the art Hospitals, high end medical equipment, the best qualified doctors, as well as emergence of professional medical facilitators like tour and travel operators and other service providers.

India has emerged as an international medical travel destination for patients seeking world class treatment by well qualified doctors, that too at competitive rates.