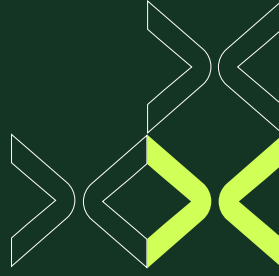


WHX WORLD
HEALTH
EXPO

Dubai · 9-12 February

Formerly Arab Health

Dubai Exhibition Centre, Expo City, Dubai



Justification Toolkit

Let us help you convince your boss



DUBAI EXHIBITION CENTRE

Why attend World Health Expo in Dubai in 2026

WHX WORLD
HEALTH
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World Health Expo in Dubai is where the global healthcare community comes together to connect, collaborate, and grow. For 2026, the event brings:



235,000+

professional visits



180+

countries represented



4,300+

exhibitors

- New visionary stages and curated learning experiences across digital health, AI, innovation, investment, clinical excellence, ESG, diagnostics, and more
- Global product launches, demos, and solution showcases
- Premium networking, supported by the WHX Events App
- CME-accredited conferences and technical programmes
- Actionable, business-critical insights for strategy and planning

This event offers unmatched ROI by enabling attendees to:

- Evaluate technologies and solutions firsthand
- Benchmark against international best practices
- Build global partnerships
- Bring back actionable insights to their organisation



How this toolkit helps you

This kit provides everything you need to make a strong business case for attending World Health Expo in Dubai 2026.

It includes:



Justification letter template – ready for you to copy and personalise



Ticket options overview – understand available pass types and benefits



Cost breakdown template – estimate the total investment

Use these materials to prepare a clear and professional request for internal approval.

Justification letter template

Customise the following justification letter template to meet your needs and make it easier to organise a request for approval from your employer to attend World Health Expo in Dubai 2026.

For any further assistance, feel free to contact us at marketing.whxdubai@informa.com





Dear

I am writing to request your approval to attend World Health Expo in Dubai 2026, taking place from 9-12 February 2026 at the Dubai Exhibition Centre, Expo City Dubai. This major global gathering welcomes 235,000+ healthcare professional visits and features 4,300+ exhibitors from across the entire healthcare and life sciences ecosystem.

Alongside the exhibition, I would also like to attend sessions and conferences that directly support the work we are doing, including:

Presentation 1:

Presentation 2:

Many of the exhibitors on the show floor can also support our upcoming projects, such as:

If I attend, I can meet face-to-face with the following companies to evaluate solutions, explore product demonstrations, compare innovations, and gather insights for our team:

I am seeking approval for the registration fee and travel-related expenses. The total cost will be approximately AED Below is a full breakdown of the projected costs:

- > Ticket price:
- > Airfare:
- > Transportation:
- > Accommodation:
- > Meals:

I've done considerable research, and World Health Expo in Dubai stands out as the largest and most influential healthcare event in the world – unmatched in scale, innovation, and global reach. It brings together the people, companies, and ideas transforming care today.

Thank you in advance for your consideration. I am confident you will agree this is a worthwhile investment and a great opportunity to gain advanced research insights, discover emerging technologies, and explore strategic innovations – all while building valuable new connections for our organisation.

Regards,



World Health Expo in Dubai 2026

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Ticket options



Standard Ticket

What's included:

- ✓ Access the exhibition halls
- ✓ Access WHX Insights for expert guidance

Standard Ticket App features:

- Access to the Exhibitor list and Featured Exhibitor list
- Visitor-to-Exhibitor (pre, during & post-show) networking
- View and bookmark products
- Visitor-to-Exhibitor lead capture
- Visitor-to-Visitor lead capture



Advantage Ticket

What's included (in addition to Standard):

- ✓ Access to Future X Stage (Show floor): Leadership Talks, Xcelerate Startup Competition, Live Showcases & Demos
- ✓ Access to Frontiers Stage (Show floor): e.g., Biotech & Life Sciences, Women's Health 360, Oncology, Wellness & Longevity
- ✓ Exclusive Industry Report
- ✓ One-hour early access (all days)
- ✓ Access to WHX Labs at Dubai World Trade Centre

Advantage Ticket App features:

- View and bookmark content agenda for Future X Stage & Frontiers Stage
- Visitor-to-Speaker (pre, during & post show) networking
- Visitor-to-Visitor networking (pre, during & post show)



Platinum Ticket

What's included (in addition to Advantage):

- ✓ Access to Visionary Stage (NEW) (C3): topics like AI & Digital Health, Healthcare Investment, Healthcare Leadership, EmpowHER - Women in Healthcare, Healthcare ESG
- ✓ CME-accredited Conferences: Total Radiology; Public Health; Quality Management & Patient Safety; Clinical Excellence & Surgical Innovation (General Surgery, Obstetrics & Gynaecology, Urology)
- ✓ Masterclasses: Leading with precision - Surgical leadership in action; Healthcare Sustainability
- ✓ F&B included (only in dedicated conference areas)

Platinum Ticket App features:

- View and bookmark full content agenda
- Visitor-to-Speaker (pre, during & post show) networking

