

Justification Toolkit

Guide contains decision making tools,
justification letter template, GHE pass
options explained and more.

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Global Health Exhibition 2026

Your business case starts here.

Global Health Exhibition connects the global healthcare ecosystem with Saudi Arabia's evolving health sector.

Across four days, policymakers, healthcare professionals, investors, innovators and industry leaders come together to exchange knowledge, explore practical solutions and build partnerships that strengthen healthcare systems.

40+

Government
Entities

500+

Speakers

2,200+

Brands

15

Country
Pavilions

200+

Global Investors
& VCs

120+

Hours of
CME content

129,000

Sqm Gross
Space

\$35.5B

Deals
Signed



1. The Value of Attending

What four days could mean for your organisation

Attending GHE gives you direct access to the people, knowledge and solutions influencing healthcare across Saudi Arabia and global markets.

Evaluate solutions in person

Compare suppliers, see solutions in practice and assess how they could support current or planned projects.

Connect with decision- makers

Meet policymakers, hospital leaders, clinicians, investors, distributors and solution providers.

Understand the saudi healthcare market

Gain insight into healthcare transformation, investment priorities and demand across high-growth sectors.

Apply new knowledge

Hear how leaders are addressing practical challenges across policy, clinical care, investment and technology.

Support better business decisions

Gather supplier information, compare solutions and bring relevant evidence back to colleagues.

Build connections beyond the event

Start conversations with potential suppliers, partners and investors that can develop beyond the event.

Healthcare
Sectors

Orthopaedics & Rehabilitation · Dental · Life Sciences · Medical Devices · Healthcare & General Services · Imaging & Radiology · Laboratory · Disposables · Start-ups · Digital Health · Government

2. Define Your Objectives

Plan for a measurable return

A strong request for approval explains what attending will help you achieve and how your organisation will benefit.

1.

Which business priorities will attending support?

Hear how leaders are addressing practical challenges across policy, clinical care, investment and technology.

2.

Which solutions do you need to evaluate?

Products, services or technologies you want to explore.

3.

Who do you need to meet?

Relevant exhibitors, suppliers, partners, speakers, policymakers or investors.

4.

What knowledge will support your role?

Healthcare topics, market developments or professional learning relevant to your work.

5.

What will you bring back?

Contacts, supplier comparisons, market insight and practical takeaways for your team.

3. Plan Your Experience

Choose the access that supports your goals

Conference Forums

Leaders Summit

Hear how leaders are addressing practical challenges across policy, clinical care, investment and technology.

MedX Forum

Clinical practice, medical excellence and patient care.

Digital Health Forum

AI, data and digital infrastructure in care delivery.

Capital Xchange Forum

Investment, funding and strategic partnerships.

Pass Options

General Pass

Explore the future of healthcare. Discover the latest innovations, attend CME accredited sessions and connect with professionals from across the global healthcare ecosystem.

SAR 198-Free until October 25

Business Pass

Everything in General, plus early access to the event app, AI-powered meeting scheduling, Business Lounge access, dedicated parking and concierge services that help you plan ahead, schedule meetings before you arrive and maximise your time on-site.

SAR 3,376

VIP Pass

Everything in Business, plus exclusive Power Breakfast sessions, premium lounge access, Opening Ceremony access and dedicated VIP services designed to help you build relationships in more exclusive settings.

SAR 7,502

[Click Here to Compare Passes](#) 

4. Make Your Case

Justification letter template – Request Approval

Subject: Request for approval to attend Global Health Exhibition 2026

Dear _____,

I am requesting approval to attend Global Health Exhibition 2026 from 26–29 October 2026 at Riyadh Exhibition and Convention Center, Malham. The event connects healthcare professionals, policymakers, investors and industry leaders with 2,200+ exhibiting brands and 500+ speakers.

Attending would help the business by:

- Evaluating relevant technologies, services and suppliers
- Meeting organisations and decision-makers connected to our priorities
- Understanding developments across healthcare and the Saudi market
- Bringing useful contacts, comparisons and insight back to the team

The organisational priorities I plan to support are: _____

The solutions, organisations or sessions I plan to explore are: _____

I will share the most relevant findings through: _____

I am requesting approval for the registration fee and relevant travel costs. My estimated total cost is SAR _____.

Attending GHE would give us direct access to relevant expertise, potential partners and practical solutions that support our objectives.

Thank you for considering my request.
Kind regards



5. Create Your Personalised Journey

Build a personalised plan around your role and priorities

With 2,200+ exhibiting brands, 500+ speakers and 180+ sessions across four days, there is a lot to navigate.

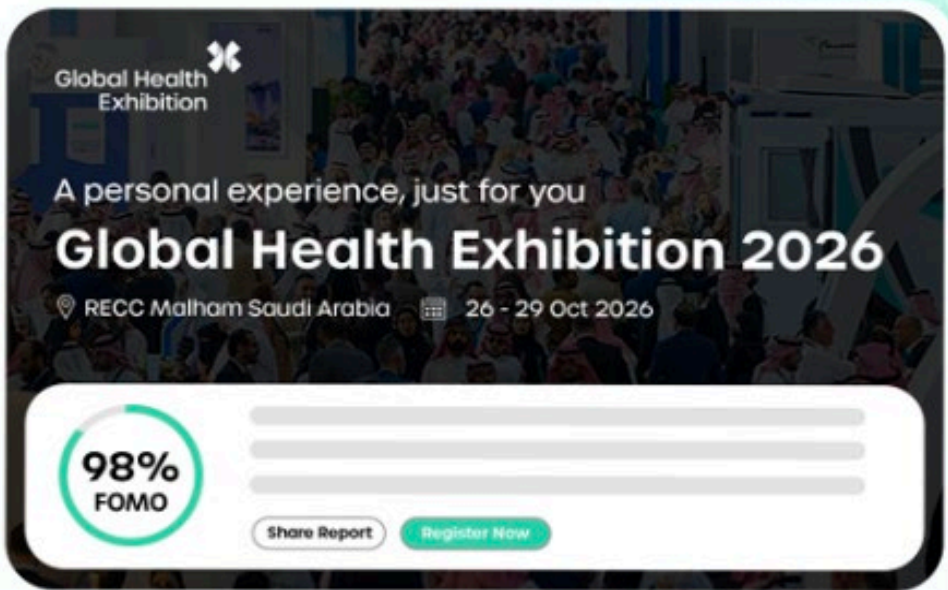
Tell us about your role, organisation and goals, and we will create a personalised report highlighting what matters most to you.

Your personalised report includes:

- Exhibitors matched to your priorities
- Sessions aligned with your goals
- Speakers relevant to your role
- Personalised reasons to attend

Use these recommendations to plan your time and build a stronger business case for attending Global Health Exhibition 2026.

Get my Personalised Report



Highlights

Sessions

Exhibitors

Your Top 4 Event Highlights

Highlight 1

6. More Than a Ticket. An Investment in YOU.

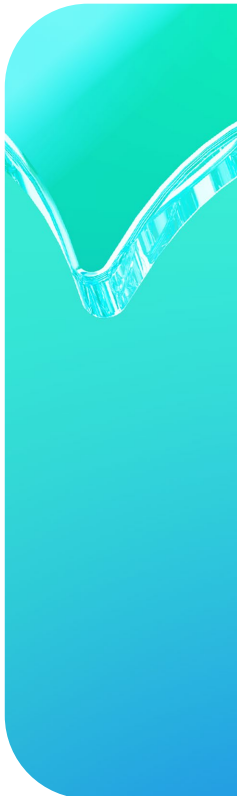
One ticket. Four days of access, knowledge and professional development

SAR 198
might cover:

- One meal out
- A few takeaway coffees
- Two cinema tickets
- A tank of fuel

At Global Health Exhibition 2026, the same investment gives you:

- Four days of exhibition access
- 2,200+ exhibiting brands to explore
- Insights from 500+ global speakers
- 180+ expert-led sessions
- Access to 100+ CME hours
- Connections across the global healthcare ecosystem





Turn access into action

Connect with the people shaping healthcare, evaluate relevant solutions and bring practical value back to your organisation.

GHE Customer Support

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Sunday–Thursday, 9.00–17.00 KSA time



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