



International Medical Expo  
المعرض الطبي التخصصي الدولي

# Medica Scope Event Program

# 2026

 Syria - Damascus - Exhibition City

# Events Program for Media Scope International Medical Exhibition 2026

A Confluence of Innovation and Partnership in the Healthcare Sector

## "Why is Media Scope 2026 Different?"



Focuses on building sustainable partnerships, not just displaying products.



Offers tailored solutions for each category (students, startups, international companies, investors).



The first medical exhibition in Syria to combine in-person, virtual, and interactive elements.



# Scientific Conference

**Certification:**  
Granting Continuing Medical Education (CME) credits to participants.

**Main Themes:**  
Medical Technology, Hospital Management, Digital Health, Pharmaceutical Policies, etc.

**Content:**  
Dialogue and scientific sessions featuring international and local experts.

•80% of luminal carotid stenosis  
12% of pts undergoing to CABG

# Value Proposition for Sponsors & Partners

Customized Sponsorship Packages tailored to the company's sector or for startups.

Sponsorship Tiers Table with benefits for each level.

# Specialized Applied Workshops

**Digital Transformation in Laboratories & Pharmacies: Practical applications.**

**Quality Management & Patient Safety: A practical workshop with case studies.**

**Advanced Surgical Techniques (Virtual / In-person workshops).**

**Finance & Management in the Healthcare Sector: A workshop for sector leaders.**

# Virtual Simulation Platform for Remote Companies

**Recording of Demos:** Available for later viewing on the electronic platform.

**Interactive Experience:** Local visitors can interact with company representatives via interactive screens and Real-Time Q&A.

**Interactive Simulation Rooms:** Allow international companies to present their products through live, real-time demonstrations.

# Interactive & Technological Aspects

**Product Display:** Detailed view of equipment and introduction to their technologies via VR.

**Virtual Reality (VR) Platform:** Explanation of how to use it, duration, and required device types.

**3D Experience:** Visitors can tour virtual pavilions via a dedicated app.

**Interaction:** Ability to save data and request quotes directly.



# Specialized Professional Tours

**Specialized Divisions: Reading sessions with management: An opportunity to exchange expertise and discuss direct cooperation opportunities.**

**Separate tours for radiology specialists, medical engineers, health management professionals, etc.**

**Tours for international delegations to leading hospitals and medical centers in Damascus.**



# Specialized Scientific Sponsorships

**Dialogue Session Sponsor:** Sponsorship of a session on a specific theme (e.g., Digitization, Sustainability).

**Technology Workshop Sponsor:** Sponsorship of a specific workshop with media spotlight.

**Conference Sponsor:** A leading company whose name is associated with the conference.

**Conference Bag Sponsor:** Distributing the sponsor's promotional materials with the bag.

## Controversy

Exists regarding the benefit of prophylactic CEA in pts with Asymptomatic carotid stenosis in reducing the risk of stroke in pts undergoing CABG

# Specialized International Programs

**International Experience Exchange Program: Between Syrian hospitals and hospitals from friendly countries.**

**"Global Experts via Screen" Sessions: Featuring doctors and researchers from prestigious international universities.**

# Student & Recent Graduates Support Program

**Virtual Job Fair:** For students unable to attend in person.

**Medical Hackathon:** A programming and design competition to solve real medical problems.

**Student Zone:** A mini-exhibition for innovative student projects.

**Best Medical Research/Project Competition:** With financial and in-kind prizes!

**Career Mentoring Sessions:** With experts and representatives from leading companies.

**Scholarships or Training Opportunities:** Offered by sponsors for outstanding students.

**Free Workshops:** For developing technical and communication skills.

# Community Awareness & Education Programs

**Open Sessions for the Public: On topics such as healthy nutrition, prevention of chronic diseases.**

**Health Awareness Corner: Free check-ups (blood pressure, sugar) and distribution of awareness materials.**

# Recruitment & Professional Training Program

**Electronic CVs: A database of talented individuals shared with sponsoring companies.**

**Training Programs Display: Opportunities for internal and external training.**

**Direct Recruitment Corner: Speed interviews with major hospitals and companies.**



# Smart Networking Platform

A dedicated exhibition app that enables:

Private chat rooms for each medical sector.

A smart recommendation system matching company needs with available offers.

Scheduling pre-arranged meetings between visitors and exhibitors.

Login credentials will be sent to registrants one week before the event to enable them to schedule their meetings in advance and maximize benefit.



# Brainstorming & Speed Networking Sessions

Organized one-hour sessions where company representatives meet with 10-15 potential entities in short meetings (5 minutes each).



# Startup & Innovation Zone

Prizes such as a free sponsorship package for the next exhibition or legal and marketing consultations.

A Pitch Competition with a judging panel of investors and experts.

A dedicated space for startups in the healthcare field.

# Sustainability & Social Responsibility Pavilion

Sessions on integrative medicine and sustainability in medical waste management.

Displaying environmentally friendly medical solutions.



# Post-Event Engagement

**Analytical Reports:** Provided to sponsors and partners (e.g., visitor traffic analysis, campaign evaluation).

**Sustainable B2B Platform:** Allowing communication between companies for a full year.

**Comprehensive Report (PDF/Online):** Summarizing exhibition outcomes and key partnerships.

**Online Platform:** Remaining active for 6 months after the exhibition ends to display products and receive inquiries.

**Continuous Communication Channel:** Through periodic newsletters highlighting ongoing opportunities.

**Satisfaction Survey:** And announcing results to improve the next exhibition.



# Media Dimension & Documentation

**After Movie (Video Report):** Summarizing the exhibition atmosphere and distributed to all participants and supporting entities.

**A field media team** to conduct quick interviews with visitors and participants and publish them on social media.

**Live Streaming** of key sessions via LinkedIn and YouTube.

**Making scientific content** available after the exhibition via an educational platform.

**Competition:** For the best media report about the exhibition.




**Media Partnerships:** With specialized Arabic and international medical channels.

**medica.**  
**Scope**  
International Medical Expo






Be part of writing the  
history of medicine.

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