



Health Tourism Future Forum 2026

Shaping the Future of Globalhealth & Wellness Tourism

17- 18 June 2026

Fairmont Riyadh

2nd
Edition



Vision 2030: Reshaping the Future of Health Tourism

The Kingdom of Saudi Arabia is undergoing a comprehensive national transformation that has redefined both the healthcare and tourism sectors within an integrated ecosystem led by Vision 2030, grounded in quality, innovation, and sustainability.

At the heart of this transformation, health tourism has emerged as one of the most promising strategic pathways, supported by advanced healthcare infrastructure, targeted investments in specialized hospitals, cutting-edge medical technologies, and comprehensive wellness and preventive care ecosystems.

This institutional empowerment has positioned the Kingdom as a regional and global platform capable of attracting international partnerships, drawing investment, and building an advanced health tourism model that connects specialized care, quality of life, and economic development.





The Kingdom: A Global Platform for Shaping the Future of Health and Wellness



Saudi Arabia is no longer merely a medical destination; it has evolved into an integrated strategic platform that brings together advanced healthcare, sustainable wellness, and smart investment within one of the world's fastest growing sectors.

Driven by significant advancements in healthcare infrastructure, the expansion of internationally accredited specialized hospitals, and the integration of comprehensive wellness and preventive care ecosystems, the Kingdom is now positioned to lead a new era of health tourism grounded in quality, innovation, and sustainability.

This transformation further strengthens Saudi Arabia's position as a highly attractive environment for international partnerships, a regional hub for expansion, and a compelling investment opportunity for global stakeholders seeking a high growth market, supported by a clear vision, strong government enablement, and rapidly increasing demand.

HTF Health Tourism Future Forum 2026

returns in its second edition as the Kingdom's leading national platform for health and wellness tourism, building on the success of its inaugural forum and supporting Saudi Vision 2030

This edition reflects a shift toward sector enablement, with a strong focus on partnerships, investment, and global market access for Saudi Arabia's health tourism ecosystem.

The second edition of the forum features:



A specialized scientific program aligned with global trends and best practices.



Structured B2B business sessions connecting providers with international investors and buyers.



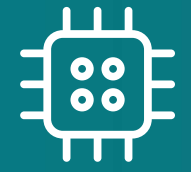
A dedicated exhibition showcasing national capabilities and emerging health destinations.



Strategic dialogue platforms shaping the future of the sector locally and regionally.

Through this edition, HTF 2026 reinforces the Kingdom's position as a regional leader and a global gateway for health and wellness tourism partnerships.





The Integrated Sector Framework Shaping the Health Tourism Industry

The Health Tourism Future Forum brings together leading entities that drive and influence the health tourism landscape locally and internationally ensuring high-value dialogue, genuine partnership opportunities, and decision-making based on cross-sector integration rather than siloed approaches.

Participating sectors include:

- Government entities responsible for health, tourism, and investment
- Tourism promotion authorities, embassies, and international offices
- Hospitals, clinics, and specialized medical centers
- Pharmaceutical companies and medical technology providers
- Health insurance companies and health risk management firms
- Health tourism operators and medical travel companies
- Digital platforms and health tourism applications

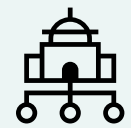
- Health technology and digital communications companies
- Airlines, transportation providers, and logistics services
- Hotels, wellness resorts, and therapeutic retreats
- Specialized sanatoriums and medical destinations
- Sports clubs and wellness centers
- Medical equipment and device companies
- Consulting firms, advisory services, and healthcare investment houses



Elite Attendees & Decision Makers

The forum is designed to attract a carefully curated audience of senior executives, decision-makers, and influential leaders shaping the future of health tourism ensuring a highly interactive environment with strong strategic value.

The audience includes:



Senior executives and investors in the healthcare sector.



Government health officials and policy-makers.



Presidents, CEOs, and directors of hospitals and healthcare systems.



Healthcare service providers and medical operations leaders.



Health tourism operators and medical travel companies.



Regional and global health insurance companies.



Multinational and global corporations.



Digital health solution and technology providers.



Sector specialists, experts, and academics.



Activities

**Foster B2B matchmaking
& high level networking**

Drive strategic
investment & partnership
development

**Showcase cutting-edge
innovations in medical,
preventive & wellness
tourism**

Host industry-leading
conference sessions &
expert panels

**Offer specialized training
& certification workshops**

Feature a world-class
exhibition showcasing
top healthcare providers
& destinations





Why Sponsor HTF 2026?

An Unparalleled Investment Opportunity

Measurable ROI

Direct access to qualified buyers and investors

Guaranteed and pre-scheduled B2B meetings

Expected High ROI

Strategic partnerships with leading public and private entities

Strategic Brand Exposure

Exclusive opportunities to speak and present insights as a thought leader

Extensive media coverage

Prime exhibition space in strategic locations

Detailed post-event reports to measure ROI



Why participate at HTF 2026?

Your Gateway to the Saudi and Gulf Market



Direct Access

Showcase your services and products to thousands of buyers and decision-makers.



Quality Partnerships

Build business relationships with government institutions, insurance companies, and investors.



Regional Expansion

Open new markets in the Gulf and Middle East through a trusted platform.



Media Exposure

Benefit from a massive marketing campaign that ensures prominent visibility for your brand.

The forum is proud of its strategic partnerships with leading global organizations, ensuring unique access to certified buyers, access to policymakers, and enhancing international cooperation. Our partners are a cornerstone of the forum's success and maximizing the ROI for sponsors and participants.



An Integrated Scientific Program: Education, Innovation, and Thought Leadership

The forum offers a rich scientific and practical program that includes:

International Conference

- Strategic sessions with global thought leaders
- Discussions on AI and digital transformation
- Review of best practices and successful global models

Training & Certification (HTA Academy)

- 24+ hours of Continuing Medical Education (CME) programs
- Interactive workshops and specialized professional certifications
- Training programs in destination management and patient experience



A Network of Global Partners to Maximize Value

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The World's
Leading
Travel Trade
Show®



Partnership Packages HTF 2026



Strategic Partner

(Exclusive Category – Limited Availability)

* 160,000 \$

1

Strategic Positioning (Pre-Forum)



- Principal Strategic Partner status across all branding, website & marketing.
- Strategic alignment with the Organizing Entity.
- Early access to Hosted Buyers & pre-scheduled B2B meetings.
- Co-creation of a high-level strategic session.

2

Leadership & Visibility (During Forum)



- Opening Ceremony Leadership Address.
- Strategic Partner Award & Recognition.
- 30-minute keynote & session chairing.
- 2 exclusive media interviews.
- Logo on main stage, website, emails, press conference & all materials.

3

Post-Forum Impact



- Strategic Partner in Official Report
- Professional media coverage
- Structured partnership follow-up

Market Access & Engagement

- 30 confirmed B2B meetings.
- VIP Lounge access + Private meeting room (8 hours).
- 25 sqm premium exhibition space.
- 10 Executive passes | 30 VIP passes.
- 15 Gala & Launch Dinner invitations.

Marketing & Promotion

- Email campaign to all delegates.
- Sponsor logo in confirmation emails.
- 6 paid social media ads.
- 2 full-page ads in event magazine.
- Brochure in delegate bags.

Platinum Partner

* 120,000 \$

A partnership category designed for organizations seeking strong market presence and high-value strategic partnerships, without entering the exclusive executive leadership tier.

The Platinum Partner Experience

- Participation as a key speaker in a panel discussion, including a corporate address (up to 20 minutes)
- One exclusive media interview at the official forum studio
- Prominent corporate brand visibility across the forum's digital platforms
- Premium exhibition booth (20 sqm) with customized design support
- Eight access passes for official representatives
- Ten accredited training seats (CME)
- Presentation of the HTF Excellence Award
- Official gala dinner table for eight guests
- Twenty pre-scheduled B2B meetings with qualified buyers
- Access to the VIP Lounge and priority access to workshops

Gold Partner

* 100,000 \$

A well-balanced option for organizations seeking focused business opportunities and clear institutional visibility.

The Gold Partner Experience

- One media interview (15–20 minutes)
- Corporate address within the main program (15 minutes)
- Logo visibility across the forum's digital platforms
- Premium standard exhibition booth (16 sqm)
- Six access passes for official representatives
- Four accredited training seats (CME)
- Presentation of the HTF Appreciation Award
- Official gala dinner table for six guests
- Fifteen pre-scheduled B2B meetings
- Access to networking and relationship-building sessions

Silver Partner

* 70,000 \$

A professional entry-level partnership for organizations seeking visibility, initial relationship building, and market exploration.

The Silver Partner Experience

- Logo visibility across the forum's digital platforms
- One promotional post across official social media channels
- Participation as a speaker in a panel discussion
- Standard exhibition booth (12 sqm)
- Four access passes for official representatives
- Two accredited training seats (CME)
- Full access to all conference sessions
- Ten pre-scheduled B2B meetings
- Participation in open networking sessions

Sponsorship Packages

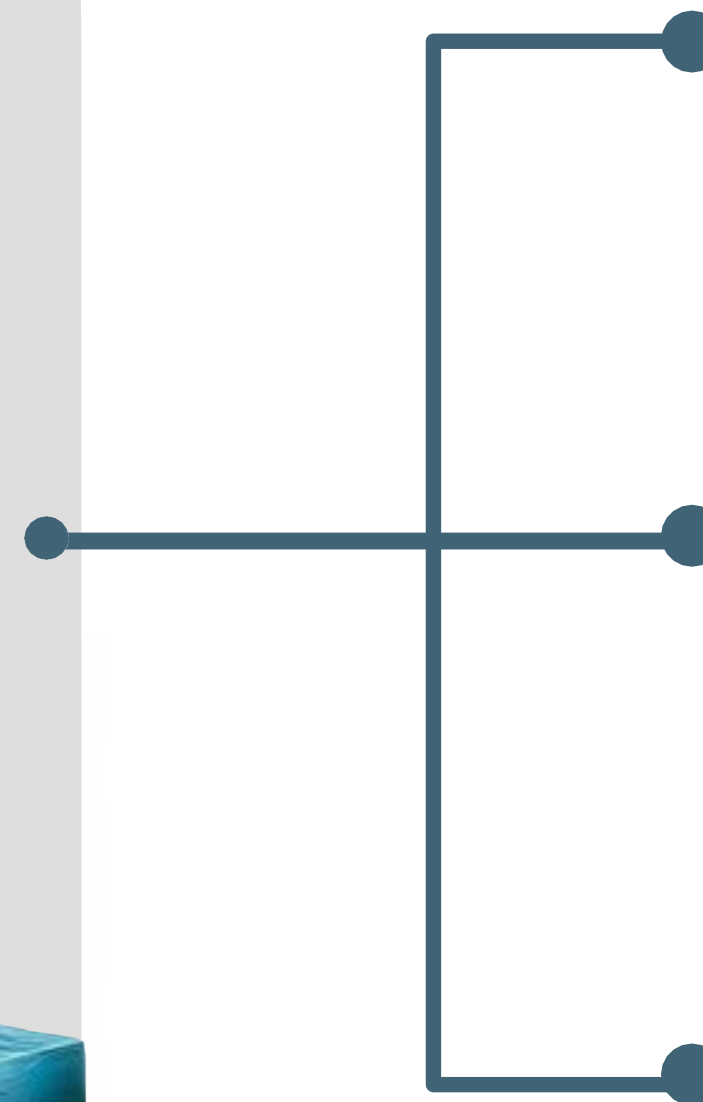
Partnerships Designed for Impact and Value Creation
A Partnership Journey Beyond Traditional Sponsorship

Feature (Sponsors Benefits)	Strategic	Platinum	Gold	Silver
Opening Address	5 min			
Speaking Note	30 min	20 min	15 min	
Staff Pass	10	8	6	4
Panel Participation	✓	✓	✓	✓
Studio Interviews	2	1	1	
Guaranteed B2B Meetings	30	20	15	10
Exhibition Space (sqm)	25	20	16	12
CME Seats	10	6	4	2
Gala Recognition	✓	✓	✓	
Post-Event Report	Full	Full	Full	Full
TOTAL COST	160,000 \$	120,000 \$	100,000 \$	70,000 \$

All prices in USD, exclusive of tax

Innovative and Tailor-Made Sponsorship Solutions for You

We believe that every partner has unique goals. Therefore, we offer customized sponsorship solutions that allow you to design your package to perfectly match your marketing objectives and budget. Contact our team to discuss your needs, and we will work with you to develop an exclusive package that ensures you get the maximum benefit.



Full flexibility



Early commitment incentives



Flexible payment terms

The Exhibition Platform

The exhibition features multiple booth categories, designed to provide each participant with the appropriate level of visibility and space aligned with their objectives and nature of participation.



Exhibition Booth Options

Standard Booth

5,500 \$

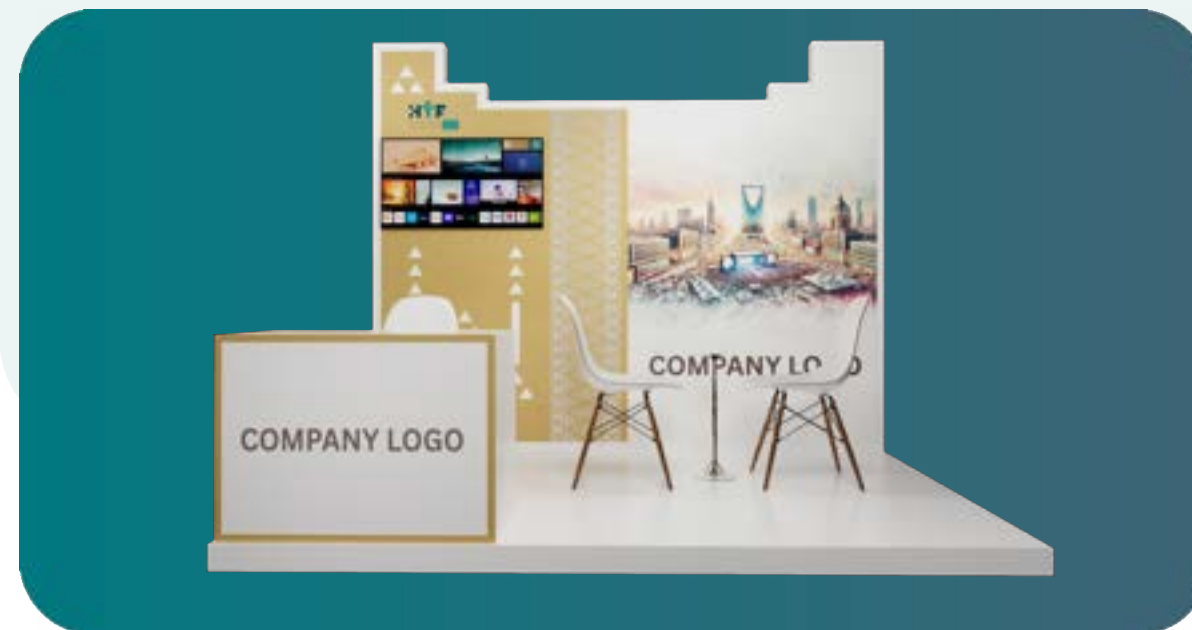
- **Space:** 4 sqm Stand (2x2)
 - **Branding:** Logo on booth frontage
 - **Passes:** 4
- Included Services:** Display screen + Data sharing



Premium booth

10,000 \$

- **Space:** 6 sqm Stand (2x3)
 - **Branding:** Full logo on booth frontage and exhibition map
 - **Passes:** 6
- Included Services:** Display screen + Data sharing + Dedicated hospitality + Visitor analytics + Meeting table + Technical support



Custom-Built Booths (Upon Request)

A limited number of bespoke exhibition stands can be designed and built according to specific branding, size, and functional requirements. Pricing is calculated based on specifications, design, and build requirements.





Shared Pavilion

The Shared Pavilion is designed as a unified institutional platform that brings together national entities, organizations, authorities, and international councils within a cohesive framework that reflects official presence and strengthens the collective message.





Shared Pavilion

Key Benefits

Cost-effective participation within a prestigious, centrally located pavilion

- High visitor traffic and official branding under a single, coherent identity
- Full inclusion in HTF's communication and digital networking systems

What is included

- Professionally designed shared exhibition space
- Flexible layout for multiple entities
- Unified pavilion branding
- Reception desk for visitor and meeting management
- Power and technical setup
- Exhibition badges for representatives
- Listing in the event guide and digital platform

Shared Booth

4,000 \$

- **Space:** Within a shared pavilion
- **Branding:** Visibility on the exhibition platform
- **Passes:** 2



Leadership Participation – VIP Category

Leadership Participation Fees | HTF 2026

VIP Delegate Participation

2500 \$

The highest participation tier at HTF 2026, designed for senior executives, top decision-makers, and sector leaders.

Includes the following privileges:

- Full access to all conference sessions and the scientific program
- Access to the accompanying exhibition
- Exclusive access to the VIP Lounge
- Participation in a high-level networking dinner with leaders and speakers
- Direct meetings and networking opportunities with sector leaders and speakers
- Priority access to closed-door networking events
- Priority registration for workshops and side activities
- Official accredited participation certificate

Leadership Participation Premium Category

1800 \$

A tailored option for senior and mid-level executives seeking an enhanced experience combining content and networking.

Includes:

- Access to all conference sessions and the scientific program
- Access to the accompanying exhibition
- Participation in networking and relationship-building events
- Access to forum side activities
- Priority registration for workshops (subject to availability)
- Official accredited participation certificate

Leadership Participation Standard Category

1200 \$

Standard Delegate Participation

A professional and effective entry option for leaders and specialists interested in knowledge exchange and professional networking

Includes:

- Access to public conference sessions
- Access to the accompanying exhibition
- Lunch included during conference days
- Access to the open networking lounge
- Official participation certificate

Leadership Participation Virtual Attendance

400 \$

Virtual Delegate Participation

A flexible digital option for international leaders and professionals wishing to attend remotely.

Includes:

- Selected live streaming of key sessions
- Virtual networking opportunities via the digital platform
- Access to downloadable digital materials
- Electronic participation certificate



Roundtables Sponsorship

Exclusive Roundtable

25,000 \$

A tailored option for organizations seeking to deliver a fully integrated showcase experience that reflects their institutional position and strategic vision.

Includes:

- A dedicated interactive showcase session within the official forum program.
- Curated attendance of leaders, investors, and directly relevant stakeholders.
- Professional session moderation and facilitated dialogue to ensure impactful discussion.
- Advanced presentation setup with full technical and organizational support.
- Prominent institutional branding before, during, and after the forum.
- Pre-event content coordination to ensure message clarity and strategic impact.
- Post-session report highlighting key outcomes and follow-up collaboration opportunities.

Joint Roundtable

15,000 \$

A flexible option for organizations wishing to participate in a collaborative session alongside one or more partners around a shared thematic focus.

Includes:

- A joint interactive showcase session under a unified thematic framework.
- Participation of selected experts and decision-makers within the target domain.
- Professional session management and discussion facilitation.
- Full technical setup and logistical support.
- Branding exposure for participating organizations across official forum materials.
- Executive post-session summary outlining key insights and potential collaboration pathways.

Recognizing Excellence and Building Capacities: HTA Academy & HTF Awards



HTA ACADEMY

HTA Academy

Offers accredited workshops (CME/CPD) and specialized training programs in collaboration with international experts.



HTF Awards

Honors institutions and individuals who have made a positive impact on the health tourism sector, with a special program to honor pioneering Saudi doctors.



HTF previous edition strategic sponsors 2024



To view the full report and forum outcomes



Distinguished speakers - Previous edition



Dr. Salah AlFaqih

Chief Medical Officer – Dallah Hospitals



Mr. Nart Mamser

General manager at Altakassusi Alliance Medical



Dr. Ali Asery

Director General – Saudi Patient Safety Center



Prof. Dr. Dr. FRANZ W. PEREN

CEO of Medical Trust



Dr. Thamer Nouh

CEO – Dr. Soliman Fakeeh Hospital Riyadh



DR. AMAAL ALDAKHEEL

Deputy Director King Faisal Specialist Hospital & Research Centre



DR. Ali Alkhathami

Corporate Executive Director, Quality, Patient Safety & Experience and Staff Experience Department, MNGHA



Mr. Mahmoud Abdulhadi

Deputy Minister, Tourism Destination Enablement – Saudi Ministry of Tourism



ENG. SALEH AL-KHABTI

Deputy Minister of Investment Transaction Deputyship



DR. KHALID AL SHAIBANI

CEO – Health Sector Transformation Program



DR. REEM BUNYAN

CEO of the Center for Improving Value in Health



MICHAELA KEHRER

VisitBerlin: Berlin Health Excellence Medical Tourism Manager

To view the full report and forum outcomes



Where leaders meet and partnerships are built
Sponsorship and exhibition opportunities are limited.

Contact us today to ensure your participation in the most important event in the health tourism sector in the region.

Register Now



For
Direct Registration



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