



2 - 5 March 2024

# IRAN ELDEX

Venue: Tehran International  
Permanent Fairground

Organizer: Saber Ansar Mehr  
Authorized By TPO



+98 21-88544446-50  
[www.saberansar.com](http://www.saberansar.com)  
[samco.icc@gmail.com](mailto:samco.icc@gmail.com)  
[info@saberansar.com](mailto:info@saberansar.com)

Aging is usually referred to as the end of the life cycle, and according to the World Health Organization, age over 65 is considered as the starting point of old age, and in Iran, it is predicted that the "explosion of old age" phenomenon will occur in 2031.

The elderly person in the family is a divine gift and a precious jewel in the shell of life and the treasure chest of history's secrets, whose penetrating gaze shines with insight and whose heart contains nothing but love and remembrance of God. Therefore, the elderly provides the ground for God's grace and their existence is a blessing.


Veterans have made a deal with God to reach the high rank of veteran by donating an organ of their body. Veterans are the living and enduring documents of the Islamic Republic. Those who donated a part of their body in the cause of Islam to protect the territorial integrity of the country and defend the Islamic homeland.

The disabled or in better words the defective are a part of the society that, although they have become physically disabled and have lost the power of activity and mobility, but from a spiritual point of view, they are considered a platform for promoting the culture of kindness and kindness in societies.

Considering the rich culture of Iranians in respecting the elders, the disabled and the proud nationals, the concern of most of the families and statesmen of the country is to provide the best facilities to provide the comfort and well-being of this respected section of the society.

Therefore, familiarizing with the latest equipment, facilities, technologies and achievements available in the country and internationally and introducing it to the target community can effectively help families, producers of goods and services, decision makers and trustees.

If you require more information, you can contact the relevant official:

Mr. Mahyar Ghasemi  +98 921 605 6740 [info@saberansar.com](mailto:info@saberansar.com)

WhatsApp App

We thank you in advance for your good cooperation and participation and wish you success

#### History of the exhibition of the elderly:

Considering the growth of the elderly population in recent years and considering the importance of the disabled and elderly community as a very important target market, Today, exhibitions with different topics in the field of the elderly and the disabled are held in many countries.

The first exhibition on the topic of the elderly was held in Japan in 1989. This exhibition was held with the aim of supporting the elderly and promoting new ideas and products marketed for this group of society.

Today, in advanced countries, exhibitions in this field are also held, the most important and most visited of which are:

- 1) Exhibition of care and maintenance of the elderly and the disabled in Singapore (Eldex) with a total area of 5,000 square meters
- 2) Exhibition of caring for the elderly and the disabled in Belgium (Reva) with a total area of 3,300 square meters
- 3) Exhibition of services and products for the disabled (Naidex) with a total area of 2,700 square meters
- 4) CHINA AID health exhibition for the elderly (China Aid) with a total area of 30,000 square meters
- 5) Medical care exhibition (medical care) with a total area of 17,000 square meters

why to participant:

By participating in the exhibition of veterans and the elderly, you can get to know and communicate with other institutions and companies that work in the field of health and services for the elderly.

Also, it is possible to introduce the existing products and services to the community of veterans and the elderly and familiarize them with the features and benefits of the products and services.

This exhibition is also an opportunity to identify competitors and their strengths and weaknesses, which can help improve your products and services.

Objectives of this event:

- 1) Display of products and services:** Display of products and services: supply of products and services and achievements of industrial and business owners to the target community
- 2) Communicating with the community of veterans, elderly and disabled:** Product and service development and market development require field investigations and identification of the needs of the consumer market, and holding this exhibition provides a very suitable platform and opportunity to communicate with the elderly, veteran and disabled community.
- 3) Identifying competitors:** Due to the presence of many manufacturing, commercial and service companies in this exhibition, it is possible to get acquainted with the activities of competitors and to identify their strengths and weaknesses.
- 4) informing:** One of the important goals of holding this exhibition is to inform the society about products and services related to veterans, elderly and disabled.



- 5) Promoting health:** By displaying health-related products and services in this exhibition, businessmen and industrial owners can teach the community and family of this group health-related tips and skills and thereby help improve their quality of life.
- 6) Advertising and brand Promotion:** By attending this exhibition, various companies and institutions can explain their brand and help improve their brand recognition in the market.
- 7) Presence in the market:** this event creates an opportunity to be directly present in the market and provide products and services to the audience. By participating in this exhibition, various companies and institutions can expand their market and establish more communication with other audiences.
- 8) Attracting investors:** Investors in exhibitions are looking for companies and enterprises that have the ability to attract investment, and this exhibition creates the right opportunity for both parties.
- 9) Holding related conferences:** Holding a conference in this exhibition is done in order to promote culture and raise people's awareness, and exchange experiences between different people and institutions, and it is of great importance. And events, conferences and B2B meetings are planned in this exhibition. These events include lectures, discussion panels, educational workshops . . . etc.

#### Objectives of participation in this event:

- 1)** Explaining the benefits of your products and services to the large consumer goods and services market of veterans, elderly and disabled people.
- 2)** Identifying and attracting customers and increasing sales of products and services.
- 3)** Branding and brand development in the market.
- 4)** Getting to know and communicating with other institutions and companies in the field of health and services for veterans, the elderly, and the disabled.
- 5)** Identifying competitors and their strengths and weaknesses.
- 6)** Identifying foreign competitors and benefiting from their knowledge and technology

#### Visitors to this event:

Dear veterans, disabled and elderly have always been respected by the society, people and families, and the provision, preparation of comfort and well-being of this group is and continues to be a major concern. Therefore, different groups, families and organizations that are responsible for taking care of this group are eager to learn about the latest achievements related to this important issue.



### timetable:

Date of the first call: .....	2023/07/10
Registration start date: .....	2023/22/10
Date of delivery of requested documents and advance payment: ...	2023/06/11
Date of final settlement and final registration: .....	2023/06/12
Placement start date: .....	2023/23/12
Placement end date: .....	2023/28/12
Start date of booth construction: .....	2024/18/02
End date of booth construction: .....	2024/20/02
Date of entry of goods to the exhibition and arrangement: .....	2024/21/02
Date of dismantling of booth: .....	2024/26/02

### Related product groups:



### Iran's capabilities in this field:

Iran has significant capabilities in the field of producing products and services related to the elderly, veterans, and the disabled. Some of these qualities are mentioned below:

- 1) Production of medical and rehabilitation goods:** Iran is capable of producing medical goods, including rehabilitation equipment and medical equipment for the elderly, veterans, and the disabled. And in the field of production and export of medical products, it is known as one of the leading countries in the region.
- 2) Drug and supplement production:** Iran is prominent in the field of and food supplement production at the world level.
- 3) Medical and care services:** due to the increasing progress of science technology in Iran, the provision of medical and hospital services has made significant changes and improvements.

**4) Food production and nutrition consulting:** Iran has a high ability in field of healthy food production, and many food products needed by the elderly, veterans, and the disabled are produced in Iran.

**5) Services provided by health centers:** In Iran, there are health special medical services for the elderly, veterans, and the disabled, which operate as centers for providing medical, welfare, and recreational to respectable class

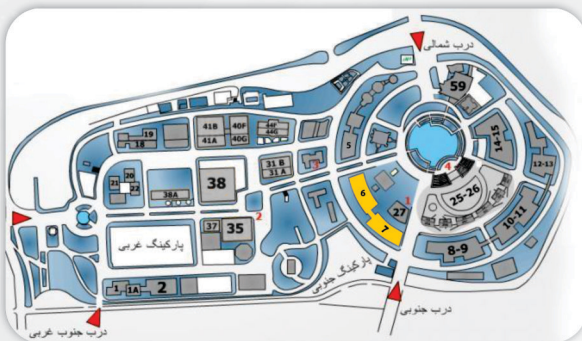
In general, Iran has high capacities in the field of producing products and services related to the elderly, veterans, and the disabled, and can be recognized as a leading and successful country in this field.

shell scheme:

The indoor standard stand (shell scheme) includes the following items: partition wall, tables and chairs according to the area of the booth, counters, lamps and moquette.



Sitemap:



Date and venue:

Tehran international permanent fairground, chamran highway, Tehran, Iran-6<sup>th</sup> and 7<sup>th</sup> Hall

Date of holding: March 2-5 2024

Visiting time: every day during the exhibition from 8:00 to 15:00 Tehran Time

### Services:

The services of Saber Ansar Mehr Company according to the participant's request are as follows:

- 1) Design and booth construction
- 2) Designing and printing banners, brochures, catalogs and all other printing works
- 3) Environmental advertising (billboards at the exhibition level)
- 4) Advertisements on electric buses running on the exhibition floor
- 5) Advertising at the entrance gates of the exhibition
- 6) Advertising on visitors' ID cards
- 7) Radio advertising in the exhibition environment
- 8) Waving advertising balloons
- 9) Rental of additional equipment needed for the booth
- 10) Photography and filming and making reports
- 11) Preparation of news by the news agency
- 12) Provision of trained exhibitor force with uniforms
- 13) Provision of a translator
- 14) Providing daily food for employees and guests
- 15) VIP reception and hosting of guests with all facilities and equipment and variety of food
- 16) supply of hot and cold cargo
- 17) Providing flower bouquets and flower arrangements for the booth
- 18) Allocation of electric car for special guests
- 19) Assigning a special environment for business meetings (B2B) during the exhibition
- 20) Holding business meetings (B2B) during the exhibition
- 21) Cleaning the booth during the exhibition
- 22) Preparation of gifts and statues
- 23) Hotel reservation
- 24) Airport and exhibition transfer
- 25) Visiting tourist places in the city where the exhibition is held and other provinces
- 26) city tour and shopping



## **Saber Ansar Mehr .Co**

**Saber Ansar Mehr company has been established since 2005 with the benefit of efficient, expert and highly experienced workers in the fields of events, conferences, exhibitions and branding. Experienced and with national and international experiences in similar events, he has put important projects on his agenda.**



[www.saberansar.com](http://www.saberansar.com)  
[info@saberansar.com](mailto:info@saberansar.com)  
[samco.icc@gmail.com](mailto:samco.icc@gmail.com)

**No. 30, Unit 1, Topchi St, North Sohravardi St**  
**Phone: (+9821-88544446) To 50**



صابر انصار مهر  
SABER ANSAR MEHR