

Data, Facts and Background for Exhibitors



13 – 16 NOVEMBER 2017  
DÜSSELDORF GERMANY

[www.medica.de](http://www.medica.de)

# WORLD FORUM FOR MEDICINE

BE PART OF THE NO. 1!







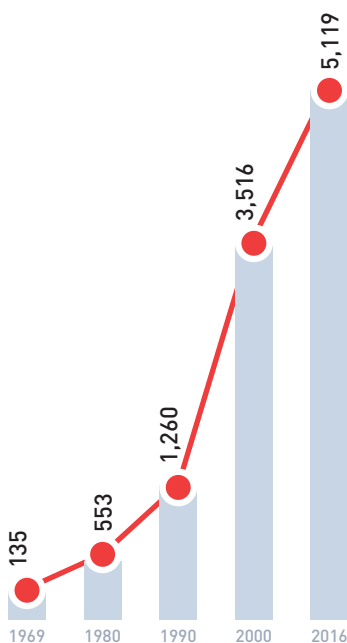
# STIMULUS FOR THE GLOBAL MEDICAL BUSINESS

Once a year, the biggest international trade fair for medicine, MEDICA, sends out powerful stimuli for the medical technology industry around the world. This unique event for the industry is a networking and communication platform for all important markets, a place where groundbreaking business relationships that have an impact in all areas of the health sector and the world originate: more than 128,000, mostly international trade visitors, attended MEDICA in 2016, and learnt about the latest news and developments from over 5,000 exhibitors. One important quality feature of the audience: more than 80 per cent had decision-making power.

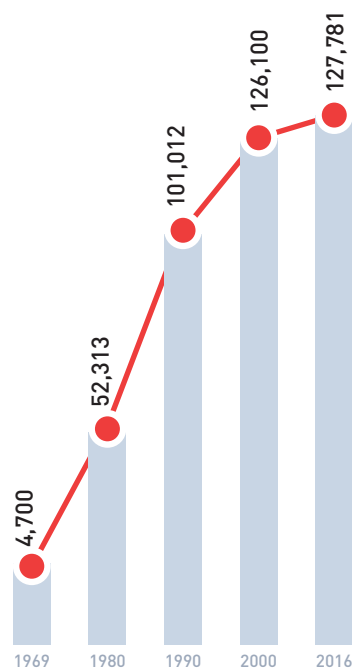
COMPAMED, the leading international suppliers' forum that is held parallel with MEDICA, provides added value in terms of medical developments. This concept leads to fruitful synergies between both industries: in 2016, 774 COMPAMED exhibitors from 37 countries guaranteed a lively exchange between the people involved in both trade fairs.

In addition, the offer is completed by a supporting programme that is fine-tuned to the contents of MEDICA. Numerous conferences and forums stand for a top-quality transfer of know-how between experts from the fields of politics, commerce and science, exhibitors and trade visitors, and have become established as crowd-pullers for the discerning public.

These special attributes make MEDICA a firm part of the development process for tomorrow's medicine. Messe Düsseldorf is investing heavily in the future to maintain this status: 2017 will see the start of construction work for the new South Entrance and an adjacent hall, which with more than 12,000 square metres will replace the old Halls 1 and 2. In this way, exhibitors will profit from a wide and bright exhibition area in two years' time – up to the latest technical standard, with more presentation options and a direct connection to the CCD South. For this reason, MEDICA exhibitors from Halls 1 and 2 will be accommodated in modern, temporary halls at strategically favorable locations on the trade fair ground until its completion in 2019.



EXHIBITOR FIGURES



VISITOR FIGURES



# MAIN PRODUCT CATEGORIES

- ▶ Electromedicine, medical technology
- ▶ Information and communication technology
- ▶ Laboratory equipment/diagnostics
- ▶ Physiotherapy/orthopaedic technology
- ▶ Single-use and consumer items
- ▶ Medical services and publications

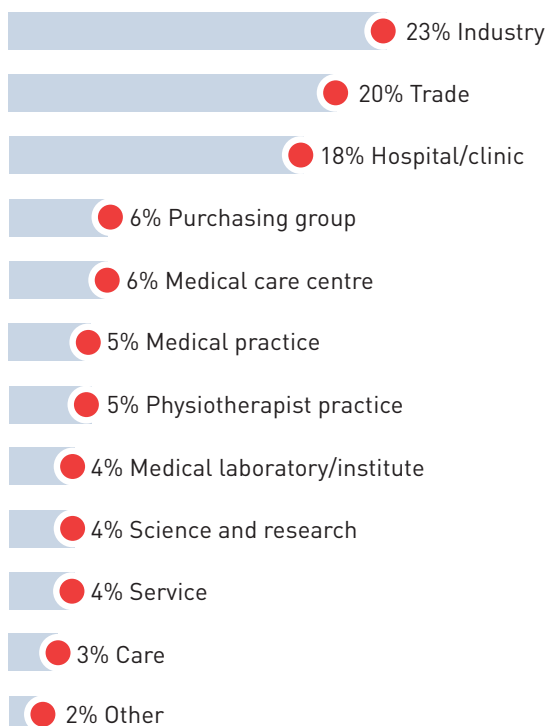


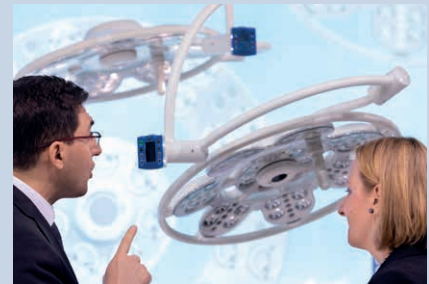
## VISITOR TARGET GROUPS

- ▶ General practitioners
- ▶ Hospital doctors
- ▶ Hospital managers
- ▶ Hospital nursing staff
- ▶ Hospital technical managers
- ▶ Laboratory managers
- ▶ Physiotherapists
- ▶ Medical trade
- ▶ Medical industry
- ▶ Medical assistants (hospital, doctor's surgery, laboratory)
- ▶ Cost units



### FIELD OF SPECIALITY OF VISITORS















# CLEARLY STRUCTURED

## MEDICA TRADE FAIR

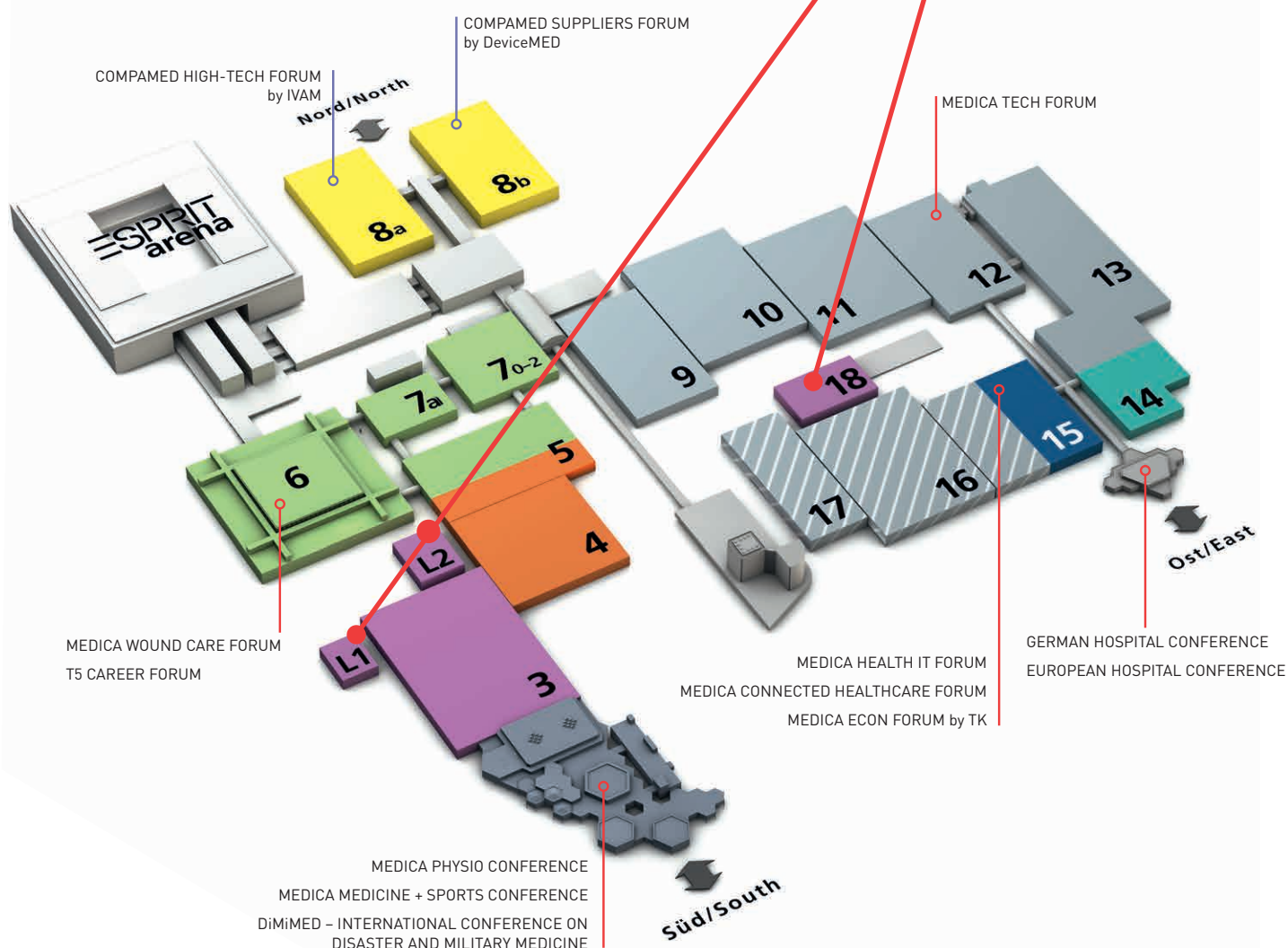
	Halls 3, L1, L2, 18 Laboratory equipment, diagnostics
	Halls 4, 5 Physiotherapy/orthopaedic equipment
	Halls 5, 6, 7.0, 7.1, 7a Disposables, commodities and consumer goods, textiles
	Halls 9 – 14 Electromedicine, medical technology, operating technology and equipment
	Hall 14 Hospital equipment, communication systems
	Hall 15 Information and communication technology
	Halls 15, 16, 17 National and international joint participants, electromedicine, medical technology

## COMPAMED TRADE FAIR

	Halls 8a, 8b High-tech Solutions for Medical Technology
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### NOTE:

The former halls 1 and 2 will initially be replaced by three temporary construction halls, L1 and L2, alongside hall 3 and hall 18.



# WE ARE BUILDING FOR YOU

## The new hall 1 and South Entrance

We are giving our home base on the Rhine a completely new look with the new hall 1 and the great new South Entrance. And are making it even better. With more presentation options. Meeting places. Room for your business. We can't wait for 2019! And for you to feel even more at home with us. 7,800 square metres next to the Rhine with a view of the Düsseldorf skyline – all of this under a 20 metre high, translucent canopy: This is how we will be welcoming you as of 2019. After 170 metres you will then pass the glazed front of the new South Entrance. Just a few steps further and you are in the middle of it all: the foyer, offering more than 2,000 square metres of space for meetings and events. Take a little look upwards too! You will then discover the glazed conference room that protrudes into the foyer above the heads of visitors to our trade fair and congress.

158 metres long, 77 metres wide and with more than 12,000 square metres of space, the new hall 1 replaces today's halls 1 and 2. And will cope with the high technical standards on the overall exhibition site. How's the new hall 1? We hope you like it! And as a pedestrian you'll have no trouble finding it through the CCD South, to which it is directly connected. Apart from the connection to halls 3 and 4, a route leads from the South Entrance directly to the remaining exhibition site. We aim to create the best connections spatially too!







Image: Messe Düsseldorf/ctillmann

## MEDICA TECH FORUM

Political, scientific, regulatory and technical topics related to medical technology are the focus of this platform. International experts speak for four days on the medical market environment and implementation of modern processes and methods in practice, the state of affairs of the Medical Devices Regulation (MDR) and their consequences, amongst other things.

[www.medica.de/MTF2](http://www.medica.de/MTF2)



## MEDICA HEALTH IT FORUM

Speakers from all fields of health care discuss the latest trends and innovative developments in healthcare IT together with representatives from top-level research. The forum's exhibition space is mainly taken up by start-ups that present their innovations.

[www.medica.de/MHIF2](http://www.medica.de/MHIF2)



## MEDICA CONNECTED HEALTHCARE FORUM

This location focuses on networking protagonists, processes and systems in the healthcare sector. Multinational companies and innovative start-ups demonstrate what the networked future will look like and how new approaches may turn tomorrow's medicine upside down. Hosted in the MEDICA CONNECTED HEALTHCARE FORUM is the AppCOMPETITION, the world's largest live competition for the best Medical Mobile Solution.

[www.medica.de/MCHF2](http://www.medica.de/MCHF2)



# PLATFORMS FOR TRENDS AND EXPERTISE

The numerous forums at MEDICA are in touch with the latest topics and reflect the current market developments. Organised in the middle of the trade fair activities, these platforms offer a practical opportunity for the transfer of knowledge, to make new contacts and keep up on new trends.



## MEDICA WOUND CARE FORUM

The German Institute for Wound Healing/Deutsches Institut für Wundheilung keeps you informed about all the aspects of modern wound care and the correct therapy of patients with chronic wounds, based on discussions of concrete cases. The focus is on bedsores, special dressings, diabetic foot, venous ulcers and much more.  
[www.medica.de/MWCF2](http://www.medica.de/MWCF2)



## MEDICA ECON FORUM by TK

The TK health insurance company (Techniker Krankenkasse) organises the forum for a dialogue on health policy together with Messe Düsseldorf. Experts from politics, medicine, commerce and science will discuss key topics on the latest developments as well as new trends in healthcare.  
[www.medica.de/MEF2](http://www.medica.de/MEF2)



## T5 CAREER FORUM

The T5 CAREER FORUM is being held for the second time in cooperation with MEDICA. It aims to counter the shortage of experts and management personnel in medical technology: exhibitors can address junior staff and insiders as potential employers. Jobs and vacancies can be posted even before the MEDICA.  
[www.medica.de/MCF2](http://www.medica.de/MCF2)

## THE CONFERENCES

# WHERE SCIENCE AND PRACTICE MEET

The MEDICA conferences offer first-class know-how in specialised fields of medicine. This is where clearly defined target groups come together whom you can reach too by getting involved with a speaker. Or take the opportunity and let your employees profit directly from the transfer of know-how on the spot.



### MEDICA PHYSIO CONFERENCE

Experts teach physiotherapy knowledge for two days, and participating physiotherapists can earn advanced training points. The emphasis will be on manual hands-on techniques for specific occupations as USPs in physiotherapy and osteopathy.

[www.medica.de/MPC2](http://www.medica.de/MPC2)



Image: Messe Düsseldorf/ctilmmann

### MEDICA MEDICINE + SPORTS CONFERENCE

This event is especially for experts from the field of sports and preventive medicine and has developed into an international platform for an exchange amongst specialists: Sports doctors from around the world, professional athletes as well as the sports goods and medical technology industry interact to further develop medicine and innovative technologies.

[www.medica.de/MS2](http://www.medica.de/MS2)



### DiMiMED – INTERNATIONAL CONFERENCE ON DISASTER AND MILITARY MEDICINE

Current questions on missions in war zones and in disaster situations will be the topic again in 2017. International representatives from the military and healthcare sectors will hold talks on innovations in military medicine. Interested exhibitors are invited to present their products and solutions.

[www.medica.de/DiMiMED2](http://www.medica.de/DiMiMED2)





Image: Messe Düsseldorf/ctillmann



Image: Messe Düsseldorf/ctillmann

## GERMAN HOSPITAL CONFERENCE

The 40<sup>th</sup> German Hospital Conference is an important communication platform for clinic management, and will expect hundreds of of hospital decision-makers, doctors and medical experts. Numerous health-policy and practical sessions provide a detailed overview of the challenges facing hospital care.

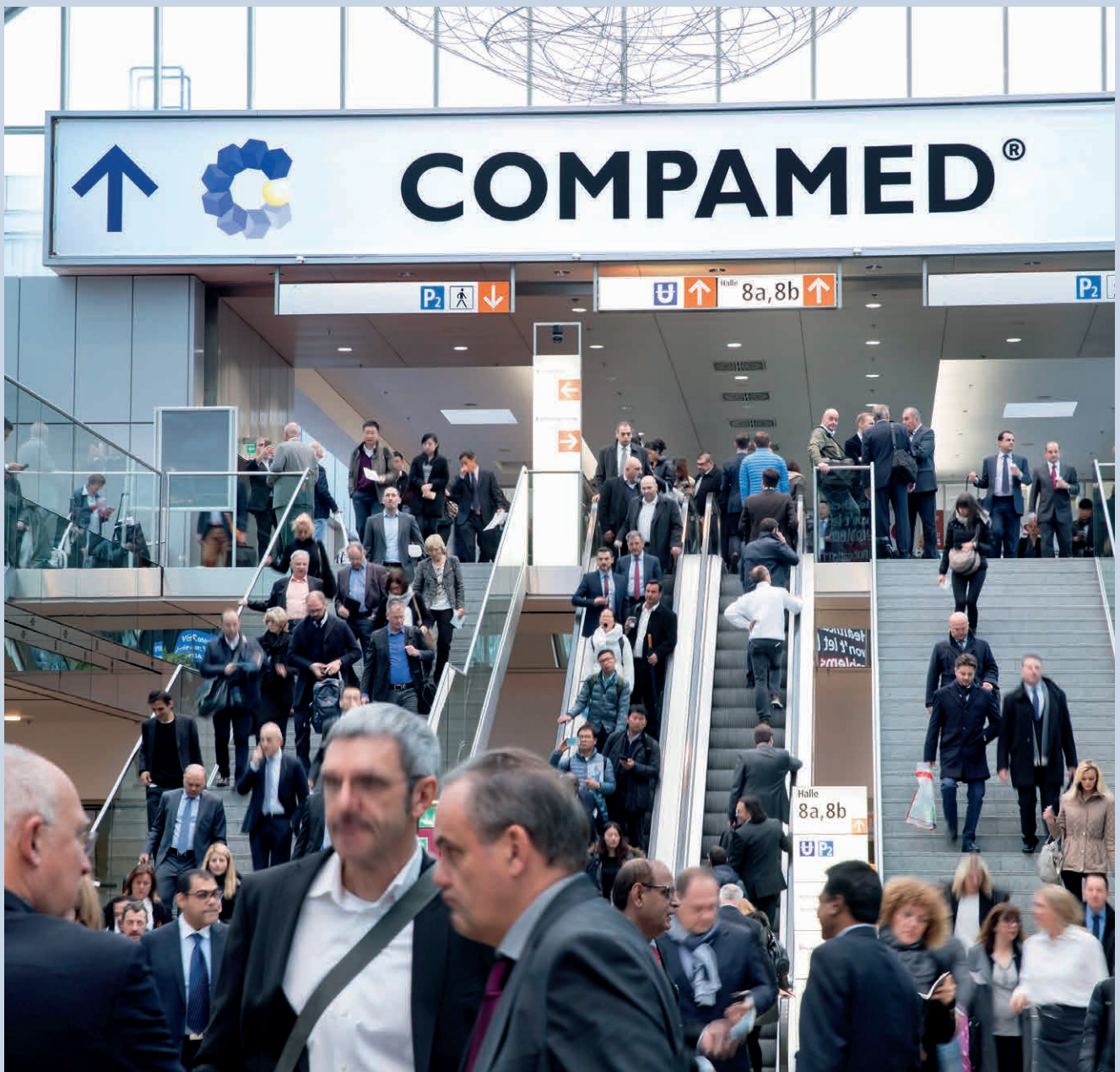
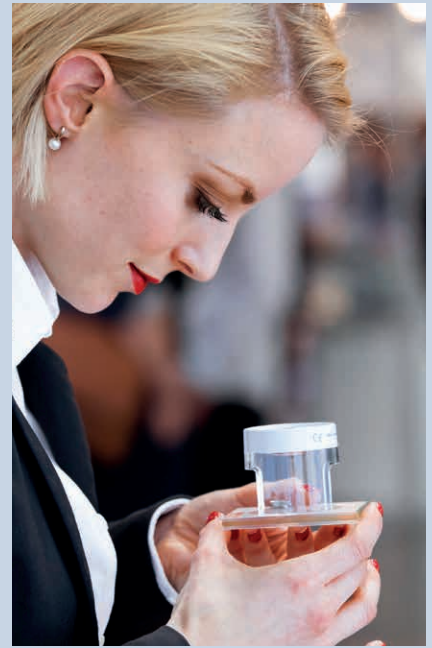
[www.medica.de/DKT2](http://www.medica.de/DKT2)



## EUROPEAN HOSPITAL CONFERENCE

Parallel to the 40<sup>th</sup> German Hospital Conference, top decision-makers from Europe's hospitals will have the chance for one day in Düsseldorf to listen to experts from various european clinic management associations talk about hospital care of the future.

[www.medica.de/ehc2](http://www.medica.de/ehc2)





# COMPAMED HAS ESTABLISHED ITSELF AS A FIRM PARTNER IN PRODUCT DEVELOPMENT

The synergies between COMPAMED, the leading event for the suppliers' market for medical technology products, and the MEDICA have gone from strength to strength with each passing year because exhibitors for both events seek close cooperation when it comes to product development, production and marketing. In 2016, this resulted in around 19,000 visitors to the 774 exhibitors from 37 nations in the two trade fair halls (8a and 8b).

Apart from the presentation of components, materials through to extensive services for the medical technology industry, COMPAMED has developed into a hotspot for complex high-tech solutions for procurers, production managers and developers but also research. In addition to the extensive offers, two forums give visitors the chance to gain and deepen insights into the broad range of competences of suppliers.



## COMPAMED HIGH-TECH FORUM by IVAM

Highly qualified specialists and experts present new trends and products from the fields of new materials, production technology, nanotechnologies and microsystem technology. Leading international firms and institutes present their material and process solutions on the neighbouring joint booth with the IVAM product market "Hightech for Medical Devices".

[www.compamed.de/CHTF2](http://www.compamed.de/CHTF2)



## COMPAMED SUPPLIERS FORUM by DeviceMed

Speakers from leading international companies and organisations discuss a wide range of topics at this forum, reflecting the great innovative strength of the supplier industry along the entire process chain. The forum is organised by DeviceMed, the leading trade magazine aimed at manufacturers of medical technology products.

[www.compamed.de/CSF2](http://www.compamed.de/CSF2)

# THE ALL-ROUND SERVICE MEDICA.DE

You can profit in two ways from the MEDICA.de website. Firstly, the world's biggest medical trade fair website offers everything you need to take part at the show in 2017: services range from planning and preparing your presentation, targeted advertising measures and communication right through to tools to bring your participation to a perfect conclusion, both during and after the trade fair.

At the same time, as an exhibitor, you can use our website as a communication platform that is always at your service: around the clock, for the whole year. A number of services are even free. Send information to your target groups via MEDICA.de, present your products and services in our virtual showroom and utilise the entire potential of a successful online presence.



Here you will find information on Düsseldorf and overnight accommodations:  
Düsseldorf Marketing & Tourismus GmbH  
<http://business.duesseldorf-tourismus.de/messe/medica/>



MEDICA App  
for Android  
[Google Play](#)



MEDICA App  
for BlackBerry  
[BlackBerry World](#)



MEDICA App  
for iOS  
[iTunes Store](#)





## BECOME AN EXHIBITOR AT MEDICA!

We are delighted by your interest in attending the next MEDICA as an exhibitor.

## BE PART OF THE NO. 1!

**You can register fast and comfortably online!**

Be a part of MEDICA and please register yourself online as an exhibitor by 1 March 2017 at:

[www.MEDICA.de/2330](http://www.MEDICA.de/2330)

## THE PARTICIPATION PRICES

Row stand (1 side open)	235.00 €/m <sup>2</sup>
Corner stand (2 sides open)	244.00 €/m <sup>2</sup>
Front stand (3 sides open)	247.00 €/m <sup>2</sup>
Block stand (4 sides open)	256.00 €/m <sup>2</sup>
Outdoor section	153.00 €/m <sup>2</sup>

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