



## ***eHealth – mHealth – pHealth***

**16 - 19 November 2015 in Düsseldorf**

The MEDICA trade fair with 130,000 visitors and 4,800 exhibitors (50% from abroad) is the world's largest medicine exhibition. MEDICA HEALTH IT FORUM with 150 renowned speakers, 50 individual sessions, 2 event stages and some 2,000 visitors is a major attraction of the MEDICA exhibition and is located in Hall 15. The visitors come from the company, retail and hotel management sectors, the medical profession, colleges and universities, chambers, associations and the field of politics.



## **Second e-Health Venture Summit 2015: an international platform for start-ups**

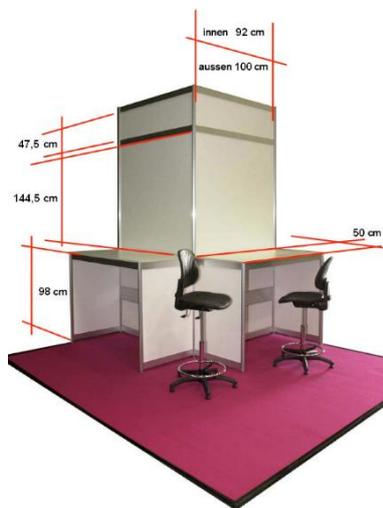
Throughout the summit, several keynotes will take place and companies in the e(electronic) health space will present products to a panel of healthcare service providers and investors. The focus is on the international perspective of e-Health, the medical verification of concrete use cases, business models and financing the technological disruptive potential.

Last year's event was very well-attended, with many participants standing to hear the keynote and the pitches, and many others seated. This was a focal point at the eHealth pavilion. To give an idea of the scope and caliber, the panelists in the previous year were Ram Fish (Samsung, also keynote speaker), Martin Gemander (IBM), Dr. Nicolaus Henke (McKinsey), Chris Llewellyn (McKinsey), Anat Naschitz (OrbiMed), Prof. Eckhard Nagel (University Hospital Essen). These represent private equity, institutional funds, and major consulting firms. Government non-dilutive funding: NIH, European Research Council (the NIH gives out more money yearly than all VCs combined. Similarly, Horizon 2020 gives very generous funding). Once the MEDICA 2015 summit is approved, we will reach out to panelists for participation.

## Become an exhibitor at the MEDICA exhibition!

*Low Cost, High Impact - ideal platform for opening new markets is the motto of our exhibition.*

### What do we offer our exhibitors?



- **Economic exhibition stand at the MEDICA exhibition:** Entire stand for exhibiting companies. Everything is ready for use: There is no time-consuming erection work with minimal levels of booth staffing: with a stand column that is open to all sides with up to 4 presentation consoles for your products and up to 4 presentation walls to describe your products). The electrical connection is included in the price.

- **Free presentation option on the green stage:** You can present your products on our top-class forum (green stage). We assist you in the invitation of new customers. We additionally organize partner exchanges for the green stage.

- **Free service:** Moreover you can use our lounge for your customers. The drinks are also free of charge. You can also use the presentation platform for exhibitors at the MEDICA for your product advertising and customer acquisition. Here visitors will find their company profile and company details, company and product news in addition to the product information. You can meet contacts and attend stand appointments and organize cooperation exchanges ([www.medica.de](http://www.medica.de)).

### Who can you meet here?

- 4,800 exhibitors from home and abroad
- 50 % of the exhibitors are foreigners (retail sectors, clinics, industry)
- 130,000 industry visitors
- 49 % of visitors come from doctor's surgeries, medical care centres, laboratories, clinics, rehab facilities, the field physiotherapy
- 39 % of visitors are decision makers
- 33 % are first-time visitors

### What does participation as an exhibitor cost?

- The exhibitors are provided with an entire stand. The price for this is € 2,970.00.
- Research institutions and start-ups are provided with 1 to 2 sides of a stand and pay € 770.00 or € 970.00.

**Which deadlines are important?**

- Copy deadline for the catalogue: 30.08.15
- Registration deadline for exhibition: 15.10.15
- Start of MEDICA: Monday, 16.11.15
- End of MEDICA: Thursday, 19.11.15

**Contact us please:**

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