



Year-round online presence plus complete service and contacts for your company

Since its founding 40 years ago, MEDICA has grown into the world's largest medical trade fair. In this age of e-Business, however, a four-day event is no longer enough to keep supply in touch with demand. In years past, although it had interesting news and features for customers all year round, MEDICA came and went in just a short time. We've arrived at the ideal solution for our exhibitors!

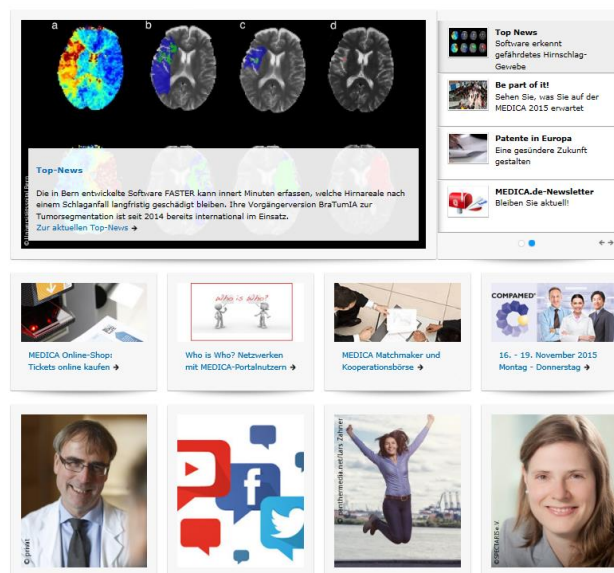
From now on, your stand is open 365 days a year, 24 hours a day all over the globe: announcing the **Internet Portal www.MEDICA-tradefair.com**. Users, suppliers and other interested parties from the medical community can meet up whenever they like, thanks to the MEDICA.de Portal.

MEDICA's site recorded 10 million page impressions with around 2 million page visits in 2017. Positive proof of Internet users' need for enhanced information (around 29,000 newsletter subscribers), as well as of the portal's exemplary status.

All companies participating in MEDICA 2017 will be charged a **media fee of EURO 390** to cover this **extra service for exhibitors and their customers**. The fee includes the use of all MEDICA.de portal services and the KATI visitor information system for one year.

Exhibitor information plays a key role in the portal's usefulness and appeal. So be a part of it — become an active member of the global **MEDICA community!** The more contributions our portal receives, the more attractive it is.

Simply log on to place your corporate information online. Take advantage of this additional information, communications and advertising platform. High online visibility has a positive effect on **contacts, customer service and business**.



MEDICA.de is based on several pillars:

- Companies & Products** – professional, easy-to-navigate expert **database** for visitors and exhibitors. **Showrooms** allow companies to make multimedia corporate presentations highlighting their product innovations. All company particulars such as **telephone/ fax numbers, an internet link to your home page, key corporate data and profiles, detailed product information, a schedule of your special stand events and matchmaking function** can easily be found using special search terms. Exhibitors can enter and change information on their own.
- Trade Fair, Conferences & Forums** – Everything you need to know on MEDICA 2018, including **service offers for exhibitors, visitors and the media**, available online and in interactive form. We also offer details on the 5 conferences, forums and special shows as well as on our global medical events, "**World of MEDICA**" – worldwide medical trade fairs by Messe Düsseldorf.
- News** – the international, year-round news forum covering **all the latest on companies and their product developments**. To ensure you're always in the know, we offer you updates on international **news and background reports from all medical specialities** as well as articles and trends in **politics and healthcare or international markets**. You can also subscribe to our weekly **newsletter**, sent to you via e-mail. Additionally, you can research medical topics in our news **archive**.
- MediaCenter** – **videoclips of interviews, background reports** as well as **image galleries** from the MEDICA editors. And **videos about exhibitors** and their innovative products at the trade fair.



MEDICA 2018's multimedia package: What's in it for you

Top opportunities for visitor and customer acquisition

We've developed an attractive **multimedia service package** that allows you as MEDICA 2018 exhibitor to take advantage of all our trade fair media.

- [Catalogue](#),
- [KATI Visitor Information System](#),
- [MEDICA database \(Exhibitors & Products\)](#) as part of the Portal www.MEDICA-tradefair.com,
- as [MEDICA App](#)

These media allow you to present your company and products so conveniently that fair visitors and other interested parties are sure to find you by using a variety of search terms.

The multimedia package is **obligatory for all exhibitors**.

In return, we offer you the full range of options. For just **EURO 390**, exhibitors will be listed in all of our media. These ensure visitors and other interested parties can find the information they need quickly and easily - around the globe, 365 days a year.

We make it easy for you, too. No complicated decisions and "pick and choose", just a complete service package - **giving you the ultimate in advertising and communications**

The following entries and features are included with the multimedia package:

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- in the [MEDICA Portal](#):
 - Online Order System (OOS), all Messe Düsseldorf services can be ordered online – from stand equipment to catering
 - MEDICA database, alphabetical listing of exhibitors and products:
 - Exhibitor data sheet, list of exhibits, home page link, telephone/fax information, other corporate contacts
 - One free product category identification code
Option to specify products
 - Company profile and key data
 - Corporate and product news added to the news ticker, newsletter and archive
 - Individual MEDICA 2018 logo and floorplan, as layout artwork for printed documents
 - Contact / Cooperation Forum / Matchmaking tool

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- In the [MEDICA App](#)
 - Exhibitor information sheet, list of exhibits, telephone/fax numbers, home page address
 - One free product category identification code

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- in the [KATI / D:vis visitor information system](#): (around 70 terminals at the exhibition grounds)
 - Exhibitor information sheet, list of exhibits, telephone/fax numbers, home page address
 - One free exhibit category identification code

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- in the printed [catalogue](#):
 - Exhibitor data sheet, list of exhibits, home page link, telephone / fax information
 - One free product category identification code

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- [Additional advertising options \(available for an additional fee\) for the Internet, KATI and the catalogue can be ordered at MEDICA Portal via the ServiceCompass or Online Order System, e.g.](#)
 - Home page banners, top-of-the-list-banners, other banners on the portal / internet pages
 - Corporate logo
 - Additional exhibit category identification codes (allow you to include extra product information)

If you have any questions, comments or require assistance, please send us an e-mail:

portalinfo@medica.de

Your MEDICA Portal Team of Messe Duesseldorf