The MEDICA MEDICINE + SPORTS CONFERENCE was established in 2013 at MEDICA, the world’s largest medical trade show with more than 130,000 visitors and 5,000 exhibitors. The conference has been THE highlight of MEDICA for the past four years and will once again take place during MEDICA 2017. The 5th MEDICA MEDICINE + SPORTS CONFERENCE will be held on 14-15th of November in Düsseldorf, Germany.

The conference has been established as the leading interdisciplinary exchange platform between international sports medicine experts, professional athletes and sport techies, the sporting goods and healthcare industries. This platform fosters new exchange formats, new sport medical therapies, and innovative products for prevention, recovery and population health management. During two consecutive days, international sports medicine experts present the latest innovations and approaches in sports medicine. The conference consists of 6 sessions covering a wide variety of important topics in the field as well as a Guided Innovation Tour through the MEDICA trade show.
FACTS & FIGURES

- International, 2 day conference at MEDICA 2017 in Dusseldorf on 14-15 November 2017
- Established exchange platform for:
  - Sports medicine and healthcare professionals
  - Athletes
  - Healthcare industry
  - Sports and fitness industry
  - ICT industry
- Guided Innovation Tour through MEDICA with +5,000 exhibitors, +130,000 attendees, +118,000 m² exhibition area
- Network with **200+ high-level international participants**
- Learn from **30+ expert speakers, drivers and doers**
- See the latest innovations and cutting-edge products and technologies
- Learn more about innovative methods and technologies for prevention, therapy and recovery
- Find the MEDICA MEDICINE + SPORTS CONFERENCE also on the tradeshow floor – **Hall 4, Booth F25**
Dr. Adrian Hutber  
VP Exercise is Medicine, American College of Sports Medicine  
"It was a very interesting conference which perfectly showcased, where the future trend regarding new therapies and prevention, is going."

Heidi Dohse  
Founder Tour de Heart, Program Manager Google  
"I am amazed by new more and more technology coming up from individual features to now full solutions that contribute a great benefit to patients and people’s lives."

Marc Meurer  
Polar  
"The exchange between sports science and industry is very important. Sometimes sports science is not well informed what the industry actually can do to support them. Platforms like the MEDICA MEDICINE + SPORTS CONFERENCE are very important to strengthen this network!"

Dr. Andre Debruyne  
President EFSMA (European Federation of Sports Medicine)  
"Excellent. I have not seen so many innovative things before at a conference – a lot of new insights and other looks on sports medicine. That is very important."

Özgurt Sadik  
InBody  
"We are amazed about the internationality of the attendees. We have received a great feedback after the Guided Innovation Tour. A lot of the participants came to our booth afterwards to learn more about our specific products. So we had the chance to get deeper into the topic with them."

Dr. Joni Kettunen  
CEO, Firstbeat  
"It is a great set of experts here at the conference. We had the chance to get a good access to the sports medicine network as the right contact persons are onsite. And we are really happy to contribute our real case studies to the sport medical and sport science experts."
PARTICIPANT BREAKDOWN 2016

BREAKDOWN BY MARKET SEGMENT

- Medical Equipment Company: 34%
- Sports Physicians/General Practitioner: 27%
- Associations/Institutions: 12%
- Physiotherapists: 7%
- Physiotherapy Organisations: 6%
- Clinics: 5%
- Multiplicators: 6%
- Research/Universities: 2%
- Others: 1%

14 + 15 NOVEMBER | DÜSSELDORF
#MMSC2017 #MEDICA2017
5th Anniversary Edition
1:00 – 1:10 p.m. Conference Welcome
Joachim Schäfer | Managing Director, Messe Düsseldorf

1:10 – 3:00 p.m. Session 1 | Sports Medicine – The Future is Now
360 Monitoring | Digital Life Management | Virtual and Augmented Reality

adidas ALL DAY app – Your Guide to 360 Fitness
Meg Burich | Senior Director, Digital Sports, adidas

The SUB2 Marathon Project: The Next Frontier
Prof. Dr. Yannis Pitsiladis | Professor of Sports & Exercise Science, University of Brighton | Member of Medical and Scientific Commission, International Olympic Committee (IOC)

Exergaming, VR & Modern Game Technology – Real Training in a Virtual World
Kari Partanen | Director of Sports Sciences, Kajaani University of Applied Sciences

Exercise Prescription for Health in Practise – a Common European Project
Prof. Dr. med. Petra Zupet | European Federation of Sports Medicine Associations | President, Slovenian Sports Medicine Association

*PROGRAM SUBJECT TO CHANGE*
3:00 – 3:45 p.m. | Session 2 | Exercise: From Idea to Action - Panel Discussion
Public Health Guidelines and Implementation | Exercise Prescription | Digitalization
Alberto Bichi | Secretary General, FESI
Meg Burich | Senior Director, Digital Sports, adidas
Prof. Dr. med. Manfred James Müller | Board Member, German NCD Alliance
Prof. Dr. med. Petra Zupet | European Federation of Sports Medicine Associations | President, Slovenian Sports Medicine Association

3:45 – 4:00 p.m. | Networking Coffee Break

4:00 – 5:15 p.m. | Session 3 | Guided Innovation Tour ( HUR - HOCOMA - InBody - WT | Wearable Technologies )
Health and Fitness Monitoring | Training and Rehabilitation Solutions | Functional Movement Therapy | Wearable Technologies

5:15 – 6:15 p.m. | Networking and Get-Together - MEDICA CONNECTED HEALTHCARE FORUM (Hall 15, Stand 15C24)

6:15 p.m. | End of day 1 of MEDICA MEDICINE + SPORTS CONFERENCE
10:00 – 12:45 p.m.

**Session 4 | Latest Innovations in Monitoring Vital Data & Sport Performance**

Vital Data and Performance Monitoring | Movement and Body Analysis | Analytics at Point-of-Care | New Approaches of Diagnostics in Different Parameters

**Movement Quality In Sports and Everyday Life**

**Dr. Lutz Herdener** | Deputy Director, Central University Sports Munich, Technical University Munich

**How Sophisticated 3D Movement Analysis can Support the Return to Sport Decision**

**Dr. Steffen Willwacher** | German Sports University Cologne | IFD-Cologne

**Real-Time Analytics at the Point of Care**

**Prof. Dr. med. Wilhelm Bloch** | Head of Department, Molecular & Cellular Sports Medicine, German Sports University Cologne

**The Science Behind Measuring Sleep from Wrist**

**Dr. Raija Laukkanen** | Director, Science Collaborations, Polar

**Detailed Body Composition as a Determinant of Metabolism**

**Prof. Dr. med. Manfred James Müller** | German Reference Center of Body Composition, Institute for Human Nutrition and Food Science, Christian-Albrecht University Kiel

**Assessing Concussed Brains Between Clinic And Technology**

**Prof. Dr. Dr. med. Claus Reinsberger** | Head of Department, Sports & Health, Paderborn University

12:45 – 1:45 p.m.

**Networking Lunch & Exhibition Break**
Session 5 | Tailored Exercise Programs
Individual Programs for Training and Rehabilitation | Return-to-Activity Protocols | Exercise Programs for Patients

Second Chance – Revolutionary Rehabilitation from Traumatic Brain Injury
Pekka Hyysalo | Founder & Athlete, FightBack

Individual Exercise Training Responses: Determinants and Practical Solutions to Tackle Low Response
Prof. Dr. Arto Hautala | Director of Research & Education, HUR

Low-x Concept – An Individualized Return To Activity Protocol
Dr. med. Götz Welsch | Head of Department, Orthopaedic Sports Medicine University Hospital of Hamburg-Eppendorf | Head of Medical Team, Hamburger SV

Orthostatic Test - a Tool to Optimize Endurance Training
Laura Hottenrott | Professional Athlete, Runner

Individualized Training in Football Enabled Through Wearable-based Performance Tracking
Ben Bruder | CEO, TRACKTICS
Daniel Nister | Trainer, TS Oberroden

*PROGRAM SUBJECT TO CHANGE*
5th MEDICA MEDICINE + SPORTS CONFERENCE
*Agenda, DAY 2 (15 NOV)

3:45 – 5:00 p.m.

**Session 6 | Digital Innovations in Recreational and Elite Sports**
Wearable Technologies | Smart Textiles | AR Training Environments | Team Performance Tracking | Corporate Health

Running Re-imagined
**Dr. Christophe Ramstein | CEO, Myotest**

Creating the Future of Sports: Merging Sports and Technology to Revolutionize the Health & Fitness Experience
**Markos Kern | CEO & Founder, Fun With Balls / InteractiveSQUASH**

Wearable Technology in Cardiovascular Health: Real-time Atrial Fibrillation Analysis
**Dr. Ricard Delgado-Gonzalo | Senior Research Scientist, CSEM**

Athletes Edge
**Jim Johnson | CEO, WearTech Therapeutics**

How a Smart Wearable Provides New Opportunities in Back Pain Treatment and Training
**Christoph Tischner | Managing Partner & CMO, 8sense**

Ultra-precise Force Measurement System – Accurate Force, Weight and Balance Data with Printed Stretchable Electronics
**Tytti Julkunen | CMO, Product and Business Management & Chairman of the Board of Directors, FORCIOT Ltd**

Modern Corporate Fitness Management
**Christoph von Oldershausen | Founder & CEO, movement24**

5:00 – 5:20 p.m.

**Summary & Closing remarks**

*PROGRAM SUBJECT TO CHANGE*
SPEAKERS 2017

Alberto Bichi
Secretary General | FESI (Federation of the European Sporting Goods Industry)

Prof. Dr. med. Wilhelm Bloch
Head of Department, Molecular & Cellular Sports Medicine | German Sports University Cologne

Ben Bruder
CEO | TRACKTICS

Meg Burich
Senior Director, Digital Sports | adidas

Dr. Ricard Delgado-Gonzalo
Senior Research Scientist | CSEM

Prof. Dr. Arto Hautala
Director, Research & Education | HUR

Dr. Lutz Herdener
Deputy Director, Central University Sports Munich | Technical University Munich

Laura Hottenrott
Professional Athlete, Runner | German Sports University Cologne

Pekka Hyysalo
Founder, Athlete | FightBack
SPEAKERS 2017 (2)

Prof. Dr. Yannis Pitsiladis
Professor of Sport and Exercise Science | University of Brighton,
Member of Medical and Scientific Commission | International Olympic Committee (IOC)

Daniel Nister
Trainer | TS Oberroden

Kari Partanen
Director, Sports Sciences | Kajaani University of Applied Sciences

Christoph von Oldershausen
Founder & CEO | movement24

Dr. Raija Laukkanen
Director, Science Collaborations | Polar

Jim Johnson
CEO | WearTech Therapeutics.

Markos Kern
Founder & CEO | Fun With Balls

Tytti Julkunen
CMO, Product and Business Management & Chairman of the Board of Directors | FORCIOT Ltd

Prof. Dr. med. Manfred James Müller
Board Member, German NCD Alliance | German Reference Center of Body Composition, Institute for Human Nutrition & Food Science, Christian-Albrecht University Kiel

Jim Johnson
CEO | WearTech Therapeutics.

Kari Partanen
Director, Sports Sciences | Kajaani University of Applied Sciences

Christoph von Oldershausen
Founder & CEO | movement24

Tytti Julkunen
CMO, Product and Business Management & Chairman of the Board of Directors | FORCIOT Ltd

Prof. Dr. Yannis Pitsiladis
Professor of Sport and Exercise Science | University of Brighton, Member of Medical and Scientific Commission | International Olympic Committee (IOC)
SPEAKERS 2017 (3)

Prof. Dr. med. Petra Zupet
European Federation of Sports Medicine Associations (EFSMA), President | Slovenian Sports Medicine Association

Dr. med. Götz Welsch
Head of Medical Team | Hamburger SV

Prof. Dr. Dr. med. Claus Reinsberger
Head of Department, Sports & Health | Paderborn University

Dr. Christophe Ramstein
CEO | Myotest

Christoph Tischner
Managing Partner & CMO | 8sense

Dr. med. Götz Welsch
Head of Medical Team | Hamburger SV

Dr. Steffen Willwacher
German Sports University Cologne | IFD-Cologne

Christian Stammel
CEO | WT | Wearable Technologies

More speakers coming soon!
EXPERT COMMITTEE

Prof. Dr. med. Norbert Bachl
Vice President | FIMS; Honorary President | EFSMA

Prof. Dr. med. Rüdiger Reer
Secretary General | German Sports Medicine Association
DGSP (Deutsche Gesellschaft für Sportmedizin und Prävention); Deputy Director Exercise Science | Hamburg University

Prof. Dr. med. Christian Schneider
Head of Back Institute and Sports Medicine | SCHÖN KLINIK Munich Harlaching; Medical Expert Committee | German Olympic Sports Confederation (DOSB)

Alberto Bichi
Secretary General | FESI (Federation of the European Sporting Goods Industry)

Prof. Dr. Tim Meyer
Professor for Sports and Preventive Medicine | Saarland University; Team Physician | German National Football Team

Dr. Adrian Hutber
Secretary General, Exercise is Medicine | American College of Sports Medicine

Christian Stammel
Founder and CEO | Wearable Technologies
American College of Sports Medicine (Exercise is Medicine)
ACSM is the largest sports medicine and exercise science organization in the world. With more than 45,000 members and certified professionals worldwide, ACSM is dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. www.acsm.org

The European Initiative for Exercise in Medicine
The European Initiative for Exercise in Medicine is the European part of global Exercise is Medicine®, a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity when designing treatment plans for patients and referring their patients to EIM Credentialed Exercise and Exercise Professionals.

German Association for Sports Medicine and Prevention (DGSP)
With its 9,000 medical members, DGSP one of the biggest professional associations in Germany. The DGSP is the main institution in the fields of sports medicine, as well as healthcare and health prevention by physical activity. www.dgsp.de

Fédération Internationale de Médicine du Sport (FIMS)
FIMS is a structured and well-organized association, strongly committed to the promotion of the study and development of sports medicine throughout the world. FIMS is made up of continental and national sports medicine associations, as well as multinational groups and individual members. www.fims.org

European Federation of Sports Medicine Associations
EFSMA is a not-for-profit association having its legal seat in Lausanne, Switzerland. The EFSMA is recognized by the International Federation of Sports Medicine (FIMS). www.efsma.net
The German Society of Sport Science (DVS)
The German Society of Sport Science (Deutsche Vereinigung für Sportwissenschaft, abbr.: DVS) is a federation of researchers active in teaching, research or practice, and it was founded in Munich in 1976. Their mission is to encourage and support research in sport science. [www.sportwissenschaft.de](http://www.sportwissenschaft.de)

Federation of the European Sporting Goods Industry (FESI)
FESI is the European representative of the sporting goods industry vis-à-vis the European Institutions as well as other European authorities and bodies. One of the main goals of FESI is to promote free trade between European Member States and to facilitate trade world-wide. [www.fesi-sport.org](http://www.fesi-sport.org)

Perform Better Europe
Perform Better is the leading provider of high-quality training equipment such as kettlebells, TRX, slings, dumbbells, coordination ladders, sandbags, training ropes, minibands, powerbands, superbands, blackroll, equalizer, sandbells, Assault Air Bike, and medicine balls as well as trainings, advanced trainings, certifications, and seminars about functional training. We additionally offer courses in functional fitness and fascia training at events such as the FIBO (Fitness and Body building Fair) or the IFAA (International Fitness Aerobics Academy). [www.perform-better.de](http://www.perform-better.de)

ISPO MUNICH
the only international multi-segment trade show for sports business. It is the leading cross-platform selling potential as well as new segments and trends. During 4 days a year it represents a place to gain an overview of the latest products and to network with sports business professionals from 100 countries. [www.ispo.com](http://www.ispo.com)

Wearable Technologies AG
the pioneer and internationally leading innovation, market development and incubation platform for technologies worn close to or at the body (wearable technologies). [www.wearable-technologies.com](http://www.wearable-technologies.com)
SPONSORS 2017

HUR
InBody
MOVESENSE
POLAR

Hocoma

FIRSTBEAT

Medtronic

PREVIOUS SPONSORS

ASTRUM IT

COSMED

cataplt

cardiowise

cortex

OMRON

ONDAMED

SCHELLER

SCA

SENSECARE

TECHNOGYM

VitaSonik®

XTREEMPULSE
PARTNERSHIP OPPORTUNITIES

- MAIN PARTNERSHIPS -

PLATINUM LEVEL | €12,000 [AVAILABLE ONLY FOR 1-2 PARTNERS]

GOLD LEVEL | €6,500

SILVER LEVEL | €5,000

- FURTHER PARTNERSHIPS -

GUIDED TOUR ONLY | €5,000

DEMO TABLE ONLY | €2,500

* Discounts for start-ups available. Additional branded material & giveaways on request.
PARTNERSHIP OPPORTUNITIES

SILVER LEVEL

€5,000

- Branding as silver partner in the entire conference material
- Brochure display
- Logo in all MEDICA MEDICINE + SPORTS CONFERENCE media
- Logo on MEDICA MEDICINE + SPORTS CONFERENCE website
- Naming of the company in all MEDICA MEDICINE + SPORTS CONFERENCE press activities
- Promotional opportunities at MMSC cooperation partner events
- 3 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in get-together of the MEDICA MEDICINE + SPORTS CONFERENCE
PARTNERSHIP OPPORTUNITIES

GOLD LEVEL

€6,500

- Branding as gold partner in the entire conference material
- Integration in guided tour, demo table in conference room
- Logo and short description in all MEDICA MEDICINE + SPORTS CONFERENCE media
- Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
- Naming of the company in all MEDICA MEDICINE + SPORTS CONFERENCE press activities
- Integration in MEDICA press activities & communication
- Integration in newsletters & communications of cooperation partners

- Promotion at MMSC booth in Hall 4 of MEDICA tradeshow (logo + flyers / promotional material)
- 5 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in Get-Together of the MEDICA MEDICINE + SPORTS CONFERENCE
- Promotional opportunities at MMSC cooperation partner events
- One-on-one introduction to key decision makers in sports medicine
PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL  [AVAILABLE ONLY FOR 1-2 PARTNERS]
€12,000

- Branding as platinum partner in the entire conference material
- A speaking slot for the conference
- Integration in guided tour, demo table in conference room
- Presentation in MEDICA MEDICINE + SPORTS CONFERENCE media
- Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
- Naming of the company in all MSC press activities
- Chance to publish an individual statement in the MEDICA MEDICINE + SPORTS CONFERENCE press releases
- Integration in MEDICA press activities & communication
- Integration in newsletters & communications of cooperation partners
- Promotion at MMSC booth in Hall 4 of MEDICA tradeshow (logo + flyers / promotional material)
- Promotional opportunities at MMSC cooperation partner events
- Possibility to hand out marketing material in the conference room
- 8 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in Get-Together of the MEDICA MSC
- One-on-one introduction to key decision makers in sports medicine
PARTNERSHIP OPPORTUNITIES

DEMO TABLE ONLY
€2,500

- Demo table in the conference exhibition area
- Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
- Naming of the company in MSC press activities
PARTNERSHIP OPPORTUNITIES

GUIDED INNOVATION TOUR ONLY
€5,000

✓ Inclusion in the Guided Innovation Tour
✓ Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
✓ Naming of the company in MSC press activities
MEDICA
Facts & Figures of the no.1 Medical Trade Show

Date: 13-17 November 2017
Exhibitors: 4,977 from 66 nations (22 % coming from Germany)
Visitors: 130,123 from 120 countries
Exhibition: 118,067m² net exhibition space
Events: 6 Conferences and 7 Forums