



**SPORTS
HUB**

16 - 19 NOVEMBER 2026
DÜSSELDORF GERMANY



**MEDICINE
+ SPORTS
CONFERENCE**

18 - 19 NOVEMBER 2026
DÜSSELDORF GERMANY



Messe
Düsseldorf

AGENDA



1

MEDICA MEDICINE + SPORTS CONFERENCE AND MEDICA SPORTS HUB

2

CONFERENCE PROGRAM STRUCTURE

3

PREVIOUS SPEAKERS, COOPERATION PARTNERS AND SPONSORS

4

ABOUT THE LOCATION

5

PARTNER OPTIONS

6

CONTACT

TWO SUCCESS FORMATS UNITED IN A UNIQUE AREA



United in Hall 4

The MEDICA MEDICINE + SPORTS CONFERENCE and the MEDICA SPORTS HUB merge into one powerful destination at the trade show floor.

MEDICA SPORTS HUB 2026 16–19 November 2026



Train, test & experience new approaches and equipment



Expert-guided by renowned sports & health experts



Hands on hub stage program



8,000 trade show visitors

MEDICA MEDICINE + SPORTS CONFERENCE 18 –19 November 2026



Leading global exchange in sports medicine & sports science and related disciplines



New exchange formats, sport medical therapies, innovations of prevention, recovery, performance, population health



Certified by medical chambers as advanced training education for 12+ years



300 participants from 50+ countries

14TH MEDICA MEDICINE + SPORTS CONFERENCE



preliminary

Program | 18-19 November 2026 – MAIN Stage

- Session 1 Brain health – Optimizing the cognitive dimension in elite sports and a healthier ageing of the brain
- Session 2 Longevity boosters – Deep-diving into the world of nutrition and supplements
- Session 3 Guided innovation tour
- Session 4 Exercise is Medicine – Implementing international best practise
- Session 5 The obesity epidemic – Understanding and addressing challenges
- Session 6 The AI revolution – Transforming performance monitoring and diagnostics of elite athletes with an interdisciplinary approach
- Session 7 Shark tank of innovation – New and upcoming solutions for sports and health



Summary & closing remarks



MEDICINE + SPORTS MASTERCLASSES (90 MINS)



Move your patients:
Implementing exercise on
prescription (German)

Exercise for health and prevention of
chronic diseases
How to implement exercise on
prescription in your daily routine

Active city: Community-based
strategies against the physical
inactivity crisis (German)

Presentation of objectives, activities
and roadmap of Germany's first
active city Hamburg – a best
practice blueprint

Sports pharmaceutical workshop:
Navigating safe medication from
enhanced games to anti-doping
compliance

Insights into the critical pharmacological
dimension - safe medication
management, supplement
oversight, and anti-doping compliance

Sweat vs. the shot -
can exercise compete with
incretin-based therapy?

Weight loss medication – next steps
regarding risks and chances from a
sport medical perspective

Corporate Masterclasses
(on demand)

Workshops supported by
companies, e.g. i
performance testing, sp
body composition assessment

**Add your corporate
masterclass to the official
program at MEDICA**

PREVIOUS SPEAKERS



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



Meg Burich
Senior Director, Digital
Sports | adidas



Dr. Lutz Graumann
Doctor for Sports Medicine,
Chiropractic & Nutritional
Medicine, Author of
bestselling fitness books



Dr. Niko Mihic
Medical Officer Real Madrid
CEO Sports Doctors Network



Sebastian Kienle
Ironman World Champion



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



Prof. Dr. Fiona Bull
Program Manager for the
Prevention of NCD | World
Health Organization; President of
the International Society for
Physical Activity and Health



Christian Stammel
Founder & CEO |
WT | Wearable
Technologies



Mark Verstegen
NFL PA
Performance
Director; Founder &
President | EXOS



German Association for Sports Medicine and Prevention (DGSP)

With its 7,000 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 Médecine 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



American College of Sports 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



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



Innovations in Professional Sports (WISS)

Innovation network founded in 2015 by the Federal Institute of Sports Science. <https://wiss-netz.de/>



Exercise is Medicine Europe

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.



The German Diabetes Association (DDG)

The German Diabetes Association (DDG) is one of the major medical and scientific societies in Germany. Its mission is the research, treatment, and prevention of one of the most widespread diseases of our time: diabetes mellitus. It offers continuing education, services, and advice for physicians, healthcare professionals, and stakeholders in politics and society.





Sports Doctors Network (SDN)

The Sports Doctors Network is a group of sports medicine professionals, including doctors and physiotherapists, specializing in the prevention, diagnosis, treatment, and rehabilitation of sports-related injuries. They provide expert care, education, and training for healthcare providers, support research, promote injury prevention, and foster collaboration among professionals to improve athlete health and performance.



Federation of the European Sporting Goods Industry

The Federation of the European Sporting Goods Industry (FESI) is the pre-competitive platform representing the interests of the sporting goods industry in Europe, advancing its members' priorities and promoting initiatives that benefit the sector, EU citizens and the society as a whole. <https://fesi-sport.org/>



WT Wearable Technologies AG

WT | Wearable Technologies is the pioneer and world leading innovation and market development platform for technologies worn close to the body, on the body and even in the body. Since 2006 the platform has successfully established an ecosystem of more than 30,000 companies. WT | Wearable Technologies offers consulting, business development, technology marketing, and innovation introduced to the market. WT organizes international conferences and tradeshows in partnership with leading trade organizations.

www.wearable-technologies.com

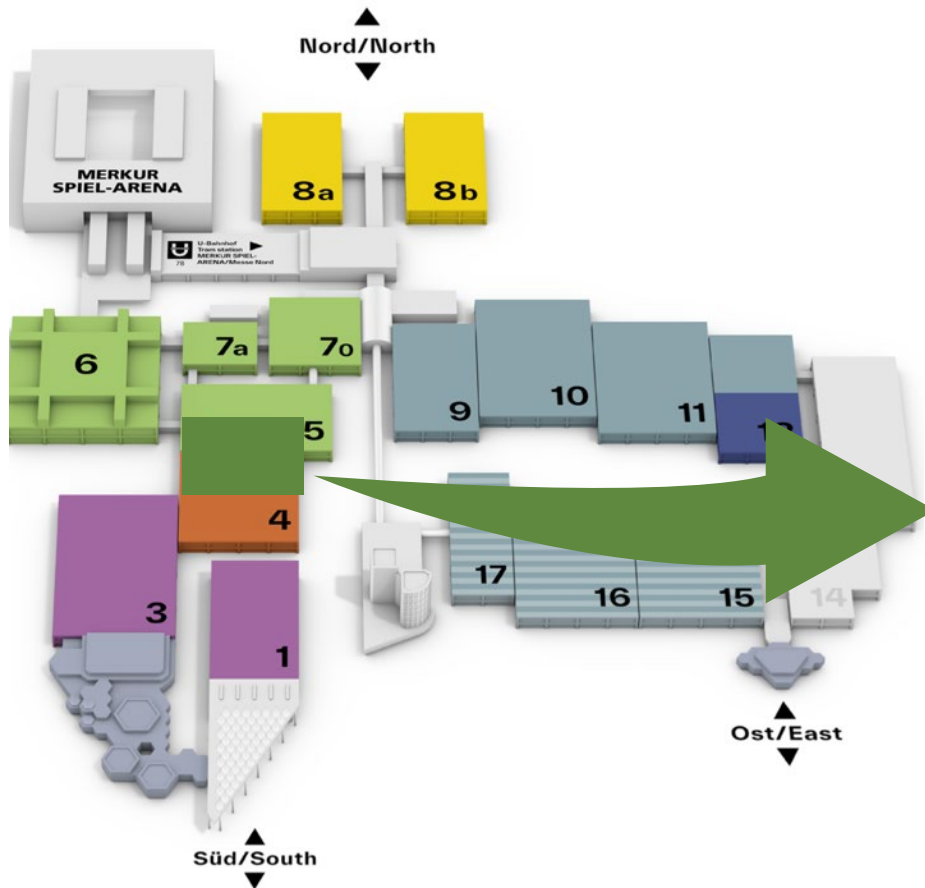


PREVIOUS INDUSTRY PARTNERS (3)



LOCATION

Messe Düsseldorf GmbH Stockumer Kirchstrasse 61, D-40474, Düsseldorf



(Photo: Messe Düsseldorf)



BE PART OF THE MEDICINE + SPORTS ACTIVITIES



1 Conference Partner

2 Corporate Master Class Partner (90 min)

3 Platinum Partner MEDICA SPORTS HUB

4 Gold Partner MEDICA SPORTS HUB

5 Silver Partner MEDICA SPORTS HUB

6 Speaking MEDICA SPORTS HUB Stage



1 CONFERENCE PARTNER

CONFERENCE PARTNER PACKAGE

- Partner branding in all conference material (backdrops, brochure, etc.)
- Logo and link on conference landing page
- Naming of the company in communication activities
- Integration in promotional newsletters of the conference
- Possibility to hand out material in the conference room
- 3 Conference tickets
- Participation in get-together of the conference

4,900 EUR (excl. VAT)



CORPORATE MASTERCLASS PARTNER (90 min)

- Organization of a 90 mins corporate masterclass „powered by“
- Provision of a meeting / conference room for up to 100 persons
- Promotion of the masterclass on the MEDICA website
- Integration of corporate masterclass in the MEDICA MEDICINE + SPORTS CONFERENCE conference brochure
- Provision of contact details of participants

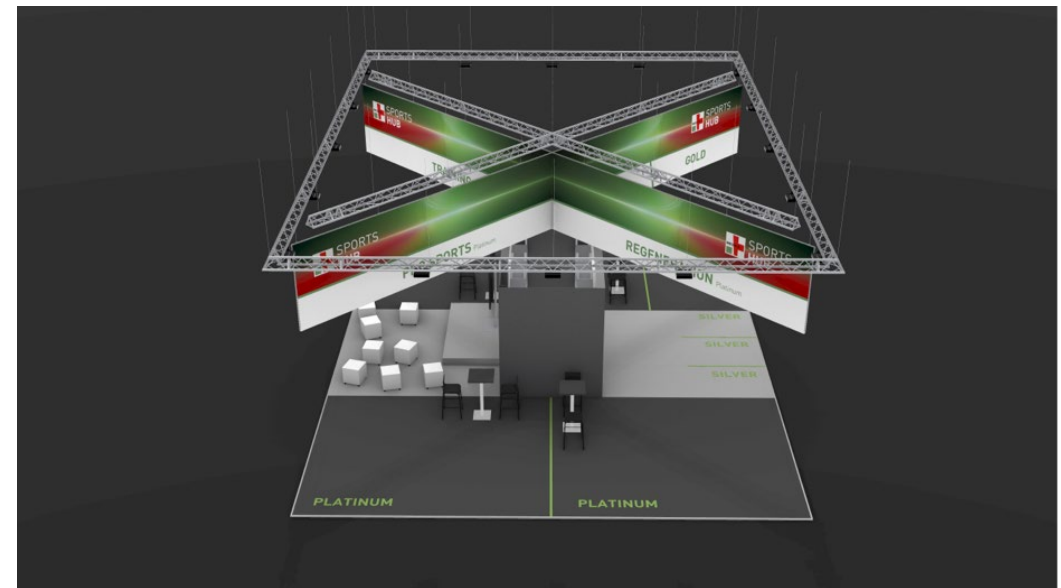
19,000 EUR (excl. VAT)



PLATINUM PARTNER MEDICA SPORTS HUB

- Company and logo branding of one big sized MEDICA SPORTS HUB AREA „powered by“
- Official listing in exhibitor guide
- 2 presentations MEDICA SPORTS HUB STAGE (à 15 minutes)
- Official stop of Guided Innovation Tour (15 minutes)
- Logo on the website
- Consideration in MEDICA communication channels
- Naming of the partner in the official program on the website and on the electronic display
- 4 MEDICA exhibitor tickets, 4 MEDICA day tickets, 2 Conference tickets

19,000 EUR (excl. VAT)



GOLD PARTNER MEDICA SPORTS HUB

- Company and logo branding of medium sized MEDICA SPORTS HUB AREA
- 1 presentation MEDICA SPORTS HUB STAGE (à 15 minutes)
- Logo on website
- Naming of the partner in the official program on the website and on the electronic display
- 2 MEDICA exhibitor ticket
- 3 MEDICA day tickets
- Official listing in the exhibitor guide
- 1 Conference ticket

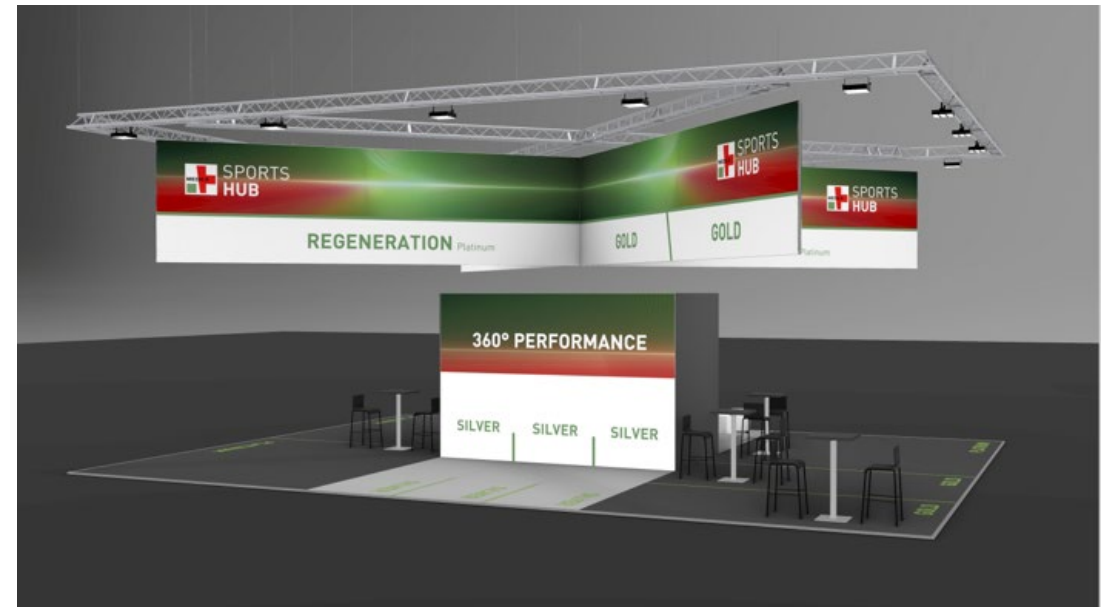
9,900 EUR (excl. VAT)



SILVER PARTNER MEDICA SPORTS HUB

- Product placement“ in one small sized MEDICA SPORTS HUB AREA
- Logo on website
- Naming of the partner in the official program on the website and on the electronic display
- 1 MEDICA exhibitor ticket
- 2 MEDICA day tickets
- *Official listing in the exhibitor guide

6,490 EUR *€7,290 (excl. VAT)



Program



Ecosystem



Location



Partner Options



Contact

SPEAKING MEDICA SPORTS HUB STAGE

- Speaking slot MEDICA SPORTS HUB stage (10+5 mins)
- Communication of the program on MEDICA website
- Daily promotion of program onsite

1,800 EUR (excl. VAT)



1

Program

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Ecosystem

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Location

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Partner Options

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Contact

CONTACT US !



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www.medica.de

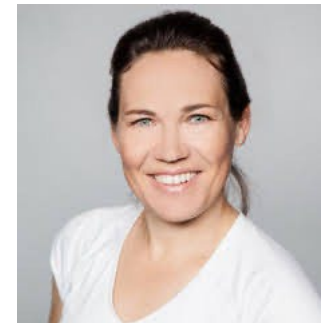
PROGRAM

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ORGANIZATION & PARTNERSHIPS

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