Out in front with digital?

Information and communication technology in hall 13

www.medica.de/INFTECH2
The world of medicine is meeting at MEDICA 2020

Those who would like to experience tomorrow’s healthcare market live must not miss this opportunity

The healthcare market is growing. The medical industry is making great strides towards the future. Fortunately, there is a place that allows you to move along with it. It is here that concentrated competence meets. And where you can keep up-to-date with the entire range of medical high-tech products and current know-how. MEDICA in Düsseldorf – in terms of innovation, a decisive heartbeat ahead of the rest.

At the meeting point of medicine

Be part of it, come together and use the Matchmaking tool to establish contacts beforehand that will help you to get ahead. The simultaneous combination of the world’s leading trade fair for medicine and the leading event for the supplier market makes it possible. Be it software-driven health IT, robotics, developments driven by artificial intelligence, the world of the smallest components or other innovations – MEDICA, along with COMPAMED, will again bring together what belongs together next year. Clearly structured, in bustling halls, with a focus on the future. Then, while ideas meet investors in the MEDICA START-UP PARK, the topics and trends of tomorrow are being celebrated at numerous forums, conferences and events. All at the same time and in the same place for synergy effects, which will also make MEDICA very strong in 2020.

Be part of it in Düsseldorf – the world’s largest event for the medical industry awaits you.
Strong, stronger, state of the art

IT and communication technology are playing an increasingly important role in the healthcare sector. Digitalisation is proceeding rapidly and new questions are emerging: how can big data offer big value? How do wearables, mHealth, blockchain technology, apps and artificial intelligence make the medicine of the future even smarter? And above all: how do we handle these developments safely? Use MEDICA 2020 to show and explain why connected health and health IT are increasingly important in all areas. In an international environment, you will find qualified answers to urgent questions – including where the digital journey is taking us.

More information for exhibitors is available at www.medica.de/exhibitors

Start-ups and an innovative environment

Start-ups are entering the market with new models. At the same time, investors are investing. That is why we are once again bringing together what belongs together in 2019: the MEDICA START-UP PARK is an opportunity for creative companies to present their business and fresh ideas, find crossovers and network. And who knows if they’ll find their next partner – and maybe that partner is you.

The MEDICA CONNECTED HEALTHCARE FORUM is also a showcase for the future. With solutions for networked and mobile healthcare, the forum focuses on what will create value tomorrow. And while developers pitch to the jury at the MEDICA App COMPETITION, experts at the MEDICA HEALTH IT FORUM will be discussing the latest innovations, trends and issues. Be part of developments – as a welcome part of MEDICA 2020.

www.medica.de/INFTECH2

Discover today what will shape the future!
"This is the largest trade fair for medicine in the world."
Oliver Gassner, Head G4A Digital Health Intelligence EMEA, Bayer G4A

Tony Allridge is at MEDICA for the first time. "I meet customers here and, of course, also try to find new ones. It is a great place to meet, so it is important to me to be here."
Tony Allridge, Account Manager, anders, Italy

"I am looking for wearables at MEDICA. We are an app company. We develop apps for medical procedures as well as apps for special educational needs and prevention and, therefore, we are looking for wearables that can be combined with these apps", explains Neil Bevan from England. He is here for the first time and perhaps would like to participate as an exhibitor next year.
Neil Bevan, Director, Hunterbevan, United Kingdom

Nasraoui Mohamed Mehdi came all the way from Tunisia to discover new technologies at MEDICA. This is his first time at MEDICA. His conclusion: "It is interesting, huge and tremendously impressive."
Nasraoui Mohamed Mehdi, Tunisia

"MEDICA is the ideal platform for us to attend to our customers and to find new customers, especially from other European countries. However, we also welcome potential customers from the Arab world and show them our products in our showroom at our stand."
Jörg Dräger, Sales Director Werth-Systems
Find out more now, join in and register as an exhibitor by 1 March 2020 – simply go to: medica.de/2330

Be part of the No. 1

Be part of the No. 1 – the world’s largest medical sector event. To make things as easy as possible, we provide useful services as soon as your registration has been approved, from booth construction and advertising to key checklists and much more.

Nowhere else in the world has more cutting-edge digital technology than MEDICA.

Dr Claudio Bucchi, Senior Project Manager
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Exhibitor prices at a glance:

<table>
<thead>
<tr>
<th>Type</th>
<th>Price per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row stand (1 side open)</td>
<td>€256/m²</td>
</tr>
<tr>
<td>Corner stand (2 sides open)</td>
<td>€265/m²</td>
</tr>
<tr>
<td>Front stand (3 sides open)</td>
<td>€270/m²</td>
</tr>
<tr>
<td>Block stand (4 sides open)</td>
<td>€279/m²</td>
</tr>
<tr>
<td>Outdoor section</td>
<td>€166/m²</td>
</tr>
</tbody>
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Service offers for exhibitors:
www.medica.de/2300

www.medica-tradefair.com

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WHERE HEALTHCARE IS GOING

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COMPAMED DÜSSELDORF 16–19 November 2020
REHACARE DÜSSELDORF 23–26 September 2020
FAMDENT SHOW MUMBAI 29–31 May 2020
INTEGRATION MOSCOW June 2021
MEDICAL FAIR ASIA SINGAPORE 9–11 September 2020
MEDICAL FAIR BRASIL SÃO PAULO 5–8 May 2020
MEDICAL FAIR CHINA SUZHOU 17–19 September 2020
MEDICAL FAIR INDIA MUMBAI 5–7 March 2020
MEDICAL FAIR INDIA NEW DELHI 19–21 February 2021
MEDICAL FAIR THAILAND BANGKOK 8–10 September 2021
MEDICAL MANUFACTURING ASIA SINGAPORE 9–11 September 2020
MEDITECH BOGOTÁ 14–17 July 2020

Strategic Co-operation:
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