

Data, Facts and Background for Exhibitors



14 - 17 NOVEMBER 2016  
DÜSSELDORF GERMANY

[www.medica.de](http://www.medica.de)

# WORLD FORUM FOR MEDICINE

BE PART OF IT!



Messe  
Düsseldorf

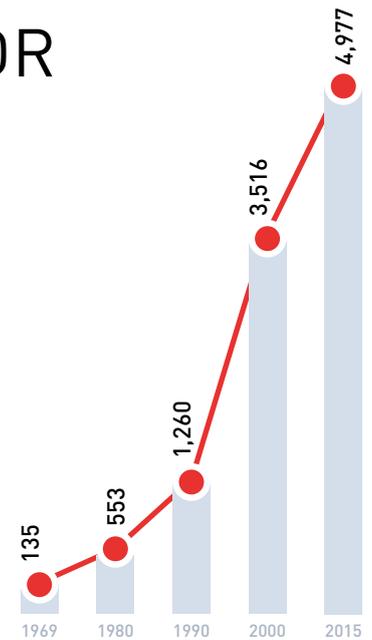


# THE MEDICA IN DÜSSELDORF INTERNATIONAL TOP EVENT FOR GOOD BUSINESS

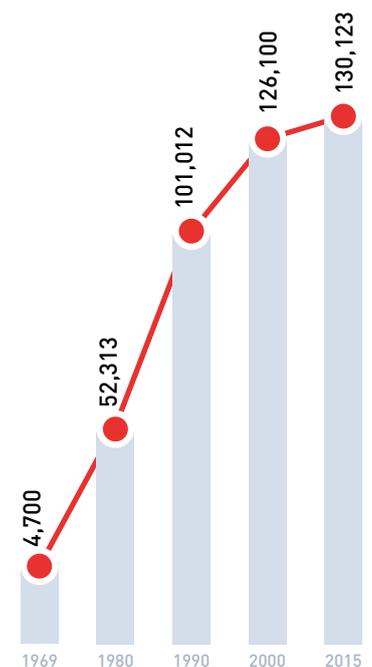
As the world's largest medical trade fair, the MEDICA is and shall remain the top event in Düsseldorf for decision-makers from around the world. Of the 130,123 specialist visitors (previous year: 128,500) from around 120 nations, more than half came from abroad. Visitor figures from the overseas markets, USA, Latin America and Arabic countries have risen immensely. For the first time, many specialist visitors also came from Iran.

Once again, the proportion of decision-makers from senior company levels has risen significantly. The COMPAMED, the leading international trade fair for suppliers of medical technology, for the first time took place at the same time as the MEDICA over the course of four days. And that with success: A new booking record has been broken with 779 exhibitors from 37 countries. The new set of dates running from Monday to Thursday has been widely accepted by the specialist visitors to both industry events.

Conferences and forums form an ideal complement as regards subject-matter and will offer visitors to the MEDICA 2016 information and impulses at the highest professional level. Exhibitors and their employees will profit from this integration, either as speaker or as visitor. In 2016, the MEDICA CAREER FORUM will be additionally taking place as a jobs forum for those professionals changing jobs in the field of medical technology as well as newcomers.



EXHIBITOR FIGURES



VISITOR FIGURES



# MAIN PRODUCT CATEGORIES

Electromedicine, medical technology

Information and communication technology

Laboratory equipment/diagnostics

Physiotherapy/orthopaedic technology

Single-use and consumer items

Medical services and publications

# VISITOR TARGET GROUPS

General practitioners

Hospital doctors

Hospital managers

Hospital nursing staff

Hospital technical managers

Laboratory managers

Physiotherapists

Medical trade

Medical industry

Medical assistants (hospital, doctor's surgery, laboratory)

Cost units

## FIELD OF SPECIALITY OF VISITORS

Trade	23%
Industry	20%
Hospital/clinic	18%
Medical centre	8%
Medical practice	7%
Purchasing group	6%
Physiotherapy practice	4%
Science and research	4%
Medical lab/institute	3%
Nursing	3%
Services	2%
Other	2%





# CLEARLY STRUCTURED

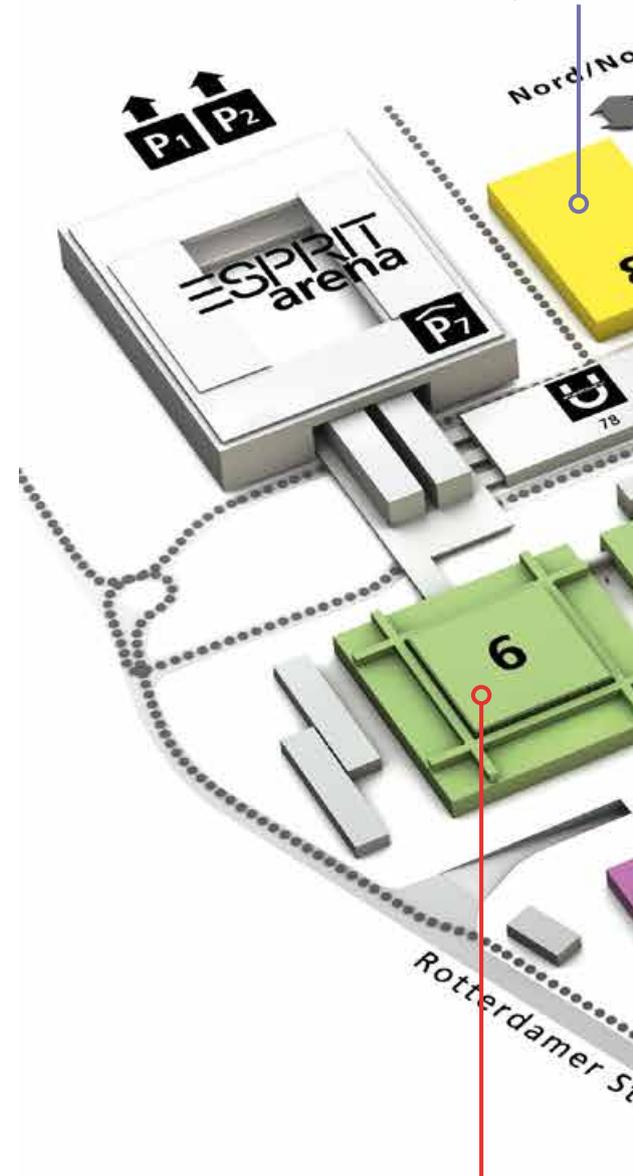
## MEDICA TRADE FAIR

- Halls 1, 2, 3**  
Laboratory equipment, diagnostics
- Halls 4, 5**  
Physiotherapy/orthopaedic equipment
- Halls 5, 6, 7.0, 7.1, 7a**  
Disposables, commodities and consumer goods, textiles
- Halls 9 – 14**  
Electromedicine, medical technology, operating technology and equipment
- Hall 14**  
Hospital equipment, communication systems
- Hall 15**  
Information and communication technology
- Halls 15, 16, 17**  
National and international joint participants, electromedicine, medical technology

## COMPAMED TRADE FAIR

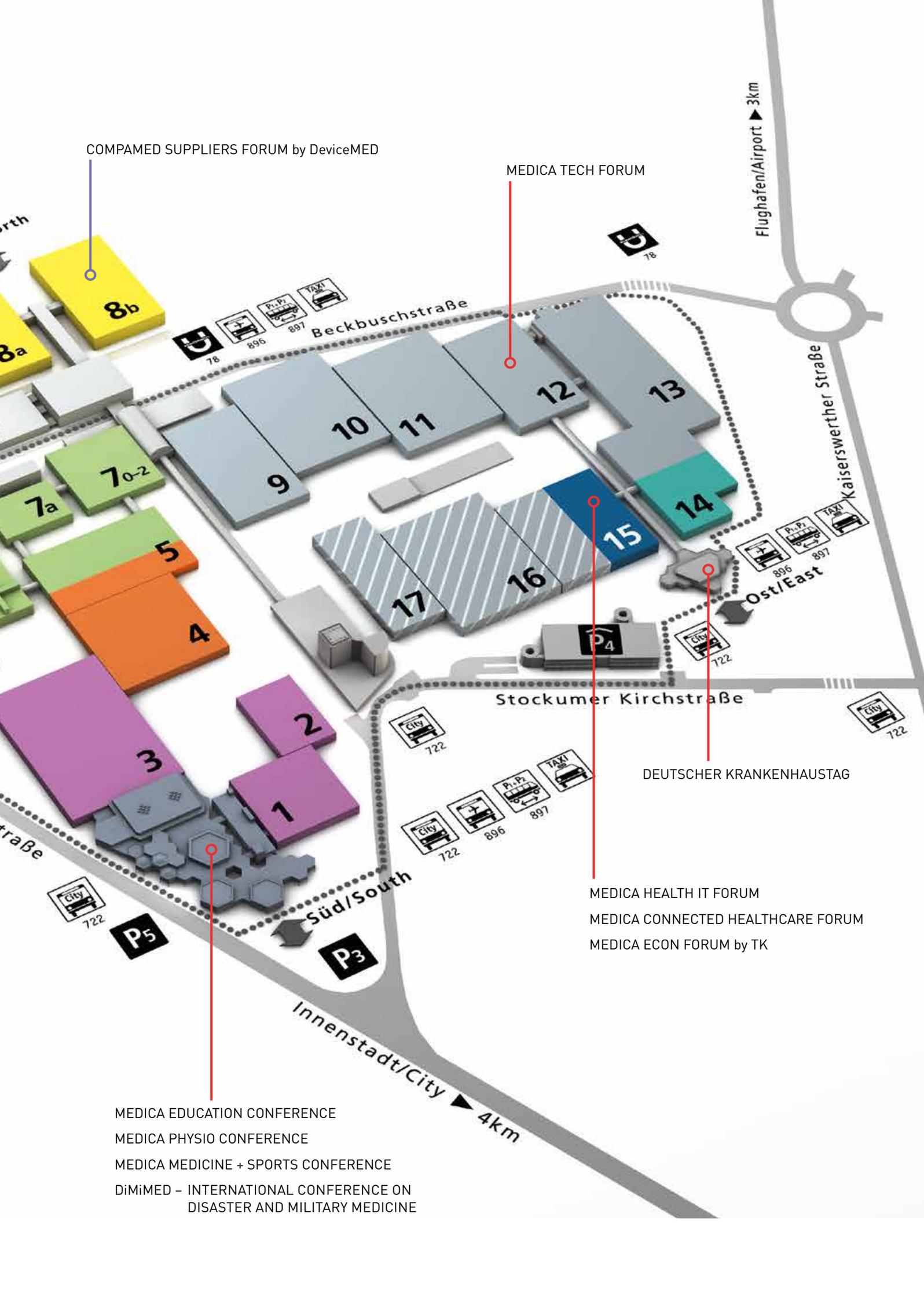
- Halls 8a, 8b**  
High-tech Solutions for Medical Technology

COMPAMED HIGH-TECH FORUM by IVAM



MEDICA WOUND CARE FORUM





COMPAMED SUPPLIERS FORUM by DeviceMED

MEDICA TECH FORUM

Flughafen/Airport ▶ 3km

Kaiserwerther Straße

Beckbuschstraße

Stockumer Kirchstraße

DEUTSCHER KRANKENHAUSTAG

MEDICA HEALTH IT FORUM  
MEDICA CONNECTED HEALTHCARE FORUM  
MEDICA ECON FORUM by TK

MEDICA EDUCATION CONFERENCE  
MEDICA PHYSIO CONFERENCE  
MEDICA MEDICINE + SPORTS CONFERENCE  
DiMiMED – INTERNATIONAL CONFERENCE ON  
DISASTER AND MILITARY MEDICINE

Innenstadt/City ▶ 4km

urth

straße

7a

8b

7a-2

5

4

3

2

1

P5

P3

722

896

897

TAXI

78

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# THE FORUMS OFFER A FUTURE-ORIENTATED EXCHANGE OF EXPERIENCE IN THE MIDST OF THE TRADE FAIR

Get to know trends, so to speak, in passing, take an “active break” in the midst of the trade fair, attain specialist knowledge, establish new contacts: The highly interesting MEDICA forums offer you all of that.



## MEDICA TECH FORUM

As part of the MEDICA TECH FORUM in 2016, international experts will again be presenting political, scientific, regulatory and technical topics. The current status of the Medical Devices Regulation (MDR) and its effects will certainly also be discussed.

[www.medica.de/MTF2](http://www.medica.de/MTF2)

## MEDICA HEALTH IT FORUM

MEDICA HEALTH IT FORUM: Together with representatives of leading edge research, speakers from all sectors of the health economy will be discussing trendsetting healthcare IT developments on an interdisciplinary level orientated towards solving issues at hand. As a visitor, you will get the latest information concerning future-orientated IT trends in the healthcare sector.

[www.medica.de/MHIF2](http://www.medica.de/MHIF2)

## MEDICA CONNECTED HEALTHCARE FORUM

After only a period of two years, the level of interest in the MEDICA CONNECTED HEALTHCARE FORUM located in hall 15 as well as its degree of participation have developed rapidly. Also in 2016, new findings, technologies and solutions for networked and mobile healthcare are surely to be expected. Multi-national companies and innovative start-ups demonstrated what the networked future will be like.

[www.medica.de/MCHF2](http://www.medica.de/MCHF2)



## MEDICA WOUND CARE FORUM

The German Institute for Wound Healing will be providing information in a traditional manner using specific case reviews concerning the proper treatment of patients with chronic wounds such as leg ulcers (ulcus cruris), pressure ulcers or diabetic feet. In halls 5 to 7, trade fair visitors will find everything concerning the topics of wound care, disposable items and much more from the field of commodities and consumables.  
[www.medica.de/MWCF2](http://www.medica.de/MWCF2)

## MEDICA ECON FORUM by TK

Already for the fifth time, the Techniker Krankenkasse (TK, a German health insurance company) along with Messe Düsseldorf are organising the MEDICA ECON FORUM by TK, the forum for the health industry at the MEDICA. Experts from the fields of politics, medicine, economics and science will be discussing current developments and new trends in the healthcare industry.  
[www.medica.de/MEF2](http://www.medica.de/MEF2)

## T5 CAREER FORUM

A lack of executives and specialists does not have to be the case in the field of medical technology. In 2016, for a period of two days, the T5 CAREER FORUM in cooperation with MEDICA is taking place for the first time. Here, exhibitors – as potential employers – can address both young professionals and those changing their profession and can already announce their job offers before the MEDICA via its cooperation partner, T5 KarrierePortal. Approx. 15 percent of all MEDICA visitors are looking for career perspectives in Düsseldorf – and are certain to use this new forum.  
[www.medica.de/TCF2](http://www.medica.de/TCF2)

# THE CONFERENCES SUSTAINABLY STIMULATE THE INTERACTION BETWEEN SCIENCE AND PRACTICAL APPLICATION

As an exhibitor, you can take advantage of the MEDICA conferences to exchange ideas with your target group in a goal-oriented manner; send experts to act as speakers, demonstrate your expertise, enable further training to take place for your employees.



## MEDICA EDUCATION CONFERENCE

The MEDICA EDUCATION CONFERENCE offers an interdisciplinary and international exchange of ideas. The subject-matter focuses at the MEDICA 2016 will build a bridge between the current state of scientific research and the innovations of MEDICA exhibitors.

[www.medica.de/MEC2](http://www.medica.de/MEC2)

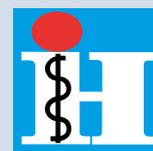


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Deutsche Gesellschaft  
für Innere Medizin e.V.  
German Society  
of Internal Medicine

## MEDICA PHYSIO CONFERENCE

Occupation-related manual hands-on techniques as a unique characteristic of physiotherapy and osteopathy will also be paramount at the event, which is being held for the third time. The publishing house, Georg Thieme-Verlag, and the training institute FiHH are organising the MEDICA PHYSIO CONFERENCE.

[www.medica.de/MPC2](http://www.medica.de/MPC2)



## MEDICA MEDICINE + SPORTS CONFERENCE

In 2016, the MEDICA MEDICINE + SPORTS CONFERENCE will be taking place already for the fourth time. This event has made a name for itself as an international platform for the co-operation and networking of sports medicine specialists from the entire world, professional athletes as well as the sporting goods and medical technology industry.

[www.medica.de/MMSC2](http://www.medica.de/MMSC2)

## DiMiMED – INTERNATIONAL CONFERENCE ON DISASTER AND MILITARY MEDICINE

In 2016, the fourth DiMiMED – International Conference on Disaster and Military Medicine – will again be presenting plenary lectures on innovations as well as talks on scientific issues in the field of disaster and military medicine. Interested exhibitors are invited to present their products and problem solutions.

[www.medica.de/DiMiMED2](http://www.medica.de/DiMiMED2)

## THE GERMAN HOSPITAL CONFERENCE (DEUTSCHER KRANKENHAUSTAG)

Once again, the 39th German Hospital Conference as the leading communication platform for German hospitals will act as a magnet for hospital decision-makers, physicians and medical experts. Around 1,900 participants from the field of hospital management will be expected at this event.

[www.medica.de/DKT2](http://www.medica.de/DKT2)



# THE COMPAMED BENEFITS FROM THE FOUR DAYS RUNNING PARALLEL TO THE MEDICA

The COMPAMED in Düsseldorf, as the leading international trade fair for suppliers of medical technology took place over the course of four days, thereby running completely contemporaneously to the MEDICA. Already prior to the kick-off, 779 exhibitors from 37 countries already provided for a new booking record in halls 8a and 8b. In light of the fact that increasingly complex high-tech solutions are being demanded, the extension by one day offers a sufficient opportunity for stand visitors to obtain detailed information.

The level of positive responses from international specialist visitors remains high: From a total of 130,000 specialist visitors to the MEDICA and COMPAMED last year, 18,800 showed special interest for the COMPAMED's range of topics, spanning from components to materials, microtechnology and nanotechnology all the way to contract manufacturing, packaging and services.



## COMPAMED HIGH-TECH FORUM by IVAM

Highly qualified specialists and experts will be presenting new trends at the COMPAMED HIGH-TECH FORUM by IVAM as well as products from the fields of new materials, production techniques, nanotechnologies and microsystems technology. At the adjacent joint stand with the IVAM product market "Hightech for Medical Devices", internationally leading companies and institutes will be presenting their material and process solutions that make medical technology products cheaper, safer and more reliable.

[www.compamed.de/CHTF2](http://www.compamed.de/CHTF2)



## COMPAMED SUPPLIERS FORUM by DeviceMed

The forum is organised by DeviceMed, the industry publication for manufacturers of medical technology products. Speakers from internationally leading companies and organisations showed current developments along the entire process chain. Gather information on innovative materials and all sorts of made-to-order production, among other things.

[www.compamed.de/CSF2](http://www.compamed.de/CSF2)

# WITH **WWW.MEDICA.DE**, YOU WILL BE **CONTINUOUSLY** IN THE MIDST OF **EVERYTHING HAPPENING**

You can use [www.MEDICA.de](http://www.MEDICA.de) as a communication platform that is always available to you around the clock and throughout the year. Many offers are even free of charge. This service can also be used in a very flexible manner, regardless of whether you are currently at the office, on the go, at home, in a hotel or wherever you may be, on any device using the MEDICA App. In 2015, more than 1.78 million unique users viewed 13.27 million pages in 2.40 million sessions at [www.MEDICA.de](http://www.MEDICA.de).

Successful communication is no one-way street. Convey your information to your target groups as well via [MEDICA.de](http://www.MEDICA.de). For example, you can present your products and services in our virtual showroom. Or use the portal for yourself. Attain all the information you need to successfully participate in the MEDICA, from building your trade fair stand to catalogue registration, all the way through to targeted use of advertising media. Or establish contacts in the Who-is-Who community, which you can use to search for business partners or employees.



Here you will find information on Düsseldorf and overnight accommodations: Düsseldorf Marketing & Tourismus GmbH  
<http://business.duesseldorf-tourismus.de/messe/medica/>

## **AS MEDICA EXHIBITOR, YOU ALSO BENEFIT FROM**

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Mailing campaigns worldwide with approx. 1.5 million contacts

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220 advertisements in 140 trade journals in 25 countries

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1.2 million flyers, brochures, programmes, fact sheets and posters

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1.4 million newsletters per year for 29,000 subscribers

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Cooperative advertising

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Contributions for television and radio stations

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Independent MEDICA app with 16,000 downloads

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Social community channels in Facebook, Twitter, XING, LinkedIn

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MEDICA App  
for Androids  
[Google Play](#)



MEDICA App  
for BlackBerry  
[BlackBerry World](#)



MEDICA App  
for iOS  
[iTunes Store](#)



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Register fast and  
comfortably online!

Be a part of MEDICA and  
please register online as  
an exhibitor by 1 March 2016 at:

[www.MEDICA.de/2330](http://www.MEDICA.de/2330)

# Be part of the leading medical trade fairs!

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