

**You are in good hands.**



**HUNGAROMEDICA**

Health and Medical Technology Exhibition



**11-13 October 2018**



**hungexpoexhibition**  
you have a program



## PROFESSIONAL EXHIBITION ORGANIZER

For 50 years, Hungexpo has been the leader in Hungary's exhibition organization market and has also achieved the same status in the Central Eastern Europe by now. Due to our hard work of many decades, Budapest's Hungexpo is now the organizer of the region's several key exhibitions. Relying on our market research, we keep growing by adapting to the demands of our customers. Year after year, we always assist local and international companies to succeed with their products and services, by providing full-scale, customized organization and implementation of exhibitions and various additional events.

We welcome our visitors to 20 exhibitions each year. Among many others, the largest ones include Construma, FeHoVa and Travel exhibitions, some of which have been attracting tens of thousands of visitors each time for 40 years.



## NOVELTY IN THE HEALTH MARKET special exhibition for the medical profession!

Hungexpo has been highly dedicated to showcasing innovations and developments moving our country forward. Health is the foundation for the future of Hungary and its citizens and forms the basis for our economic development and being competitive in the international arena. Organising a sustainable healthcare system is an extremely complex challenge. It requires a **constant renewal process of technologies or clinical cure and care procedures**. On the other hand, these innovative and value-added solutions, technologies and therapies need to be introduced in a proportionate and sustainable manner. Hungexpo aims to **showcase and support** this process by offering the timely organised HUNGAROMEDICA exhibition and its various professional programmes and side events. This is a great opportunity for our various partners to present their products and services, medical and healthcare devices, equipment, hospital technology, medicines supply or even home care equipment.



In recent years we have seen a continuous increase in the healthcare budget. This year it provides nearly 200 bn HUF additional resources for the sector. Since 2009, over **600 bn HUF development funding has been allocated to healthcare**, primarily addressing the renewal of health care facilities in the countryside or to **upgrade medical technologies**. In the coming years, this will be followed by hundreds of bn HUF development funds for upgrading Budapest's healthcare services. Pharmaceuticals, medical appliances and other healthcare related goods made up nearly one third of all healthcare expenditure in 2015. The hospital sector's procurement of goods and services make up about 15-20% of the 600 bn HUF annual budget.

When planning healthcare development, it is crucial to get an insight into what the latest technological developments can offer for **patients**, doctors and other health care professionals. The more than 100.000 healthcare professionals are constantly on the search for innovations so that they could **give more** to their patients by revolutionizing and making their own work easier at the same time. Our exhibition and its associated professional programmes and side events allow for **showcasing technological achievements** and redefining the future roles of hospitals, outpatient clinics and pharmacies.

## FIND A NEW PARTNER OR SPONSOR IN THE HEALTHCARE INDUSTRY!



Do you think that your products, technology or services have a place in the renewing healthcare market and do you want to present it to potential customers?



The theme of our exhibition draws increasing attention from the general public as well. With innovations in medical equipment and health care the patient care can enjoy rapid progress. By managing innovations strategically we could not only improve the quality of care or modernisation, but could also contribute to the sustainability and efficient functioning of the health care system. Providing relevant information about the new opportunities that technological developments provide to patients and their relatives has a unique importance. As there is a growing health consciousness among patients and their relatives we would like to assist them in defining their expectations towards health care as the customers of its services. Our exhibition is the best forum to showcase developments for the general public.



Would you like to show the public how your devices and technology could help patients and/or their relatives?

If you are launching a new programme in medical education, inform your professional partners in this forum. You will find interested minds here.

No matter which area of healthcare you are involved in, primary, outpatient, hospital care or rehabilitation, drug manufacturing or distribution, imaging, laboratory diagnostics or medical research and innovation, bring it and showcase it to HUNGAROMEDICA's expert professional audience and the general public interested in health developments.







## KEY SUBJECTS

MEDICAL TECHNOLOGY AND MEDICAL DEVICE MANUFACTURERS, DISTRIBUTORS, REHABILITATION, HOME CARE

HEALTH TECHNOLOGY

HOSPITAL DESIGN AND CONSTRUCTION, HOSPITAL TECHNOLOGY, FACILITY MANAGEMENT

BACKGROUND SERVICE PROVIDERS

PHARMACEUTICAL MANUFACTURERS, DISTRIBUTORS

PHARMA WHOLESALERS

PHARMACIES

CLINICAL RESEARCH ORGANIZATIONS

DIETARY SUPPLEMENT MANUFACTURERS, DISTRIBUTORS

INFANT FORMULA MANUFACTURERS, DISTRIBUTORS

PRIVATE MEDICAL SERVICE PROVIDERS

AMBULANCE AND PATIENT TRANSPORTATION SERVICES

HEALTH INFORMATION TECHNOLOGY

eHEALTH, mHEALTH, TELEMEDICINE SERVICE PROVIDERS, DIGITAL HEALTH

TELECOMMUNICATION COMPANIES

HEALTH TOURISM

INSURANCE COMPANIES, FINANCIAL ORGANIZATIONS, LIFE INSURANCE PROVIDERS

PUBLIC INSTITUTIONS, HOSPITALS, CLINICS

EDUCATIONAL INSTITUTIONS

MEDICAL ASSOCIATIONS, NGOS, PATIENT ORGANIZATIONS

CONSULTING AND ANALYTICS COMPANIES

PROFESSIONAL MEDIA

## ARGUMENTS FOR THE EXHIBITION:

- you can **showcase new, cutting-edge medical technology and appliances**;
- the exhibition displays **the current trends** and allows for an overview of the market players;
- in terms of our exhibition, we expect around **10.000 professionals, from the healthcare area** (heads of institutions, medical and other health professionals, pharmacists, etc.), including **service providers, the representatives of health policy and healthcare management, higher education students and general visitors interested in healthcare**. They will all be in one place at the same time, looking into the what healthcare market can offer, who are the players on the market, and the opportunities offered by the various branches of healthcare as well as the latest trends and innovations;
- numerous potential clients are present at the same place, giving you an opportunity to strengthen your relationships with **existing clients and gain new partners as well**;
- it is a great opportunity for players of the healthcare industry to have technical experts attend as visitors **with the intention of making purchases or investments**, open to making deals and entering into partnerships, providing firms with a chance to establish personal communication, product or service demonstrations;
- there are no spacial or temporal limits for the presentation of firms, therefore **medical technologies, devices and complex systems can be demonstrated in operation**, so exhibitors and customers can not only have conversations but can have technical demonstrations or even continuing education activities jointly organized with professional associations;
- we plan to organize several professional programmes and side events with the exhibition. In this framework we will enable our partners to demonstrate their technological achievements to the professional audience as well as the general public;
- with this potential, the exhibition provides a **complex marketing communication platform**, from establishing personal contacts, acquiring new clients, image building, launching a new product, mapping the market and competition in a sector with increasing revenue and sales. No matter which goal you set, you can rely on us.



## OUR PROFESSIONAL PARTNERS

- National Healthcare Services Center
- Health Services Management Training Center of the Semmelweis University
- Association of Medical Devices Manufacturers, Hungary
- Hungarian Medical Cluster (MEDICLUSTER)
- Hungarian Hospital Association
- Hungarian Chamber of Pharmacists
- Hungarian Nursing Association
- Association of Health Technology Suppliers and Medical Device Manufacturers (ETOSZ)
- National Association of Manufacturers and Distributors of Assistive Devices (NAMDAD)

## SIMULTANEOUS EVENTS

- Dental World Hungary - International Dental Fair and Conference
- Home Design Autumn - 1st Exhibition and Fair for Home Making

## FURTHER INFORMATION

### Date:

11-13 October 2018

### Opening hours:

Thursday- Friday - Saturday 9.00 - 18.00

**Venue:** HUNGEXPO Budapesti Fair Centre, Pavilion "D"

H-1101 Budapest, Albertirsai út 10.

## CONTACT

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## REGISTRATION

Registration for the exhibition requires the payment of a registration fee. As a pre-condition for participating in the exhibition, this amount also covers the following registration and marketing services:

Exhibitor's pass depending on the area

Wifi access

1 company logo,

2 parking passes

basic presentation in the catalogue, including representation in the online exhibitors' list on the exhibition's website, the opportunity to upload your own data and a link to the exhibitor's website,

representation in 3 thematic groups and in the visitors' guide (5000 copies).

1 brand representation (with logo)

1 option to highlight a novelty (with image),



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**E-mail:** [hungaromedica@hungexpo.hu](mailto:hungaromedica@hungexpo.hu)





**Example calculation for complete participation:** (with prices valid until 31 May, 2018)  
 (Registration fee + area fee + liability insurance fee + universal stand)

9 m<sup>2</sup> Standard package = 1672 EUR

12 m<sup>2</sup> Business package = 2230 EUR

15 m<sup>2</sup> Comfort package = 2950 EUR

## PARTICIPATION FEES

### Registration and marketing fees:

For exhibitors: 250 EUR+VAT

For co-exhibitors: 207 EUR+VAT

Co-exhibitors must be registered as well! The registration and marketing fees of unregistered co-exhibitors will be billed posteriorly!

### Area rental fees:

The area let by Hungexpo does not include the build-up, the power connection and other services.

Area rental Fee (HUF / sqm)	Before 31 January, 2018	Before 31 May, 2018	Before 1 June, 2018
9 – 20 m <sup>2</sup>	74 EUR	92 EUR	100 EUR
21 - 35 m <sup>2</sup>	70 EUR	89 EUR	96 EUR
36 – 50 m <sup>2</sup>	65 EUR	83 EUR	90 EUR
51 – 90 m <sup>2</sup>	58 EUR	76 EUR	83 EUR
91 + m <sup>2</sup>	50 EUR	69 EUR	76 EUR

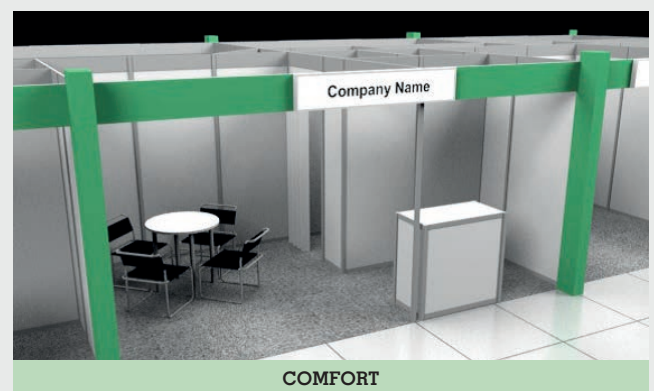
**Register for the exhibition now and get a discount up to 33% off!**

Deadlines for discounted registration:  
**31 January 2018, 31 May 2018**

### Standard stand build-up prices:

Basic:	*58 EUR/m <sup>2</sup> + VAT
Standard:	*65 EUR/m <sup>2</sup> + VAT
Business:	*72 EUR/m <sup>2</sup> + VAT
Comfort:	*87 EUR/m <sup>2</sup> + VAT

\*Discount prices indicated are valid until September 5, 2018!



## ADVERTISEMENT TOOLS IN THE FAIR CENTER AREA:

In addition to the exhibition stand, there are several other tools at the exhibitors' disposal, from which they can select the optimal one that could help them accentuate their presence. Use the advertising and marketing tools available in the Fair Center area to ensure the success of your exhibition. **Ask our associate for a quotation!**

