

You are in good hands.



HUNGAROMED

Health and Medical Technology
Exhibition and Conference



7-9 October 2019



hungexpoexhibition
you have a program

II HUNGAROMED - EXHIBITION AND CONFERENCE

HUNGAROMED Health and Medical Technology Exhibition and Conference was created as Hungary's only comprehensive healthcare and medical exhibition to provide a meeting opportunity for all medical industry stakeholders such as manufacturers, distributors, customers as well as the physicians, pharmacists and healthcare professionals. Besides **Semmelweis University, which celebrates the 250th anniversary of its foundation**, our other key partners are the **Semmelweis University - Health Services Management Training Centre** and the **Hungarian Healthcare Management Association**.

Involving them and several other professional partners, we developed the themes of the exhibitions and the programmes of the conference.

Our goal is to create a **regional meeting point** where exhibitors and visitors can get credible first-hand information on the latest treatments and therapeutic solutions.

We look forward to welcoming you as our exhibitor in 2019!



THE 2018 EXHIBITION IN NUMBERS:

2300 m²
GROSS
EXHIBITION
AREA



3 DAYS
10 PROFESSIONAL
CONFERENCES

97 EXHIBITORS



"Our company, UNI-MED Szeged Ltd participated in the HUNGAROMED exhibition for the first time in 2018. We have gained a lot of experience, attended colourful professional programmes and acquired new partners. Our aim was to present the professional community with UNI-MED Szeged Ltd's private healthcare services, and this goal was accomplished successfully. In addition, we managed to establish contacts with several partners and interested professional parties, who we expect to bring fruitful cooperation and achievements in the future."

UNI-MED Szeged Kft.

OUR PROFESSIONAL PARTNERS:



FOCAL POINTS OF THE 2019 EXHIBITION

Due to its significant domestic innovative potential, the medical technology industry has an unquestionable place and role in the development projects affecting the 700-bn-HUF Healthy Budapest Programme as well as in the digital transformation and public healthcare mobilization. **We welcome all manufacturers and distributors of medicine, medical appliances and medical technological devices!**

HOSPITAL ARCHITECTURE AND DEVELOPMENT

The general principles of hospital architecture and design are undergoing a transformation. Demographic and epidemiological changes, the exponential development of healthcare technology, the new patient care models, the economic considerations and the increasing expectations of the population are all emphasized in the architectural design of hospitals and healthcare facilities.



Present your innovative solutions related to hospital construction, technology operation and design at the exhibition!



PUBLIC HEALTH MOBILIZATION

As part of the public healthcare mobilization, several towns have announced their programmes, going under such names as "Healthy Town" and "Healthy Workplace". We look forward to welcoming programme participant towns and companies presenting their already implemented or planned projects.

Show us how your health solutions may be instrumental in the following aspects:

- successful implementation of the National Public Health Programme, which coordinates prevention efforts;
- family-friendly development of the healthcare system;
- safe and cost-effective patient care.

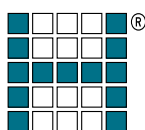
PLANNED PROGRAMMES

- Medicina Conference
- Professional further training for credit points – Semmelweis credit marathon
- Medical Innovation Competition
- Smart Hospital presentation
- Artificial intelligence for a better healthcare – live demonstration
- International hospital architecture and design exhibition
- Three-day digital healthcare further training course and workshop

DIGITAL HEALTHCARE SOLUTIONS

The ongoing lightning-fast technological revolution involves the appearance of competitive new and upgraded technologies. This is the time when Hungary's future place in digital transformation is decided. The next era of healthcare will be characterized by such key issues as digital care, access to data, data-based care and service systems. Moreover, related data protection and cybersecurity issues will be in the focus. Hungary is in a situation where the country's other priorities of technological development are in line with the digital health revolution, too. For example, the current 5G development of telecommunication services will not only provide the conditions for self-driven cars but for big data transfers involved in health solutions as well. Furthermore, innovation priorities related to artificial intelligence may easily be integrated into the development of healthcare solutions.

If the appliances or technologies you produce or distribute could be a part of the renewed healthcare, present them to the professionals and potential buyers at the exhibition!



KEY SUBJECTS

- Medical technology and medical device manufacturers, distributors, rehabilitation, home care
- Health Technology
- Hospital design and construction , hospital technology, facility management
- eHealth, mHealth, telemedicine serviceproviders, digital health
- Background service providers
- Pharmaceutical manufacturers, distributors
- Pharma wholesalers
- Clinical research organizations
- Dietary supplement manufacturers, distributors
- Infant formula manufacturers, distributors
- Private medical service providers
- Ambulance and patient transportation services
- Health information technology
- Telecommunication companies
- Health tourism
- Insurance companies, financial organizations, life insurance providers
- Public institutions, hospital, clinics
- Educational institutions
- Medical associations, NGOs, patient organizations
- Consulting and analytics companies
- Professional media



"I was happy that we participated in the exhibition because it allowed us to demonstrate healthcare professionals that mobile robot technologies are already available. Besides, we learnt a great deal about the practical challenges of automation in healthcare."

Robot Centre - Ronix Automation Ltd.

"Our primary goal was to get a deeper insight into the manufacturers and developers operating in Hungary which could be connected to Trelleborg's polymer product portfolio and HealthCare & Medical strategy. We are confident that this event will bring concrete successful projects and the future exhibitions will mobilize even more exhibitors and potential clients."

Trelleborg Sealing Solutions Hungary

ARGUMENTS FOR EXHIBITION

- HUNGAROMED is the unique comprehensive health technology exhibition and conference in Hungary which reached the widest possible range of players in the sector.
- The exhibition is a complex communication platform which enables you to achieve your corporate goals ranging from networking, image building, acquiring new customers and launching new products to assessing the competition and increasing sales or turnover.
- The exhibitions are attended by professionals who visit the same place at the same time to get an insight into the supply, the market players, the opportunities offered by the various business lines as well as the latest trends and innovations.
- Professionals often arrive to the exhibition open to cooperation and making deals.
- Being present on site allows exhibitors to demonstrate the operation of medical technological and therapeutic devices, so the discussions between exhibitors and customers may automatically be complemented by spectacular presentations.
- As an exhibitor, you can participate in professional conferences, workshops, exhibitor gala night, thereby you can get important and credible information through authentic forums.
- As an exhibitor, you also have the opportunity to holding own conference, presentation or workshop by free of charge with technical equipment in the conference rooms (it depends on free capacity).



OUR VISITORS

Visitors

65 per cent

are ultimate decision makers or participate in the decision-making process.

33 per cent

consider their exhibition experience in their subsequent business decisions.

92 per cent

plan to visit the Y2019 event as well.

41 per cent

spend over three hours at the exhibition.

90 per cent

would recommend their partners or colleagues visiting the exhibition.

75 per cent

consider the wide spectrum as a benefit rather than a drawback for the exhibition.

Primary purpose of their visit :

(multiple choice)

60%

Learn about novelties, new products and services

50%

Get an insight into innovative, future-forward solutions

39%

Collect market information

30%

Meet professional partners personally

29%

Participate in conferences

23%

Find new business partners

19%

Meet existing business partners personally

7%

Other

Composition of the visitor base



52,2%

Physician, pharmacist, healthcare specialist



47,8%

Professional visitor
(medical student or healthcare sector employee without a specialist degree)

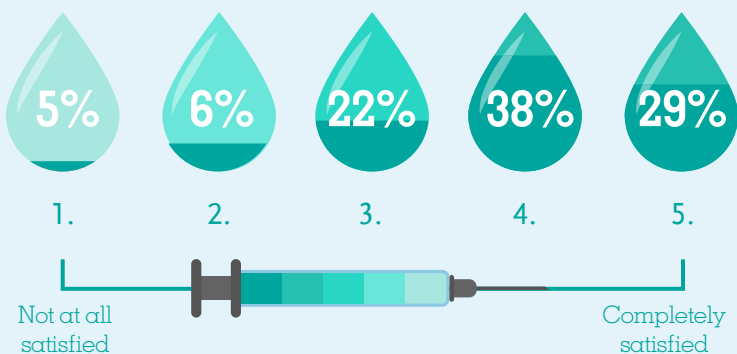
Areas of interest

(multiple choice):

Medical device manufacturer and distributor	58%
Medical appliance and equipment manufacturer and distributor	43%
Medical information technology	29%
Private healthcare services	28%
Public institution, hospital, clinic	27%
Professional organization	19%
Pharmaceutical manufacturer, distributor	18%
Health tourism	17%

Overall visitor satisfaction:

on a scale of 5



PARTICIPATION FEES

REGISTRATION AND MARKETING FEES:

For main exhibitors: depends on the size of the rental area

9-12 sqm + VAT	135 EUR
13-49 sqm + VAT	240 EUR
50 + sqm + VAT	340 EUR

**For co-exhibitors in every case:
215 EUR + VAT**

AREA RENTAL FEES:

Are rental fee HUF / sqm	until 31 st of May 2019	from 1 st of June 2019
9 – 35 sqm	71 EUR	88 EUR
36 – 50 sqm	62 EUR	85 EUR
51 – 90 sqm	55 EUR	79 EUR
91 + sqm	48 EUR	72 EUR

INDIVIDUAL APPEARANCE:

Should you wish to arrange customized appearance for your firm, we offer a range of individual solutions in pricing, spacing, location and design, according to your needs. For more information, contact us via the hungaromed@hungexpo.hu e-mail address!

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 presence. Ask our colleagues for quotation!

STANDARD STAND BUILD-UP PRICES:

Shell scheme type	until 4 th of September 2019	from 5 th of September 2019
Standard ⁺ Octa	62 EUR / sqm	71 EUR / sqm
Standard Sodem	95 EUR / sqm	95 EUR / sqm
Business ⁺ Octa	68 EUR / sqm	79 EUR / sqm
Business Sodem	106 EUR / sqm	106 EUR / sqm

The prices in the tables are not include the VAT and other service charges.

EXAMPLE CALCULATION FOR COMPLETE PARTICIPATION:

9 sqm Standard⁺ Octa package: 1340 EUR* + VAT

Calculation: 135 EUR + (9x71 EUR) + 8 EUR + (9x62 EUR)

15 sqm Standard Sodem package: 2743 EUR* + VAT

Calculation: 240 EUR + (15x71 EUR) + 13 EUR + (15x95)

20 sqm Business⁺ Octa package: 3038 EUR* + VAT

Calculation: 240 EUR + (20x71 EUR) + 18 EUR + (20x68)

**Prices include registration fee, area rental fee, liability fee and the cost of the shell scheme. Prices shall be valid for signing in before 31st May 2019.*

DISCOUNTED EARLY BIRD APPLICATION DEADLINE: 31ST MAY 2019

VENUE: HUNGEXPO Budapest Fair Center H-1101 Budapest, Albertirsai út 10.

WE ARE WORKING FOR YOUR SUCCESS: HUNGEXPO C.CO.LTD

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