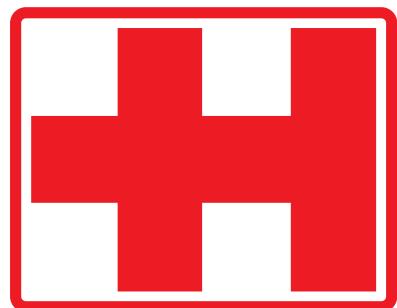


Hospital • Third Age • Disability • Prevention • Emergency • Rehabilitation



EXPOSANITA'

20th International Health Care Exhibition

18|19|20 May 2016

All exhibiting areas

21 May 2016

Opened only for Horus, 3DPrint Hub, Emergency

Bologna | Italy | Exhibition Center

Follow us

In collaboration with



exposanita@senaf.it

www.exposanita.it

Project and management



Gruppo tecnica nuove

96%
of visitors are
satisfied with
Exposanita



Exposanità: the figures



Exposanità is Italy's unique exhibition dedicated to health care and assistance, the second largest in Europe in terms of number of exhibitors, visitors and product range:

- **29,215 visitors, 2,813** of which coming from **abroad**
- **713 exhibiting companies** with over **2,000** showcased **products**
- **235 conferences and workshops** and **600 hours** of training
- **200 B2B meetings** with **international buyers** coming from Brazil, Russia, India, South Africa, Turkey, Israel, Kuwait.

Main themes 2016

Operating rooms and sterilization centers

Exposanità 2016 will host a **latest generation operating room for cardiac surgery and neurology** with adjoining **sterilization center**. An area dedicated to training will host **demonstrations and workshops** on its proper management and maintenance.

Third age

This area will host a panel of **conferences and workshops** dedicated to all those involved in the **care pathway** for the geriatric patient. Professionals will also appreciate an overview of **best practices** in terms of management and organization of services for the elderly and a repertoire of market offerings.

Laboratory

Hospital laboratories and private laboratories, single laboratory and hub and spoke system. These are just some of the key issues of the meetings dedicated to the **first level diagnostics** and to professions related to **biomedical laboratory**.

Emergency

Emergency medicine must provide answers and prompt intervention to patients in emergency situations. Hence the need of **emergency departments** and **local structures of emergency** to acquire the most modern **equipment** and adopt an efficient and effective **organization** that puts them in synergy. This area will offer those working within emergency medicine an opportunity to update on **technology, solutions and expertise**.

Health care building

An exhibiting area and a **training session** devoted to the **hospital structure** in its most technical aspects. Experts will discuss about **lighting, paving and plants** both for the effects that these aspects have on the wellbeing of the patient and for the savings that they can ensure to the management of the structures themselves.

Prevention on the territory

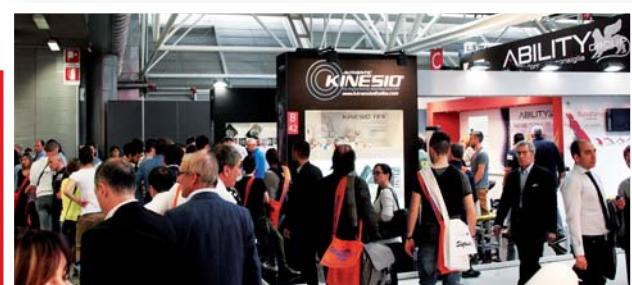
Investing in **prevention to increase the well-being** of population and to reduce costs of health care and assistance. Exposanità 2016 will deal extensively on the promotion of health care with the **Prevention Square**, where visitors will have a **free screening** of the major **non-communicable diseases** and take part in scientific conferences, with a special focus on vascular disease.

Clinical Engineering

Exposanità 2016 will host a **cycle of seminars organized by AIIC, Clinical Engineering Italian Association**. Workshops will focus on the role of clinical engineers in the management of medical equipment and devices.

Disability

Job placement, accessible tourism, school integration, Paralympic sport. These are just some of the topics dealt within Horus, the exhibiting area focusing on disability, which will offer professionals and private visitors a 360 degree view of the theme.





Main exhibiting areas



HOSPITAL

Technology
and products
for hospital

A wide and articulated review of **products, equipment and technologies** related to **design, construction and management of health facilities and hospitals** and to the **care and hospitalization of patients**



SISTEM

Health care
informatics
and telemedicine

Information & Communication Technology (ICT) is one of the **keys to improve quality and sustainability of the Health Care Service**: an urge now more than ever, given the increasingly limited resources and the needs that, on the contrary, are more and more amplified and diversified. SISTEM will offer all those who manage or use ICT an overview of the more innovative **equipment and digital technology to support improvement and innovation in Health**.



HORUS

Handicap,
Orthopaedics,
Rehabilitation

The undisputed market leadership of the companies exhibiting at Exposanità, along with a full program of sports and cultural events, make HORUS a not to be missed opportunity for all the professionals in the sector - **therapists, doctors, orthopedic technicians, pharmacists, managers of orthopedic shops** - and an important meeting point for **the disabled and their families**. HORUS offers a complete overview of the best offered by the market in terms of **mobility aids, sport, active life, personal care, leisure and communication, orthopedics, sanitary items, physiotherapy and rehabilitation**.



THIRD AGE

Solutions,
products and
services for the
third age

From **solutions for active life** to products for the assistance to the fourth and fifth age. On display **equipment and facilities** for the elderly as well as **products addressing fragility**.

Together with



DIAGNOSTICA 2000

Diagnostic
equipment
and products



ANALYSIS LABORATORY

Equipment
and products
for the laboratory



EMERGENCY

Products
and equipment
for emergency
health



MIT

Medical
Innovation &
Technology



HEALTH QUALITY

Health
system quality
projects and
best practices



ANIMAL HEALTH

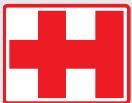
Organizations,
technologies,
solutions for
animal health



3DPrint Hub

Planning, design,
production for
3D Printing





International activities



National pavilions

ExpoSanità cooperates with the major economic chambers, consulates and private bodies that support **international exchange** in order to organize national pavilions from all over the world. Exhibiting companies are granted **special economic conditions** to participate, discounted hotel rates and **B2B meetings with selected Italian buyers**. In the last editions we hosted national pavilions from: Austria, Holland, Germany, China and Taiwan.

Foreign delegations

In order to promote the internationalization of Italian SMEs, ExpoSanità usually welcomes **delegations of qualified buyers** willing to establish commercial relationships with Italian producers. In 2014 edition ExpoSanità was visited by national delegations from the most attractive foreign markets: **Brazil, Russia, India, Turkey, South Africa, Israel and Kuwait**. Delegates (distributors, wholesalers, importers, agents and general contractor of the health care sector) were involved in business-to-business meetings with exhibitors interested in exporting their products abroad.

In the last edition:

- **200** B2B meetings attended by over **70** exhibitors
- **52** buyers from Brazil, Russia, India, South Africa, Turkey, Israel, Kuwait
- **45** ongoing negotiations

Country presentations

Italian companies continuously ask for information about prospects and difficulties of accessing the new emerging countries' economies. This is why we offer our exhibitors a **training panel** designed to guide them between bonds and opportunities of the most promising markets.

In 2014, we have hosted a cycle of seminars on **Indian** and **South African health care markets**.

In collaboration with:



With the kind support of:





Exhibiting at Exposanità



Promotional rates

valid until 30th September 2015

- Area with one open side € 169,00/sqm
- Corner area € 201,00/sqm
- Peninsular area (minimum 64 sqm) € 204,00/sqm
- Island area (minimum 128 sqm) € 195,00/sqm
- Registration fee € 585,00

Standard rates

valid from 1st October 2015

- Area with one open side € 177,00/sqm
- Corner area € 207,00/sqm
- Peninsular area (minimum 64 sqm) € 212,00/sqm
- Island area (minimum 128 sqm) € 200,00/sqm
- Registration fee € 585,00

Only for foreign companies: basic set up is offered with a 50% discount

Are you going to exhibit at Exposanità for the first time?

- **Start formula:** reserved for first-time exhibitors. It includes a 8 sqm booth (4x2 m), basic set-up, lighting and electricity, daily cleaning, fire extinguisher € 2.850,00 + registration fee.

Ensure your visibility!

Use can broad range of services for a best presentation of your company in the run-up to and during the exhibition:

- **Catalogue:** Sold on the days of the exhibition and during the two years following the event. **Ad pages** starting from € 790,00
- **Guide map:** handed out to all visitors at the entrance to the exhibition. **Ad boxes** starting from € 350,00
- **Newsletters:** sent to over 60,000 professionals. Sponsorship starting from € 250,00

- **Exhibition Website:** Ad opportunities starting from € 200,00
- **Posters:** placed in strategic positions within the Exhibition Center. Starting from € 390,00

Social media marketing



The social and economic impact of the topics discussed at Exposanità has a very active community of professionals using our social networks to exchange and share information and contents. **Sponsored posts on facebook and twitter:** € 500,00.

Media plan



#Exposanita

Direct mailing

- > **740,000** Free invitations sent to relevant professionals
- > **15,000** Brochures sent to the companies of the sector

> 5 TVs and radios

E-mail marketing

- > **60,000** Professionals regularly reached via newsletters
- > **76** Newsletters sent to promote Exposanità 2014

Press release

- > **50** Health care magazines
- > **92** Newspapers
- > **295** Websites and portals

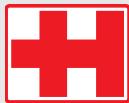
Social networks

- > Over **500,000** views of posts and tweets

And also

- > A communication campaign is carried out around hospitals and clinics and in the most important European health care events





Conferences and workshops



Since the establishment of the Italian National Health Service, Exposanità has always been for all health care professionals an opportunity to keep informed of the latest trends and insights.

235

Training meetings organized by over 108 Associations, Institutions and exhibiting companies

836

Speakers

10,196

participants

98*%

of participants are satisfied with the covered topics

97*%

of participants are satisfied with the quality of the speakers

35*%

of visitors chose to take part in the exhibition for their professional updating

*Customer Satisfaction Analysis - Exposanità 2014

We thank our supporting associations and organizations:

A.D.M. A.REHA

Italian Association for Technical Aids for Rehabilitation

A.I.FI. EMILIA ROMAGNA

Physiotherapists' Italian Association

A.N.T.A.B.

Biomedical Equipment Technicians' Italian Association

AIIC

Clinical Engineering Italian Association

AIIGM

Medical Gas Systems' Italian Association

AITASIT

Medical Radiation Technologists' Scientific Association

ANASTE

Third Age Hospital Association

ANMDO

Hospital Managers' Italian Association

ANOSS

Social Services Professionals' Association

ANSIDIPP

Social Services Managers' Italian Association

ANTOI

Orthopedics Technicians' Italian Register

ASSOBIOMEDICA

Italian Association for Biomedical and Diagnostic Technology

CIP

Italian Paralympic Committee

Head Nurses National Association

IPASVI

Nurses' Italian Association

FIASO

Hospitals and Health Units' Italian Association

ISPO Italia

International Society for Prosthetics and Orthotics





Who visits Exposanità



**29,215
visitors**

96*

are satisfied with their participation in Exposanità

89*

would recommend Exposanità to a colleague

85*

will visit Exposanità 2016

76*

are decision makers

*Customer Satisfaction Analysis - Exposanità 2014

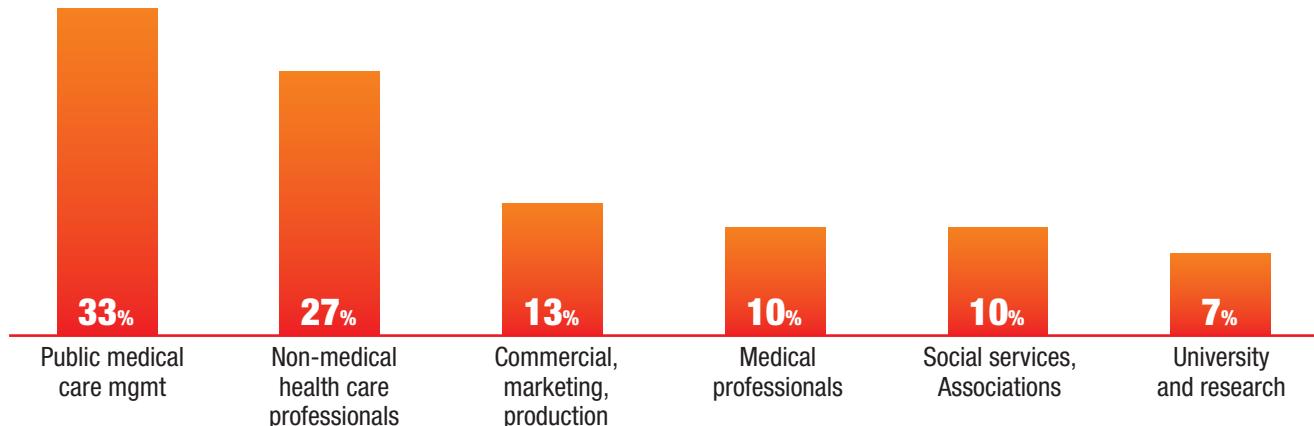
**2,813
foreign visitors
from all over
the world**



Special conditions for foreign visitors:

- Workshops to get to know the Italian health care market
- Free admission to the exhibition
- Free copy of the exhibition catalogue
- Free admission to the welcome lounge for their business meetings
- Discounted hotel rates

Visitors by work field



We thank our 2014 exhibitors:

A 4TECH • A CIRCLE • A.C.F. ITALIA • A.D.M. - A.REHA ASSOCIAZIONE IMPRESE DI AUSILI PER DISABILITÀ MOTORIE • A.I.C.A. ASSOCIAZIONE ITALIANA PER L'INFORMATICA ED IL CALCOLO AUTOMATICO • A.I.T.O. ASSOCIAZIONE ITALIANA TERAPISTI OCCUPAZIONALI • A.L.I.C.E ASSOCIAZIONE LOTTA ICTUS CEREBRALE • A.N.T.A.B. ASS. NAZIONALE TECNICI APPARECCHIATURE BIOMEDICHE • A.N.T.E.V. ASSOCIAZIONE NAZIONALE TECNICI VERIFICATORI • A.R.E. - ASSOCIAZIONE REG.LE ECONOMI PROVEDITORI EMILIA ROMAGNA E MARCHE • A.V.S. • A3-MED • ABA - INVEST IN AUSTRIA (AT) • ABC MEDICAL • ABILITY CHANNEL • ABILITY GROUP • ABLE TECH • ACTIVE CONTROLS (US) • ACTIVE FUN COMPANY LIMITED (HK) • ADI ACCESSIBLE DESIGNS (US) • ADITECH • ADVIHAIR • AFEA • AGENT 321 - FORUM AGENTI • AGMA ARREDO INOX PROFESSIONALE • AGORA - MARCHIO BOCHI • AIAS BOLOGNA • AIR LIQUIDE SANITÀ SERVICE • AIRC COMITATO EMILIA ROMAGNA • AIRMED PLUS (DE) • AIST • ALBO LAND • ALECH • ALFREDO CARREA & FIGL • ALL MOBILITY TRADING • ALLEGRENINI • ALLEN MEDICAL SYSTEMS • ALLROUND COMPUTERDIENST LEIPZIG (AEL) • ALPHAMED • ALPS SOUTH - FILIALE ITALIANA • ALU REHAB (DK) • AMBASCIATA D'AUSTRIA - SEZIONE COMMERCIALE • AMBROGIO BERNASCONI • AMBULANC (SHENZHEN) TECH. (CN) • ANASTE - ASSOCIAZIONE NAZIONALE STRUTTURE TERZA ETÀ • ANATOMIC SITT (SE) • ANITA ITALIA • ANOSS - ASSOCIAZIONE NAZIONALE OPERATORI SOCIALI E SOCIOSANITARI • ANSDIPP ASSOCIAZIONE NAZIONALE DEI MANAGER DEL SOCIALE E DEL SOCIOSANITARIO • ANTENNE HANDICAP • APUS SOFTWARE (AT) • AQUABUDDY • ARION INTERNATIONAL (NL) • ARJOHUNTLEIGH • ARTWEGER (AT) • ASAPRO • ASKLE SANTÉ (FR) • ASPEN (US) • ASS.NE RETINITE PIGMENTOSA MALATTIE RARE IN OTTALMOLOGIA • ASSOBIMEDICA • ASSOCIAZIONE AMICI DI MAGÙ • ASSOCIAZIONE CORPA ITALIA • ASSOCIAZIONE DI VOLONTARIATO HANDY SUPERABLE • ASSOCIAZIONE ITALIANA DI BIOINGNERI • ASSOCIAZIONE ITALIANA INGEGLIERI CLINICI • ASSOCIAZIONE ITALIANA NON TECHNICAL SKILL - AINTS • ASSOCIAZIONE PROFESSIONAL RADIOGRAPHER • ASSOCIAZIONE SENeca • ASSOGIOCATTOLI • AT-OS • AUTOFFICINA POGGESI • AUTOLIFT • AWO • AZIENDA PER I SERVIZI SANITARI N.5 BASSA FRIULANA PROGETTO HELPS "CENTRAL EUROPE PROGRAMME" • B&L INDUSTRIES • B&W BIOCARE (DE) • B.M.E.D. BIO-MEDICAL ENGINEERING DEVELOPMENT • B.O.N. NATURAL PRODUCT (AT) • B.U.W. SCHMIDT (DE) • BAASKE MEDICAL (DE) • BANCA SISTEMA • BARBIERI - PROGETTIAMO AUTONOMIA • BARCO (BE) • BASS MEDICAL GROUP (CN) • BAUERFEIND - FILIALE ITALIANA • BEACMED • BEIJING CHOICE ELECTRONIC TECHNOLOGY (CN) • BEIMA EDITRICE • BERCHTOLD (DE) • BERMAN • BERND RICHTER (DE) • BETA 80 SOFTWARE E SISTEMI - PROGETTO NBM • BIDOA • BIEFFE ITALIA / WEIKO • BINDER (DE) • BIOELECTRONICS CORPORATION (US) • BIOFREEZE (US) • BIOMED CONSULTING • BIOMERS • BIOTECNICA • BLEDSOE BRACE SYSTEM (US) • BODYPPOINT INCORPORATION (US) • BODYTECH • BOTTONI • BRERA MEDICAL TECHNOLOGIES • BTEK - SOCIETÀ UNIPERSONALE • BTL ITALIA • BUCHER & KLIMM WELLSYSTEM (AT) • C.B.M. • C.N.O.P.U.S. COORDINAMENTO NAZIONALE OPERATORI PROFESSIONALI UNITÀ SPINALI • C.R.E. CALZIFICI RIUNITI ELLI • CADOLTO ITALIA • CAMELOT BIOMEDICAL SYSTEMS • CA-MI • CAMP (US) • CAPTIKS • CARBON ALDO TECHNOLOGY • CAREMED • CARESTREAM HEALTH ITALIA • CASALUCI GIULIANO • CBA INFORMATICA • CELLDYNAMICS • CENTRO AZZARITA DI RIABILITAZIONE SPORTIVA • CENTRO PER L'AUTONOMIA MICHELE IACINTINO • CENTRO REGIONALE AUSILI EMILIA ROMAGNA/AUSILIOTECA • CHANGZHOU JINLIYUAN MEDICAL DEVICES (CN) • CHAS A BLATCIFORD & SONS (GB) • CHEMIL • CHEMISCHE FABRIK DR. WEIGERT (DE) • CHINESPORT • CHISON MEDICAL IMAGING (CN) • CHRISOFIX (CH) • CHRISTEYNS PROFESSIONAL HYGIENE • CICO • CIDITECH • CIP EMILIA ROMAGNA • CITTDANZINAVITTA - TRIBUNALE PER I DIRITTI DEL MALATO - EMILIA-ROMAGNA • CIZETA MEDICALI • CLARA • CME • CNA REGIONALE EMILIA ROMAGNA (BENESSERE E SANITÀ) • CODE CORPORATION (US) • COLLEGIO DELLE OSTETRICHE PROVINCIA DI BOLOGNA • COLOPLAST • COMFTECH • COMMISSIONE TECNICA REGIONALE "UNA SCELTA CONSAPEVOLE" • CON IL CERCHIO "DI ACANFORA GIOVANNI" • CONSULTA POPOLARE SAN CAMILLO • CONSULTAC EXPO (CN) • CONVAID PRODUCTS (US) • COORDINA-

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Project and management



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