

MED ACADEMY

INTERNATIONAL EXHIBITION

21st-23rd SEPTEMBER 2018

Bucharest Romania

ROMEXPO - MARASTI BLVD. NO. 65-67, DISTRICT 1

be
at the center
of medical
innovation



OVER
250
EXHIBITORS

OVER
100
EMC CREDITS

OVER
15000
VISITORS

PHARMA
ROUND
TRADE
TABLE
DEBATE

MED
ACADEMY
PATIENT
CARE
WORKSHOPS

DRUG

OVER
50
CONFERENCES

MEDICAL



HEALTH
MEDIA SERVICES
FULL SERVICE AGENCY



Scheduled from September 20th to September 23rd 2018, MAIE is the ideal platform to introduce latest medical treatments and solutions in each specialty. MED ACADEMY INTERNATIONAL EXHIBITION is the place where companies will set the foundation for the business relationships whose consequences are felt in all health sector areas. The basis of the discoveries in the medical world is a wide range of ideas, that can be found in more details during the discussions held at the fair.

A major event on the medical technology market for all related products and services, MED ACADEMY INTERNATIONAL EXHIBITION provides a fully integrated platform where visitors and exhibitors can share their valuable experiences. We have planned to mix trading with learning objectives, by linking product display with dissertations.

The program is perfectly adjusted to all the content ready to be introduced to public during the exhibition, in such a way that qualitative and quantitative criteria, as well as diversity and addressability standards are met, reflecting multiple trends, themes and perspectives regarding all the related issues and the optimal norms of health services.





Med Academy
International Exhibition
2018



BE OUR PARTNER!

Your participation at MED ACADEMY INTERNATIONAL EXHIBITION will bring you closer to the latest medical products and services. In this way, the target audience has the opportunity to establish valuable partnerships with representatives of prestigious organizations, international medical industry leaders, healthcare providers and distributors, decision-makers and public procurement officials. The event facilitates unique opportunities to meet more customers, get access to medical knowledge and become more familiar with the most spectacular discoveries.



M E D I C A L W O R L D A M P H I T H E A T E R



EXHIBITOR BENEFITS

- Launch new products
- Generate successful business
- Establish international contacts
- Improve brand exposure
- Introduce innovative solutions tailored to the needs of decision-makers
- Join manufacturers and suppliers of medical products and services
- Make yourself known to medical community and develop new partnerships
- Cultivate the relationship with existing customers
- Get acquainted with potential customers and generate new collaboration opportunities
- Study your competitors
- Benefit from international media coverage





EXHIBITOR PROFILE

- Equipment and supplies for hospitals
- Surgical equipment and supplies
- Laboratory and diagnosis
- Medical Technology
- Disposable medical devices
- Medical service providers
- Equipment and supplies for ICU & anesthesia
- Emergency medical supplies
- Equipment and supplies for physiotherapy / orthopedics
- Textile consumables
- Pharma & Nutritional Supplements
- Medical training schools





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VISITOR PROFILE

- Health insurance agents
- Independent assistants
- Nurses
- Patient Associations
- Professional Associations
- Biologists, Biochemists, Technicians
- Home care centers
- Official delegates and representatives of trade organizations
- Real estate developers
- Distributors, retailers, suppliers of medical products and services
- Doctors and clinicians
- Exporters and importers
- Pharmacists / Pharmacist
- Physiotherapists
- Academic / medical / training institutions
- Care institutions for the elderly





VISITOR PROFILE

- Family doctors
- Specialists doctors
- Social welfare / Rehabilitation / Medical care organizations
- Organizations for the disabled
- Manufacturers of medical devices and supplies
- Owners and managers of hospitals / clinics / laboratories
- Government representatives
- Medical representatives
- Care services and individual help groups
- Mobile emergency and reanimation services
- Hospital technicians
- Occupational therapists
- Executive managers active in the field of medical procurement
- Hospital managers and their employees
- Marketing and Sales Managers





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VISITOR BENEFITS

**Over 25 EMC-accredited lectured conferences
in 3 days**

Connect through vital partnerships during MAIE!

Be inspired by our unique platform to access top providers and medical leaders. Interact with hundreds of exhibitors during the fair and take the chance to chat with leading medical professionals on various subjects regarding the medical field. You are the first to learn about the latest products, technologies and developments in the health industry!





SPONSORSHIP

Did you know that sponsorship increases audience's interest by 104%?

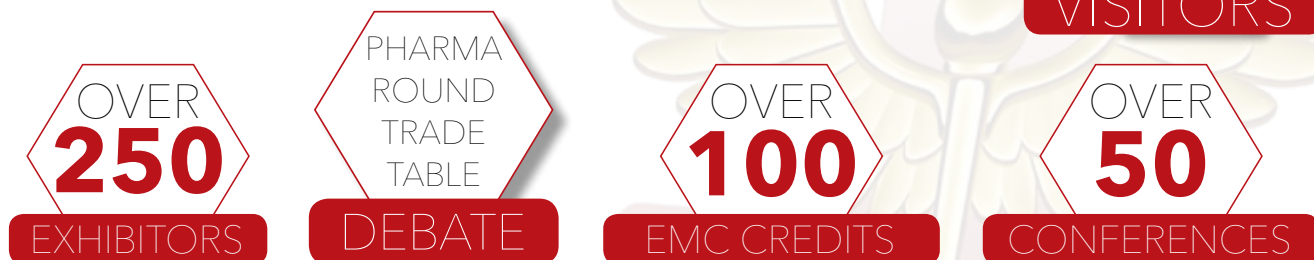
We give you the chance to differentiate yourself from competition by improving your company's image, increasing brand visibility and adding more credibility and value to your business. As a MAIE sponsor, you will be able to access new clients and collaborators. Take advantage of our sponsorship opportunities and reach all your promotion goals, while maximizing your ROI.

Sponsorship packages can be individually personalized to make sure your marketing budget is targeted for the areas that offer the best opportunities for your business. We will develop a personalized sponsorship program on your specific brand, ensuring that key messages are placed in the right place, at the right time and to the exact audience you are considering. You get access to the decision makers that will help you to develop your business, by positioning yourself as a market leader in the industry.





MARKETING SUPPORT



Who will join the first edition of MAIE:

Over 200 exhibitors

Over 15000 visitors

As the largest gathering of health professionals in Romania, MED ACADEMY INTERNATIONAL EXHIBITION benefits from an integrated and carefully structured marketing campaign, using various promotional channels designed to reach the target audience and get maximum coverage in each of the event phases.

BRANDING &
MARKETING
YOU





FORUMS

Numerous MAIE forums aimed at experts and elites in the medical world address current market developments, including in their program trends and topics of interest to the medical world.

These discussion platforms are at the heart of medical business activities, encouraging the exchange of information between exhibitors and visitors, in the right thematic context. Forums are a major opportunity to keep up with the latest discoveries, while facilitating the establishment of new contacts. The topics will provide significant inputs related to the issues most spoken of in current medical practices. Get to know quality know-how!





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 **MED ACADEMY**
SCIENTIFIC MEDICAL CONFERENCES

CONFERENCES

Over 50 presentations

Numerous conferences and forums, symposia and special demonstrations add value to the event, improving its offer and facilitating the exchange of best quality information.

MED ACADEMY INTERNATIONAL EXHIBITION conferences are renowned for opportunities to facilitate exchange of information in the medical sector. Experts and decision-makers discuss on specialized platforms, providing the public with new perspectives on topics of interest in the medical field.



M E D I C A L W O R L D A M P H I T H E A T E R



MED ACADEMY PATIENT CARE

An essential component of the annual fair is Med Academy Patient Care, the section that makes it possible for the latest medical solutions to be introduced to patients, along with presenting the standards of care applicable for the most common conditions.

We look forward to see you coming to meet Key Opinion Leaders with relevant experience in chronic, metabolic, gastroenterological, cardiovascular, rheumatologic, degenerative diseases, etc.





MED ACADEMY PATIENT CARE

This section will allow patients to join workshops and address their questions to various speakers such as Government representatives, doctors and specialists, in order to get a better grasp of the issues they face on a daily basis with regards to their health problems. Along with introducing the latest medical solutions to patients, the discussions will facilitate presenting best standards of care for most common conditions.

The topics concern chronic, metabolic, gastroenterologic, cardiovascular, rheumatologic, degenerative and rare diseases. patients, along with presenting the standards of care applicable for the most common conditions.





MED ACADEMY PATIENT CARE will tackle:

- Problems faced by patient
- Respecting patient rights
- Medical service access
- Covered drugs access
- Public and Private Health insurance
- Patient safety and malpraxis
- Family doctors support

Highly specialised medical teams at Med Academy Patient Care offer echographies and free consultations related to dental care, glycaemia, blood pressure and so on.

The event will reunite NGOs, Government representatives, and other high profile specialists and decision-makers in fields such as private and public medical units, private insurance etc.





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THANK YOU FOR YOUR CHOICE

FOR ANY QUESTION PLEASE DO NOT HESITATE TO CONTACT:

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