

World Forum for Medicine

www.medica.de

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Jahre Year

Düsseldorf, Germany Nov. 18 – 21, 2009





MEDICA - 40 years

MEDICA, the world's largest trade fair for experts from the medical industry, is celebrating its anniversary this year – we can be proud of 40 years of MEDICA. It leads the way in every discipline: innovations, medical products from all over the world and in the reporting of industry trends.

Come and experience:

- → The entire range for inpatient and outpatient care
- → Technical and medical innovations
- → Congresses and forums
- → Exchange of experiences and further education
- → Contact with exhibitors from about 70 countries







MEDICA is an outstanding event for:

Hospital physicians, hospital administrators, inpatient nursing staff, hospital owners, doctor's surgeries, physiotherapists/ergonomists/speech therapists, medical centres, technical services, industry, medical trade, service providers, research/science, associations, state authorities and health insurance companies.

Come and be a part of it among world market leaders, newcomers and specialists. Four days of concentrated competence from the medical industry for the medical industry!

The clear structure allows you an overview of the versatile services on offer. The congress, special exhibits and practical forums ideally complement your visit to the exhibition.

The range of products and services covered by exhibitors

Over 4,300 exhibitors – from small innovative companies to global players – will be presenting services and established products on almost 120,000 m² in 17 exhibition halls on the subjects of:

- → Electromedicine, medical technology, operating equipment, medical furniture
- → Laboratory equipment
- → Diagnostics
- → Rescue equipment, emergency medicine
- → Physiotherapy, orthopaedic technology
- → Single use and consumables
- → Information and communication technology
- → Facility management/Building services engineering
- → Textiles
- Medical services and publications



First-class supporting programme!

At MEDICA, you will find an incomparable supporting programme with practical information, forums for you to exchange ideas and further and advanced educational events.



MEDICA Congress:

A multitude of seminars, lectures and practical courses make the congress an interdisciplinary further and advanced

education event, especially for doctors. The subject matters range from high-tech medicine to naturopathy. New: Now there are also **international** lectures held daily for doctors.



Deutscher Krankenhaustag (German Hospital Day):

Central themes about inpatient care through to organisational and

corporate issues are the focus here.



MEDICA Physiotherapy-Forum:

Platform for industry, professional <u>associations</u> and therapists

concerning the subjects of physiotherapy and rehabilitation.



MEDICA MEDIA:

The special exhibit with lectures and podium discussions about

telemedicine and medical information systems.



MEDICA VISION:

Under the leadership of the Federal Ministry of Education and Research,

universities and research institutes will present future projects and provide a forecast about medical technology of the future.



MEDICA Business Center:

Meeting point for business partners and a global database

with offers and applications as a platform for new B-to-B contacts.



Destination MEDICA: Centrally situated and easily accessible!

No matter how you are travelling or where you are coming from – Düsseldorf and MEDICA are always within easy reach.

The MEDICA travel package (from just EUR 138) and other current hotel, train and flight offers can be called up at the MEDICA portal at www.medica.de/hotel_cityinfo2

Or directly from:
Düsseldorf Marketing & Tourismus (DMT)
Tel: +49(0)211/17 202-851 und -839
F-Mail: messe@duesseldorf-tourismus de

Public transport will bring you from the main station, airport or city to the exhibition: The U78 and U79 subway lines and the bus lines 722 and 896. With your MEDICA entrance ticket, you can travel for free on the Verkehrsverbund Rhein-Ruhr (VRR) and Verkehrsverbund Rhein-Sieg (VRS) public transport networks.

The main station Düsseldorf is served daily by 1,000 passenger trains. From here, the subway will bring you directly to the Trade Fair Grounds.

Arrival by plane: The airport Düsseldorf is the third largest airport in Germany. With the bus line 896, you can travel between the airport and MEDICA in just a few minutes free-of-charge.

If you're coming by car, use the two large car parks P1 and P2, which can be reached directly from the A44 motorway via a special access road. A free shuttle bus service is available to and from the various trade fair entrances.

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Well informed!

Available 365 days a year and 24/7:

Stay up-to-date with **www.medica.de**. Use the MEDICA Portal all year round – with up-to-date professional news, live reporting, photo galleries, company and product databases and lots of information about your visit to the exhibition.

The MEDICA Portal's significance for medical technology is highlighted by the impressive access rate: In 2008, more than 11 million portal pages were called up by 1.04 million users.

Since May 2009, MEDICA has also been available in the Web 2.0 communities of Twitter, XING, Facebook, LinkedIn, Google News and on the Youtube-Channel.



The best way to prepare: www.medica.de

Comprehensive information wherever and whenever you need it. Design your MEDICA visit perfectly based on your interests.

e-Ticket at online pre-sale:

→ www.medica.de/ticket2

More than 20,000 visitors already use the MEDICA online shop each year! So order your entrance ticket(s) online from September 2009, too. The price advantage for you: Pay just 14 EUR instead of 29 EUR.

Exhibitors & products: → www.medica.de/exprod2

Everything for effective exhibition preparations and wrap-up: More than 4,900 company names and addresses, 3,500 contacts, 16,000 products, 4,700 corporate profiles and countless stand activities during MEDICA.

Visitor service: → www.medica.de/visitor2

Find out about MEDICA in advance. Here you can find everything about MEDICA, the congress and special exhibits. Downloads of countless brochures and the exhibition plan round off the services provided for your exhibition preparations.

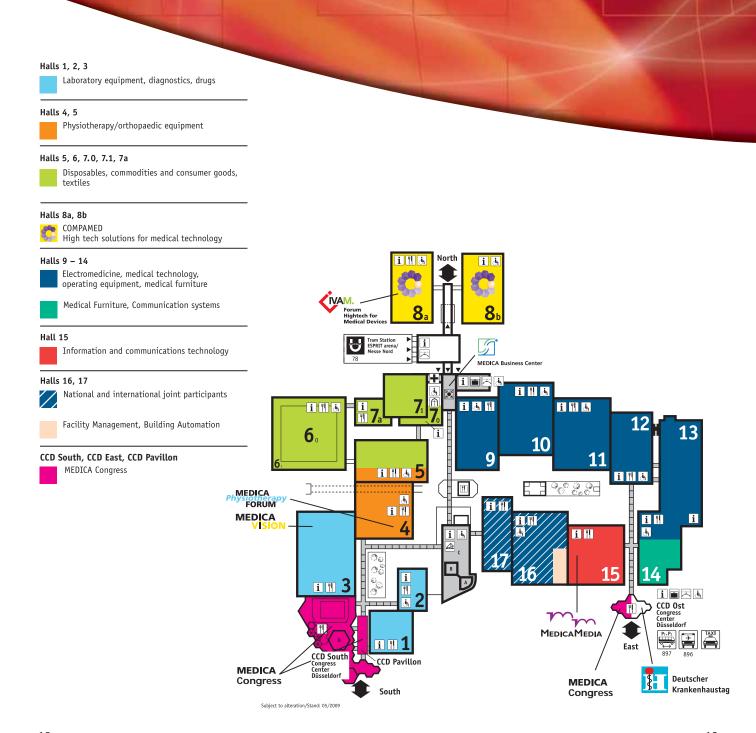
Newsletter: → www.medica.de/news2

More than 27,000 subscribers find out about important news from the medical world on a weekly basis with the newsletter. You too can subscribe to the MEDICA newsletter free-of-charge!

MEDICA matchmaking and cooperation exchange:

→ www.medica.de/matchmaking2

Your internet forum for successful B-to-B and B-to-C contacts, cooperation requests, tenders to commercial agencies and questions to exhibitors.





Facts and figures

→ Date: November 18 – 21, 2009

→ Openig times: Wed – Fri: 10.00 am to 6.30 pm

Sat: 10.00 am to 5.00 pm

→ Online e-Ticket for pre-sale from September 2009: www.medica.de/ticket2

Day ticket *: 14.00 EUR 4-day ticket*: 50.00 EUR

→ Prices at the box office*:

Day ticket*: 29.00 EUR 4-day ticket*: 72.00 EUR Apprentices/students/pupils*: 14.00 EUR

Your entrance ticket also allows you to visit a large part of the MEDICA Congress. Special courses are subject to seperate charges.

* Entrance tickets include free travel to and from the exhibition with the public transport networks of Verkehrsverbund Rhein-Ruhr (VRR) and Verkehrsverbund Rhein-Sieg (VRS) (German Rail: 2nd class/non-surcharge trains only).

→ Catalogue at ticket offices: 20.00 EUR

Catalogue dispatch from beginning of November 2009 plus postage and packing.

Order from:

Sutter Verlagsgesellschaft mbH P.O. Box: 10 32 44, 45032 Essen Tel.: +49(0)201/83 16-228

Fax: +49(0)201/83 16-229 E-Mail: heike.specht@sutter.de



Answer coupon - Well informed about MEDICA!

Extensive information options in advance and the MEDICA portal offer you the opportunity to prepare well for your exhibition visit and to put together your visit itinerary easily. Go to www.medica.de/info2 or request the following brochures by faxing +49(0)211/45 60-85 63:
MEDICA Congress Programme
MEDICA Travel Guide
MEDICA MEDIA (Medical information systems and telemedicine)
MEDICA VISION (University and research projects)
MEDICA Physiotherapy-Forum (Organised by IFK, VDB, ZVK and VPT)
Deutscher Krankenhaustag ("Hospital Politics after the Election")
The ordered materials and brochures will be sent to you in the middle of October 2009.
Surname, first Name
Street/P.O. Box
Postal code/Town
Country
E-Mail
Tel.

We process your data in order to inform you about follow-up events in good time. For this purpose we compare your data within the Messe Düsseldorf Group and with our foreign representative offices. (If you do not wish to receive any further information, please delete this text).

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