



Medica

Medica is the leading global exhibition for the medical sector. Every year it draws exhibitors ranging from world market leaders to innovative small firms, from over 60 nations. Last year the ABHI took 100 companies within the UK pavilion to meet with distributors and buyers from around the world and to discuss business with existing contacts. It attracts users of medical products and services including surgical equipment, implantable devices, physiotherapy products, communications systems and diagnostic equipment. The exhibition also incorporates the Medica Congress (with experts speaking on key topics) and the German Hospital Conference, which looks at, amongst other things, in-patient care and reimbursement systems. For more information please visit the official Medica website www.medica-tradefair.com

When joining the ABHI UK Pavilion companies will benefit from a range of support and services provided for as part of the package which companies would not otherwise receive. Some of these added value opportunities include:

- High quality, custom, UK stand design and package
- Grant Funding of £1000 from UK Trade & Investment
- UK Pavilion support stand offering refreshments, meeting areas, internet access, promotional opportunities
- High quality branded UK group and comprehensive directory of UK companies
- Organisation of supporting events and initiatives to promote the UK presence and inform visitors
- Visits from Commercial Officers and Buyers from markets around the world
- Expert advice and support from dedicated ABHI staff at the exhibition
- Assistance in all pre show arrangements from experienced ABHI staff
- Dedicated, reliable contractors to assist you with logistical arrangements

ABHI provides comprehensive support making sure UK exhibitors are prepared and have the best opportunities to meet their customers. ABHI provides comprehensive pre show information, advice and support and works hard to ensure that exhibitors continue to gain contacts and business after the trade show finishes by providing follow up support and promotion.

What is on offer at Medica?

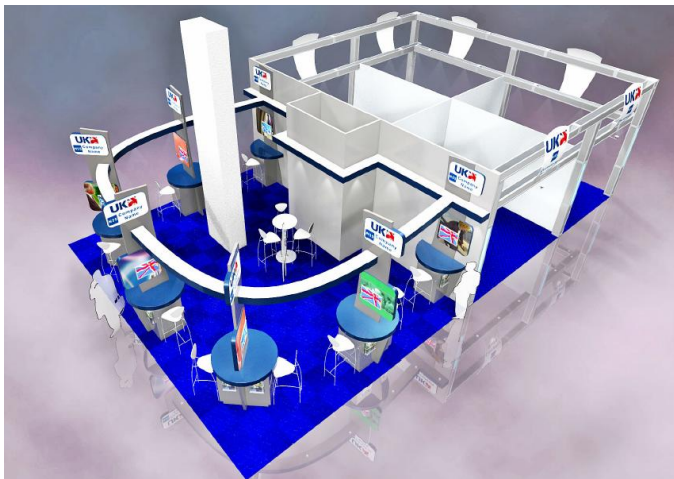
1. Exhibitor Stands



We offer a wide variety of stand sizes at our exhibitions. The smallest stand you can apply for is 6 square metres and this usually increases in multiples of 3 right up to entire blocks.

The UK pavilion shell scheme package includes a free standing lockable counter with internal shelf, shelving unit including white shelves, power point, 1 LV track including 3 50w spots, table and chairs. Please note that all of these items do increase with larger stands. All exhibitors will receive a company profile listing in the official Medica show catalogue as part of the package along with the UK directory. They will also have access to the facilities on the ABHI stand throughout and personal support for the run-up to the exhibition.

2. Pod stands



For smaller companies or first time exhibitors there is the opportunity to have a presence within the UK pavilion but on a much smaller scale than other exhibitors. Pods include the following: fascia with L/V down lights, shaped worktop, lockable unit underneath, literature dispensers, graphic panel with wall-mounted screen option, high level branding. They will also have access to the facilities on the ABHI support stand and can apply for the UKTI TAP grant.

3. Product showcase

This year we are offering any UK companies the chance to display their product on the ABHI support stand. For a fee of £200 products will be displayed in hanging boxes at the front of the stand also featuring the company logo.

4. Literature slots

Each exhibitor has the option to have their company literature displayed on the front of the ABHI support stand at the exhibition. For £125 (or £100 for ABHI members) exhibitors receive an A4 slot for their materials which will be regularly topped up throughout the exhibition. This is also available for companies who are not exhibiting at the show.

5. ABHI at Medica dot com

Once again this year we will be putting together the ABHI's dot.com featuring UK companies at Medica 2010. The cost for inclusion of a company logo together with a short company write-up will be £60 + VAT for members and £120 + VAT for non-members. Please register your interest with Sarah Izon sarah.izon@abhi.org.uk

6. UK Directory

Each company registered to exhibit will receive a free listing within the official UK Directory at Medica. This profile includes your contact details along with website and stand location.

7. Visitor Packages

For a limited number we are offering a series of visitor packages at Medica. For those of you who are not exhibiting at the show, the ABHI would like to offer you the opportunity to benefit from the use of the facilities on the support stand. This includes meeting rooms, internet connection and refreshments. It is a good opportunity to meet with potential clients but for a fraction of the cost of exhibiting. The cost for each day is £100 but a package for the full show is £299. If you would like to extend the package to include a literature slot then the total cost is £400 for the duration of the show. For those wanting just one day access plus literature for the whole show this would cost £199. This is an excellent opportunity for first time visitors trying to get a feel for the show, particularly if contemplating exhibiting within the UK pavilion in the future.

8. ABHI plasma screen

The ABHI stand features a plasma screen which is mounted behind the information point. During the show there will be a continuous loop which features details on what the ABHI is all about and also a comprehensive list of companies exhibiting under the UK pavilion. If, as an exhibitor, you would like to have a detailed company profile featuring a logo included in this reel then please do let us know. The cost for inclusion is £50 for the duration of the show.

9. UKTI TAP grant funding

Each exhibitor is entitled to apply for funding of £1,000 at Medica. In order to meet the criteria companies must be an SME, have a UK office (the same applies for exhibiting within the UK pavilion), less than 250 employees and a turnover of less than £10million a year. For more details and to request the application form please email sarah.izon@abhi.org.uk

10. Corner stands

Corners prove to be extremely popular at international exhibitions and so automatically get allocated to ABHI members. Non-members have the option to pay a fee of £200 to go on the waiting list for corners; however, this is refundable if a corner is not allocated. Please state corner requests on your application form.

11. Receptions

A detailed schedule of receptions and activities is released to exhibitors prior to the show. These include seminars, networking evenings and opportunities for exhibitors to meet commercial officers and distributors.

For more information on exhibiting at Medica please contact Sarah Izon on 0207 960 4376 or email sarah.izon@abhi.org.uk