MEDICA MEDICINE + SPORTS CONFERENCE 2021

17 + 18 NOVEMBER 2021
DÜSSELDORF GERMANY
The MEDICINE + SPORTS CONFERENCE ecosystem was founded in 2013 at MEDICA, the world’s largest medical trade show with more than 120,000 visitors and 5,500 exhibitors. The conference has been THE highlight of MEDICA for the past eight years and will once again be held during MEDICA 2021. In 2016, the worldwide hotspot for innovation and networking in sports medicine made its way also to ASIA in Singapore. The MEDICAL FAIR ASIA MEDICINE + SPORTS CONFERENCE is the benchmark event for sports medicine and related disciplines in Asia.

The MEDICINE + SPORTS CONFERENCES have been established as the leading interdisciplinary exchange platforms between international sports medicine experts, professional athletes and sport techies, the sporting goods and healthcare industries. This platform fosters new exchange formats, new sport medical therapies, and innovative products for prevention, recovery and population health management. International sports medicine experts present the latest innovations and approaches in sports medicine in tailored conference programs.

The MEDICA MEDICINE + SPORTS CONFERENCE have been recognized by the medical chambers as advanced training events for 8 years and are associated with the acquisition of category A advanced training points.
FACTS & FIGURES

- Established exchange platform for:
  - Sports medicine and healthcare professionals
  - Athletes
  - Healthcare industry
  - Sports and fitness industry
  - ICT industry
- International conference at MEDICA in Dusseldorf (17-18 November 2021)
- The conferences are a part of the largest medical fair in the world
- Network with 200+ high-level international participants and learn from 25+ expert speakers, drivers and doers
- See the latest innovations and cutting-edge products and technologies
- Learn more about innovative methods and technologies for prevention, therapy and recovery
Prof. Dr. Herbert Löllgen  
Sports Cardiology, Member Executive Comm. EFSMA, Honorary President of German Sports Medicine Association

“I would like to compliment you on the MEDICA MEDICINE + SPORTS CONFERENCE, the perfect organization and the excellent program, starting with Mr. Sebastian Kienle, Prof. Barbara Wessner, Dr. Aaron Rubin and Prof. Dr. Yannis Pitsiladis. An excellent and varied program, well moderated and very well attended. This event is a highlight at the end of the year in sports medicine. A very good overview is offered here, and this event can be regarded as the new standard.”

Dr. Andre Debruyne  
President EFSMA (European Federation of Sports Medicine)

“Excellent. I have not seen so many innovative things before at a conference – a lot of new insights and other looks on sports medicine. That is very important.”

Heidi Dohse  
Founder Tour de Heart, Program Manager Google

“I am amazed by new more and more technology coming up from individual features to now full solutions that contribute a great benefit to patients and people’s lives.”

Prof. Dr. Scott Paluska  
Clinical Professor University of Illinois at Urbana-Champaign, Department Head Christie Clinic Sports Medicine, FACSM

“Thank you again. I greatly enjoyed attending the meeting and found it to be excellent. I think the collaboration between ACSM and MEDICA is robust and rewarding and will be something we continue to develop in the future.”

Marc Meurer  
Polar

“The exchange between sports science and industry is very important. Sometimes sports science is not well informed what the industry actually can do to support them. Platforms like the MEDICA MEDICINE + SPORTS CONFERENCE are very important to strengthen this network!”

Dr. Joni Kettunen  
CEO, Firstbeat

“It is a great set of experts here at the conference. We had the chance to get a good access to the sports medicine network as the right contact persons are onsite. And we are really happy to contribute our real case studies to the sport medical and sport science experts.”
PARTICIPANT BREAKDOWN

BREAKDOWN BY CONFERENCE SEGMENT

- Sports Medicine Experts/ Sports Physicians/ General Practitioners
- Sports Scientists/ Sports Techies/ Athletes
- Associations/ Institutions
- Physiotherapists/ Trainers
- Prevention and Rehabilitation Centers/ Clinics
- Opinion Leaders/ Multipliers
- Research/ Universities
- Medical Equipment Companies
- Others
13:00 h  Conference Welcome Day 1


Performance Medicine – Space Medicine – Artificial Intelligence

15:40 – 16:00 h  Networking Coffee Break

16:00 – 17:15 h  Session 2 – Guided Innovation Tour

17:15 – 18:15 h  Networking and Get-Together

18:15 h  End of day 1 of MEDICA MEDICINE + SPORTS CONFERENCE

* PROGRAM SUBJECT TO CHANGE
10:00 – 10:10 h  Conference Welcome Day 2

10:10 – 12:45 h  Session 3 – Tailored Exercise Programs
Individualization – Injury Prevention – Recovery – Movement Analysis

12:45 – 13:45 h  Networking Lunch & Exhibition Break

13:45 – 15:30 h  Session 4 – Evidence-Based Diagnostics and Wearable Technologies
New approaches in diagnostics – Wearables – Vital and performance data monitoring

15:30 – 16:30 h  Session 5 – Sports in the New Normal
Epidemiology – Return to sports – Prevention of viral disease transmission

16:30 – 17:30 h  Session 6 – Digital Innovations in Sports & Healthcare
Wearable technologies – Health apps – Digital tools for diagnostics, training and rehabilitation

17:30 – 17:40 h  Summary & Closing remarks

* PROGRAM SUBJECT TO CHANGE
PREVIOUS SPEAKERS

Prof. Dr. med. Wilhelm Bloch
Head of Department, Molecular & Cellular Sports Medicine | German Sports University Cologne

Prof. Dr. Jonathan Clark
Medical Director | Red Bull Stratos Project; Professor of Neurology, Space Medicine and Preventive Medicine | Baylor College of Medicine Houston

Carl Foster
Professor for Exercise and Sport Science | University of Wisconsin La Crosse; Director | Human Performance Laboratory

Prof. Dr. Fiona Bull
Program Manager for the Prevention of NCD | World Health Organization; President of the International Society for Physical Activity and Health

Meg Burich
Senior Director, Digital Sports | adidas

Sebastian Kienle
Ironman World Champion

Christian Stammel
Founder & CEO | WT | Wearable Technologies

Prof. Dr. Yannis Pitsiladis
Professor of Sport and Exercise Science | University of Brighton, Member of Medical and Scientific Commission IOC

Mark Verstegen
NFL PA Performance Director; Founder & President | EXOS

Prof. Dr. Jonathan Clark
Medical Director | Red Bull Stratos Project; Professor of Neurology, Space Medicine and Preventive Medicine | Baylor College of Medicine Houston

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COOPERATION PARTNERS

Fédération Internationale de Médecine du Sport (FIMS)
FIMS is a structured and well-organized association, strongly committed to the promotion of the study and development of sports medicine throughout the world. FIMS is made up of continental and national sports medicine associations, as well as multinational groups and individual members. www.fims.org

American College of Sports Medicine
ACSM is the largest sports medicine and exercise science organization in the world. With more than 45,000 members and certified professionals worldwide, ACSM is dedicated to advancing and integrating scientific research to provide educational and practical applications of exercise science and sports medicine. www.acsm.org

Asian Federation of Sports Medicine
The Asian Federation of Sports Medicine was inaugurated in 1990 at the time of the 11th Asian Games in Beijing. It is one of the multi-national continental federations under supervision of the International Federation of Sports Medicine (FIMS). The main objective of the AFSM is to foster the promotion of sports medicine in Asia. www.afsmonline.org/

European Federation of Sports Medicine Associations
EFSMA is a not-for-profit association having its legal seat in Lausanne, Switzerland. The EFSMA is recognized by the International Federation of Sports Medicine (FIMS). www.efsma.net
German Association for Sports Medicine and Prevention (DGSP)
With its 9,000 medical members, DGSP is one of the biggest professional associations in Germany. The DGSP is the main institution in the fields of sports medicine, as well as healthcare and health prevention by physical activity. [www.dgsp.de](http://www.dgsp.de)

The German Society of Sport Science (DVS)
The German Society of Sport Science (Deutsche Vereinigung für Sportwissenschaft, abbr.: DVS) is a federation of researchers active in teaching, research or practice, and it was founded in Munich in 1976. Their mission is to encourage and support research in sport science. [www.sportwissenschaft.de](http://www.sportwissenschaft.de)

Exercise is Medicine Europe
The European Initiative for Exercise in Medicine is the European part of global Exercise is Medicine®, a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity when designing treatment plans for patients and referring their patients to EIM Credentialed Exercise and Exercise Professionals. [www.exerciseismedicine.eu](http://www.exerciseismedicine.eu)

The European Platform for Sport Innovation (EPSI)
The European Platform for Sport Innovation is a membership-based networking organization within Europe that focuses on innovation in the areas of physical activity related to sport, leisure and health. EPSI strives for a more innovation-friendly environment for the EU sports industry, in order to stimulate technological innovation and to set up businesses with a focus on innovative technology. [www.epsi.eu](http://www.epsi.eu)
Federation of the European Sporting Goods Industry (FESI)
The Federation of the European Sporting Goods Industry (FESI) is the pre-competitive platform representing the interests of the sporting goods industry in Europe, advancing its members’ priorities and promoting initiatives that benefit the sector, EU citizens and the society as a whole. [www.fesi-sport.org](http://www.fesi-sport.org/)

Innovations in Professional Sports (WISS)
Innovation network founded in 2015 by the Federal Institute of Sports Science. [www.wiss-netz.de](http://www.wiss-netz.de/)

WT Wearable Technologies AG
WT | Wearable Technologies is the pioneer and world leading innovation and market development platform for technologies worn close to the body, on the body and even in the body. Since 2006 the platform has successfully established an ecosystem of more than 30,000 companies. WT | Wearable Technologies offers consulting, business development, technology marketing, and innovation introduced to the market. WT organizes international conferences and tradeshows in partnership with leading trade organizations. [www.wearable-technologies.com](http://www.wearable-technologies.com)

Sport Speaker
SPORT SPEAKER GmbH is Germany's network of Olympic and world champions. For 20 years we have been advising companies interested in sports, sponsors, associations and MICE agencies. Together we design and realize motivating presentations, entertaining business talks and moderations - online via video link, hybrid and live on stage. [www.sport-speaker.com](http://www.sport-speaker.com)
# Partnership Opportunities

## Main Partnerships

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
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<tbody>
<tr>
<td>Silver</td>
<td>€3,500</td>
</tr>
<tr>
<td>Gold</td>
<td>€4,900</td>
</tr>
<tr>
<td>Demo Table*</td>
<td>€2,500</td>
</tr>
<tr>
<td>Platinum</td>
<td>(Available only on demand for 1-2 partners)</td>
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</tbody>
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## Further Partnerships

<table>
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<tr>
<th>Tour</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Guided Innovation Tour</td>
<td>€3,900</td>
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</table>

* Discounts for start-ups available. Additional branded material & giveaways on request.
PARTNERSHIP OPPORTUNITIES

SILVER LEVEL

- Branding as silver partner in the entire conference material
- Brochure display
- Logo in all conference media (website, printed agenda, roll-ups, banners)
- Naming of the company in all conference press activities
- Promotional opportunities at conference cooperation partner events
- 2 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in get-together of the conference

€3,500
PARTNERSHIP OPPORTUNITIES

GOLD LEVEL  €4,900

- Branding as gold partner in the entire conference material
- Integration in guided innovation tour at MEDICA
- 2-day demo table at conference exhibition area at MEDICA
- Logo and short description in all conference media & website
- Naming of the company in all conference press activities & communications
- Integration in newsletters & communications of cooperation partners
- Promotional opportunities at cooperation partner events
- 3 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in get-together of the conference
- One-on-one introduction to key decision makers in sports medicine
### PARTNERSHIP OPPORTUNITIES

**DEMO TABLE ONLY**

€2,500

- 2-day demo table in the conference exhibition area at MEDICA
- Logo, text on conference website
- Naming of the company in press activities
- Participation in get-together of the conference
PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL

Limited to maximum 2 partners on demand

- Branding as Platinum Partner in the entire conference material
- A speaking slot in the conference program
- Integration in Guided innovation tour at MEDICA
- 2-day demo table at conference exhibition area at MEDICA
- Logo and short description in all conference media & website
- Naming of the company in all conference press activities & communications
- Integration in MEDICA newsletters & communications
- Promotional opportunities at cooperation partner events
- Possibility to hand our marketing material in the conference room
- 5 tickets for MEDICA MEDICINE + SPORTS CONFERENCE
- Participation in get-together of the conference
- One-on-one introduction to key decision makers in sports medicine
PARTNERSHIP OPPORTUNITIES

GUIDED INNOVATION TOUR  €3,900

- Inclusion in the Guided innovation tour at MEDICA 2021
- 12-15 mins presentation slot at own MEDICA stand
- Logo, text on MEDICA MEDICINE + SPORTS CONFERENCE website
- Naming of the company in MMSC press activities
MEDICA

Facts & Figures of the no.1 Medical Trade Show

Date: 17-18 November 2021
Exhibitors: +5,500 from 130 nations (in 2019)
Visitors: +120,000 from 120 countries (in 2019)
Events: 7 forums and 3 conferences
Ticket Info - MMSC: 2-day ticket, 17 + 18 November: 159 EUR
2-day ticket (online streaming), 17 + 18 November: 129 EUR

More info: www.medica.de
**CONTACT US**

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