

Fair+Forum Hospitalar

Be part of the **25th anniversary edition**

22-25 may18

11am-8pm

Expo Center Norte São Paulo

 Business

 Networking

 Knowledge

 Innovation

hospitalar.com

The leading event in the Americas

Organiser

UBM

Nurturing and energizing the healthcare segment for 25 years

The special edition celebrating the 25th anniversary of Hospitalar will take place between May 22 and 25, 2018, at Expo Center Norte - São Paulo. Hospitalar **introduces cutting edge trends, and thought-leadership to both the attendees and exhibitors, and is considered the essential** platform for generating new business opportunities, also supporting the expansion of the healthcare segment. It is **the only multisectoral event in the Americas** that offers innovations for solutions, products, equipment, services and technology for hospitals, laboratories, drugstores, physicians' offices and practices.

Why is Hospitalar so unique?

- More than just 4 days of show, it is a **marketing platform that works all year round**. It integrates disclosure actions using printed channels (magazines, catalog) and digital channels (online catalog, social media, the blog of the show, marketing emails and newsletters);
- It is part of the **world calendar of shows**, mandatory for both national and international attendees;
- **It attracts major players and decision makers**, and it is a reference in networking and knowledge thanks to its congresses; it fosters **major discussions** between intellectuals and officers from the segment;
- **The return** is worth the investment; the exhibition options meet the needs of exhibitors of all sizes;
- It is a **Multisectoral show** that offers end-to-end solutions for the healthcare segment
 - **Technology | Green Pavilion**, which gathers companies offering products and services geared at: Telemedicine, Telehealth and Information Technology for the Healthcare industry;
 - **Consumer goods, disposable materials, equipment | Blue and White Pavilions** – Products, Equipment and Services for Clinical Analyses and Pathology; products for Hospital Drugstores and Regular Drugstores;
 - **Hospitalar Rehabilitation, Orthopedics and Physical Therapy | Red Pavilion** – equipment, technology, Inputs and medical/hospital-related components of products;
 - **Lounge Hospitals | Red Pavilion** – where hospitals gather to disclose their activities, projects, advisory services and strategic partnerships.

- **Hospitalar Facilities | White and Green Pavilions** –With workshops, demos and many attractions, these pavilions gather end-to-end solutions, products and services with for the following industries: Construction, Engineering, Architecture; Cleaning, Dry-cleaning, Waste Management, Gardening, Landscaping, Maintenance, Furniture, Parking and Security; Automation and Technology, Front Desk, Power and Acclimation, Catering and Vending Machine, Logistics.

As an international show, the healthcare industry looks to Hospitalar as a platform for access to an audience of foreign importers, increasing the export opportunities for domestic companies.

Securing the presence of your brand in the show is the most and effective way of creating new business opportunities in the healthcare segment – you'll find the return is more than worth the investment.

Get in touch with our team by dialing (11) 4878-5988 and we will happily talk about the advantages of exhibiting at the show, the spaces still available and payment terms.

LEARN ALL ABOUT OUR DISPLAY SOLUTIONS AND FOCUS ON ACQUIRING THE PERFECT LOCATION, AT AN AFFORDABLE PRICE AND EFFECTIVELY

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2017 FACTS AND FIGURES 2017

Hospitalar reasserts its importance as the main show in the healthcare segment, delivering a positive effect over the entire business chain

Hospitalar presented in its 24th edition to an audience of **over 90 thousand professionals** from over **70 countries**, gathering **1,200 exhibiting brands** from 36 countries in the 4 days of show at Expo Center Norte. The show's Agenda of Congresses assembled over 8 thousand professionals who attended 50 congresses, seminars and forums, plus 200 domestic and foreign speakers.

Some of the congresses that stand out are **CISS – International Congress of Healthcare Services**, which approached *Patient Security: the new quality edges of healthcare systems and services* where countries such as the Netherlands, Canada, Taiwan and Argentina presented their experiences. Speakers came from companies such as Deloitte, Hermes Pardini, Seguros Unimed and Asisa; and the International Forum **HIMSS@Hospitalar**, which brought technological and digital innovations in the healthcare segment. The forum gathered speakers from major companies in the industry, such as: Intersystems, Healthways, Intel, Optum, Salux, GE Healthcare, AxisMed – Telefônica, Frost Sullivan, Onbase, Cognizant e Orange Life.

The show attracts domestic and international purchasers

Professionals from many countries and states are eager to find new trends, and suppliers, while also interested in networking at the show. This is an opportunity for your company to join this industry.

Would you like to be an Exporter? Check foreign purchasers Hospitalar Exporter

The program is geared at exhibitors who want to have access to foreign purchasers interested in Brazilian products. Attend Hospitalar Exporter for free and become more visible among this audience.

Participating exhibitors are presented to foreign purchasers through our catalog, which includes a list of Brazilian companies with exporting experience and the necessary structure to meet clients anywhere in the world.

Strengthening segments that help moving the healthcare chain Hospitalar Facilities

This new area of the Hospitalar show generated innovation, while introducing products and services to decision makers, thanks to its demo area, Facilities Innovation, and a great deal of new content at Facilities Education. This initiative was sponsored by ABB, Bosch, Grupo Buzatto's, Cozil, Medlux and Sotrequê.

Hospitalar Rehabilitation

In an effort to strengthen the segment, we also organized the Rehabilitation Area in association with ABIMO, APEX and the State Department for the Rights of Disabled People, which allowed greater interaction between the attendees.

Exhibiting companies from 36 countries attended the 2017 edition

Argentina, Belgium, Brazil, Canada, China, Colombia, Czech Republic, Denmark, Egypt, England, Finland, France, Germany, Hong Kong, India, Ireland, Israel, Italy, Japan, Lebanon, Malaysia, Mexico, the Netherlands, Pakistan, Poland, Portugal, Russia, Slovenia, South Korea, Spain, Switzerland, Thailand, Taiwan, Turkey, the United States, Uruguay.

90 thousand professional attendees from countries such as:

Afghanistan, Argentina, Austria, Belgium, Bolivia, Brunei, Canada, Chile, China, Colombia, Costa Rica, Czech Republic, Denmark, Dominican Republic, Egypt, Ecuador, Finland, France, Guatemala, Germany, India, Italy, Japan, Lithuania, Mexico, the Netherlands, Pakistan, Paraguay, Peru, Portugal, Portugal, Russia, Saudi Arabia, Singapore, South Korea, Spain, Sri Lanka, Switzerland, Suriname, Taiwan, Turkey, Ukraine, the United States, the United Kingdom, Uruguay and Venezuela.

HEALTHCARE SEGMENT IN BRAZIL SOCIOECONOMIC INFORMATION

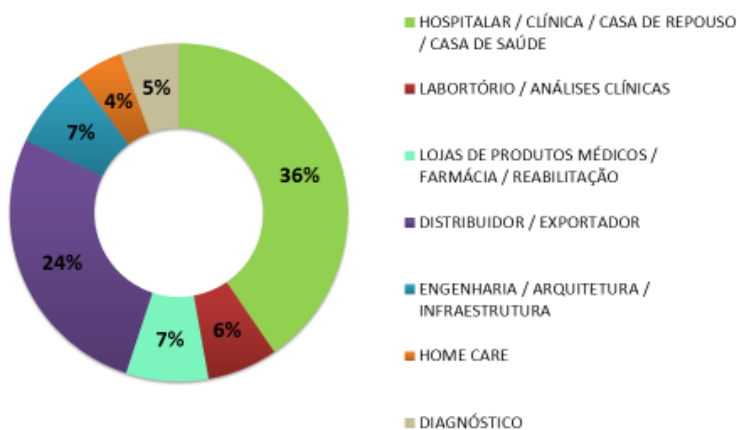
- 8th largest healthcare segment in the world
- 207,511,466 inhabitants
- Average life expectancy: 75.2 years (71.6 for men / 78.8 for women).
- 24,51% of the population has a healthcare plan
- 300,172 healthcare facilities
- 6,761 hospitals
- 494,109 beds (70% private beds and 30% beds)
- 20,690 thousand laboratories
- 475,417 working physicians
- 914,462 professional nurses
- 9% of the GDP

Sources: ABIMO, ABIMED, CNS, SIB, ANS, MS and IBGE

QUALIFIED ATTENDEES - HOSPITALAR 2017

Hospitalar welcomes during the 4 days of show 9% of physicians and 15% of professional nurses. As for their business area, over 80% of attendees are influencers and decision-makers in the healthcare segment.

ÁREA DE ATUAÇÃO



BUSINESS AREA

Hospitals / Practices / Retirement Homes / Healthcare facilities

Laboratories / Clinical analyses

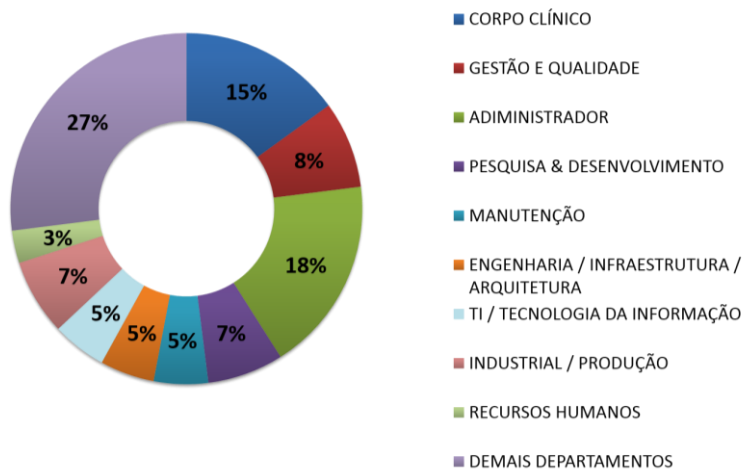
Distributors / Exporters

Engineering / Architecture / Infrastructure

Home Care

Diagnosis

DEPARTAMENTOS



AREAS

Clinical Staff

Management and Quality

Manager

Research and Development

Maintenance

Engineering / Infrastructure / Architecture

IT / Information Technology

Human Resources

Other Areas

PRICE CHART

- **AREA / NO DISPLAYS INCLUDED** – PRICE PER SQM: USD 440,00

The exhibitor will be assigned the area for temporary use in the chosen size, without any kind of displays, carpet or electric wiring – ALL FEE INCLUDED.

- **FIRE EXTINGUISHER** – PRICE: USD 35,00

The exhibitor will need one Fire Extinguisher for each 25 SQM hired.

MERCHANDISING /ADVERTISING/SPONSORSHIP

- **Increase the visibility of your company by 80% before, during and after the show:**

For more information

Please contact our sales team

comercial@hospitalar.com.br

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