



Confederation of Danish Industry



Healthcare
DENMARK



INVITATION

Join the National Danish Pavilion at MEDICA 2015

– the most important trade fair for companies working in all areas of healthcare
Düsseldorf, Germany, 16-19 November 2015

Registration Deadline: Friday 3 July 2015

Joining the Danish Pavilion at MEDICA 2015 is your ticket to the key healthcare event in the world. With a reach of thousands of highly relevant buyers and business partners from all over the world MEDICA 2015 is without a doubt the most important trade fair of the year for companies working in all areas of healthcare.

YOU GET!

- The highest possible visibility supported financially by the Danish Trade Council
- Turnkey solution - providing you with an attractive, standout platform to present your company, your products and your solutions
- Open and inviting National Pavilion with company booths tailor-made to your requirements: Wall-to-wall prints, logos, furniture, shared storage and manned service area for you and your customers
- Central location in one of the busiest halls
- Everything pre-arranged, last-minute arrival
- Being part of a joint pavilion is a more effective and cost efficient way for your company to attract potential customers than on your own
- Opportunity to network and to exchange experience with exhibitors working in the Danish healthcare industry

Confederation of Danish Industry in co-operation with Healthcare DENMARK and the Consulate of Denmark in Munich is delighted to offer your company the opportunity to participate in the Danish Pavilion at MEDICA 2015, the largest and most important healthcare trade fair in the world. **Deadline for binding registration is Friday 3 July 2015**

WHY JOIN?

High levels of decision-making competence, high internationality and high satisfaction for both exhibitors and visitors. MEDICA 2015 is the trade fair for decision makers. Every year around 132,000 specialist visitors from more than 120 countries, meet and explore innovations and trends in the medical sector. More than 4,600 exhibitors market their products, maintain contact with their customers and achieve new business perspectives. With its three pillars of specialist trade fair, congress and German Hospital Conference, MEDICA reflects the trends and developments in the sector. This makes MEDICA a significant feature displaying both current developments and a look into the future of medical care. Discover the diverse and relevant position of MEDICA in the various sectors.

WHO SHOULD JOIN?

Since 1969, MEDICA has built its reputation as being the longest running, largest and most trustworthy exhibitions within all areas of healthcare. It is an all-round sourcing platform where valued buyers will meet high-caliber suppliers of from across the globe, and give you an opportunity to elevate your business globally. As the key event in the world for healthcare MEDICA 2015 displays products and solutions from more than 4,800 exhibitors:

Medical Devices, Rehabilitation Equipment, E-health, Service & Operational Solutions, Information and Communications Technology, Physiotherapy and Orthopedic Equipment, Electro Medicine, Medical Technology, Single-use and Consumer Items, Laboratory Equipment, Diagnostics.

FACTS MEDICA 2015

4800+ exhibitors from 67 countries / 118.000+ sqm exhibition area / 128,000+ visitors from 120 countries (80 per cent from EU – 20 per cent Non-EU: 51 per cent Asia, 18 per cent North America, 16 per cent Africa, 12 per cent South and Central America and 3 per cent Australia)

Further reading: <http://www.medica-tradefair.com/>



THE BASIC PACKAGE INCLUDES

- 9 sqm booth at the joint Danish Pavilion at MEDICA 2015 in Düsseldorf 16-19 November 2015 with access to meeting facilities with full service
- A turnkey exhibition solution for your company providing you with an attractive, standout platform to present your company, your products and your solutions partly financed by The Danish Trade Council
- Open and inviting National Pavilion with company booths tailor-made after your requisitions: Wall-to-wall prints, logos, furniture, shared storage and manned service area for you and your customers included in the price.
- Central location in one of the busiest halls
- Everything pre-arranged, arrive last-minute
- Coordination of services provided by the exhibition organizers, including exhibition catalogue
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservations through the travel agency BCD Travel
- Confederation of Danish Industry will provide assistance in all aspects related to your participation in the exhibition.

TENTATIVE PROGRAMME

SEPTEMBER 2015:

Seminar about the German market with sector experts. Followed by technical briefing of the Danish Pavilion. Participation via Lync or Skype will be possible.

Venue:

Confederation of Danish Industry

NOVEMBER 15:

Arrival Düsseldorf
Visit to the Danish Pavilion for those who are interested in visiting their booth the day before the opening.

Optional:

Delegation Dinner [self financed]

NOVEMBER 16-19:

Exhibiting at MEDICA 2015
Opening hours 10.00-18.30
Reception at the Danish Pavilion from 17.30-18.00

Optional:

Delegation Dinner [self financed]

PRICE

DKK 35,000 excl. VAT for 9 sqm booth (with funding)

Based on 13 participating companies and 50 per cent funding from the Danish Trade Council

DKK 70,000 excl. VAT for 9 sqm booth (with-out funding)

Companies who have received funding from The Trade Council to MEDICA three times cannot be funded a fourth time but are welcome to participate without funding

DKK 25,000 excl. VAT for meeting facilities (with funding)

For companies that are only interested in using the meeting facilities and the full service area

DKK 50,000 excl. VAT for meeting facilities (with-out funding)

Based on 13 participating companies.

Deadline for binding registration is Friday 3 July 2015. Please fill out the form on page 4 and return it by email to srfk@di.dk

ADD ON PACKAGE 1

MATCH MAKING: The Consulate of Denmark in Munich will help you to set up tailor made meetings with relevant public and private representatives at MEDICA. **DKK from 3,000 excl. VAT depending on needs and number of meetings**

You need to exhibit at the Danish Pavilion at MEDICA to choose this add on package.

ADD ON PACKAGE 2

KNOWLEDGE: Introduction to the German Market and the German healthcare system arranged by the Consulate of Denmark in Munich. Programme will include presentations by sector experts, themed guided tours on MEDICA 2015 visiting leading companies exhibiting at MEDICA and Public Authorities relevant for your business. **Public authorities: DKK 6,000 excl. VAT**
Companies: DKK 8,000 excl. VAT

You do not need to exhibit at the Danish Pavilion at MEDICA to choose this add on package.

**CONTACT FOR
FURTHER
INFORMATION**



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REGISTRATION

Join the National Danish Pavilion at MEDICA 2015 Düsseldorf, Germany, 16-19 November 2015

Registration Deadline: Friday 3 July 2015

BINDING REGISTRATION

I hereby register for participation in the event as described in the invitation:

Participation:

- ☐ **DKK 35,000 excl. VAT for 9 sqm booth** with funding (received funding from Trade Council two times or less)
- ☐ **DKK 70,000 excl. VAT for 9 sqm booth** with-out funding (received funding from Trade Council three times or more)
- ☐ **DKK 25,000 excl. VAT for meeting facilities** with funding (received funding from Trade Council two times or less)
- ☐ **DKK 50,000 excl. VAT for meeting facilities** with-out funding (received funding from Trade Council three times or more)

The price is calculated on a basis of 13 participating companies and a 50 per cent funding from the Trade Council of Denmark. If the number of participating company's changes or the funding is not approved, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted, you have the right to cancel your participation. If you have received support from The Trade Council more than

- ☐ **ADD ON PACKAGE 1: MATCH MAKING FROM DKK 3,000 excl. VAT**
- ☐ **ADD ON PACKAGE 2: KNOWLEDGE FROM DKK 6,000 excl. VAT**

Costs for travel, accommodation and other expenses not mentioned in the tentative program are not included in the price.

Company: _____

Address: _____

Postal Code: _____ City: _____

Telephone: _____

Contact person: _____ Title: _____

Direct telephone: _____ E-mail: _____

Date & Signature: _____

Please return the completed registration form to Confederation of Danish Industry, no later than Friday 3 July 2015 to srfk@di.dk

Registration conditions are in accordance with Confederation of Danish Industry's terms of participation in Export Promotion Events (following page).



Confederation of Danish Industry

GENERAL CONDITIONS FOR PARTICIPATION IN EXPORT PROMOTION EVENTS UNDER THE AUSPICES OF THE CONFEDERATION OF DANISH INDUSTRY (DI)

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DI is comprised by: 1) a binding registration form filled in and signed by a duly authorized representative of the company, and 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by DI are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DI is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DI.

DI provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DI. If an export promotion event is cancelled due to any above mentioned circumstances, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. DI's cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DI reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DI reserve the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that DI's terms of payment are not met, DI reserve the right to consider the agreement repudiated in accordance with section 6.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DI. Thus DI has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation.

7. Transport and insurance

Participating companies are requested to buy their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or during the event.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this agreement, such dispute or controversy shall be settled by arbitration.

Copenhagen, January 2014