

Service Specification virtual.MEDICA Exhibitor package

Sept. 2020



virtual.MEDICA 2020 Exhibitor package

- Inclusion in the exhibitor product database of virtual.MEDICA and virtual.COMPAMED
- Trade fair appearance in the Online Showroom:
 - Company logo
 - Your own company profile
 - Presentation of products and services
 - Designation of contacts
- 3 free product code numbers
- Matchmaking (free registration required)
 - Video meetings with a maximum of 4 persons (only on trade fair days)
- Exhibitor Video Arena
 - Publication of up to 20 company/product videos
- Company and product news in trade fair portal and newsletter

Total package price: EUR 3,500 (net price)

1. Exhibitor product database

The exhibitor product database offers numerous filters and output options for an extensive search.

Your exhibitor and product data will appear in the
MEDICA/COMPAMED database (exhibitors & products)
MEDICA app

MEDICA database, alphabetical directory of exhibitor or products in the

MEDICA app
Online Showroom

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2. Online Showroom

The existing Online Showrooms in the respective trade fair portals are an integral part of the digital trade fair catalogue and offer additional options based on it for exhibitors to present themselves as companies.

Based on the exhibitor information in the Showroom, visitors can use a search function free of charge to research and find the right exhibitors. Visitors will receive a list of results with which they can enter the showroom of an exhibitor.

The Online Showrooms can be viewed online on a desktop/notebook as well as via the trade fair app on a mobile device.

Except for the product categories, the data provided by the exhibitor as part of the online registration is transferred to the Online Showroom. The product categories must be ordered separately via the OOS or through our partner Sutter Fair Media.

With their login data, exhibitors will have access to their Online Showroom or database entries and can add the following data free of charge (exhibitors will receive their login data with their acceptance):

- Company profile (text and image)
- Product descriptions (text and image, provided that there is a product category of up to 100 units)
- Company data
- Link to social media channels
- Contact persons (name, image, contact data, position)
- After logging in, exhibitors can see the number of clicks on the Online Showroom in their dashboard display

Read more in our [detailed specifications for online showrooms](#).

3. Three free product categories

By using the product categories, visitors will receive specific information about new providers and manufacturers of solutions, products and services prior to the trade fair. Benefit from this and support your business with new customers by comprehensively and effectively presenting the product categories that apply to your company. In this way you can guide potential new customers directly to your stand!

Please select the product categories in the nomenclature under which visitors will be able to find your company in the digital and print media. You can order the 3 product categories in COM-PAMED's Online Order System or directly from our partner Sutter Fair Media by e-mail at medica@fair.sutter.de.

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4. Matchmaking

Matchmaking is intended to allow exhibitors and trade visitors to selectively network with each other, chat and make appointments prior to the virtual event. The tool will simplify and particularise the initial contact (based on matching the participants according to product categories and structural questions). As a result, participants will also be able to establish valuable leads. In addition, the trade fair visit will be organised efficiently and ensure a successful meeting for both sides. Mobile access to the functions will also be possible via an app in addition to online access over the Internet (e.g. on a desktop or notebook).

Read more in our [detailed specifications for matchmaking](#).

5. Exhibitor Video Arena

Exhibitors submit their videos to the Sutter Fair Media team, which will upload the videos into an Exhibitor Video Arena on virtual.MEDICA.de. Up to 20 company or product videos can be placed there along with a short description.

Please submit your material via e-mail to medica@fair.sutter.de

6. Company and product news in the MEDICA.de industry portal

As an exhibitor, you have the option in the Online Showroom to independently enter new products or company news. The news will then automatically land in the appropriate category of the MEDICA.de industry portal as well as in the newsletter.

7. Company and product news in the industry newsletter

Our newsletter is an informative advertising medium that reports on the latest developments and trending topics. It ensures that your message arrives **weekly** at the right target group for international subscribers.

You can place your news against the backdrop of the trade fair and journalistic contributions and thus benefit from the newsletter's high level of attention. Systematically get in touch with customers and the industry's top decision-makers.