

DMEA 2021 Trade Press Stand

Dear Sir or Madam,

DMEA – Connecting Digital Health – is Europe's leading platform for digital healthcare. Health IT companies, institutions, policymakers and start-ups have been networking with potential customers, industry professionals and young talent at the Berlin exhibition center for the past 13 years. The success of the event has been confirmed by 11,000 trade visitors – 80% of them decision makers, 570 exhibitors and 350 guest speakers (status: 2019).

This year, DMEA will take place as an online event from June 7 to 11 and will once again offer a comprehensive market overview combined with a variety of dialog formats and training opportunities. The intersectoral approach of the DMEA offers space for new thinking and in-depth interaction. Anyone who wants to actively shape the future can network here with industry partners and utilize the unique information pool to present their products and solutions on the virtual platform.

You are also invited to take part in this successful event and present your publication at the DMEA 2021 digital trade press stand!

Crossmedia has been commissioned on behalf of Messe Berlin to offer you a media partnership. We would be happy to display your publications on the trade press stand as part of a non-monetary exchange agreement. We are confident that your magazine can be an important addition to the exhibition content and will attract great interest among the many participants. The top-notch exhibitors and trade visitors at DMEA offer ideal opportunities to highlight your publication to potential advertisers and subscribers.

Our services:

- As a media partner, you can present your company with a DMEA online platform entry including your publisher's name, address, telephone number, email and a link to your website
- Design your own entry with a company logo and profile (1,000 characters). You will receive separate login data to keep your information updated
- Up to three publications can be included in your company entry with optional links
- Entry in the main group category "Publishing Companies/Trade Journals"
- Assignment of "Trade Press" keyword for easy search/filtering functions
- Information for contact person with photo, contact details, appointment/chat options

Your services:

- Placement of a DMEA ad (preferably 1/1 page 4c or 1/2 page landscape 4c) in your publication and/or publication of a banner on your website with a content ad in your newsletter
- You can also offer us alternative digital advertising services, e.g. posts on Twitter or LinkedIn
- Publication of an article and/or newsletter piece about the DMEA prior to the event
- Inclusion of DMEA on your calendar of events, if available

We hope you will take advantage of this opportunity and would be grateful for the return of the attached form:

Email: MesseBerlin@crossmedia.de

Fax: +49 (0)211 86652-101

Please feel free to contact us for any enquiries regarding the exchange agreement.

Yours sincerely,

The team

 **CROSSMEDIA**