

New 2020:

_Focus: Health Records

DMEA

21.–23.04.2020

Messe Berlin GmbH
 Messedamm 22
 14055 Berlin
 Tel. +49 30 3038 2225
 Fax +49 30 3038 2226
 dmea@messe-berlin.de
 www.dmea.de

Exhibitor's name

Your benefits

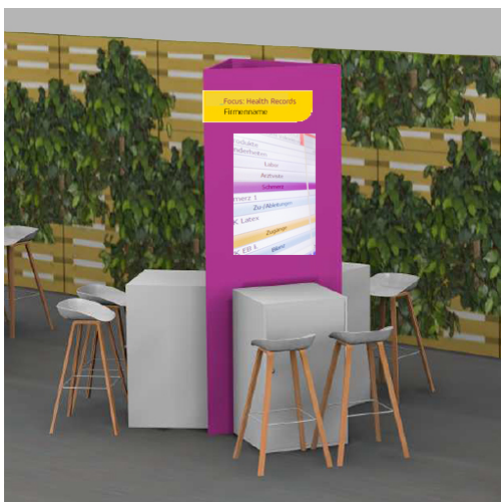
- special theme-related area for Health Records provides an additional focus of visitor attention
- separate reference to the 'Focus: Health Records' area in in the hall guide system
- immediate proximity to the Startups and the DMEA-Café
- no effort of coordinating the stand construction work, ancillary technical services etc.
- 2 exhibitor passes (granting admission to the Congress and the other program), basic entry in the print catalogue and the Virtual Market Place®, electricity connection and cleaning. All prices quoted are net and are subject to statutory VAT.

We hereby order:

one **Expert Point** at an all-inclusive price of 2,650 Euro (add. 0.60 Euro/m² AUMA fee). Included in the price are 1 presentation wall with company name, one A1 poster, 2 bar stools and 1 spotlight. On request an order may also be placed for a monitor, subject to a charge, which may be installed on the presentation wall instead of a poster. There are no facilities for installing roll-ups.

Please fill in the following pages from the DMEA stand application from: page 3 (company contact), page 6 (data protection) and page 8 (Index of Product Groups).

Startups can apply for an Expert Point at the 'Focus: Health Records' area, using the form to be found in the DMEA 2020 stand application, page 13.



Example Health Records Expert Point
 (changes reserved)

Place/date

Stamp and legally binding signature

Standanmeldung/Stand Application

a. Firmendaten Bitte genaue Firmierung angeben/Company Contact Please state the exact name of the company

Name des Ausstellers/Name of exhibitor		Rechtsform/Legal form
Straße/Street		
Postleitzahl/Postal code	Stadt/Town	Land/Country
Web Adresse/Web address		E-Mail/E-Mail
Telefon/Telephone		Geschäftsführer/Managing Director

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b. Ansprechpartner/Person to contact

Name/Name	E-Mail Ansprechpartner/E-Mail person to contact
Telefon Ansprechpartner/Telephone person to contact	Handy Ansprechpartner/Mobile phone person to contact
Korrespondenzsprache/Language for correspondence: <input type="checkbox"/> Deutsch <input type="checkbox"/> English	

c. Katalogdaten (wenn abweichend von a)/Catalogue Data (only if differing from a)

Firmierung im Katalog/Company name in the catalogue		
Straße/Street		
Postleitzahl/Postal code	Stadt/Town	Land/Country

d. Anschrift für Rechnungsversand (wenn abweichend von a)
Adress for invoice dispatch (only if differing from a)

Wichtiger Hinweis: Nachträgliche Rechnungsumschreibungen werden mit EUR 210,00 zzgl. MwSt. berechnet. / Please observe: posterior invoice alterations will be charged with a fixed amount of EUR 210,00 plus VAT.

Name des Rechnungsempfängers/Name of recipient of invoice		
Straße/Street		
Postleitzahl/Postal code	Stadt/Town	Land/Country
Ansprechpartner/Person to contact		E-Mail/E-Mail

Leistungsempfänger ist / Debitor is: a) d)

Wir bestellen/We order a Basis-Paket (bitte Seiten 3, 6, 7, 17 ausgefüllt zurückschicken)
Basic package (please complete and return pages 3, 6, 7, 18)

Pavillon/Gemeinschaftsfläche (bitte Seiten 3, 6, 13, 17 ausgefüllt zurückschicken)
Pavilion/Combined display area (please complete and return pages 3, 6, 14, 18)

Wir bewerben uns für ein Partner-Paket (inklusive Standfläche)/
We apply for a Partner Package (including stand area)

Gold/Gold Silber/Silver Bronze/Bronze (bitte Seiten 3, 6, 11, 12, 17 ausgefüllt zurückschicken)/
(please complete and return pages 3, 6, 11, 12, 18)

Mit dieser Anmeldung erkennen wir die Datenschutzbestimmungen, die Teilnahmebedingungen und die Allgemeinen Geschäftsbedingungen für Messen und Ausstellungen der Messe Berlin GmbH an. Erfüllungsort und Gerichtsstand: Berlin, Deutschland./By registering we accept the data protection regulations, the conditions of participation, as well as the general terms and conditions regarding trade fairs and exhibitions of Messe Berlin (see enclosure). The place of execution and the venue for settlement of legal disputes: Berlin, Germany

Wird von der Messe Berlin ausgefüllt./
To be completed by Messe Berlin.

Halle	Stand-Nr.
MA	
KA-Nr.	
Deb.-Nr.	
Auftr.-Nr.	
Eingangsbestätigung:	

An die/To Messe Berlin – DMEA Fax +49(0)30/3038-2226 – / dmea@messe-berlin.de

Ort und Datum/Place/date	Stempel und rechtsverbindliche Unterschrift/Stamp and legally binding signature
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DMEA 2020 VAT form

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Usually goods and services performed in Germany by a business entity are subject to value-added-tax (VAT). If certain conditions are met however, we do not have to charge German VAT to our customers. To enable Messe Berlin GmbH to issue invoices without German VAT, please complete the following form.

■		
Company (recipient of service)		Legal form

Street, number		
_____	_____	_____
Post Code	City	Country
_____		_____
Website		Email

Please use our firm details from the stand registration (recipient of services)

Please mark the appropriate box with an "X"

**Business, resident
in the European Union**

The company qualifies as an entrepreneur in terms of VAT and is established in the EU (sect. 2 German VAT Act, article 9 EC VAT Directive)

The Company is registered with the tax office under the name and address mentioned above. For any services rendered to us by Messe Berlin GmbH the following VAT Identification Number shall be used:

Valid VAT Identification Number

Please note that we will verify the VAT ID mentioned via VIES (VAT Information Exchange System) which is provided by European Authorities. If there is a mismatch between your information and the database the VAT ID will be regarded as being invalid.

**Business, resident
outside the European Union**

The company is established outside the European Union. The Company is registered with the tax office under the name and address mentioned above.

For any services rendered by Messe Berlin GmbH, please refer to our enclosed tax residency certificate (business certificate, commercial register extract) and the informal English translation.

Please note that Messe Berlin GmbH reserves the right to refuse the confirmation provided by the customer, if these documents are not considered as being sufficient to confirm the tax residency of the customer.

We confirm that all services which are ordered and rendered under this agreement will be used for business purposes. The VAT Identification Number / confirmation of tax residency shall be used by Messe Berlin GmbH for any services requested under this agreement. We will inform Messe Berlin GmbH about any changes in that respect immediately.

This declaration of consent can be withdrawn at any time in written form, which is to be addressed to Messe Berlin GmbH, Abt. Bilanzierung & Steuern, 14055 Berlin, Germany. We are aware that if we are not a registered company or the documentation provided is insufficient (non verification of the enterprise), Messe Berlin GmbH will be obliged under the German VAT Law to charge German VAT, in addition to the agreed net amount.

Please stamp and sign:

_____	_____
Place and date	Stamp and legally binding signature

Datenschutz

Einwilligung in die Weitergabe von personenbezogenen Daten an Partnerunternehmen

Unsere Partnerunternehmen unterstützen Sie gerne bei dem Messeauftritt Ihres Unternehmens. Aus datenschutzrechtlichen Gründen ist Ihre Einwilligung zur Weitergabe Ihrer Kontaktdaten an unsere Partner erforderlich. Die Einwilligung können Sie jederzeit mit Wirkung für die Zukunft widerrufen. Bitte beachten Sie die beigefügten datenschutzrechtlichen Informationen für Aussteller (Seite 25/26).

- Ich bin damit einverstanden, dass die Messe Berlin GmbH zur Optimierung und Unterstützung des Messeauftritts meines Unternehmens meine Kontaktdaten, d.h. meinen Namen, meine Telefonnummer, meine Email-Adresse, meine Faxnummer und die Anschrift des von mir in der Standanmeldung angemeldeten Unternehmens an Dritte zu dem Zweck übermittelt, dass diese mir für die Vorbereitung und Durchführung meiner Messebeteiligung Zusatzleistungen, wie z.B. Sondereinträge im Print- und Online-Katalog (Virtual Market Place), Standbauleistungen, Catering und Logistikdienstleistungen im eigenen Namen anbieten. Bei den derzeit bekannten Empfängern handelt es sich um die Agility Logistics GmbH, Schenker Deutschland GmbH, Neureuter Fair Media GmbH und den Bundesverband Gesundheits-IT – bvitg e.V. Aufgrund der Veränderung oder Erweiterung des Serviceangebots können andere Dienstleistungsunternehmen hinzukommen. Diese Einwilligung zur Nutzung meiner im Rahmen der Standanmeldung abgefragten personenbezogenen Daten und E-Mail-Adresse kann ich jederzeit mit Wirkung für die Zukunft widerrufen. Hierzu reicht eine E-Mail-Nachricht an datenschutz@messe-berlin.de.

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Ort und Datum

Rechtsverbindliche Unterschrift

Data Protection

Consent to passing on personal data to partner companies

Our partner companies will be pleased to support you with your company's trade fair presence. For data-protection reasons, your consent is required for passing on your contact data to our partners. You can revoke your consent at any time for the future. Please also heed the information in the enclosed data protection information for exhibitors (page 27/28).

- I consent to Messe Berlin GmbH sending my contact data, i.e. my name, my telephone number, my email address, my fax number and the address of the company I have registered in the stand registration to third parties so that they can offer me additional services in their own name such as upgrades and special services in the print and online catalogue (Virtual Market Place), stand construction, catering and logistics services for the preparation and staging of my trade fair participation. The currently known recipients are Agility Logistics GmbH, Schenker Deutschland GmbH, Neureuter Fair Media GmbH and the German Association of Health IT Vendors – bvitg e.V. Due to the changing or expanding service offerings, other service providers may be added. I can revoke this consent to use my personal data and email address requested as part of the stand registration at any time with effect for the future. An email message to datenschutz@messe-berlin.de shall be sufficient.

Place and date

Legally binding signature

DMEA Index of Product Groups

Only products/services listed in the index are permitted.

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■ **Main exhibitor's name**

■ **Co-Exhibitor's name**

We would like to exhibit the following products:

1. Software

1.1 Information systems for

- 1.1.1 Medical practices
- 1.1.2 Hospitals
- 1.1.3 Rehabilitation centres
- 1.1.4 Retirement and care homes
- 1.1.5 Medical care networks
- 1.1.6 Company medical officers
- 1.1.7 Patients

1.2 Archiving and documentation

- 1.2.1 Archiving software/document management
(long-term archiving solutions)
- 1.2.2 File management software
- 1.2.3 Digital signature, electronic signature
- 1.2.4 Image management systems

1.3 Administrative information systems

- 1.3.1 Business intelligence/Controlling solutions/Data warehouse
- 1.3.2 Financial accounting/Asset accounting
- 1.3.3 Payroll accounting
- 1.3.4 Planning of services and time & attendance recording
- 1.3.5 Materials management/Logistics/Ordering/Purchasing
- 1.3.6 Canteen management software, food ordering systems
- 1.3.7 Facility management / Equipment and plant management
- 1.3.8 Transport logistics
- 1.3.9 Customer relationship management
- 1.3.10 Cost unit accounting

1.4 Medical information systems

- 1.4.1 Electronic/Digital patient files
- 1.4.2 Clinical workplace systems, managing medical results/mobile rounds
- 1.4.3 Activity recording, encoding, DRG management systems
- 1.4.4 Planning and documentation of care
- 1.4.5 Hospital outpatient systems
- 1.4.6 Laboratory information systems
- 1.4.7 Radiology information systems
- 1.4.8 Surgery management
- 1.4.9 Therapy planning
- 1.4.10 Intensive-care medicine
- 1.4.11 Internal medicine/Endoscopy management systems
- 1.4.12 Blood and organ banks
- 1.4.13 Hospital dispensaries
- 1.4.14 Pharmaceutical information systems
- 1.4.15 Computerized physician order entry (CPOE)
- 1.4.16 Pathology information systems
- 1.4.17 Rescue services
- 1.4.18 Hygiene/Sterilization

1.5 Telemedicine solutions for

- 1.5.1 Telemonitoring/AAL
- 1.5.2 Portal solutions/healthcare networks
- 1.5.3 DMP/Integrated healthcare
- 1.5.4 Teleradiology
- 1.5.5 electronic personal health record (ePHR)

2. Consultancy

- 2.1 Controlling/Efficiency/Organization
- 2.2 IT risk analysis
- 2.3 SAP consulting
- 2.4 IT service management
- 2.5 Project management
- 2.6 IT procurement/Tendering
- 2.7 Integration management

3. Mobile IT

- 3. Mobile IT

4. IT infrastructure and hardware

- 4.1 Client/Server/Storage solutions/
High availability
- 4.2 Network infrastructure
- 4.3 Screens
- 4.4 Card readers/Patient card terminals
- 4.5 Scanner systems
- 4.6 IT security/Authentication/Encoding/
Monitoring
- 4.7 IT management
- 4.8 Other hardware solutions

5. Communication

5.1 Speech processing systems

- 5.1.1 Software for digital dictation
- 5.1.2 Voice recognition
- 5.1.3 Office software
- 5.1.4 Hardware for digital dictation

5.2 Communication solutions

- 5.2.1 Communication servers
- 5.2.2 Master Patient Index (MPI)
- 5.2.3 Videoconferencing systems
- 5.2.4 Telephone systems/VoIP

6. Medical technology (medical technology meets IT)

- 6.1 Diagnostics
- 6.2 Imaging processes
 - 6.2.1 Radiology
 - 6.2.2 Cardiology
 - 6.2.3 Pathology
- 6.3 Intensive medical care/Anaesthesia/Respiration
- 6.4 Laboratory systems
- 6.5 Therapy
- 6.6 Technical surgical systems
- 6.7 Surgery/Endoscopy
- 6.8 Hygiene/Sterilization
- 6.9 Rescue services/Emergency medical services

7. Quality and knowledge management

- 7.1 Quality management and benchmarking
- 7.2 Mammography screening
- 7.3 Knowledge databases/medical catalogues
- 7.4 Patient consultation software
- 7.5 Patient information material/Media information material
- 7.6 Staff portals for clinics

8. Outsourcing

- 8.1 Image management
- 8.2 IT outsourcing/ASP/SAAS
- 8.3 Scanning services
- 8.4 Other outsourcing possibilities

9. Networked buildings systems

- 9.1 Bathroom and sanitary systems
- 9.2 Heating systems
- 9.3 Installation systems
- 9.4 Ventilation and air conditioning
- 9.5 Telephone/VoIP
- 9.6 Patient information systems

10. Advanced and continued learning

- 10.1 Institutes and universities
- 10.2 Training software/E-learning

11. Research

12. Startups

13. Associations and institutions

14. Publishers/Trade publications

15. Miscellaneous

Informations according to EU-General Data Protection Regulation (GDPR) for exhibitors

Messe Berlin GmbH attaches great importance to data protection. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at www.messe-berlin.de. Your personal data which you have provided to us during your exhibitor stand registration will only be used for the purposes set forth in this Data Privacy Statement which supplements our Data Protection Policy on our website under www.messe-berlin.de.

We have adopted the following principles:

1. Name of the Controller

Messe Berlin GmbH is the controller and service provider responsible for data storage and processing. Further details and contact options can be found in the imprint. If you have any queries, suggestions or comments relating to the topic of data protection, feel free to send an email to the Data Protection Representative of Messe Berlin GmbH.

1.1 Management board

Dr. Christian Göke (Chairman), Dirk Hoffmann

1.2 Address of the controller

Messe Berlin GmbH, Messedamm 22, 14055 Berlin
GERMANY
central@messe-berlin.de

1.3 Address of our Data Protection Officer

Data Protection Officer
Messe Berlin GmbH, Messedamm 22, 14055 Berlin
GERMANY
datenschutz@messe-berlin.de

2. Categories of personal data

The following categories of data are collected during standard registration: name of the exhibiting company that you represent ("your company"), its address (street and house number, post code and city or town, country), your name as contact person for the company that you represent and your contact data (phone number, fax number, email address), other company data such as its legal representatives and billing information.

3. Purposes of use and legal foundations

3.1 Fulfilment of contract

We process your personal data for the purpose of establishing and carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

3.2 Supporting companies resident outside Germany

If you are or your company is an exhibitor with registered offices outside Germany, we may disclose the data for the purpose of optimising support to our representative in your home country which is responsible for your company and which will assist you with any queries relating to your participation in the trade fair, e.g. regarding stand construction and promoting your presence, and also provide assistance in handling visa matters and generally support you during the fair. You can find the foreign representative responsible for your company at www.messe-berlin.de/Unternehmen/MesseBerlin-Weltweit/index.jsp.

The contact data are transferred on the legal basis of Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in the provision of the best possible support to our exhibitors taking into consideration local particularities of your place of business. **Please note the right of objection you have in this regard (see below "Your rights").**

3.3 Contacting for information and advertising purposes

In addition, we may use your personal data for the purpose of contacting you in order to provide you with relevant information during the trade fair and inform you about opening, side and subsequent events. Subsequent events also mean other trade fairs held or carried out by Messe Berlin GmbH in Germany and abroad. For these purposes we may also disclose your data to other companies in our corporate group. The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing optimised support to our customers before, during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of our corporate group. **Please note the right of objection you have in this regard (see below "Your rights").**

3.4 Offers for fair-accompanying services

We may also use your personal data for the purpose of presenting you with offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes we may also disclose your data to other companies in our corporate group (MB Capital Services GmbH, Capital Catering GmbH, Capital Facility GmbH, CSG-Team GmbH). The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for improving the overall image of our trade fairs and events and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**

3.5 Transfer of personal data to third parties

In so far as you have given us your express consent, we transfer your data to the third parties named in the consent declaration for the sending of advertising information so as to provide you with additional services in conjunction with your trade fair presence. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**



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3.6 Handling the promotion / media packages

3.6.1 Standard services

The performance package in the contract includes a promotion / media package. To render the services therein, we pass on your data to service providers with which we have data processing contracts so that they can contact you. The additional information you yourself provide, in so far as included in the promotion package, will be published in the print catalogue / guide, online in the Virtual Market Place® and in the relevant trade fair app in order to optimise your company's trade fair participation and to increase its presence in the market. The personal data published in the Virtual Market Place® and the app can be changed and deleted at any time. The data collected separately from you are processed for the purpose of carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

3.6.2 Special services

Besides the standard services you can order special services for the print catalogue, the online catalogue or the app. We market these additional services ourselves or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. Or our service providers market their services for the print catalogue and the app in their own name. In that case, we pass your data on only if you have given your express consent. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

3.7 Other order processing

3.7.1 In order to carry out specific processing activities in conjunction with your stand registration, we resort to external service providers („processors“) for organizational reasons, e.g. to mail documents. Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

3.7.2 In order to provide our visitors with current information about the latest trends and developments in the event-specific industries (e.g. as catalogues and on the website), we engage external service providers who will contact you by phone to ask about your company's product innovations and place them in the various media. The legal basis for this is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR). The data will be processed on the basis of a data processing contract.

3.7.3 To boost the efficiency of your acquisition activities with trade visitors to our fairs, we offer you a lead tracking service, which you can book as an additional service in our online order tool. To market this service, we sometimes engage service providers (processors), who will be available to you both as a contact partner for implementing this service and for support during the event. The legal basis for this data processing is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR) in promoting the success of our customers' trade fair presence and thereby enable the best possible support.

Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

4. Data transfer to third countries

Transfer of personal data to our representatives and companies in our corporate group located in third countries will only take place where the European Commission ("EU Commission") has decided that the third country ensures an adequate level of protection (in accordance with Art. 45 (3) GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 (3) GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay. For all other representatives and companies in the corporate group that have their registered offices in a third country there are model data protection clauses approved by the EU Commission in accordance with Art. 46 (2) lit. c GDPR in place. In the latter case we will provide copies upon request (e.g. by email).

5. Your rights

You can assert the following data subject rights: right to information, erasure, transfer and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority (<https://www.datenschutz-berlin.de/>). You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the pertinent purpose of their processing. In so far as the processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. f GDPR) or due to a legitimate interest of Messe Berlin GmbH (Art. 6 (1) 1st sentence lit. a GDPR), the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation or objection. Despite this, where there are commercial- or tax-law retention requirements, the data will be erased only after the end of the statutory periods.

7. Photography/filming at the trade fair

The event will be photographed and filmed for a lively presentation of the trade fair. The photographers deployed are identified appropriately. The recordings will be published in various media for both press and marketing purposes. The legal basis for this is the legitimate interest (Art. 6 (1) lit. f) GDPR) in informing the public about its events and using the recordings for promotional purposes to draw attention to further events. Please note your right to object to this (see above "Your rights"). In particular cases, especially when filming groups of people, we reserve the right to continue the data processing if the editing of the recordings either entails a manifestly disproportionate effort or other mandatory reasons outweigh the interests of the data subjects in the editing thereof. If photographers take individual photographs of you, you will be asked for a separate consent declaration and separately informed about your pertinent rights in detail once again.