

# DNEA

Connecting Digital Health

21 – 23 April 2020

— Exhibitor Invitation



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Host

» bvitg

Organizer

 Messe Berlin

# Digital Health Needs Fresh Ideas



## Working Together on the Future of Digital Healthcare

Next year DMEA, the central platform for digital healthcare, will once again be bringing together all the main contributors in this sector. In addition to delivering a comprehensive overview of the market DMEA will continue to provide many opportunities for in-depth discussions, targeted networking and effective customer acquisition.

From 21 to 23 April 2020 in Berlin the slogan will once again be: Connecting Digital Health.

As Europe's leading event for digital health DMEA brings together IT companies, institutions and policymakers with potential customers, industry professionals and newcomers. DMEA showcases the entire medical supply chain, showing each stage of every process. This is an ideal opportunity to keep informed about current developments and products for digital healthcare, to establish contacts in this sector and to increase knowledge at the highest level.

**DMEA is the ideal place to play an active role in planning the future of digital health.**

For information on how to register please visit [www.dmea.eu](http://www.dmea.eu) or email the DMEA-Team at [dmea@messe-berlin.de](mailto:dmea@messe-berlin.de)



**24,000**

square meters of  
experience

around

**11,000**

attendees

from

**49**

countries

**8 out of 10**

attendees are  
decision-makers

**350+**

speakers representing  
science and practical  
work

**569**

innovative exhibitors

from

**27**

countries

attendees spend  
an average

**1,7 Days**

at the event

Source: 2019 DMEA exhibitor and attendee survey

# — The Perfect Mix of Information, Inspiration and Interaction

## Benefit from a Platform that is as Diverse as the Industry itself

Develop business relationships, acquire and share new knowledge, learn about the latest developments and discuss them: You can do all this at DMEA, in one place.

Helping to give an impetus to the digital transformation of healthcare, each year DMEA keeps in tune with the times, identifying trends and markets. As an exhibitor you can enjoy all the benefits of this comprehensive display of digital healthcare with a unique combination of Trade Fair, Congress and Advanced Training Seminars.

**97%**

of attendees were satisfied with DMEA and would recommend a visit

**95%**

of attendees can attest to a high benefit

**89%**

of exhibitors would recommend a participation

**9 out of 10**

exhibitors intend to take part again

Source: 2019 DMEA exhibitor and attendee survey



The Trade Fair is an effective market place for suppliers, buyers and decision-makers. The Congress provides a professional setting for keynotes, papers and panels discussing current topics, which will be simultaneously translated into English.

Modern dialogue formats and a special international program have been designed to promote discussions, encourage dynamic exchanges and offer new perspectives. Intensive networking during DMEA also provides interdisciplinary access for new audiences such as physicians and nursing staff, making DMEA the most up-to-date healthcare IT platform in Europe.

## DMEA App and Virtual Market Place®

Benefit as an exhibitor: With the DMEA app and the Virtual Market Place® we can offer you networking opportunities that extend beyond this event.



# — Interconnected in the Future of Digital Healthcare

For market leaders, SMEs or startups, for manufacturers, associations, universities or consultants: anyone seeking to exploit their market potential and strengthen their position in digital healthcare will find the right audiences at DMEA.

## Exhibitor Profile

+++ Software for hospitals, rehabilitation clinics and homes  
+++ IT solutions for medical practice, laboratories and radiology  
+++ Hardware and IT infrastructure  
+++ Communication solutions  
+++ Telemedicine solutions  
+++ Archiving and documentation  
+++ IT consulting  
+++ IT security  
+++ Medical engineering  
+++ Mobile health  
+++ Network technology  
+++ Outsourcing  
+++ Quality and knowledge management  
+++ Research and education  
+++ Associations and institutions

## Visitor Profile

+++ IT managers and IT staff in the healthcare sector  
+++ Hospital management and administration  
+++ General managers, HR and commercial directors  
+++ Medical and commercial controllers  
+++ Physicians  
+++ Head of nursing and nurses  
+++ Health insurance representatives  
+++ Industry representatives, consultants, founders and developers  
+++ Incubators and accelerators  
+++ Representatives from politics and self-government  
+++ Employees from scientific institutions  
+++ Students and trainees

# — Attractive Possibilities for your Presentations

## Traditional Participation in the DMEA Trade Fair

Book a stand that meets your requirements (min. 9 m<sup>2</sup>). You can either plan your stand yourself or we can provide one of our range of fully equipped solutions.

## Exclusive DMEA Partner Packages

Gold-, Silver-, Bronze- Packages feature i.e. a preferred stand position in our exhibition halls and exclusive promotion tools.

For more Information please check the DMEA Stand Application or contact the DMEA-Team.

## Special: Combined Display Spaces

Exhibitors can take part in DMEA on one of the international, national, association or university pavilions with an all inclusive package. International pavilions are planned for countries like Austria, Finland and Switzerland.

At a special rate startups can apply for space in the Startup Café, with the option of sharing the space and costs with other startups. If you apply by December 2019 you will also have a chance of making a pitch to digital health decision-makers.

Messe Berlin has a network of representatives in more than 100 countries on all five continents that guarantees almost immediate contact to a nearby representative for international exhibitors. Please find further information on our website: [www.dmea.eu](http://www.dmea.eu)

# DMEA 2020

## At a Glance

### Event

DMEA – Connecting Digital Health  
Trade Fair and Congress  
for Digital Healthcare



### Date

21–23 April 2020

### Opening Hours

10:00–18:00

### Venue

Berlin Exhibition Grounds  
South Entrance (Jafféstraße)  
Halls 1.2 to 4.2

### Host

German Association of  
Health IT Vendors – bvitg e.V.  
Friedrichstraße 200  
10117 Berlin  
Germany

### Organizer

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
Germany

For details on how to  
apply please contact  
the DMEA-Team:

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[www.dmea.eu](http://www.dmea.eu)

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