

The background of the entire page is a photograph of two men. On the left, a man with a beard and glasses, wearing a white lab coat over a blue shirt, is looking towards the right. On the right, another man in a blue suit is partially visible, gesturing with his hand. The image is framed by large, diagonal orange and white geometric shapes.

# **COMMERCIAL PRESENTATION**

## **MEDICAL FAIR BRASIL**

**3-6 MAY 2022**

[www.medicalfair-brasil.com.br](http://www.medicalfair-brasil.com.br)

International Exhibition on Hospital, Diagnostic, Pharmaceutical,  
Medical & Rehabilitation Equipment & Supplies

# ORGANIZATIONAL STRUCTURE

Organization:



Messe  
Düsseldorf

Founded in 1947, it is among the five largest billings for fair organizers in the world. In 2019, it had around 30,000 exhibitors and 1,300,000 visitors, and has an exhibition complex of 18 pavilions with a total area of 1,013,711 sqm.





# ORGANIZATIONAL STRUCTURE

Powered by



Created in 1969, it is the largest fair in the sector of equipment and solutions for health in the world. In 2019 the total number of exhibitors was 5,598 and a total of 114,538 sqm of area sold, had approximately 121,369 thousand unique visitors. It has 18 pavilions transforming into an interconnected complex. It has 77 international representation offices, promoting the fair in 141 countries.



# ORGANIZATIONAL STRUCTURE

Execution:



Brazilian representative of the largest professional fair organizer in the world, Messe Düsseldorf, and responsible for the execution of the Medical Fair Brasil (held at Expo Center Norte) and ProWine São Paulo, in addition to intermediating the entire portfolio of Messe Düsseldorf to Brazilian companies.





# INSTITUTIONAL PARTNERS



# MEDIA PARTNERS

**HEALTHCARE**

**LAES & HAES**  
O UNIVERSO DIAGNÓSTICO EM SUAS MÃOS

**Pharmaceutical  
Technology**  
Brasil

**INFOMEDIX**<sup>TM</sup>  
INTERNATIONAL  
CONNECTING MEDICAL BUSINESS WORLDWIDE

**NewsLab**

**visão  
hospitalar**



# MEDICAL FAIR BRASIL

“MEDICAL FAIR BRASIL is part of MEDICAlliance as another member for the Latin American market, which is already successfully represented on the continent with Meditech fair in Colombia (Bogotá). We know the market through previous projects and we are also in Brazil already well connected to the sector. Supporting the resumption of the industry after a long period of challenges faced due to the new coronavirus”.



Messe  
Düsseldorf

**Wolfram N. Diener**  
CEO of Messe Düsseldorf



**Malu Sevieri**  
Medical Fair Brasil's Director



In view of all the recent changes in scenarios and perspectives, we are convinced that our event will be a true platform for companies, which will have a new year marked by the reinvention of the industry.

“We are a health event and our goal is to connect service providers and industries to their possible clients, so that together we can follow the path of the sector's recovery, which, even impacted, proved to be essential for the full functioning of society. From May 3rd to 6th we have an appointment at Expo Center Norte, in São Paulo”.

# EVENT PROFILE



**Buyers from all  
over Brazil.**



**Opportunity to connect  
with + 30,000 professionals  
during the event**



**70% of visitors make  
purchasing decisions!**

## Main product categories

- Ambulance and rescue
- Electromedicine and product technology
- Diagnostic equipment
- Hospital medical equipment
- Clinical analysis
- Laboratory equipment
- Facilities
- Physiotherapy, orthopedic technology and rehabilitation
- Home care
- Inputs and disposables
- Hospital furniture medical service and publications
- Information and communication technology
- Diagnostic tests

## Visitor target groups

- Hospital administrator and manager
- Medical assistants
- Biomedic
- Biochemical
- Nurse
- Clinical Engineer
- Pharmaceutical
- Physiotherapist
- Laboratory manager
- Hospital manager
- Doctor
- Hospital operator
- Rescuers



# SCIENTIFIC CONTENT

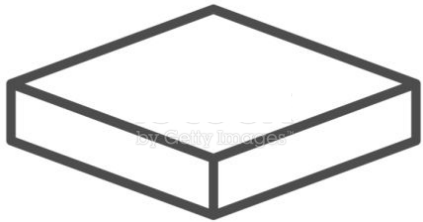
More than a business fair that prioritizes the exhibition of products and services, Medical Fair Brasil goes further, offering a vast program with forums and congresses. Content such as the General Data Protection Law (LGPD), deserves full attention after changing the local law.

In the context of the updates that health institutions should carry out, we understand that it is essential to present practical cases and the successes obtained during the pandemic, in order to encourage continuous improvements.

You can't look at a fair just as a selling platform, there are opportunities that cannot be missed, such as spontaneous media generation and new partnerships. Trade fairs represent the most effective tool to deepen and consolidate business relationships and gain the necessary brand confidence to do more business.



# COST FOR PARTICIPATION



## SPACE FOR MOUNTING

ROW STAND (1 side open)  
CORNER STAND (2 side open)  
FRONT STAND (3 side open)  
BLOCK STAND (4 side open)

## PRICE PER SQM

US\$ 240,00/sqm  
US\$ 245,00/sqm  
US\$ 250,00/sqm  
US\$ 255,00/sqm



## ADMINISTRATIVES FEE

CITY HALL RATE  
MEDIA FEE  
CO-EXHIBITOR  
FIRE EXTINGUISHER RATE

## PRICE

US\$ 180,00 (unique value)  
US\$ 250,00 (unique value)  
US\$ 750,00  
US\$ 40,00 (1 for each 25sqm)



## ADDITIONAL INFORMATION

### Where will the event take place?



MFB will take place at Expo Center Norte

### Address

Rua José Bernardo Pinto, 333  
São Paulo/SP Brazil



### When will the event take place?

May 3-6, 2022 from 1:00 pm - 8:00 pm

### Does the event have a security protocol due to COVID-19?



We developed a strict hygiene and safety protocol to guarantee the safety of exhibitors, partners and visitors, following all national and international guidelines and those of the Ministry of Health

Click here to access the protocol.





**MEDICAlliance**

[www.medicalliance.global](http://www.medicalliance.global)



ENJOY MORE THAN  
**400 000**  
MEDICAL EXPERTS

## WHERE HEALTHCARE IS GOING

**MEDICA DÜSSELDORF**

**COMPAMED DÜSSELDORF**

**REHACARE DÜSSELDORF**

**FAMDENT SHOW MUMBAI**

**INTEGRATION MOSCOW**

**MEDICAL FAIR ASIA SINGAPORE**

**MEDICAL FAIR BRASIL SÃO PAULO**

**MEDICAL FAIR CHINA SUZHOU**

**MEDICAL FAIR INDIA MUMBAI**

**MEDICAL FAIR INDIA NEW DELHI**

**MEDICAL FAIR THAILAND BANGKOK**

**MEDICAL MANUFACTURING ASIA SINGAPORE**

**MEDITECH BOGOTÁ**

Strategic Co-operation:

**ZDRAVOOKHRANENIYE MOSCOW**





# JOIN US IN THIS REVOLUTION!

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