

41st World Forum for Medicine



Join us at the

Best of New England booth

in the U.S. Pavilion

Why Should You be at MEDICA 2009?

MEDICA is the world's largest medical trade fair

Covering the entire spectrum of exhibits for medical equipment and services, it boasts:

- Over 140,000 visitors are expected this year, from *all over the world*.
- Last year, nearly **500 US exhibitors**.
- 41% of attendees are distributors looking for new product lines.
- 72% of attendees are decision makers.

Where else can you get this level of exposure and have companies from over 60 countries visiting one location just to find medical products and services?!?

The states of NH, CT, ME, RI and VT have exhibit space in the US Pavilion for companies from those states. Participation on a first come basis, so don't delay!

Still unsure if MEDICA is right for you? Give the ITRC a call or email. We'll help you decide.

Why the Best of New England booth?

- **Location, Location, Location!!** The Best of New England Booth (BNE) has a prime location at MEDICA! At the end of a key thoroughfare within the US Pavilion, with three open sides, our access to traffic is envied by many!
- **Size and Cost Matter!** The shared BNE booth is 1/2 the price of a solitary booth per company and 3 times the size!
- **Listed in the US Directory!** The US Pavilions publish it's own directory, the most sought after at MEDICA!
- **Free Marketing!** Yes, free. The BNE booth & US Dept. of Commerce offer several ways to promote your presence at MEDICA. Plus, meet with US Commerce Medical Device/Services specialists from 20-25 European countries.
- **Expert Staff!** The BNE booth has expert staff who have been to MEDICA before and can assist you with your needs while there.
- **General MEDICA Registration Already Closed!** General registration for single booths at MEDICA closed in April.
- **US Pavilion Lounge.** As part of the US Pavilion, you get access to the lounge for extra space, free snacks and beverages and more!
- **Much, Much More!** Internet & electrical access, exhibitor passes, locked closet space, cleaning services, access to receptions and more.
- **Need one more reason?** We'll help you prepare for MEDICA with before, during and after guidance.

Exhibit

at

Medica 2009

Find your future clients at the world's largest and most comprehensive medical products & services exhibition.

*Nov. 18-21, 2009
in Düsseldorf,
Germany*

For More Information Contact:

Paula Newton

pnewton@dred.state.nh.us

Additional Programs:

Showcase Global Program - The US Commercial service will conduct pre-show promotion on your company's behalf via their European-wide network to alert international distributors that you will be at the show, and invite them to visit our booth.



Showtime - Meet one-on-one with the medical industry specialists from the US Commercial Service from around the world. These specialists can give you in-depth information on the markets in their countries, including sales opportunities and applicable regulations.

Global Industry Focused Promotion - An innovative (and free!) international trade lead program only for US exhibitors provided by the US Commercial Service.

Market Research and Counseling— before, during and after the show.

Participation and Fees:

- \$3,000 per company
- Payment & registration deadline: June 30, 2009

Fees include:

- Best of New England Booth with your own company display areas
- Your products listed in the MEDICA Exhibitor Directory
- Fulltime booth staffing by state reps
- US Pavilion receptions & networking events
- MEDICA trade show passes for all of your attending staff
- Advance marketing assistance
- Business appointment assistance
- Reserved meeting areas with access to snack/beverage service and additional meeting areas (in U.S. Pavilion)

Testimonials:

The MEDICA meeting is great for life sciences companies looking to tap into the B2B network in Europe and around the world. It is an ideal location to forge new business relationships with suppliers or distributors, as well as cement existing ones. From an ROI standpoint, we have found this meeting to be among our most beneficial. Attending MEDICA as part of the Best of New England delegation contributes to the return because they offer an excellent value in terms of the cost-effectiveness, support, planning, logistics, and resources they provide.

Dan Keefe, Marketing Manager, ALPCO Diagnostics

I believe this was a cost-effective way for a company our size to have a presence at the world's foremost medical device trade show. Meeting facilities for potential customers at the stand and US pavilion were very helpful.

Peter Sacchetti, President, OST Medical

Organized By:



For More Information Contact

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Cancellation Policy:

- Written notification to Paula Newton of the International Trade Resource Center is required for cancellation.
- Notice must be received no later than 12:00 noon on July 13, 2009. Refunds will not be issued after that date.