



Düsseldorf, Germany **14–17 November 2022**

Member of  **MEDICAlliance**

Where
healthcare
is going

The new exhibitor profile enables companies to improve their digital presence as they participate in MEDICA

A premier for MEDICA DEEP DIVE: Expert knowledge in a compact online format



16.08.2022

When MEDICA, the world's leading medical trade fair, opens its doors again in the middle of November in Düsseldorf, an expert audience from the healthcare industry will already be ideally prepared thanks to digital information offers in advance. To kick off our 2022 autumn events with the CARAVAN SALON at the end of August, for example, Messe Düsseldorf has provided an optimised digital service in the form of the new exhibitor profile, which will also be implemented for MEDICA and the supplier trade fair held in parallel with it, COMPAMED (date: 14 – 17 November 2022). The exhibitor profile is at the heart of the exhibiting companies' digital trade fair presence, and is thus an important tool for companies that want to be found by (potential) customers, both digitally and on-site in the trade fair halls. Another benefit is the strong reach of the trade fair portal. The relaunch of the exhibitor profiles was rolled out from the middle of July across all Messe Düsseldorf online portals.

"Companies need to present themselves and their products to their best advantage, both live at the trade fair and online. The new exhibitor profile enables them to do this", explains Wolfram N. Diener, CEO of Messe Düsseldorf. "We have reinvested in platforms that we can provide to our customers both in-person and digitally. Our trade fairs are open 365 days a year on our online portals. They form the first point of contact for their relevant sectors. In order to provide our customers with the greatest level of benefit, we maintain a regular exchange and continue the development our digital services, such as the online portals.

The modern, clean design of the exhibitor profile has been revamped and has now been further optimised for mobile devices. Those who visit the databases can filter the offers listed there according to their personal interests. This means that companies, their products, trade fair events and company news can be found simply and quickly. Now, it is also easier to contact companies and create personalised favourite lists at the click of a button, enabling visitors to prepare for the trade fair with very little effort.

Digital discussion circles as warm up act for our headliners

The MEDICA DEEP DIVE digital discussion circles, held in English, have been conceived as a warm-up, so that content for trade fair participation can be prepped in a purposeful manner. These discussion circles will begin soon. With regard to the duration of the MEDICA trade fair, they bring particularly relevant trending topics from the healthcare sector into focus. It all starts on 22 September, with "Diagnostics for infectious diseases", in which current innovations and developments in point-of-care diagnostics are among the central topics. The topics of "Artificial Intelligence/big data in a medical setting" (13.10) and "The smart hospital" (03.11) follow soon afterwards. The moderated online discussion circles concisely present cutting-edge expert knowledge from the industry, clinical practice and science live in 45 minute segments and can be streamed on the industry portal, MEDICA.de (information available online at: https://www.medica-tradefair.com/en/MEDICA_DEEP_DIVE).

Bookings have increased compared to last year

Bookings for the 2022 trade fairs have increased significantly compared to the previous year (MEDICA 2021: 3033 participants, COMPAMED 2021: 490

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Those who would like to receive more information about MEDICA, COMPAMED or MEDICA + COMPAMED are invited to contact us via the contact details provided on the website.

➔ [Go to the industry portals for MEDICA and COMPAMED](https://www.medica-tradefair.com) with all information for the 2022 trade fairs: <https://www.medica-tradefair.com> / <https://www.compamed-tradefair.com>.

Direct link to this press release: https://www.medica-tradefair.com/pm03e_exhibitorprofile_deepdive

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