

The only one in Italy



EXPOSANITA'

MED • CARE • INNOVATION

22nd International Health Care Exhibition

15|16|17 April 2020

17 April together with



24th edition of the pharmacy world's leading European event for the **Health Care and Beauty Care sectors and all pharmacy-related services**

17|18|19 April 2020

In collaboration with



and
Gruppo **tecniche nuove**



www.exposanita.it

Project management

BOS
Bolognafiere | Senaf

The Italian market at a glance



The Italian market at a glance

Despite the current economic crisis, Italy remains one of the most attractive markets in the health care sector, with numbers still growing.

Health care public expenditure in Italy

According to the last Economic and Financial Document issued by the Italian Government (DEF, April 2019), the national health care expenditure in 2019 will exceed **118 billion Euros**, corresponding to a **growth of 2.3%** compared to 115.41 billion in 2018. Over the next three years, growth is expected at an average annual rate of 1.4%: 119.9 billion in 2020, 121.3 in 2021 and 123 in 2022.

Source: *Il Sole 24 Ore*, the leading Italian business newspaper

Health care public expenditure forecasts 2019-2022

	2019	2020	2021	2022
Health care Expenditure	118.061	119.953	121.358	123.052
Rate of change %	2,3%	1,6%	1,2%	1,4%

Source: DEF, Economic and Financial Document, Council of Ministers, April 2019

Private expenditure

In 5 years, from 2013 to 2018, Italian private investment in medical care increased by 10 %, from around 36 billion Euros a year to almost **40 billion Euros**.

Source: *Adnkronos*

People with disabilities

According to ISTAT (Italian Institute of Statistics), **over 4 million people** in Italy live with a disability, equal to 6.7% of the population. It is estimated that this percentage will reach 7.9% in 2020 (4.8 million in absolute terms), before increasing to 10.7% in 2040 (6.7 million).

Source: *Istat, Italian Institute of Statistics*

Elderly population

Italy is the second oldest country in the world after Japan, with an estimated 168.7 elderly people per 100 young people. According to Istat, at 1st January 2019 the growth of the elderly population continued both in absolute and relative terms: the over-65s were **13.8 million (22.8% of the total population)** and they will be 20 million people in 2050, over 4 million of which will be over 85 years old.

Source: *Istat, Demographic indicators 2019*



30,199*

visitors
2,479* of which
coming from
abroad

747*

exhibitors

2,000*

products

25,470*

sq.m. of
exhibiting area

34*

special
initiatives

92*

Institutional
Bodies and
Associations

Visitors by work field

40% Non medical care professionals**

30% Public medical care mgmt***

18% Commercial, marketing, production

12% Medical professionals

** Non medical health care professionals, Nurses, Clinical Engineers, IT Managers, Physiotherapists, Orthopaedic Technicians, Designers, Nursing Direction

*** General Direction, Technical Direction, Health mgmt, Administrative mgmt, Treasurer's Office

The training activities

Exposanità will keep on being a fundamental moment of training and information for all those who deal with health and assistance.

318*

meetings,
conferences and
workshops

143*

organizers among
institutions, associations
and companies in
the sector

10,204*

participants



Alessandra M.
Administrative manager
Local Health Authority

"Great for having new ideas or useful contacts for your work."

Serenella M.
Health management - Public hospital

"A good chance to learn about innovations in the health sector. Opportunity to update on many topics, for purchases and to stay in touch with companies."

Roberto S.
Clinical engineer

"Definitely a not to be missed event for operators in the sector both for news and for the network of contacts available at the exhibition."

Voices from Visitors

95%* of Visitors are satisfied with their participation in Exposanità, also in terms of innovative solutions

77%* would recommend Exposanità to a colleague

Voices from Exhibitors

87%* of Exhibitors met qualified visitors in line with their business

90%* are satisfied with their participation in the exhibition

82%* would recommend Exposanità to a colleague or to other companies in the same business

F. Buzzanca
Marketing Manager
Bauerfeind AG Italian Branch

"Positive experience. Good turnout during all the days of the event. Exposanità is always an important meeting and discussion moment for technicians and experts in our sector."

S. Torchio
Diligent & Training
Manager - Arjo Italia SpA

"The only Italian trade fair in the sector, with a very satisfactory number of contacts."

D. J. Amato
Product Manager Surgical
Division Mindray Medical Italy Srl

"My comments can only be positive, in fact the possibility of inserting equipment in the construction of the Operating Room has increased our visibility and aroused greater interest among visitors. With regard to the turnout, compared to the previous editions it was in my opinion superior and diversified by type (Clinical engineers, doctors and primary, trainees) this allowed us to be able to undertake various business contacts ranging from simple supply to more valuable projects."

Exhibiting Areas

Horus

Products, services and initiatives for disability, orthopaedics, rehabilitation



Hospital

Technologies and products for hospitals



Third age

Solutions, products and services for the third age



Digital health

Healthcare Informatics and telemedicine



Diagnostics

Equipment and products for diagnostic imaging and electrodiagnostic



Health quality

Review of projects and achievements for the quality of the Health Care Service



MIT

Medical Innovation & Technology



Participating opportunities

Special rates until 30th September 2019

- Area with one open side € 178.00/sq.m.
- Corner area € 208.00/sq.m.
- Peninsular area (min. 64 sq.m.) € 206.00/sq.m.
- Island area: (min. 96 sq.m.) € 200.00/sq.m.

Start formula

- dedicated to first time exhibitors. A fully equipped 8 sq.m. booth all included

Standard rates from 1st October 2019

- Area with one open side € 188.00/sq.m.
- Corner area € 215.00/sq.m.
- Peninsular area (min. 64 sq.m.) € 213.00/sq.m.
- Island area: (min. 96 sq.m.) € 208.00/sq.m.

€ 3,544.00

Promotional activities

Guide Map

- Advertising on the guide map starting from € 300.00

Website

- Banner in home page with link to your website in rotation with other companies € 300.00
- Banner on visitors accreditation page fixed position (only 3 available) € 500.00
- Banner in home page - fixed position (only 3 available) € 1,000.00
- Spot within the Video Gallery section in the Exhibition website € 1,000.00

Newsletters

- Logo in 2 Newsletters € 300.00
- Logo in 5 Newsletters € 500.00
- DEM Direct Email Marketing with content provided by the exhibitor (only 3 available) € 1,500.00

Social Media

- Publication of 2 Facebook posts and 5 Twitter posts on Exposanità social media profiles € 500.00

Guide map

30,000

copies distributed in the Exhibitor Center

Website

166,210

visitors for year

Newsletters

81,561

professional contacts

Social Media

15,000

profiled users



Booth with BASIC set-up >

Mandatory for booths up to 16 sq.m. - it includes: fabric walls (height 3 m), fascia with company name, grey carpeting, storage cm 100x100, 1 table, 3 chairs, 1 desk reception with stool, 1 coat hanger, 1 waste bin, electrical system, 3 spotlights, 1 multi-socket, courtesy kit for hanging your billboards.

€ **65.00/sq.m.** instead of € 85.00/sq.m. (to be added to the area price)
Only for international exhibitors



< Booth with PRESTIGE set up Type A

For 32 sq.m. booths and larger - it includes: fabric walls (height 3 m), customizable carpeting, storage cm 400x100, customizable graphic on back wall, front totem and front of the desk, 1 table, 4 chairs, 1 locker, 1 chest of drawers, 1 desk reception with stool, 1 coat hanger, 1 waste bin, courtesy kit for hanging your billboards, 4 pcs to be chosen between selected items, electrical system, 6 spotlights, 1 multi-socket.

€ **115.00/sq.m.** (to be added to the area price)

Booth with PRESTIGE set up Type B >

For 32 sq.m. booths and larger - it includes: fabric walls (height 3 m), customizable carpeting, storage cm 200x150 with backlit customized graphic on front wall, 1 table, 4 chairs, 1 locker, 1 chest of drawers, 1 desk reception with customized graphic, 1 stool, 1 coat hanger, 1 waste bin, courtesy kit for hanging your billboards, 4 pcs to be chosen between selected items, electrical system, 6 spotlights, 1 multi-socket.

€ **115.00/sq.m.** (to be added to the area price)



In collaboration with

Bologna Fiere

and Gruppo **tecniche nuove**

Project management

Via di Corticella, 181/3
 40128 Bologna (Italy)
 exposanita@senaf.it

Tel. +39 051 325511
 Fax +39 051 324647
 www.exposanita.it

BOS
 Bolognafiere | Senaf