

Medical
EXPO
LA FERIA NACIONAL DE
DISPOSITIVOS MÉDICOS



INTERNATIONAL
Medical
EXP



WHAT IS MEDICAL EXPO?

Medical Expo was born in 2020 as the trade fair that brings together the best companies in the healthcare sector. In addition, this platform drives the development of commercial networks among those who are part of this sector.

We promote strategic alliances between companies, associations, chambers, clusters, universities, and healthcare institutions. We manage projects and inter-institutional agreements.

#ForPatientsSafety



STRATEGIC HEADQUARTERS

Medical Expo CDMX

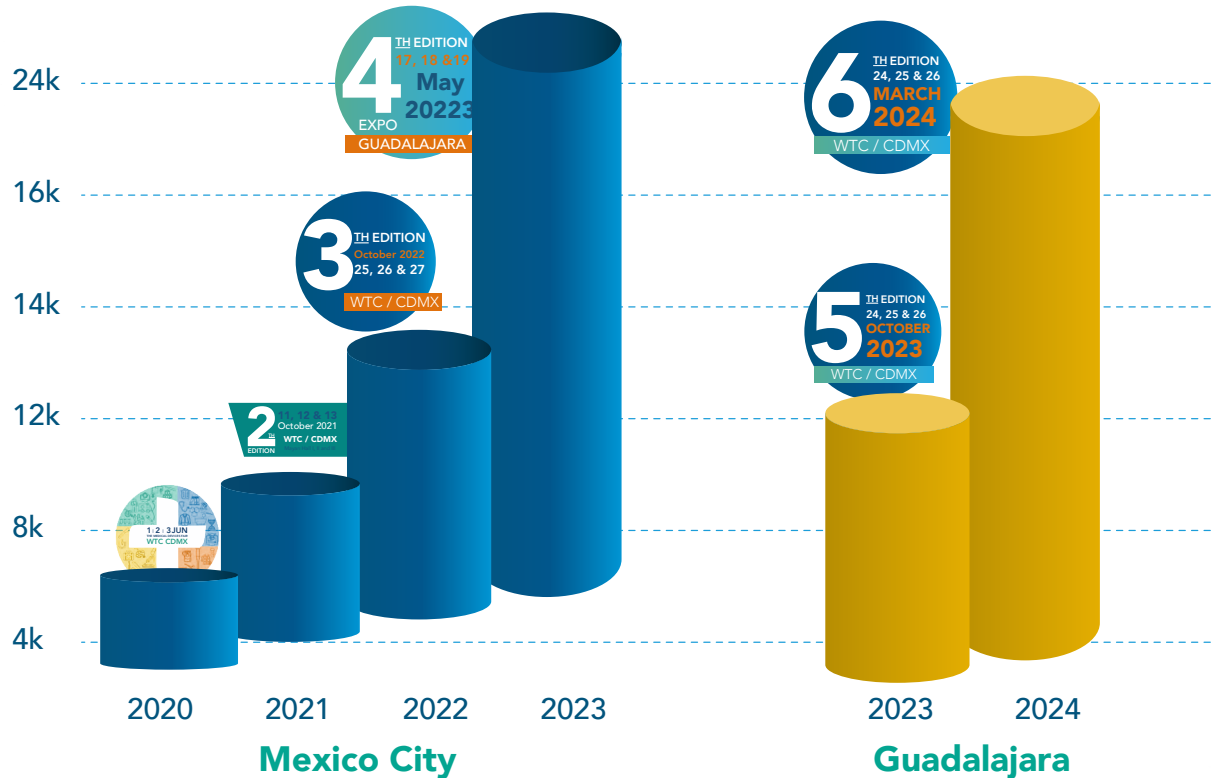
Held at the WTC on October 29, 30, and 31
2024



International Medical Expo

Held at Expo Guadalajara on March 12,
13, and 14, 2024

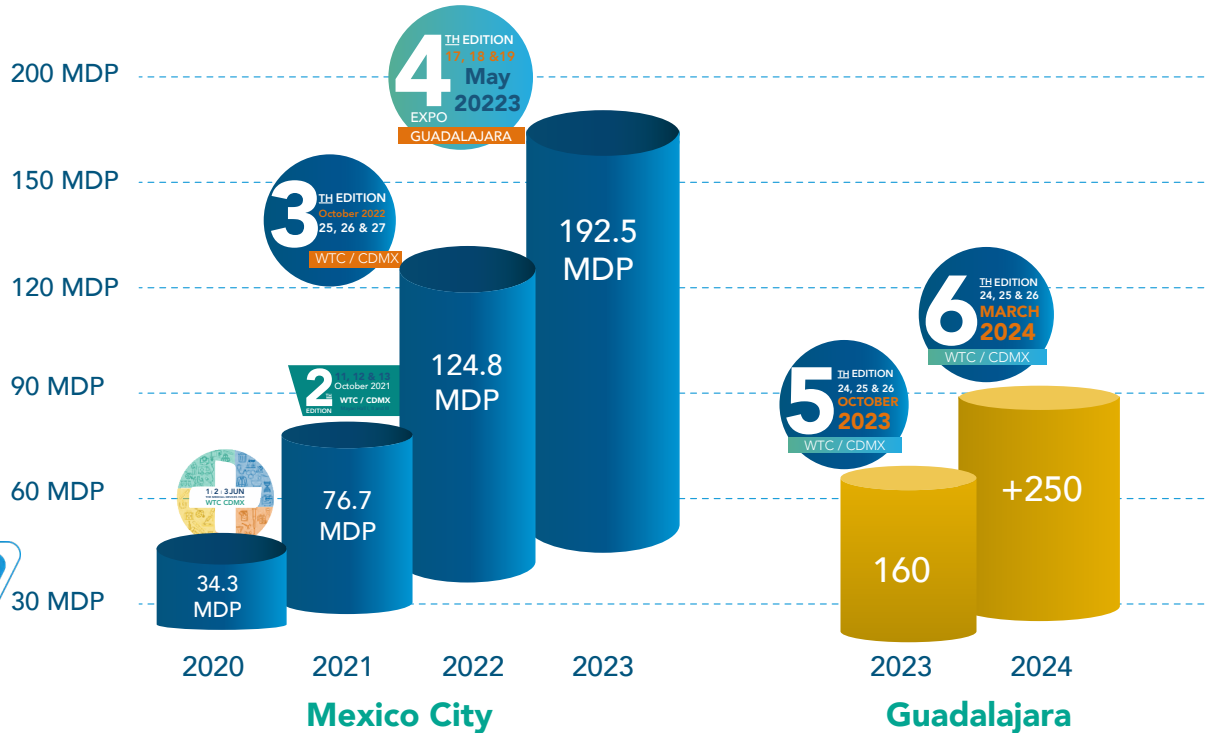
NUMBER OF VISITORS



PRESENTERS



NUMBER OF VISITORS



SITE MAP (MTS²)



2020
8,800 m²



2021
8,800 m²



2022
13,300 m²

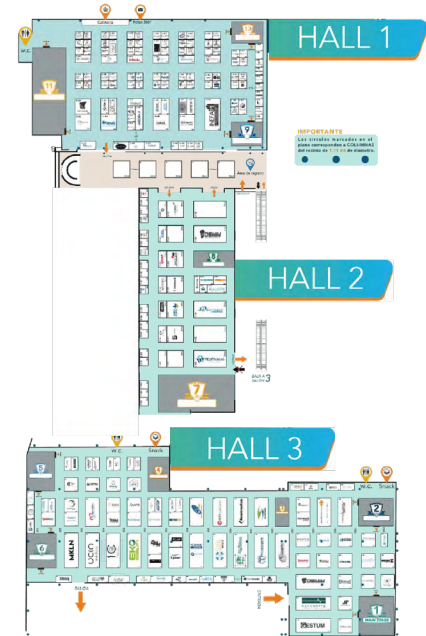




2023 GDL
+ 6,000 m²

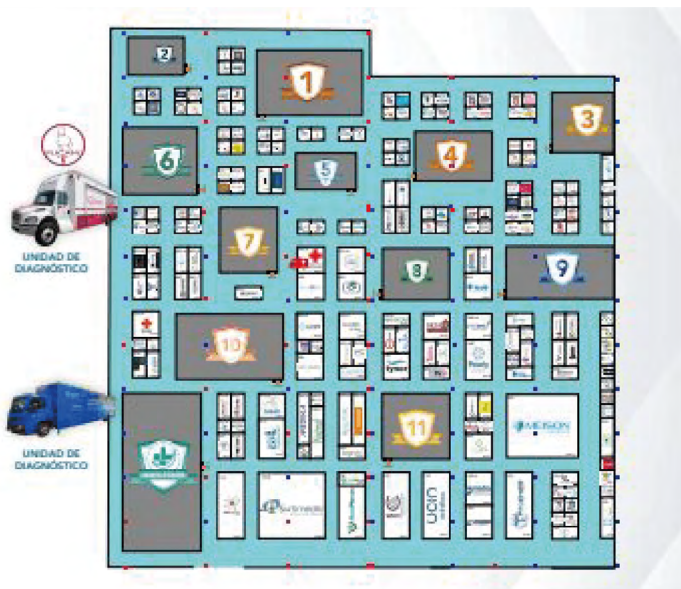


2023 GDL
+ 16,000 m²





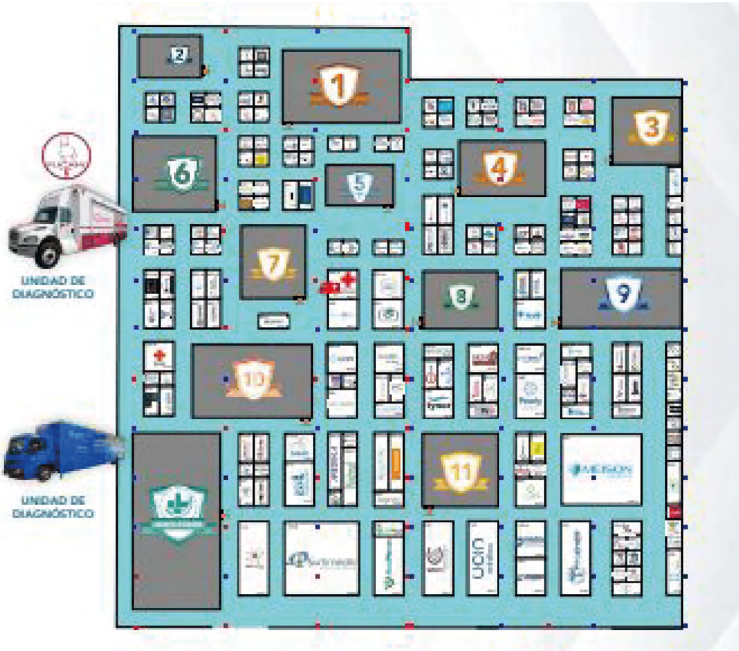
2024 GDL
+ 16,000 m²



2024 GDL
+ 16,000 m²



SITE MAP (MTS²)

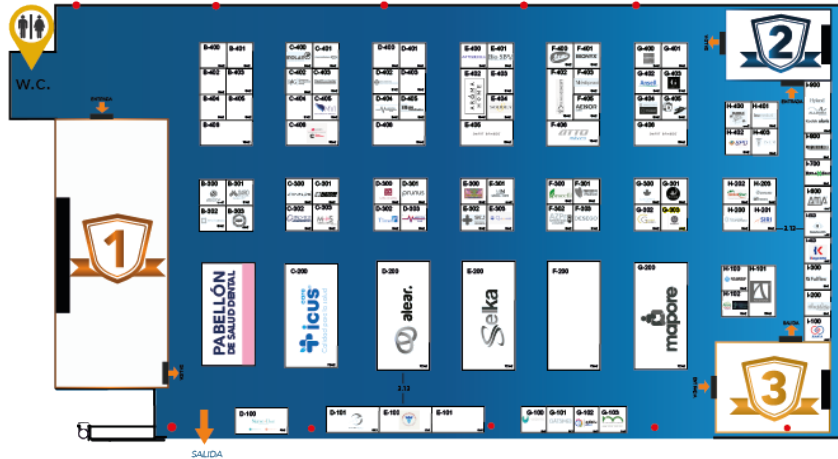


2025 GDL

+ 16,000 m²



WHAT IS MEDICAL EXPO?



HALL 1

In Hall 1, emphasis will be placed on transnational companies and, for the first time, there will be an oral health pavilion

In Hall 1, emphasis will be placed on transnational companies, highlighting their impact on the global market. In addition, for the first time, we will have a pavilion dedicated to oral health, where the latest innovations and advances in this field will be presented, providing a platform for professionals and companies in the sector.



In Hall 2, Hospitals participation will be strengthened with a specific pavilion for them and a purchasing stand of the Mexican Hospital Consortium. This section will allow attendees to establish connections with key suppliers in the sector.



Hall 3 is consolidated as the main space with specific restrictions on the stands allowed, 9 square meter stands are not allowed, nor is the installation of partitions.



HOSPITAL STRATEGY



Representatives of the country's main private hospital associations will join the opening ceremony



ADDED VALUES AND DISSEMINATION FOR THE EXHIBITOR

Medical Expo's strategy aims to generate the positioning of each exhibitor within the healthcare industry, strengthening their brand and company.

PERSONALIZED INVITATIONS

Presenters have the opportunity to give their presentation cards at the entrance of Medical Expo.

PUBLICATION IN THE MEDICAL EXPO BLOG

It's a space created especially for you. Share with us your contributions to the healthcare industry

BD MAILING FOR HEALTH SECTOR

We offer the opportunity to highlight your company or product through a banner in one of our mass mailings at Medical Expo



MEDICAL EXPO VIRTUAL

We record a video with our exhibitors where they talk about their company. Subsequently, it is uploaded to our social media and our website

KEY PRODUCT PRESENTATION

At Medical Expo, we offer a program of select presentations. If you are interested in showcasing your product, you will have 15 minutes after a lecture related to the sector of your company.

WEBINAR FOR MEDICAL DEVICES

The purpose is to address the most relevant topics impacting the healthcare sector and contributing to the strengthening of the industry.



WEBINARIO DE DISPOSITIVOS MÉDICOS

Incluido: **MDZ Juan Vidro Barrago**
Experto en la limpieza y desinfección de
superficies

Conducido por: **Lic. Alejandro Ruiz**
Experto en el uso de vapor

**SEMINARIOS DE
Medical
EXP+**

Uso de vapor seco para desinfección y sanitización

VIERNES
02 JUNIO 11:30
HRS.

ANAPS VAPORZA



ANAPS MEMBERSHIP

It is the National Association of Healthcare Providers, which represents their main guild interests, besides being a platform for interaction and communication among the main providers in medical device industry.

SILVER MEMBERSHIP

- ✓ Trade Representation Platform
- ✓ Annual subscription to the 'Directory of Medical Devices' (Mention Only)
- ✓ Annual meeting 'Medical Devices Market Outlook Medical Devices Market Outlook' (1 Px)
- ✓ Corporate Credit Bureau 2023
- ✓ 1 Access to join the Information and Training Chat of the Medical Devices Industry of ANAPS
- ✓ Login to belong to the Business Chat of ANAPS
- ✓ Access to the study of the value of imports by group of medical medical devices.
- ✓ Access to market research per household based on national government consumption.

VIP MEMBERSHIP

- ✓ Trade Representation Platform
- ✓ Annual subscription in the 'Medical Devices Directory' (Mention, Logo and 4x5 advertisement in the 'Medical Device Directory')
- ✓ Annual meeting 'Medical Devices Market Outlook' (3 Px)
- ✓ Corporate Credit Bureau 2023
- ✓ Access to market research per household based on national government consumption.
- ✓ Unlimited introductions with ANAPS Officers and industry members.
- ✓ Access to import value study by group of medical devices.
- ✓ Unlimited access to our job board

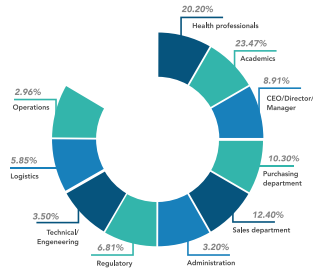
GOLD MEMBERSHIP

- ✓ Trade Representation Platform
- ✓ Annual subscription in the 'Directory of Medical Devices' (Mention and Logo)
- ✓ Annual meeting 'Medical Devices Market Outlook for Medical Devices' (2 Px)
- ✓ Corporate Credit Bureau 2023
- ✓ Access to market research per household based on national government consumption.
- ✓ Access to our job opportunities
- ✓ Training and updates on Medical Device Regulatory Reforms.
- ✓ Business Mediation Centre
- ✓ Login to join us on the ANAPS commercial chat

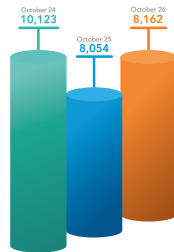
WHY TO BE A PRESENTER?

Medical Expo CDMX

Position within organization



INFLUX

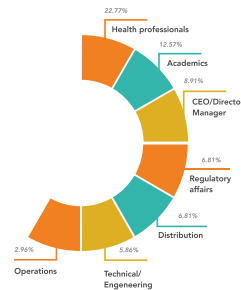


Total influx : 26,339

BUSINESS VALUE
192.5 MDP

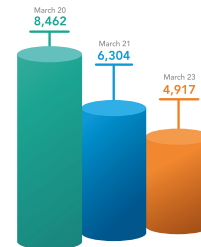
Medical Expo Guadalajara

Load on the organization



BUSINESS VALUE
192.5 MDP

INFLUX



Total influx : 26,339

5TH EDITION
24, 25 & 26
OCTOBER
2023

WTC / CDMX

8th Ed.
2025

MARCH 12, 13, 14

EXPO GUADALAJARA

BIENVENIDO
20, 21 Y 22
Marzo 2024

+ 25,000 Influx



+ 16,000 m2

+ 1,500 Brands

+ 300 Presenters

+ 300 Expositions

+ 40 Congresses

+ 20,000 Influx

+ 13,000 m2

+ 1,000 Brands

+ 200 Presenters

+ 250 Expositions

+ 40 Congresses



INFLUX STRATEGY FOR B2B AND B2C BUSINESSES

As part of our efforts to strengthen commercial relations and prom

PRESENTATIONS AND WORKSHOPS

Medical Expo features a select programme of speakers representing the industry during the event in all our auditoriums

MEDICAL EXPO BUS TRANSPORTATION

Medical Expo will have buses to bring buyers and health sector professionals from the states surrounding the venue We have an area dedicated to make agreements with associations, institutions, etc, according to the specialities that our exhibitors request



NATION WIDE TOUR

We are bringing Medical Expo all over Mexico. We will begin a tour in the states adjacent to our exhibitions inviting top companies in the health sector. This tour will allow us to establish direct relationships with retailers, wholesalers, distributors, sub-distributors and manufacturers, promoting B2B (business to business) and creating valuable connections across the country.

NETWORKING EVENT

On the first day we will organise a networking event designed to create a more comfortable and conducive atmosphere to engage in business conversations among participants.



CAR GIVEAWAY FOR BUYERS

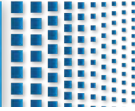
In order to encourage participation and promote direct business opportunities, we have implemented a strategy to ensure the opportunities, we have implemented a strategy to ensure value flow and facilitate B2B and B2C business.

- At the end of the event, an exciting car raffle will be held among buyers
- Customers who make purchases above P20,000 pesos during the event will qualify to participate by presenting official/stamped ticket or invoice.

These initiatives are designed to maximise business opportunities and ensure effective business relationships within Medical Expo



OUTREACH STRATEGY



Monthly

Monthly
*250K mailings sent



Web

Banners
+5K views per year
on the web site from
media partners

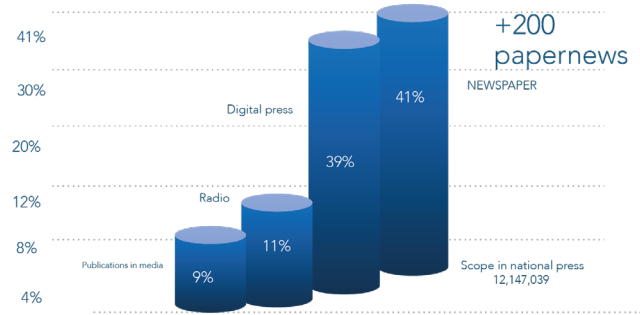
RRSS

Facebook/Instagram
+37K views

Magazines/Posts

Physical and
digital
with a scope of over
400K views

Press diffusion



Printed and digital communication

11.5 Million people

+60 media sources

EXPOSITORES

