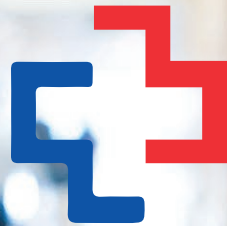




PARTICIPATION PROPOSAL



RUSSIAN HEALTHCARE WEEK

- Russian Healthcare Week
- MedTravelExpo Exhibition
- Medical Tourism Agencies Association (IMTAA) is an official MedTravelExpo operator
- Business program of MedTravelExpo Forum
- Participation in MedTravelExpo
- Application for MedTravelExpo-2018
- Feedback from participants MedTravelExpo-2018



RUSSIAN HEALTHCARE WEEK



The Russian Healthcare Week is the largest medical event in Russia and the CIS. This project is supported by the Chamber of Commerce and Industry of the Russian Federation, the Ministry of Health and the Government of Russia. The event will take place on 2–5 December, 2018 at Expocentre Fairgrounds, Moscow.

Trade shows held within the Russian Healthcare Week:



MEDTRAVELEXPO

2nd International Exhibition of Treatment Abroad and Rehabilitation



ZDRAVOOKHRANENIYE

28th International Exhibition for Healthcare, Medical Engineering and Pharmaceuticals



HEALTHY LIFESTYLE

12th International Exhibition for Rehabilitation and Preventive Treatment Facilities, Medical Aesthetics, Health Improvement Technologies and Products for Healthy Lifestyle

EXHIBITION IN FIGURES (2017 STATISTICS)

43 000

sq. m. total space of trade shows

27 000

professional visitors

1000

exhibitors

54

countries

100

thematic forums and sessions



MEDTRAVELEXPO EXHIBITION



On 2–5 December, 2018 MedTravelExpo the “2nd International Exhibition of Treatment Abroad and Rehabilitation” will take place as a part of the Russian Healthcare Week.

The initiative brings together the professional participants of the market for treatment and rehabilitation abroad and helps to establish business relations between key market players as well.

The MedTravelExpo combines exhibition stands and business program – MedTravel Forum.

Day 1 is focused on potential customers (b2c).

Days 2–4 are aimed at companies and professional participants of medical tourism market in Russia and the CIS (b2b).

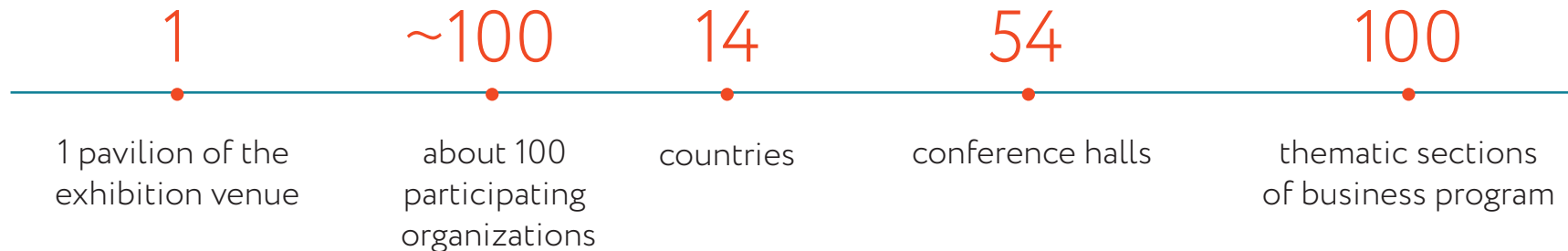
THE TARGET AUDIENCE INCLUDES:

- Healthcare providers
- Wellness and spa centers
- Health travel clusters and foundations
- Assistance and facilitating companies
- Russian and international insurance companies
- Medical tourism software IT-companies

KEY VISITORS OF THE EXHIBITION:

- Governmental representatives
- Medical tourism agencies
- Travel agencies
- Doctors and medical specialists
- Medical directors of Russia-based hospitals
- Patients

MEDTRAVELEXPO IN FIGURES (STATISTICS 2017)





MEDICAL TOURISM AGENCIES ASSOCIATION (IMTAA) IS AN OFFICIAL MEDTRAVELEXPO OPERATOR

The Medical Tourism Agencies Association successfully passed the competitive procedures and was approved by the organizing committee of the Russian Healthcare Health Week as one of the organizers of the exhibition part and also as a moderator of the MedTravelExpo forum.

The Medical Tourism Agencies Association is a professional organization, uniting dozens of medical tourism agencies from Russia and the CIS countries (80+). The Association works to aid the professional development of medical tourism agencies.

KEY ACTIVITIES OF THE ASSOCIATION:



searching for providers



reviews of the international exhibitions



IT-solution **EasyCase**



official representatives in three cities of the CIS



info tours arrangement

KEY ACTIVITIES OF THE ASSOCIATION:

>80

6

>50

3

40

Associated Members of IMTAA

countries of the CIS

events held

official representatives in three cities of the CIS

educational webinars



BUSINESS PROGRAM OF MEDTRAVELEXPO FORUM

The forum of professional participants of treatment abroad and rehabilitation market is an integral part of the MedTravelExpo and runs 2–5 December, 2018 alongside with the exhibition activity. The forum or seminar activity are powerful tools to boost effectiveness of the exhibition participation.

The main goal of the forum is to inform participants about the trends of the medical tourism market and advanced technologies for treatment abroad.

MAIN FORUM TOPICS:



Medical tourism market trends



The efficiency of medical tourism agency activities



IT-solutions for the medical tourism market



Country specific features of medical tourism



Success stories



Building a system of work with Russian-speaking patients



Non-medical services and solutions



Specific treatment methods

FORUM PARTICIPATION: TO BOOK A PRESENTATION SLOT YOU NEED



To have an exhibition stand reservation not less than 6 sq.m.



To sign a participation contract



To send a speech topic to the forum mail and have the organizer's confirmation

* Please, note that the number of presentation slots is limited. It is recommended to apply until August 31, 2018.

** The presentations will be in Russian.



PARTICIPATION IN MEDTRAVELEXPO

- 1** Promo offer for foreign participants.
The price is available until 30 June, 2018.

PROMO OFFER INCLUDES:

- 400 euro / exhibition day with 6 sq. m. stand, possibility of purchase by installments
- Free place choice
- Presentation slot for early stand booking
- Opportunity to participate as a speaker during the business program
- Access to a closed series of webinars “Strategies of entering the Russian and CIS markets” for clinics
- 10% discount for clinics for an extended account in the **EasyCase** service

- 2** Standard package for 1 or 2 participants
on 6 sq. m. stand.

STANDARD PACKAGE:

- Single exhibition stand 6 sq. m. one table and two chairs
- Possibility to take part two participants on the one stand
- Slot for speaking in presentations of exhibitors for early stand booking
- Publishing in the exhibition catalog
- Visa support
- Additional services (stand arrangement, advertisement, accommodations and etc.)

YOU CAN FIND EXTENDED TERMS OF PARTICIPATION,
INCLUDING COST IN THE ATTACHED DOCUMENT “MEDTRAVEL EXPO-2018 PRICE LIST”.



PARTICIPATION IN MEDTRAVELEXPO

3 Special package for Russia and CIS.

SPECIAL PACKAGE FOR RUSSIA AND CIS

- Special offer for Russian hospitals and possibility of purchase by installments
- Exhibition stand and free place choice for early stand booking
- Presentation slot for an exponent
- Invitation to section “Development of outbound and inbound medical tourism in Russia”
- Access to a closed series of webinars “Strategies of entering the Russian and CIS markets” for clinics

4 Advantageous package for several participants when ordering 6 sq. m. and more.

ADVANTAGEOUS PACKAGE

- 5% discount with reservation stand 6 sq. m.
- Individual design
- Slot for speaking in presentations of exhibitors
- Marketing support for **Associated Members** – newsletters about MedTravelExpo participants to the IMTAA database
- Privileged registration conditions for clinics at the **EasyCase** service



APPLICATION FOR MEDTRAVELEXPO-2018

APPLICATION FOR MEDTRAVELEXPO-2018

- 1 Stand reservation request on website imtaa.org
- 2 For participation as a speaker please point out the topic and the speaker
- 3 Stand size and location agreement
- 4 Signed participation contract
- 5 Participation payment (with the possibility to pay in installments)
- 6 Confirmation of the topic and speaker
- 7 Speech topic agreement

AVAILABILITY OF THE EXHIBITION STANDS MEDTRAVELEXPO-2018

March-May, 2018

class A stands are located at the intersections of corridors, at entrances. Applications for speakers are available. Free choice place and time for presentation

June, 2018

class A and B stands are available with the exception of the large size stands. The last applications for speakers are available. Free choice place and time for presentation

July-August, 2018

class B stands in the lateral corridors and presentation slots are available

September, 2018

class B and C stands in the corner passageways and the last presentation slots are available

October, 2018

last sales



FEEDBACK FROM MEDTRAVELEXPO-2017 PARTICIPANTS



DR A.M. ANVAR,
Chairman and Managing Director
of Punarnava Ayurveda Hospital Pvt. Ltd.

We came to MedTravelExpo from South India. We are representing a group of Ayurvedic hospitals Punarnava Ayurveda. We decided to take part in the exhibition and to give more information about Ayurveda to the Russian audience.

Our goal is to promote this ancient Indian medicine and life science, Indian culture and a group of our clinics. Russia and India have strong trade unions. The Indian government supports the

development of medical tourism in our country. India belongs to the group of BRICS with China and Russia.

Among visitors to this exhibition, we have met a lot of the representatives of travel companies, medical tourism agencies, and doctors. MedTravelExpo is the largest and well-organized event. Many thanks to the organizers for the opportunity to participate in this exhibition”.



SERGEY STRELBITSKY,
Head of the Crimean branch
of the National Spa Association:

“Within the framework of the Russian Healthcare Week, we present our sanatorium at the exhibition for the first time. The MedTravelExpo is the helpful event for the development of our industry. There are many many interesting events that could be helpful for developing industry.

First of all, this is the promotion of our product and attracting investments.

In Crimea, we did not lose the methods and medical programs and our experience. We are ready to share our achievements and with our colleagues.

The exhibitions, forums, roundtables that take place at MedTravelExpo helps to the exchange of views and development of the main strategies in the promotion. it is very important for us because the participants do not know enough about the potential and service of Crimean peninsula. I’m sure that there is a lack of awareness of Crimean services”.