



West Concourse, Orange County
Convention Center, Orlando, Florida

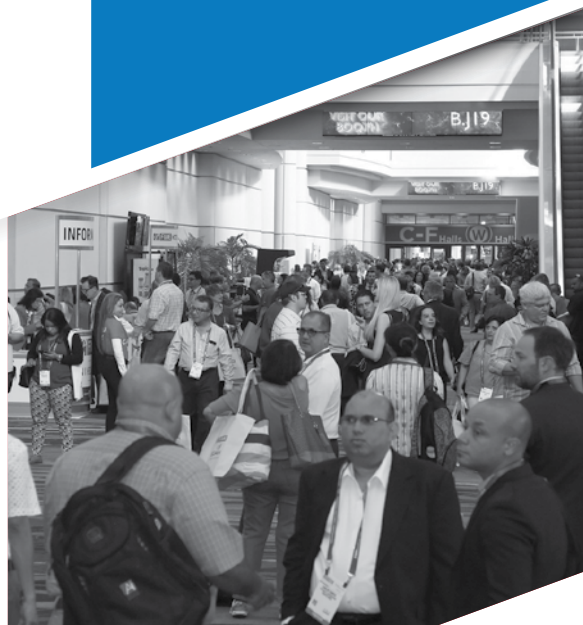
NEW DATES
JULY 17-19, 2018

THE LARGEST MEDICAL TRADE FAIR ACROSS THE AMERICAS



2017
POST SHOW
REPORT

www.fimeshow.com



Dear healthcare and trade professional,

The 27th edition of the FIME medical expo hosted a record-breaking 21,723 attendees from 102 countries. In search of collaboration and doing business, attendees from across the globe gathered to meet with 1,202 exhibitors showcasing over 500 product categories, from surgical / medical equipment, to disposables, medical devices and much more, including refurbished medical equipment.

With 51% of attendees stemming from the USA and Canada and 40% attending from Latin America and the Caribbean, FIME has once more proven itself as the largest medical trade fair across the Americas.

Under Informa's stewardship and philosophy of 'exhibition with education', FIME 2017 introduced a collection of topical conferences, running simultaneously with business seminars. Attracting an increased number of clinicians as well as trade professionals, the educational content was highly sought after with 24% of attendees partaking.

Also new to FIME was the launch of MEDLAB Americas, a dedicated 'Laboratory Zone' welcoming over 200 exhibitors, offering more than 163 laboratory medicine, management and diagnostics product categories. Accompanied by three CME-accredited conferences, the newly co-located zone helped to bridge the gap between the patient-facing healthcare industry and the all-important laboratory industry, to strengthen the industry's future growth.

This post show report summarizes the 2017 show, demonstrating its success and potential for the future. As the show continues to grow, the next edition of FIME will occupy 205,000 sq ft and boast an even bigger portfolio of healthcare leaders for you to meet, learn and do business with.

In response to your feedback the dates for next year have been confirmed to July 17-19, 2018 at the West Concourse of the Orange County Convention Center

Yours sincerely,



Gil Alejo
Exhibition Manager

informa
life sciences exhibitions

SHOW SUMMARY

160,000

SQ FT EXHIBITION SPACE

1,202

EXHIBITORS

FROM

47

COUNTRIES

500

PRODUCT CATEGORIES

21,723

ATTENDEES

FROM

102

COUNTRIES

FIME is an excellent meeting point to be in touch with Latin American distributors in the same place and is a perfect environment to discuss business plans and new strategies.

FACUNDO CARRILLO, Cardiac Science Corporation, **Argentina**



THANK YOU

to our exhibitors, sponsors and partners

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EXHIBITION SUMMARY

Welcoming a new venue location to the 27th edition, Orlando allowed for FIME to expand to accommodate more exhibitors from 1,141 participating companies in 2016 to 1,202 in 2017, demonstrating a 5% increase. Home to 16 national pavilions, the exhibition showed great diversity in offering medical device and equipment expertise from Asia, Europe and the Americas.

The 2018 show will now take place from July 17-19, occupying 205,000 sq ft and already has 95% of exhibitors already re-booked. Remaining at the West Concourse of the Orange County Convention Center, Orlando, Florida, the show is well underway to be on par with the yearly track record and sell out a minimum of 2 months before the event, so act quick.

Premium locations are first come, first served.

To reserve your space or receive more information contact **Gil Alejo, Exhibition Manager** at ✉ fime@informa.com

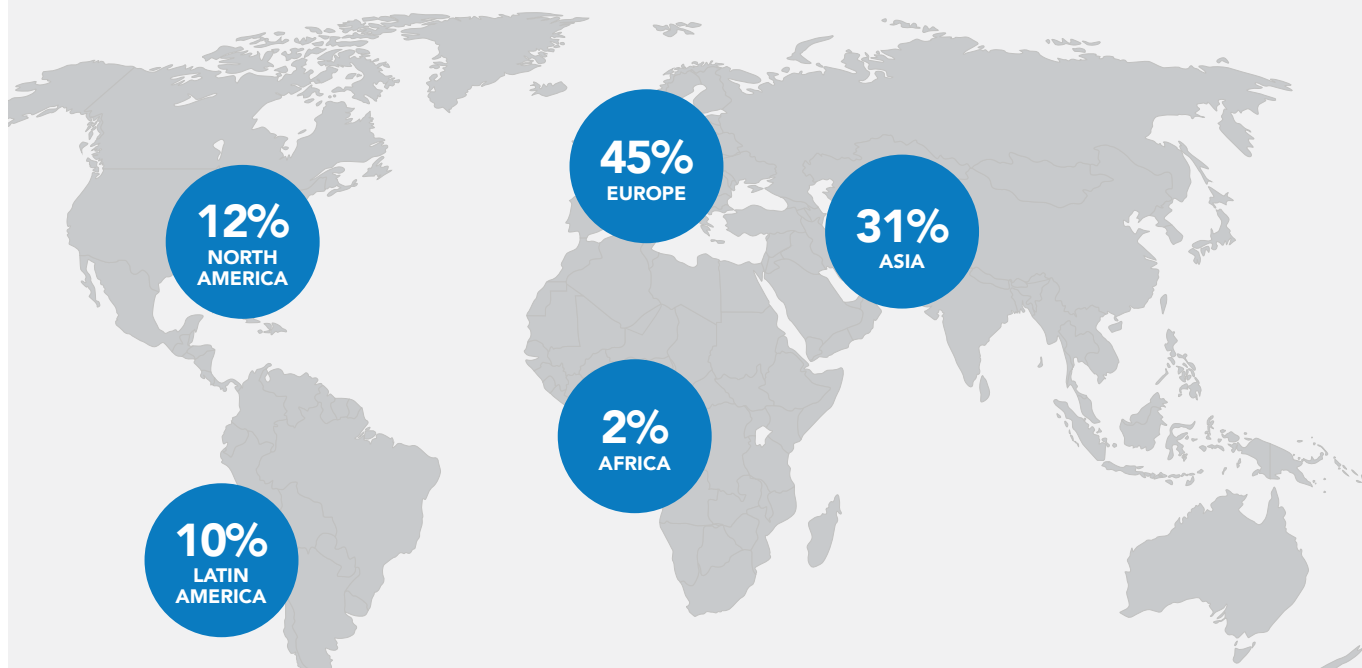
1,202
EXHIBITORS

47
COUNTRIES

500
PRODUCT
CATEGORIES

160,000
SQ FT EXHIBITION SPACE

EXHIBITOR BREAKDOWN BY REGION

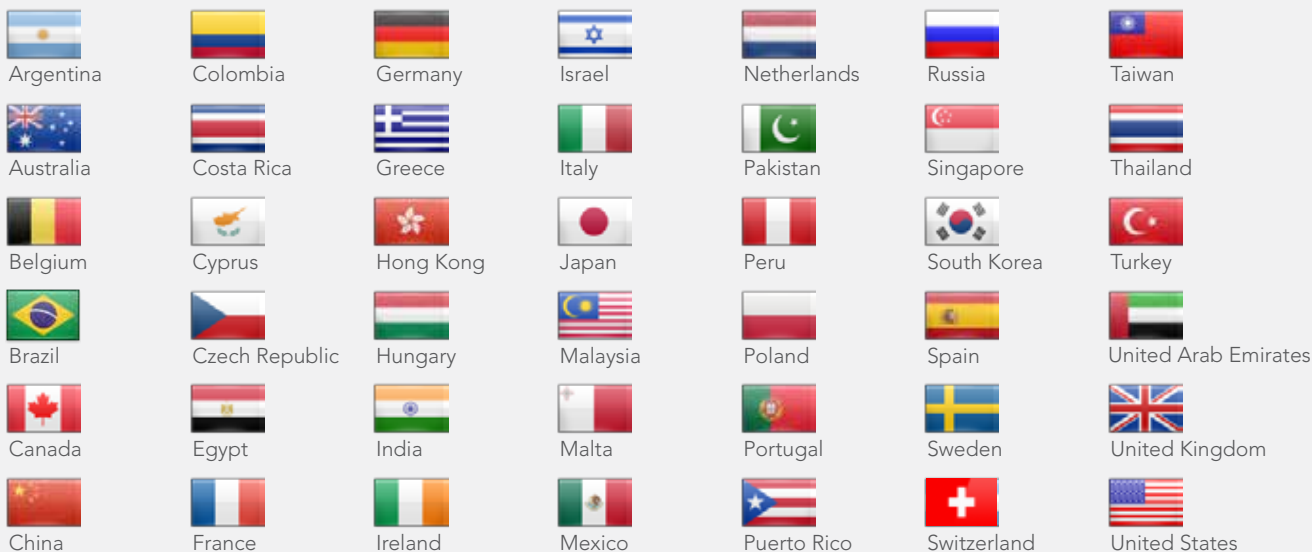


FIME is an unavoidable show for us. At the beginning it was an opportunity to increase our sales in Central and South America, however after 6 years it has become an annual meeting that allows us to strengthen business relationships with our clients.

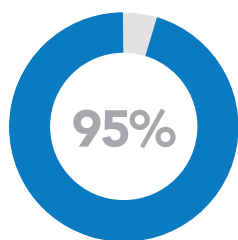
Marcela Ivonne Schiaffini, LED SpA, Italy

EXHIBITING COUNTRIES

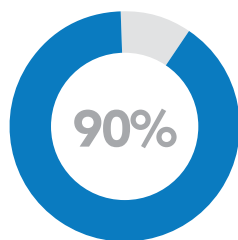
A total of 42 countries exhibited at FIME 2017, inclusive of 16 dedicated country pavilions. Enabling small and medium sized businesses to achieve even greater visibility with local distributors and in turn making the expo truly representative of the medical device and equipment industry internationally.



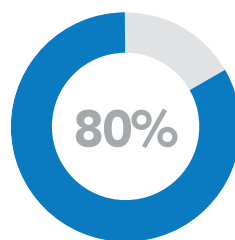
EXHIBITOR FEEDBACK



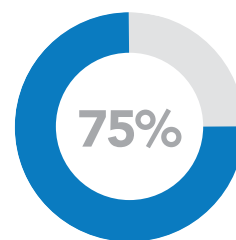
Plan to exhibit in 2018



Confirmed the visitor quality was their target audience



Found the show effective in generating new business enquiries



Successfully achieved their overall objectives

95% RE-BOOKED ON-SITE FOR 2018!
SECURE YOUR PLACE TODAY

TO EXHIBIT:



Contact:

Gil Alejo
+1 (941) 554 3485
fime@informa.com



We have a lot of contacts of potential customers from North and Latin America, which was exactly our main target for participating in FIME.

Andrzej Tarnkowski, ANTAR Sp. J., Poland

ATTENDEES SUMMARY

As FIME continues to increase the number of exhibitors and introduce new country pavilions, its international audience grows. Receiving **21,723 attendees from 102 countries in 2017**, the shows mass and internationally acclaimed audience brings together a wealth of knowledge and expertise from across the globe, with a strong level of expertise stemming from the Americas. Therefore remaining true to its positioning amongst the medical industry as the largest business platform for the community across the Americas.

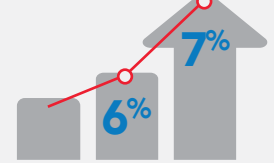
YEAR-ON-YEAR GROWTH

19,147
ATTENDEES IN 2015

20,243
ATTENDEES IN 2016

21,723
ATTENDEES IN 2017

GROWTH



BREAKDOWN BY REGION

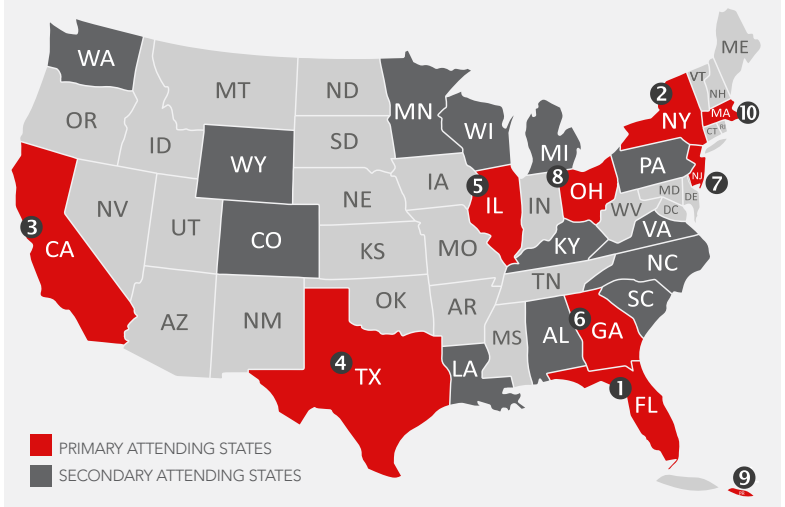
51%
USA & CANADA

5%
CARIBBEAN

9%
REST OF WORLD

35%
LATIN AMERICA

BREAKDOWN IN USA

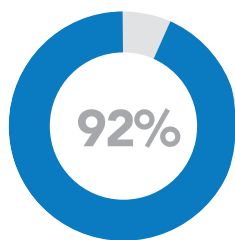


AREA OF BUSINESS BREAKDOWN

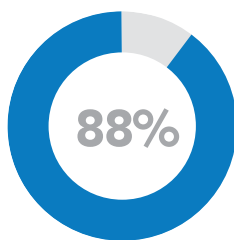
The annual meeting place for key opinion leaders, senior decision-making professionals and trade professionals, FIME plays host to a wide spectrum of attendees, in search of the latest products / solutions and the opportunity to do business with leading manufacturers. The below demonstrates the top ten participating countries from the core natures of business.

39% Agent / Dealer / Distributor	38% USA / Canada	59% Latin America / Caribbean	3% Rest of World
20% Private Hospital	41% USA / Canada	33% Latin America / Caribbean	26% Rest of World
13% Public Hospital	44% USA / Canada	38% Latin America / Caribbean	18% Rest of World
12% Clinic	26% USA / Canada	37% Latin America / Caribbean	37% Rest of World
11% Laboratory	61% USA / Canada	22% Latin America / Caribbean	17% Rest of World
5% Manufacturer	26% USA / Canada	16% Latin America / Caribbean	58% Rest of World

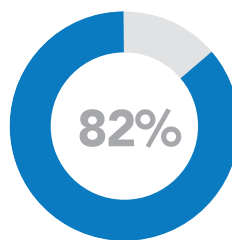
VISITOR FEEDBACK



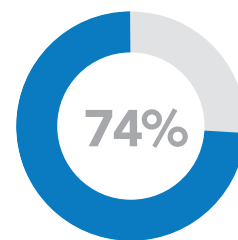
Successfully met their overall objectives and goals



Confirmed their on-site experience was successful



Plan to attend the 2018 edition



Were able to grow their commercial network for future business

BENEFITS OF ATTENDING

69%

Establish new contacts

42%

Source a new supplier

15%

Stay up-to-date with new products/solutions

6%

Learn from the educational opportunities

DEALERS AND DISTRIBUTORS ZONE

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GLOBAL MEDICAL DIRECTORY

The Dealers & Distributors Wall continued to play a critical role in connecting the show's exhibitors directly with the medical dealers and distributors, facilitating business relations.

88%

of exhibitors valued the Wall as an effective tool to gain new business contacts.

REGISTER NOW FOR 2018

www.fimeshow.com/register



All the suppliers are in the same place at FIME, making it more accessible to conduct new business and expand in my market.

Ingrid de Alburez, SEMICOM, S.A., Guatemala

CONFERENCE SUMMARY

FIME 2017 introduced eight conferences focusing on the healthcare industry's current challenges and innovative breakthroughs, to attract more clinicians with purchasing power authority. Running concurrently were two business seminars offering up-to-the-minute regulatory information for the medical device trade professionals. A key feature of the show, 24% of total attendees came in search of business and educational opportunities.

CONFERENCES

- Medical Devices Business Seminars
- Business Skills Business Seminars
- 3D Medical Printing Conference
- Health Technology Innovations Conference
- Nursing Conference

ATTENDEE JOB TITLES

C-Suite Executive	Infection Prevention
Trade Manager	Plastic surgeon
Sales & Marketing	Nurse
3D Printing Technologist	Research & Development
Biomedical Engineer	Pharmacist
Clinician	Finance
Purchasing	Analyst
Consultant	Logistics
	General Practitioner

2018 EVENT AT A GLANCE

FIME 2018 will introduce added educational opportunities to attract an improved quality and quantity of attendees, in line with the year-in-year growth. Topics of conferences / seminars are mentioned below and are in line with the healthcare industry's current challenges, demands and trends.

Day 1	Day 2	Day 3
Infection Control Conference	Decontamination and Sterilization Conference	Patient Safety Conference
Medical Technology Conference	Sports Medicine Conference	Hospital Supply Chain and Procurement Conference
Healthcare Business Seminar	Healthcare Business Seminar	Healthcare Business Seminar
Diabetes Testing and Management Conference	Cardiac Markers Conference	Laboratory Informatics Conference

The benefit of attending FIME is the global connections are all in one room. I accomplished more in my time at FIME than several other conferences combined.

Ashley Ross, Florida Polytechnic University, **United States**



THE DEDICATED MEDICAL LABORATORY ZONE

Successfully launched at FIME 2017, MEDLAB is a proven exhibition and congress model on an international scale with 15 years' experience, spanning across all continents.

One of the innovations at this year's FIME medical expo was MEDLAB Americas – a dedicated 'Laboratory Zone' showcasing more than 163 state-of-the-art lab equipment and services. MEDLAB Americas also offered multi-disciplinary conferences on Clinical Microbiology, Hematology and Point of Care Testing attended by end-users and laboratory professionals in the region.

Following the success of the MEDLAB Americas conferences this year, the 2018 edition will continue to host CME-accredited scientific meetings on how to guarantee the fastest, safest and most accurate laboratory results in the business. New tracks will include Diabetes Testing, Cardiac Markers and Laboratory Informatics.

2018 WELCOMES

200+ INTERNATIONAL EXHIBITORS

163+ MEDICAL LAB PRODUCT CATEGORIES

3 CME-ACCREDITED CONFERENCES

CONFERENCES

- Clinical Microbiology Conference
- Point of Care Testing Conference
- Hematology Conference

Provided by



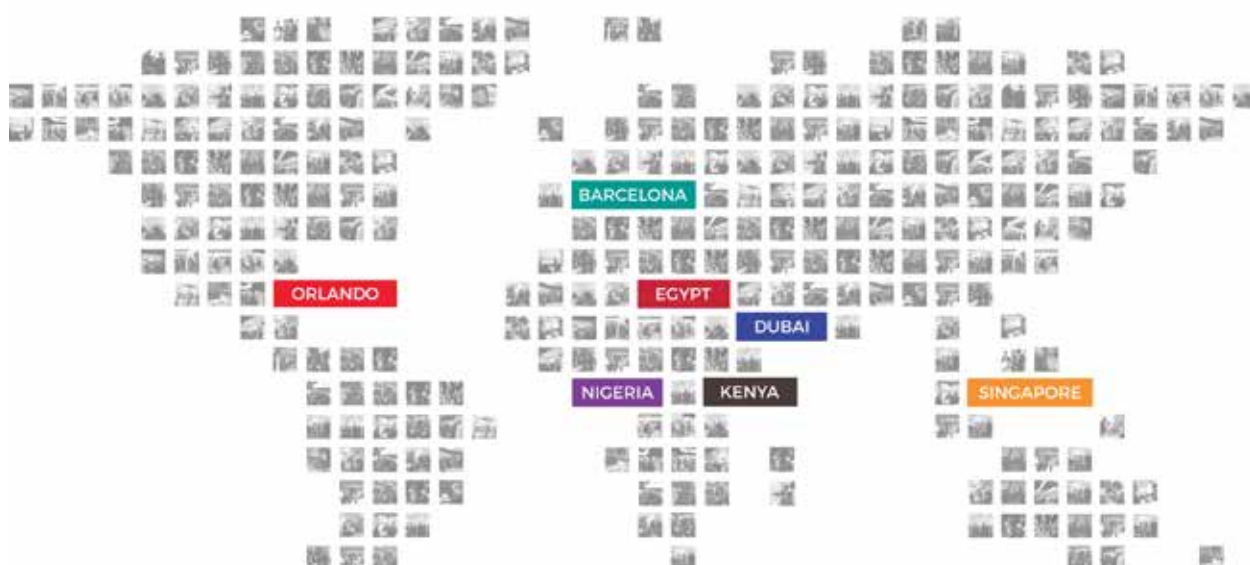
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ATTENDEE JOB TITLES

Laboratory Technician/Technologist
POCT Coordinator
Hematologist
Professor
Quality Control
Manager
C-Suite Executive
Consultant

SERVING LABORATORY MANAGEMENT & DIAGNOSTIC NETWORKS GLOBALLY



Latin America accounts for around 4% of the global clinical/in-vitro diagnostics market, which will make the sector worth around US\$3 billion by 2018. When considering the clinical laboratory services market as a whole, the market in Latin America could be worth US\$ 10 billion by 2020.

BMI Research

EXCLUSIVE INSIGHTS

The Medical Device Industry across the Americas

2017 - 2020 FORECAST

NORTH AMERICA RETAINS ITS COMPETITIVE ADVANTAGE

The United States is still the biggest medical device market in the world and is anticipating an extra US\$ 7 billion in sales in 2017 - an increase from US\$ 148 billion to US\$ 155 billion. This represents around 43% of the global medical device market.

The optimism about continued growth is underlined by the relentless drive for innovation and the desire for discovering new and improved ways to treat and diagnose medical problems.

INCREASED DEMAND FOR LATIN AMERICAN MEDICAL DEVICES

Meanwhile in Latin America, the medical devices market looks set to enjoy a return to growth over the next few years. Worth around US\$ 13.3 billion in 2016, it could be worth US\$ 18.4 billion by 2020.

High growth is forecast in diagnostic and patient monitoring equipment, despite the ongoing economic challenges. The demand for this will be driven by the need for portability and care outside traditional healthcare facilities.

Equipment and device suppliers should see a surge in demand for products that enable mobility and portability. However, long term strategies and solutions will be needed as urbanization and medical advancements prolong life expectancy and lessen the need for acute care.

The global growth of X-ray devices is expected to be led by Latin American countries in the next few years. Furthermore, the capnography equipment market is forecast to increase by 15% through 2021 with countries like Brazil, Mexico, Colombia and Argentina in the vanguard. Products related to blood-glucose monitoring and insulin delivery are set to rise too by an estimated 6.3% per year, reaching US\$ 2.3 billion by 2020 and chiefly led by Brazil and Mexico.

Factors driving the demand appear to relate to Latin America's epidemiological transition. Due to the rise in respiratory diseases, diabetes and cardiovascular disorders, the necessary equipment is required to manage and monitor the symptoms.

UNITED STATES

The United States is still the largest medical device market in the world, accounting for 43% of the global market. Valued at US\$ 148 billion in 2016, the USA industry is projected to be worth US\$ 147 billion in 2017 and US\$ 179 billion in 2020, a CAGR of 5.4%.

MEXICO

Mexico is major player in Latin America, having the second largest medical device market after Brazil. It's also the largest importer of medical devices in the region. Its medical devices market is set to grow from US\$ 4.9 billion in 2015 to US\$ 6.5 billion by 2020, a CAGT of 4.9% according to Global Data Healthcare.

CHILE

BMI research ranks Chile as the most attractive country in Latin America in which to commercialize a medical device. The medical devices market in Chile is forecast to grow significantly in US dollar terms, from US\$761.9 million in 2015 to an estimated US\$ 1,175million in 2020.

COLOMBIA

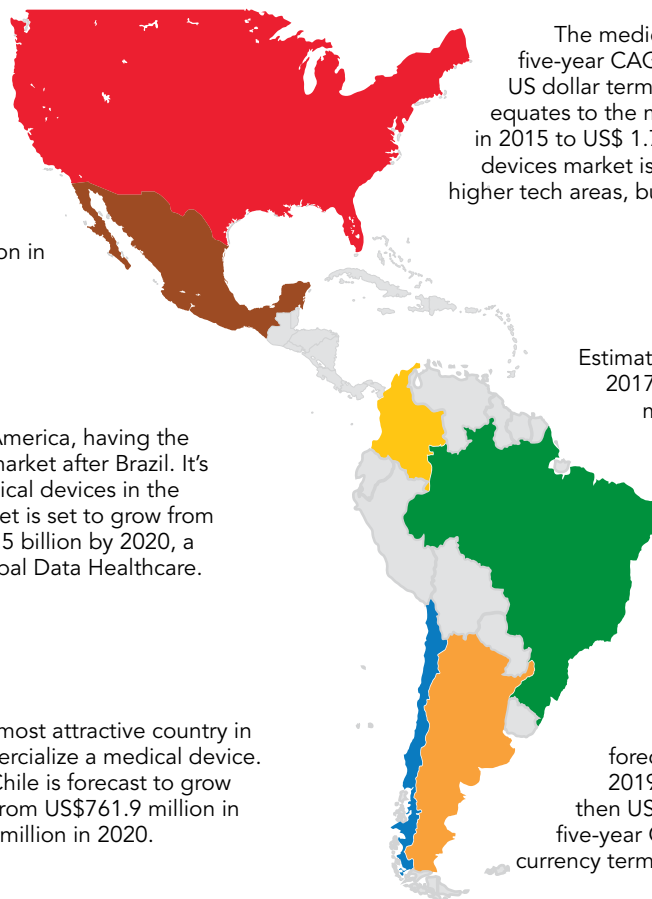
The medical device market is now forecasting a five-year CAGR between 2015 and 2020 of 7.3% in US dollar terms or 8.5% in local currency terms. This equates to the market growing from US\$ 1.193 billion in 2015 to US\$ 1.70 billion in 2020. Colombia's medical devices market is dominated by imports, particularly in higher tech areas, but there is some domestic production.

BRAZIL

Estimated to be worth almost US\$ 4 billion in 2017, Brazil has the largest medical device market in South America. According to BMI forecasts, the market was worth US\$3.644 billion in 2016 but will rise to US\$ 3.979 billion in 2017, US\$ 4.312 billion in 2018, and reach US\$ 4.922 billion by 2020.

ARGENTINA

In 2018, the medical device market is forecast to be worth US\$ 990.7 million; by 2019 that will increase to US\$ 1,089.2 and then US\$ 1,253.4 in 2020. BMI also expects a five-year CAGR of 13.3% for 2015-2020 in local currency terms, or a 6.6% CAGR in US dollar terms.



WHAT OUR ATTENDEES SAY...

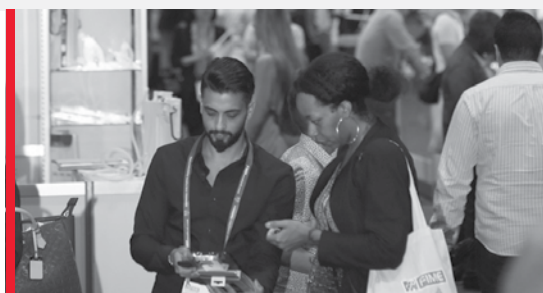


FIME keeps us updated on the latest trends and innovations in the medical field, and is a unique opportunity to strengthen your business network regardless of whether you are a dealer or distributor. It is a one in a million experience and I hope I have the chance to visit again!

Dety Duns, OsteoAmerica, Colombia

FIME enabled our company to access suppliers from all over the world offering a large variety of products. Being able to meet with these suppliers face to face is something that is not always possible and definitely helped build stronger relationships.

Anna Karleskind, American Procurement Services, United States



The size of the exhibition gives you a wide scope for networking across the medical industry.

Kris Miles, Imaging First LTD, United Kingdom

We met a lot of buyers and distributors at FIME. It was really great opportunity for our company.

Dong Hak Lee, Hyundai Medical, South Korea



The benefits of attending FIME included being able to get closer to new health providers and to learn new options in equipment for the health sector across different parts of the world - very enriching.

Emanuel Gasca, Meintegral, Colombia

By attending FIME, you gain a holistic perspective on the current trends in the market for medical devices. Additionally, you can see how different countries, developing and developed, grow their industries and what their market demands are.

Katherine Dominguez, GUNZE International, United States



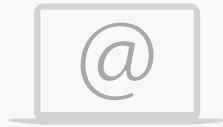
MARKETING & PROMOTION

WEBSITE



The bi-lingual FIME website in English / Spanish attracted more than 138,946 unique visitors in the run up to the expo

EMAIL



Our targeted email campaign was our most comprehensive to date, communicating with more than 157,639 people across four languages

SOCIAL MEDIA



FIME has built a strong following across social platforms with 76% growth on Facebook in 2017, owing to a vigorous digital campaign to healthcare professionals

DIRECT MAILING



Invitations were mailed to more than 25,223 healthcare and trade professionals across the Americas highlighting the benefits of attending FIME 2017.

TELEMARKETING



19,495 telemarketing calls were made to personally invite specific healthcare and trade professionals from across the Americas

FIME NEWSPAPER



The Daily Dose Newspaper was distributed amongst all 21,723 attendees showcasing hot topics of the exhibition

PRIZE GIVEAWAYS



2017 has an excellent range of fantastic prizes on offering including a MacBook Air and many other exciting prizes

FIME TV



A part of Informa's YouTube channel, the FIME TV features the latest product launches from the show. Total views as of October 2017 are 4,127

START YOUR PLANNING TODAY JULY 17 - 19, 2018

EXHIBIT

Book your stand today

Gil Alejo, Exhibition Manager

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Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organizes 27 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 230,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

For more information visit: www.informallifesciences.com

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