

# Connecting the healthcare community in the Americas

Redefining what it means to  
network, learn and transact

[fimeshow.com](https://fimeshow.com)

**30** Years Celebrate  
our anniversary  
with us



By Informa Markets

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**Online:** August 2 - October 1, 2021

**Live:** September 1-3, 2021



About FIME

Who will you meet

The new FIME

The FIME 2021 calendar

Connections Experience

New online and live packages





# FIME is the leading digital and events platform in the medical device and equipment sector for the Americas

FIME brings you new and refurbished medical equipment, hospital technology, and products and supplies; from state-of-the-art health IT and orthopedic devices, to the most cost-effective, certified pre-owned medical equipment.

Leverage the multiple in-person and digital channels the show offers to connect to the healthcare buyers and attendees from the U.S. and Latin America that attend each and every year.





# Who will you meet?

Long established as the must attend show and marketplace for global manufacturers and healthcare professionals in the Americas, FIME attracts regional medical device and equipment dealers & distributors, procurement decision-makers, hospital administrators and other buyers who seek new learning, networking and transactional business opportunities.

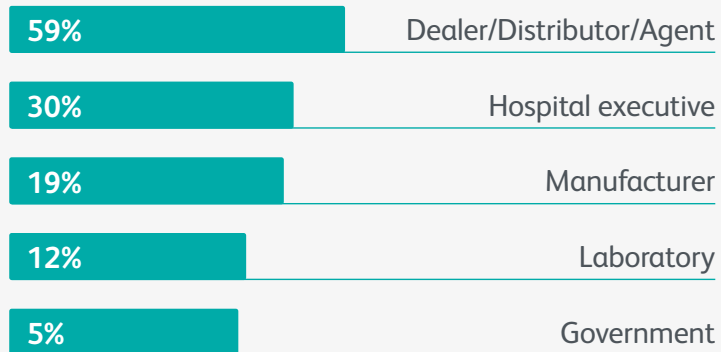




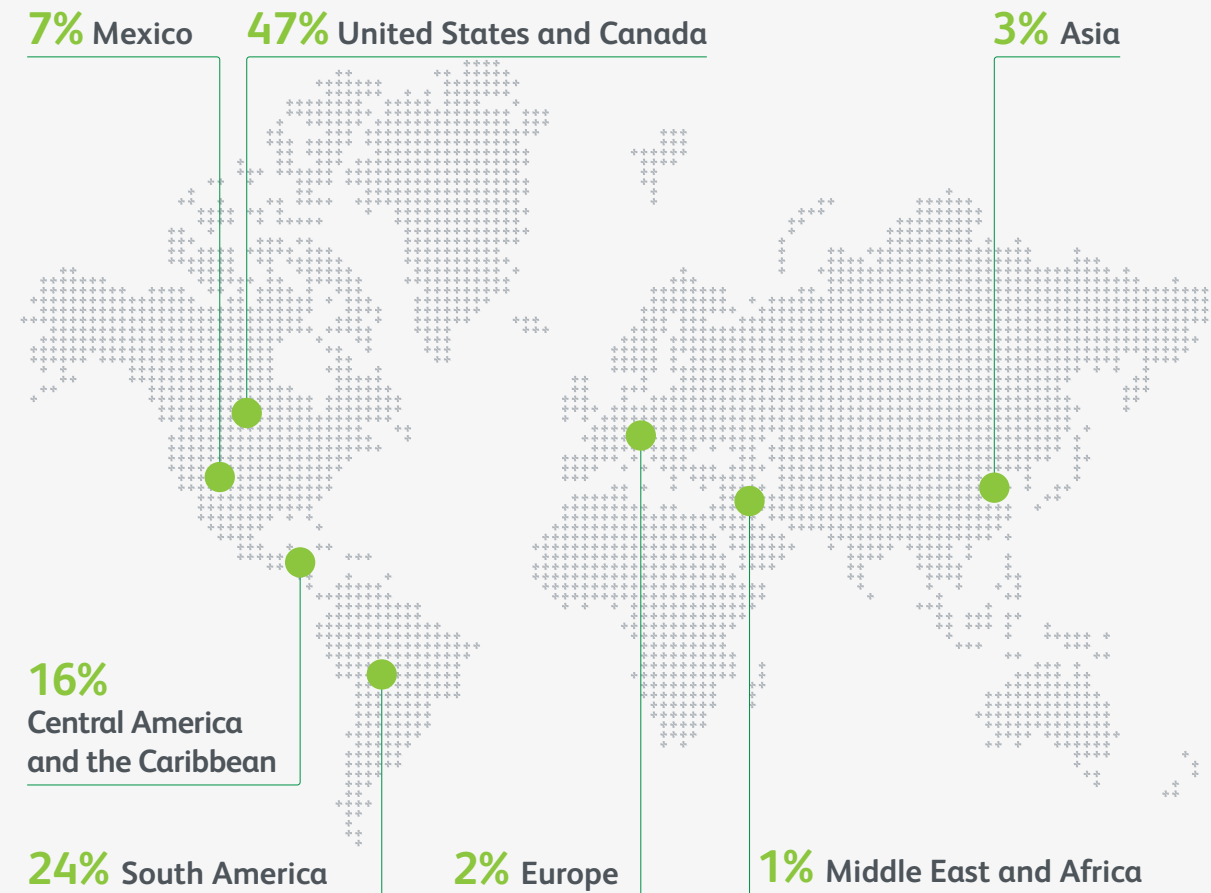
# Visitor overview

2019 attendees: 17,667

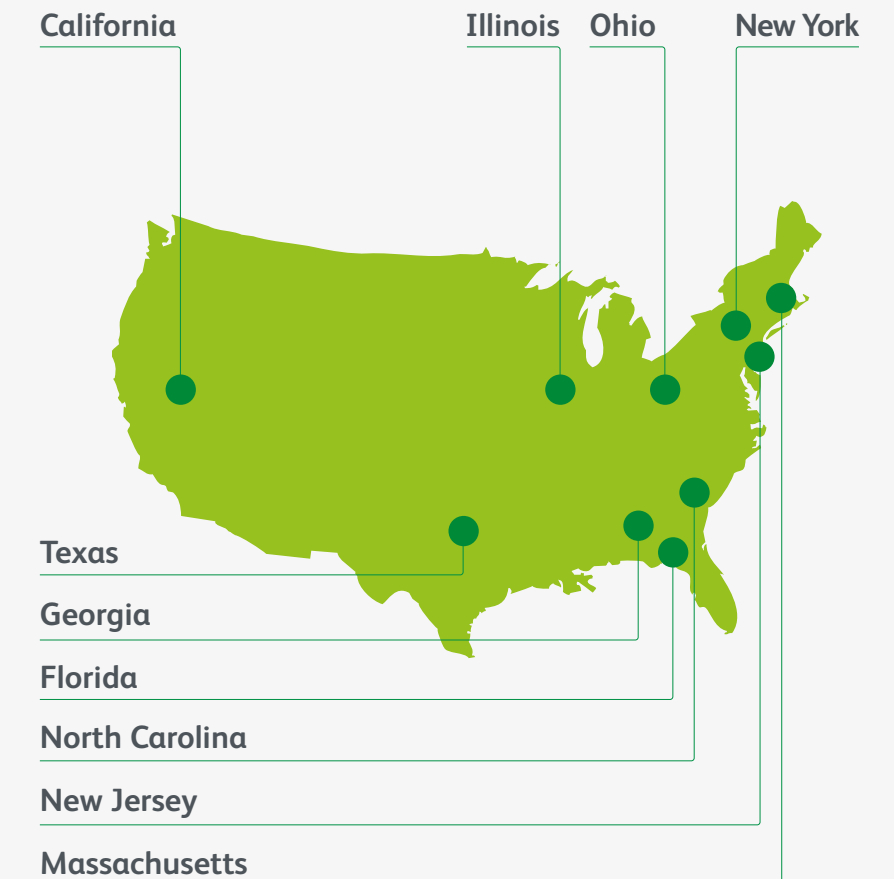
## Visitors identify as



## Visitors by region



## Top U.S. states represented





# Exhibitor representation

FIME attracts international manufacturers, regional distributors, and service providers covering these product categories:



**338**

Disposables & Consumables



**141**

Imaging & Diagnostics



**171**

Laboratory Equipment & Testing



**149**

Orthopaedics & Physiotherapy /Rehabilitation



**60**

Medical Instruments



**84**

Respiratory & Life Support



**62**

Patient Monitoring Devices



**26**

Health IT Solutions



# Bringing you a whole new experience with FIME

## For a higher return on investment

In a changing world and with limited resources we realize it's more important than ever to invest your time and money wisely; this is why we're redefining what it means to make quality connections, with a carefully configured series of online and live events.





# The best of both worlds: Reshaping the benefits from Online to Live

FIME 2021 will be providing you a Live and Online experience. Our Online platform, which will be available at no additional investment with your exhibit for the Live event, is designed so you can explore desired contacts in a new way, using filters that automatically match you with those attendees that have shown interest in your products and/or services.

Using our Live platform, you can finalize partnerships, strengthen relationships, demonstrate your products in-person, and benefit from new opportunities from unplanned chance encounters.

## Benefits of exhibiting Online at FIME 2021:



Filter attendees based on mutual interests



Gauge buying intentions



Upload your product and company information



Attend focused sessions and webinars beneficial for your company

## Benefits of exhibiting at the Live event:



Finalize deals in-person



Face-to-face networking



Live product demos



Establish lasting relationships



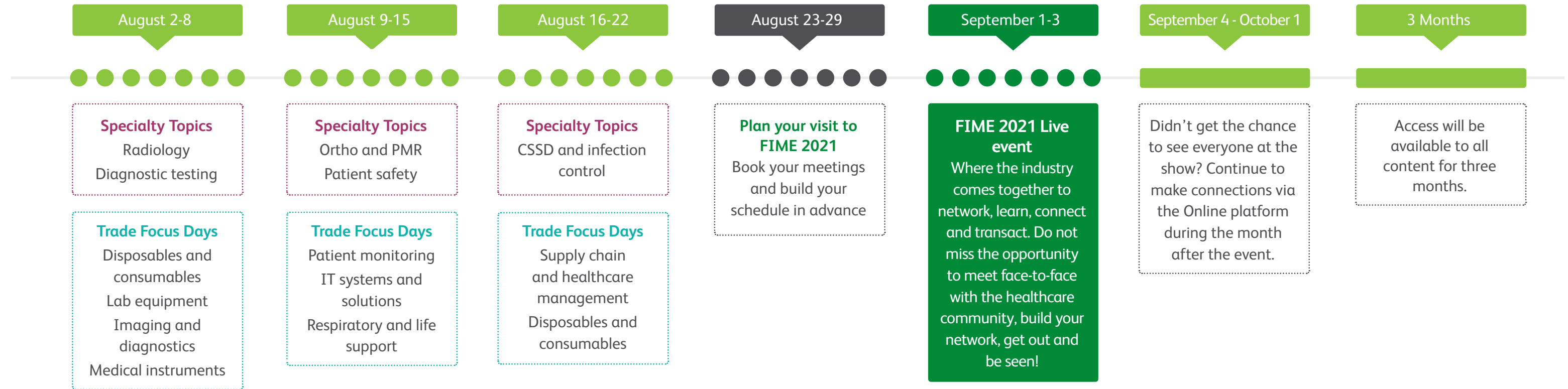
# Personalize your agenda to suit your needs

## The FIME 2021 calendar

A series of focused events giving you more tailored Specialty Topics, Trade Focus Days and targeted opportunities to showcase, present and connect, creating a unique opportunity to engage with the FIME community and make valuable contacts\*.

### What to expect from Specialty Topics and Trade Days:

Keynotes and roundtables  
 Industry briefings  
 Product demos  
 Networking  
 1-to-1 meetings



\*Attendees to all Online sessions will be screened prior to participation. Attendees will be medical device buyers, dealers/distributors and senior hospital administrators.



# FIME 2021 content calendar

Trade Focus Days

Specialty Topics

Live Event

Online

	Monday	Tuesday	Wednesday	Thursday	Friday
August 2-8	Disposables and Consumables	Lab Equipment Diagnostic Testing	Imaging and Diagnostics Radiology		Medical Instruments
August 9-15	Patient Monitoring Patient Safety	IT Systems and Solutions	Respiratory and Life Support	Ortho and PMR	
August 16-22	Supply Chain and Healthcare Management		CSSD and Infection Control		Disposables and Consumables
August 23-29	Plan your visit to FIME 2021. Book your meetings and build your schedule in advance				
September 1-3	Join us for the Live event at the Miami Beach Convention Center				
September 4 - October 1	Continue networking, making connections and doing business				

\*Calendar subject to change

# Connections Experience (CX)

With our new Connections Experience (CX) at its heart, FIME now includes:



A two-month series of online and live events, giving you more time to engage with and convert valuable contacts



New easy-to-use tools to help additional potential buyers find you



More tailored Trade Days, Specialty Topics and targeted opportunities to showcase, present and connect and transact.

Your pipeline of future valuable contacts, conversations and customers is one of your most important assets.

Now Online and Live, FIME allows you to plan ahead and allow your investment to bring you even more opportunities.

## Your CX explained:

Below is a view of the levels of connections you can expect from your Online experience. The quality of connections can range from product and company views to more qualified connections you can make through in-platform chats or meetings.

### Product and company views

Two months of Online presence will generate product and company views which your team can qualify further down in the sales funnel.

### Connections and recommendations

Our data and AI engines will make recommendations for you, or you can simply search and filter through the attendee list, a great lead generation tool for your sales team to work through.

### In-platform chats and business cards

This is where business starts to happen. Share information, qualify connections and build your pipeline.

### 1-to-1 meetings

Turn your connections into deals by arranging a Live meeting at the event, Online in the platform or on any of your preferred business channels.



# New Online and Live packages

As mentioned earlier, FIME 2021 will be a Live and Online experience, with the online platform available to our in-person exhibitors at no additional investment.

*Are you unable to exhibit at the Live event in 2021, but want to avoid missing out?*

We've got you covered. Exhibit Online-Only and choose the Premium or Deluxe Showcase packages to receive unlimited Online access to the FIME community.

## Exhibit Online + Live\*

In addition to your stand booking, you also receive the added value of a Premium Online Showcase (valued at \$1,750) for **no additional investment**.

Alternatively, you can **choose to upgrade** from the Premium Online Showcase to a Deluxe Online Showcase at a reduced \$1,750 additional investment.

## Exhibit Online-Only

If you are unable to exhibit at the Live event in 2021, you can book your Premium Online Showcase for **\$2,625**, or upgrade to a Deluxe Online Showcase for **\$5,250**.

*\*If you sign up for the Live FIME event, but we are unable to hold FIME in-person in 2021, your Online Showcase fee (whether Premium or Deluxe) remains payable. The remainder of your contract is voided and either refunded, credited or reinvested, at your discretion.*



# Online Showcase package

In close consultation with many of our customers, we have developed two brand new Online packages that will support your company's objectives.

Your Online participation in FIME starts with selecting the Online Showcase package that works for you.

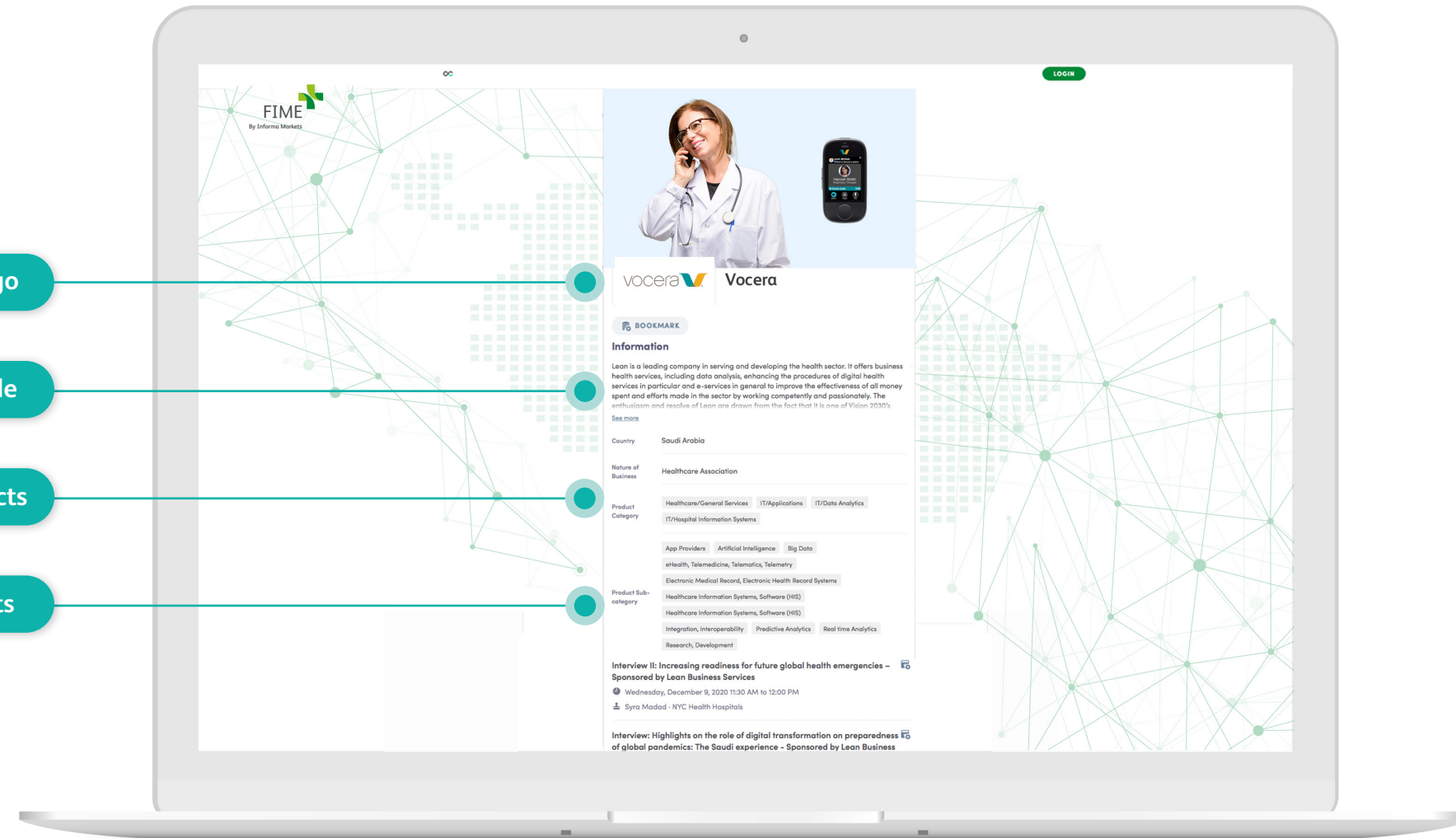
Choose the Premium Online Showcase to receive all the essential features and access to FIME's Online platform, or upgrade to a Deluxe Online Showcase to create a truly unlimited and branded experience.

Your Online showcase features	Premium \$2,625	Deluxe \$5,250
Company name	✓	✓
Logo	✓	✓
Stand number (with Live option)	✓	✓
Company description	✓	✓
Address	✓	✓
Website	✓	✓
Email	✓	✓
Phone numbers	✓	✓
Social networks	✓	✓
Exhibitor representatives	Up to 5	Unlimited
Product listings	Up to 4	Unlimited
Video header or header image		✓
Company profile background image		✓
<b>Other benefits include:</b>		
Access to relevant online trade days & specialty topics (not including by-invitation-only events)	✓	✓
'Other Exhibitors you might be interested in' removed from your page		✓
Unlimited inbound connections	✓	✓
Unlimited outbound connection requests	✓	✓
Ability to search and filter across all event attendees	✓	✓
Connection recommendations based on matching interests	✓	✓
Ability to qualify and export connections to CSV	✓	✓



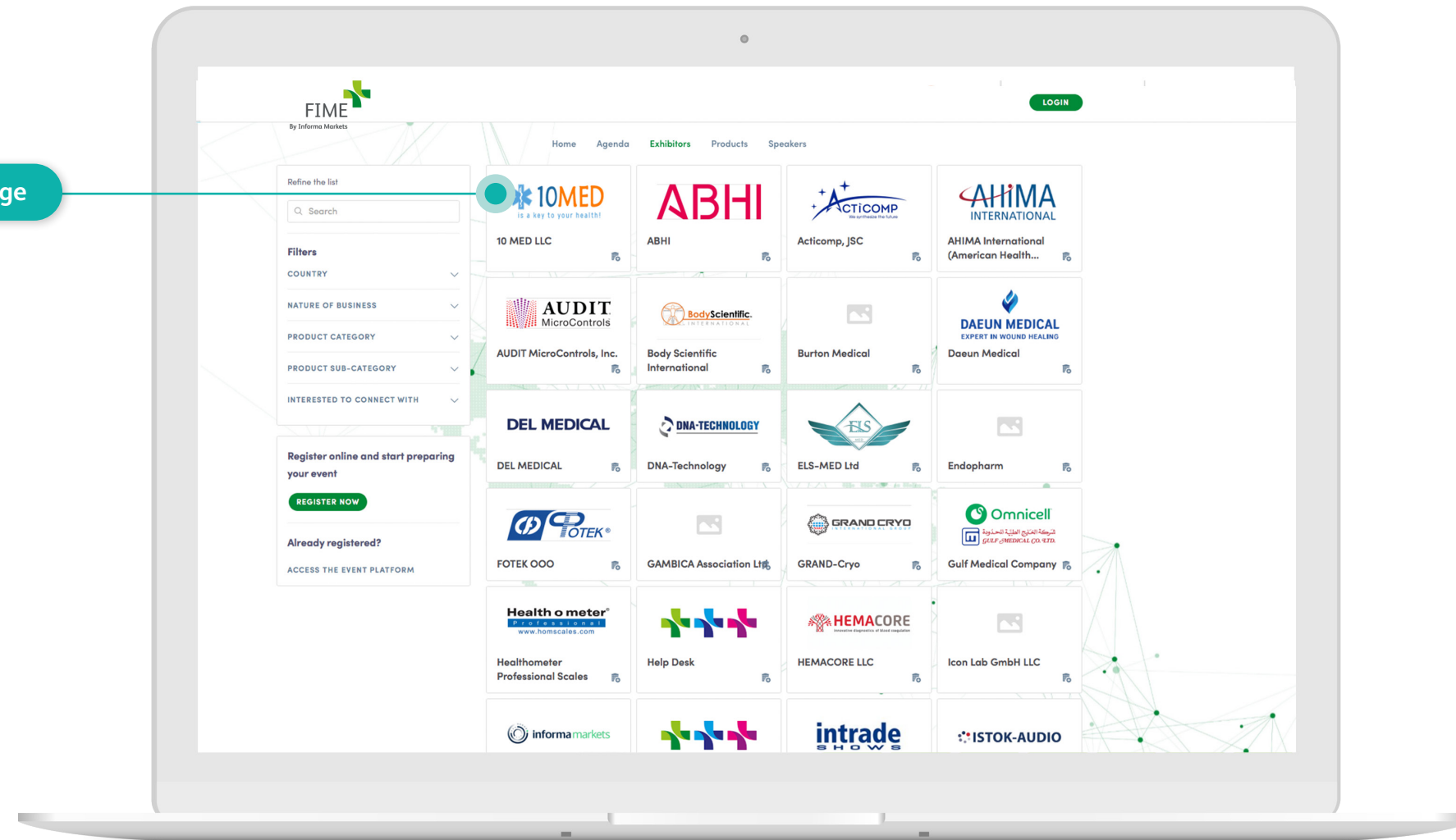
# Premium Online Showcase package

The following examples are to give you an idea of the exposure you will get as an exhibitor on our new CX platform.



# Exhibitor homepage

Listing on the main exhibitor page



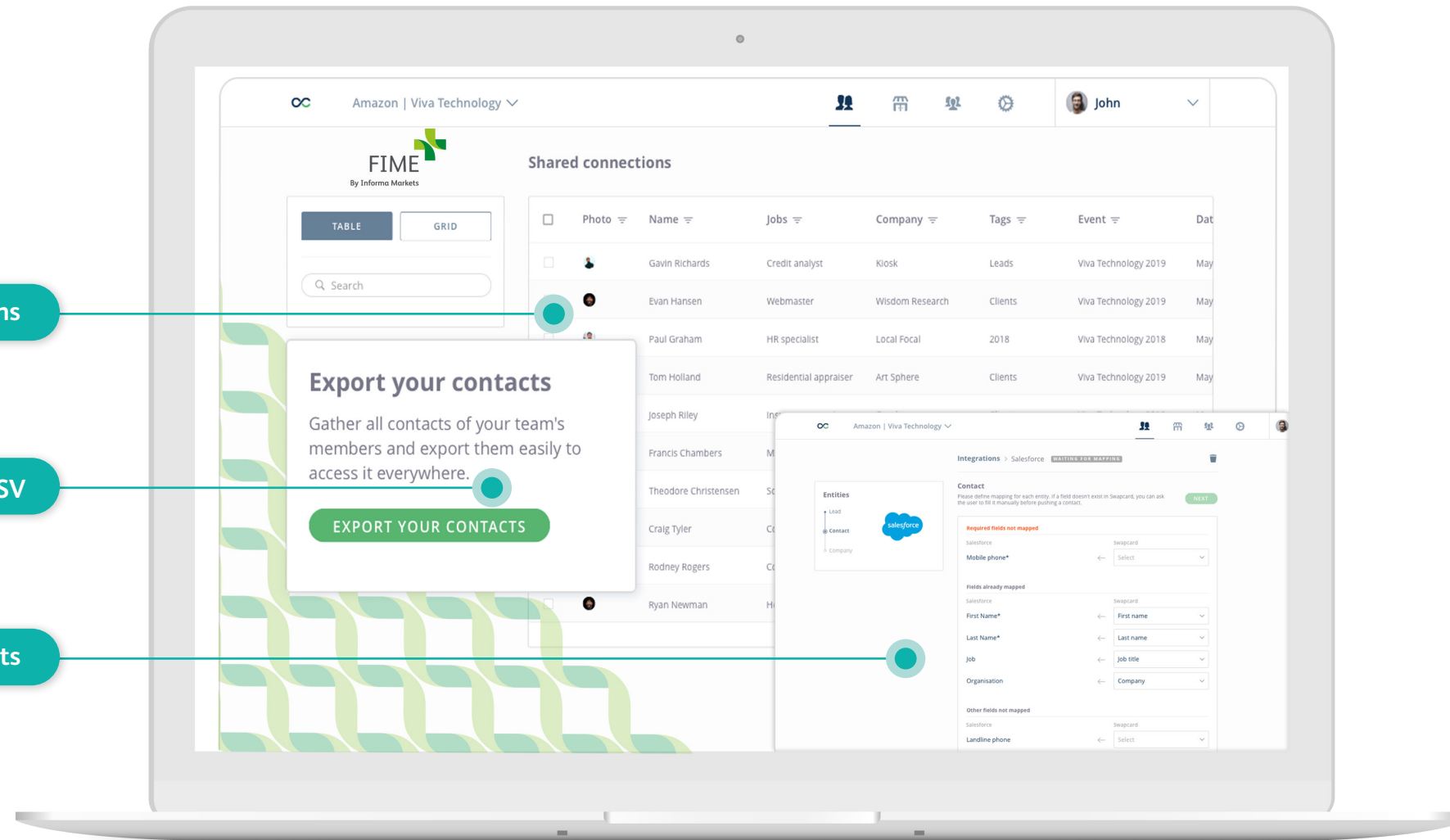


# Connections everywhere

Unlimited inbound connections

Ability to qualify and export connections to CSV

Unlimited outbound Connection Requests



# Deluxe Online Showcase package

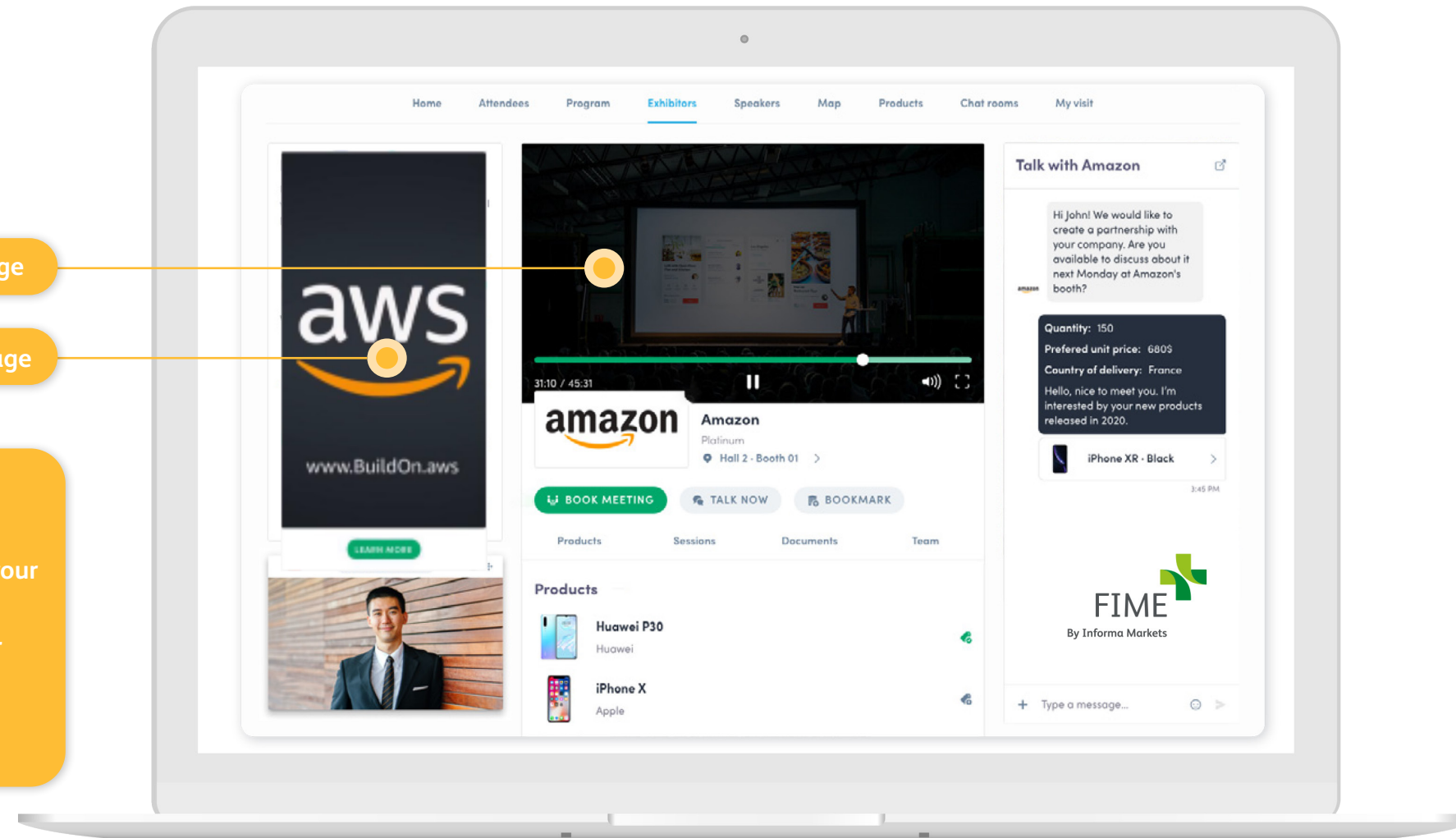
In addition to the Premium Online Showcase package, you will receive:

Video header or header image

Background image

Other benefits include:

- “Other Exhibitor You Might Be Interested In” removed from your Online Showcase page
- Unlimited number of Exhibitor Representatives listed
- Unlimited number of Products listed





# Get involved

Contact the team today to discuss a range of options and bespoke solutions to help you achieve your objectives.



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