



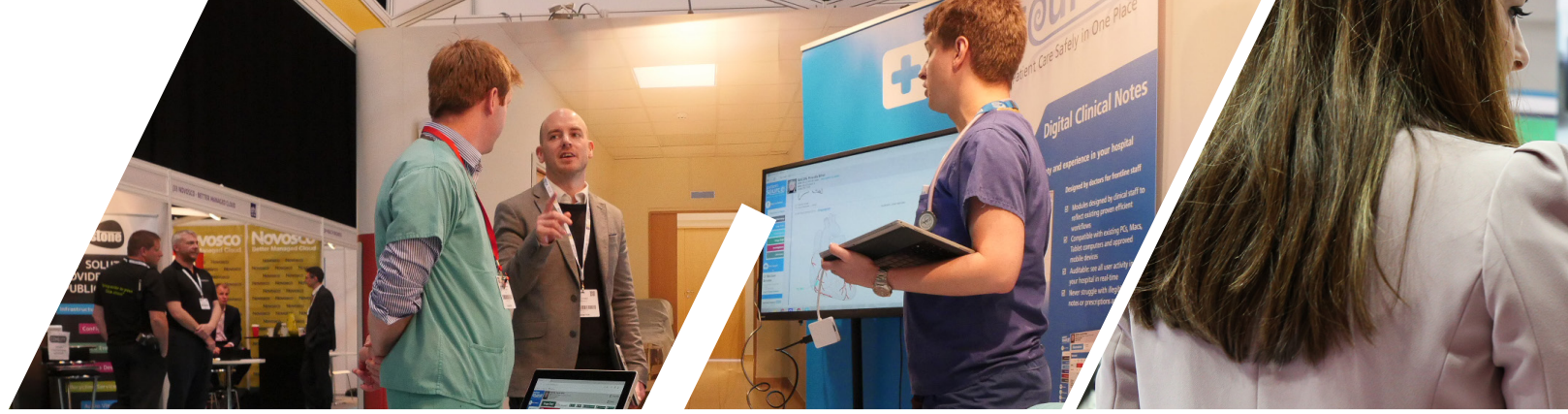
2-4 AUGUST 2016
MIAMI BEACH CONVENTION CENTRE, MIAMI, FLORIDA



**26 YEARS
OF SUCCESS**

www.fimeshow.com

// **THE U.S. MEDICAL
DEVICE MARKET IS THE
WORLD'S LARGEST,
AT AN ESTIMATED
USD125.4BN IN 2013** //



OVERVIEW

Now in its 26th year, FIME attracts attendees from across the globe with more than 80 per cent visiting from across Northern and Latin America. FIME's primary focus is across four industry sectors: **medical technology, medical products & supplies, medical services, medical equipment.**

Under Informa's stewardship, FIME will continue to offer a multi-speciality conference programme in line with Informa's motto of 'Exhibition with Education' providing an unrivalled knowledge-sharing and business networking platform for healthcare trade professionals in the region.

WHY FIME?

At FIME, our mission is to provide you with inside information and personal contacts within the medical device industry that can't be found through any other B2B networking platform. FIME gives you the opportunity to discover firsthand the best the healthcare industry has to offer, and to expand your business associations with personal, one-on-one connections.

www.fimeshow.com

WHAT MAKES FIME SO SPECIAL?

More than two decades ago, FIME introduced the one-stop, annual business-networking concept to the American healthcare trade community. Undeterred by the complexity and sheer size of the healthcare market for the region, FIME continued to thrive and is now recognized as the premier international medical exhibition and congress in the U.S. Named a Top Five medical trade show by HCEA, and selected twice as a US Department of Commerce International Buyer participant, and a four-time winner of Trade Show Weeks Fastest 50 award, FIME continues to lead the healthcare trade fair market in the region.



WHY EXHIBIT

At FIME, you will discover an effective medium for raising your profile in this industry sector, and you will capitalise on the best opportunity to discuss business, share information, discover the latest trends or launch new products into the market.

SALES:

- Generate sales leads
- Build relationships with prospects
- Advance the sales cycle
- Meet spread-out buying teams at one time
- Recruit new distribution
- Enter untapped market

PRODUCT MARKETING:

- Launch new products
- Survey attendees about new product ideas
- Research competitor's products and messaging

MARKETING COMMUNICATIONS:

- Build your brand
- Increase awareness
- Interview clients
- Generate publicity

EXECUTIVE MANAGEMENT:

- Keep up on industry trends
- Meet with key clients
- Meet with key business partners
- Build the business profitability
- Form new business networks

// TOGETHER, THE TOP COUNTRIES IN CENTRAL AND SOUTH AMERICA **IMPORT OVER \$7 BILLION ANNUALLY** IN MEDICAL DEVICE AND TECHNOLOGY //

FIME EXHIBITORS INCLUDE

Hospital Suppliers

Disposable Products Suppliers

HME/DME Home Care Suppliers

Surgical Suppliers

Diagnostic Suppliers

Laboratory Suppliers

Long Term Care Suppliers

Emergency Medical Suppliers

Medical Technology Providers

Dental Suppliers

Rehabilitation Product Suppliers

Orthopedic Product Suppliers

Imaging Suppliers

Medical Services Providers

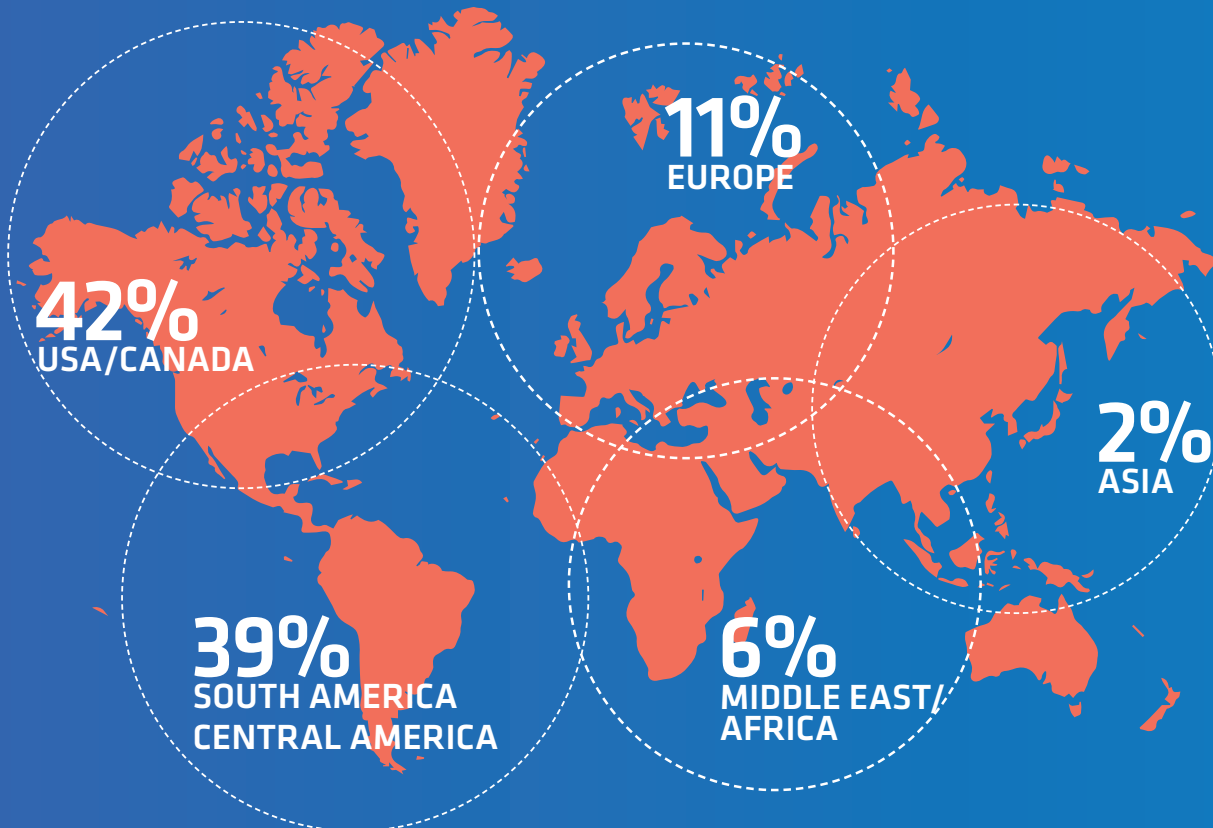
Biomedical Product Suppliers

Pharmaceutical Suppliers

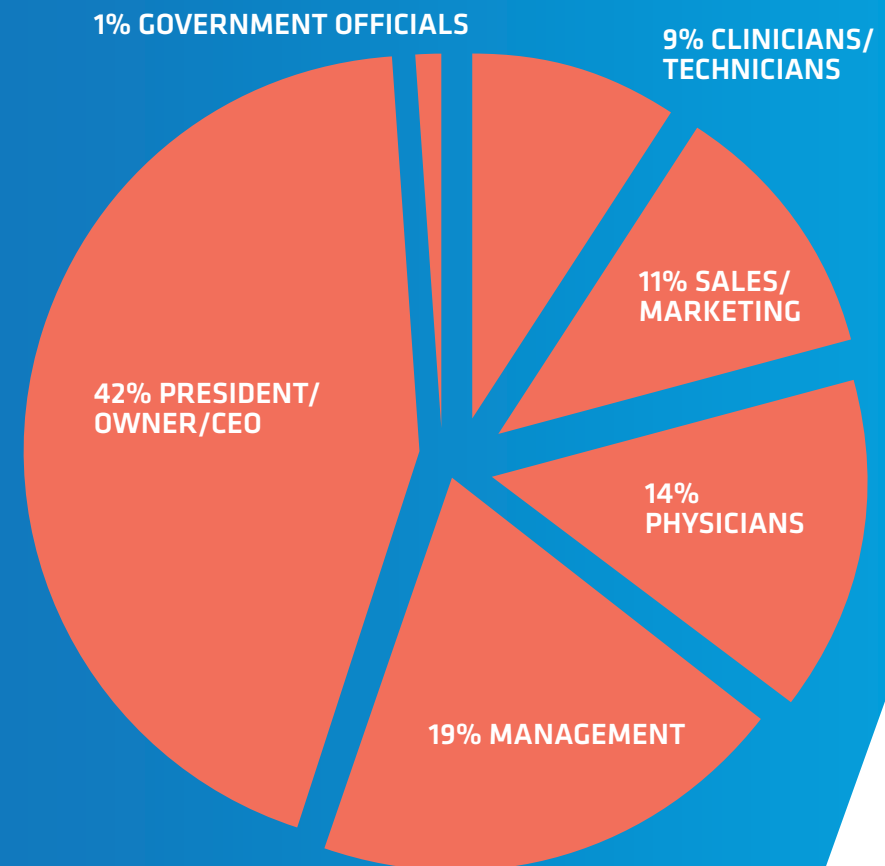
// MEXICO IS THE SECOND LARGEST MEDICAL EQUIPMENT MARKET IN LATIN AMERICA //



ATTENDEES GEO BREAKDOWN



ATTENDEES JOB TITLES





WHY ATTEND?

FIME is structured to help medical facilities, doctors, suppliers, manufacturers, dealers, distributors and purchasing agents find new suppliers, renew business relationships, and enjoy carefully scripted networking events and cutting-edge seminars from the industry's top experts.

CONFERENCE

Under Informa's stewardship, FIME will continue to offer a multi-speciality conference programme in line with Informa's motto of 'Exhibition with Education' providing an unrivalled knowledge-sharing and business networking platform for healthcare trade professionals in the region.

Conference information will be available soon. For abstract submission or further information please contact us on FIME@informa.com

PREVIOUS YEAR'S CONFERENCE TOPICS INCLUDED:

- Smart hospital
- Biomed
- Private practice
- International medical markets
- Medical sales
- Information technology
- Future healthcare

// THE GDP OF THE TOP SIX LATIN AMERICAN MARKETS, AT **US \$4.3 TRILLION**, IS THREE QUARTERS OF CHINA'S AND EASILY SURPASSES THAT OF INDIA (**\$5.8 TRILLION AND \$1.6 TRILLION, RESPECTIVELY**). //



// ARGENTINA MEDICAL
EQUIPMENT AND
DEVICES MARKET IS
EXPECTED TO REACH ABOUT
€2 BILLION BY 2020 //



MARKETING SUPPORT

FIME benefits from a structured and integrated marketing campaign through the use of various marketing channels which is specifically designed to target the correct audience. This leads to significant media coverage prior, during and after the event.

Our sponsorship and branding solutions will position your business as a market leader. For sponsorship enquiries and to find out how you can get involved in the show, contact us fime@informa.com

EMAIL



DIRECT MAIL



WEBSITE



ONLINE ADVERTISING



PR



PRINT ADVERTISING



RADIO



SMS



MEDIA PARTNER ACTIVITY

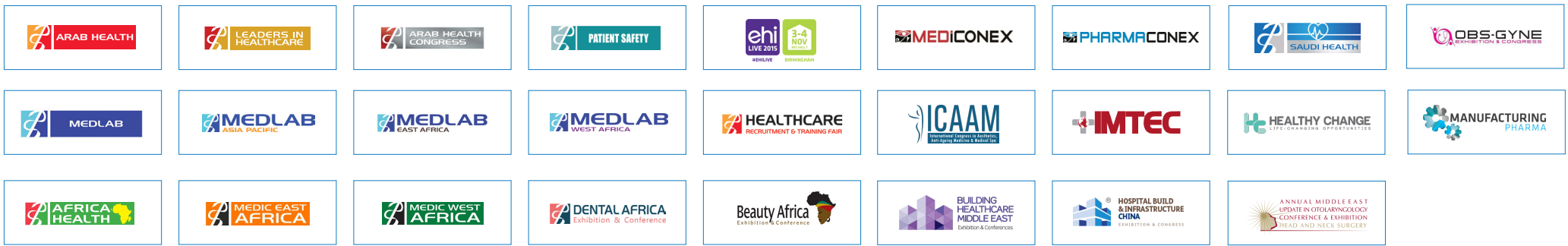


SOCIAL MEDIA



TELEMARKETING





ABOUT US

informa

life sciences exhibitions

REACHING MORE THAN 160,000 HEALTHCARE **PROFESSIONALS WORLDWIDE**

Informa Life Sciences is part of Informa Exhibitions and runs the healthcare portfolio of products, including more than **25 exhibitions** and **100 conferences** yearly, covering the European, African, Middle Eastern, Asian and US markets. Over the course of the year, the Informa Life Sciences' events attract more than **5,000 exhibitors, 100,000 visitors and 13,000 conference delegates**. In addition to the events, the division runs Healthy Change – the healthcare recruitment portal as well as publishes four international healthcare magazines and Dothealth, an online healthcare portal showcasing more than 40,000 healthcare companies.

www.informallifesciences.com

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Informa Group plc is a leading international Knowledge and Information business and a significant player in the healthcare industry. Our healthcare portfolio includes **The Script, Citeline, and Datamonitor** healthcare data sources. In the field of **conferences and exhibitions**, we run some of the world's largest and most significant healthcare and bio-science events, and through **Taylor & Francis**, we are one of the world's leading healthcare publishers.

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Miami Beach Convention Centre, Miami, Florida

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