

WE'RE MOVING BACK TO MIAMI BEACH

High Impact
Opportunities
at **Florida
International
Medical Expo
(FIME)** to grow
your business



fimeshow.com



June 26-28, 2019
Miami Beach Convention Center,
Miami Beach, Florida, USA

Organized by

informa
exhibitions

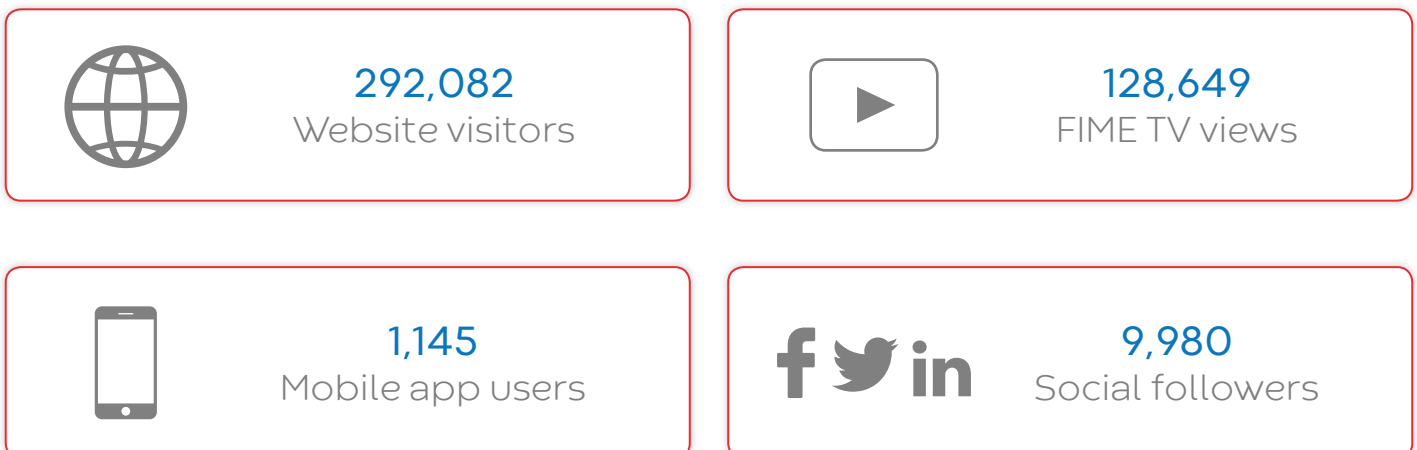
Florida International Medical Expo (FIME) is the leading healthcare business platform for medical products and solutions in Latin and North America.

FIME serves as the optimal platform to source cutting-edge medical equipment and technology on a global level, providing attendees with access to the largest range of affordable new and refurbished medical devices, products and supplies, at the best possible prices.

FIME 2018 in numbers



Digital audience

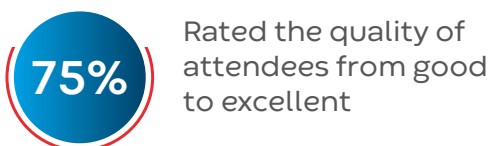
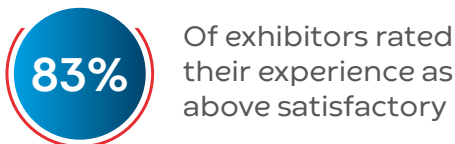
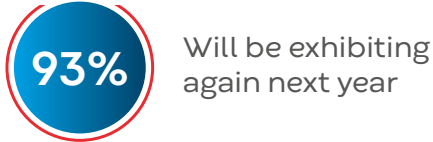




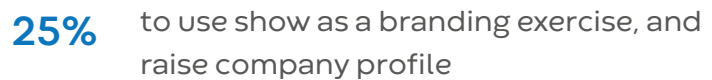
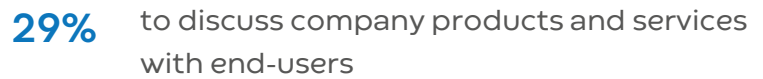
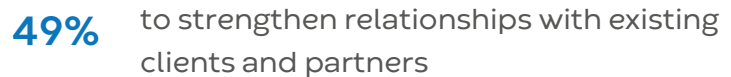
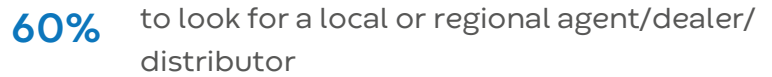
FIME 2018 feedback

Exhibitor overview

Feedback



Top reasons for exhibiting

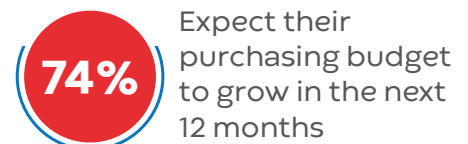
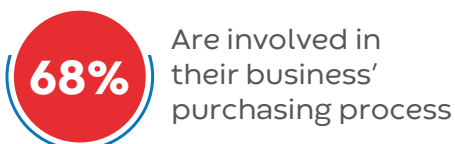
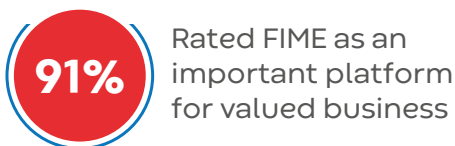


US\$ 113M+
total value of business generated*

**As of August 2018 from exhibitors willing to share figures*

Visitor overview

Feedback



Area of business



What to expect in 2019



■ Back in Miami

FIME will be relocating back to its permanent home in Miami. As the “gateway to the Americas”, Miami continues to serve the world’s healthcare business community due to its strategic geographic location and its fast airway connections to Latin America. The venue - Miami Beach Convention Center (MBCC) is a newly renovated, \$620-million state-of-the-art project. The improvements include the addition of 263,000 square feet of space, which will greatly benefit our strategic partners, exhibitors and visitors.



14,119+
Attending
healthcare and
trade professionals

1,200+
Exhibiting
companies

400+
Delegates

103+
Participating
countries

17+
Country pavilions

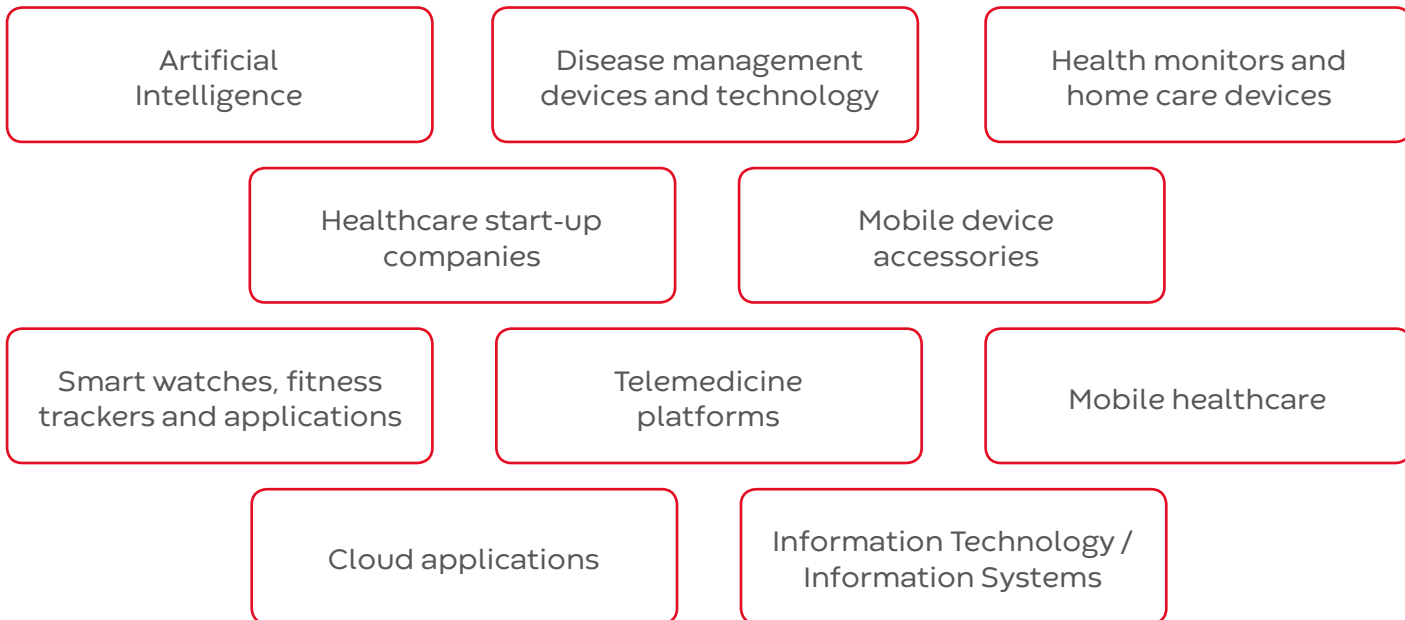
4+
Educational tracks



□ Innovation and technology hub

The innovation and technology hub will be launched in FIME 2019, where companies can display the latest in smart technologies from Information technology systems, digital wearable devices, patient monitoring apps, healthcare concierge services to telemedicine systems.

Product areas:



□ Educational tracks

FIME conferences and trade seminars aim to support medical and healthcare professionals in making their day-to-day roles more time and cost effective, whilst ensuring a high level of patient care is maintained.

Medical devices international trade seminars will discuss investment opportunities in North America, as well as provide market insights, trade prospects and regulatory affairs for market entry to the USA, Latin America, China, Asia, APAC and Europe.



Of delegates are likely to recommend the conference to their colleagues



Rated the quality of the conference and seminars good to excellent



Rated the quality of attendance and networking at FIME as important

Below are the key topics for 2019 trade seminars:

- Healthcare investment opportunities in the USA
- Medical device innovation and trade trends
- Market insights and trade prospects in USA, LatAm, Asia, APAC and Europe
- Regulations and trade compliance updates for several markets
- Opportunities, obstacles, best practices and challenges in the development of the new devices
- Establishing a medical device security program
- Change management
- Quality management

How exhibiting at FIME can grow your business

■ Meet the right audience

Have face-to-face connections with your target visitors over the three-day show with more than 14,000 attendees.

■ Get ahead of your competition

Be at the forefront of the show and take advantage of the visitor's traffic by showcasing your products at your stand.

■ Increase brand exposure

Maximize your experience as FIME provides you with combined print and online marketing platform before, during and after the show through our year-round marketing activities.

■ Launch your solutions and services

Ideal platform to introduce your products, technologies and equipment to North and Latin American audience that are looking for new business opportunities.

■ Understand your product in the market

Benefit from product and market testing that many exhibitors carry out during the show to gain general and healthcare industry opinion about their offerings.

■ Get up-to-date and innovate

Stay abreast of the industry's latest trends and advancements to strengthen relationships with existing clients and generate new ones.

**Don't miss out.
Secure your share
of business deals
at FIME.**

Contact:

Gil Alejo or Susan Verbeken

Exhibition Managers

 +1 (941) 554 3485 or +971 (0) 4 4072427

 fime@informa.com



High impact opportunities to further grow your business

FIME sponsorship opportunities are available exclusively to the exhibitors of the show. You have flexible options before, during and after the show. The activities can be as targeted as your marketing campaign requires to promote knowledge sharing and business networking.

With variety of options, the impact opportunities are listed under each of the sections of ENGAGE, PROMOTE, ENHANCE and PARTNER, through different marketing channels and platforms to optimize your brand messaging and other business goals.

Engage

From workshops and trainings to networking receptions, these options let your target audience get close and involved with your brand or product.

Promote

A wide selection of tactical communication options through FIME's print and digital platforms. Promote your message to the FIME audience before, during and after the event.

Enhance

Stand out and drive traffic to your stand through these all-encompassing or niche branding avenues available during the exhibition show days.

Partner

Exhibitors that invest above a certain amount are eligible for partner status and can benefit from additional complimentary exposure.

ENGAGE

Immerse your target audience in your brand or product by facilitating one of these highly engaging options during the exhibition.

Workshop package

\$5,000

per day

Along with the provision of a room to facilitate a workshop, this package includes the listing of your workshop on the FIME website and promotion of the session to a targeted audience



WORKSHOPS PACKAGE

Conference partnership

Price on application

Be a prominent part of one of the conferences and stand out to the attending delegates by becoming a conference partner. Varying benefits are available through 3 partnership tiers and bespoke packages can be created upon request.



CONFERENCE PARTNERSHIP

Official social events program

Price on application

Host an hour-long networking session with a targeted audience as part of our Official Social Events Program which we will promote. This event can be hosted at your stand or in one of the venue premises.

- 'Happy Hour' as the show closes each day
- 'Breakfast Session' before the show opens each day (flexible duration)
- 'Lunch & Learn'
- 'Networking Reception' (flexible duration)



FIME TV

FIME TV

You have the option to promote your videos on the official FIME website and the YouTube channel for added exposure.

Premium Package

\$7,500

- 1 pre-show welcome video before the show
- 1 corporate video advert (30 seconds) provided by the exhibitor before the show
- 2 demonstration clips recorded onsite during the show

Standard Package

\$5,000

- 1 corporate video advert (30 seconds) provided by the exhibitor before the show
- 1 demonstration clip recorded onsite during the show





PROMOTE

Reach FIME's attendees through these tactical communication platforms across different stage of the marketing and re-marketing campaign.

Registration confirmation emails Exclusive **\$7,500**

Place your banner advert in the automated emails sent during registration

Visitors: Sent to 50,000+ healthcare professionals when they register as a visitor.

Delegates: Sent to delegates when they register for a conference.

Maximum 1 company per conference.

Visitor registration confirmation page **\$3,000**

Be one of the first messages seen once a person registers their visit by placing your banner advert on the registration confirmation page. 4 slots available

Banner in eShot to pre-registered visitors **\$2,000**

Place your advert in the bi-weekly email sent to pre-registered visitors with updates about the show. 2 per month in March, April and May.

Show daily eShots **\$2,500**

Place your advert in the show daily emails sent to the entire FIME database each day of the exhibition.

Dedicated eShots **\$7,500**

Provide us with your fully branded email and we will send it to a targeted audience.

Maximum 1 per company.

Featured product **\$3,000**

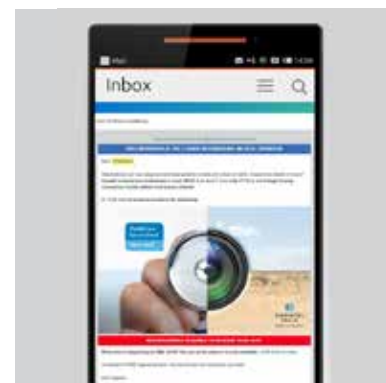
Have your product posted on the FIME website and highlighted in one of the eShots sent to pre-registered visitors during the promotion of the event.



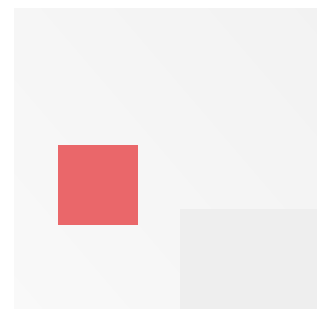
SHOW DAILY ESHOTS



WEB BANNER



FEATURED PRODUCT



Post-show eShots

\$5,000

Send a dedicated email to your target audience after the show that you didn't get a chance to meet during FIME. This opportunity is limited to one per company.

FIME website banners

Starting from
\$2,720
per month

Place your advert on the official website, attracting more than 292,082 website page views in lead up to the show.

FIME mobile app

\$3,000

Homepage advert: Stand out at the top of the homepage in rotation on the largest space available. Also have your own dedicated information page within the app, giving users more information beyond your listing.

Banner advert: In rotation and present on all pages with link to exhibitor website. 3 slots available.

Social media partner

Price on application

Scheduled posts on our social media channels:
4,154 Facebook likes and 5,383 Twitter followers.
Display of your image in cover picture leading up to the show.

Adverts in official show catalog

\$3,000

Full Page
Premium Advert

Distributed throughout the show, there are several advertising options available in this essential printed exhibitor directory.

Adverts in pre-show planner

\$2,000

Full Page
Advert

The FIME Pre-Show Planner is promoted and distributed to a selective community of over 14,000 medical professionals and is the go-to resource for attendees when planning their FIME agenda. For improved coverage, we will publish your contact information in a dedicated section of the Pre-Show Planner.
Special packages are available on request!



FIME MOBILE APP



ADVERT IN CATALOG



PRE-SHOW PLANNER



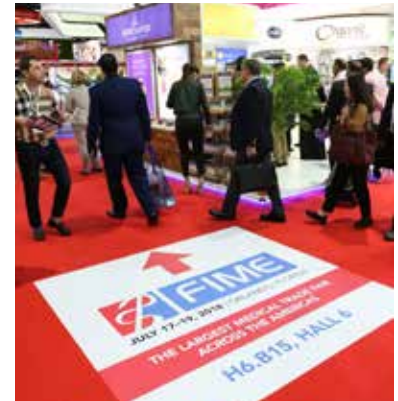
ENHANCE

With the exhibition covering 500,000 sq.ft, we have various diversified options for you to highlight your brand onsite at the venue during the show.

□ Floor stickers

Price on application

Guide attendees to your booth with these 1x1m floor tiles placed along main walk ways. 20 fixed positions available.



FLOOR STICKERS

□ Visitor onsite registration form

\$3,500

Have your message prominent to all attendees registering onsite. A perforated design can be done with a call to action to your stand.

□ FIME bags Exclusive

\$20,000

Have your logo in the hands of all the visitors attending the exhibition. (Production excluded)



VISITOR BAGS

□ FIME bag inserts

\$5,000

Include your collateral in these highly sought-after bags. Limited opportunities available.

□ Lanyards Exclusive

\$25,000

Have your logo visible on all the FIME lanyards that attendees will be wearing. (Production excluded)



REGISTRATION DESKS

□ Hanging banner

Starting from \$3,000

Increase the visibility of your stand location in the exhibition hall by placing a hanging banner above it. We help you with the permission from the venue.

□ Onsite registration desk Exclusive

\$10,000

Take full branding ownership of the onsite registration desks to make an impact on all onsite registering attendees.

Badges

Have your logo on the front and back of all FIME badges, required to be worn by all FIME attendees.

Visitor badges
\$10,000

Exhibitor badges
\$5,000

Price on
application



BADGES

Additional venue branding

We offer a wide variety of branding options through the venue. Please contact us to see the full list of options available on page 14.

Stationary for conferences and seminars Exclusive

Price on
application

Pens and notepads with your company logo will be placed at all entrances to the conferences and seminar rooms (unless the activity is sponsored/private). The branded stationary is then free for visitors to take with them. (Sponsor to provide/cover production costs)



REGISTRATION FORMS

'Can I help you' team **\$4,500**

A professional support team will be guiding all FIME visitors, delegates and exhibitors at the event with correct routes, and they can also be employed to direct attendees to your stand. The team uniforms will be branded with your logo and stand number; an effective approach to getting your stand the maximum attention at the show.

Booth extender **\$2,500**

Extend your valuable exhibition space out into the aisle! This custom, 4' x 8' full-color carpet sticker pushes your stand's visibility into the aisle right in front of your booth using your preferred graphic message. Get creative and stop buyers in their tracks. You provide the design and we take care of the rest.

Aisle signs Exclusive **\$20,000**

As an aisle sponsor you create a convenient way for your potential customers to find you at FIME. This opportunity also raises your corporate profile outside the confines of your booth, extending brand awareness to an extended potential audience.



AISLE SIGNS

First timer booster **\$4,000**

Only available to first-time exhibitors, this combination offer will let you stand out and get noticed.

Package includes:

A booth extender

- Half page adverts in the Show Catalog
- Half page adverts in the Pre-Show
- Half page adverts in the Planner



■ PARTNER

Once you have selected the sponsorship opportunities that you would like to take advantage of, calculate the total cost and see if you qualify for one of the partnership levels and additional complimentary benefits listed below:

	Platinum partner Invest (\$20,000)	Gold partner Invest (\$15,000)	Silver partner Invest (\$10,000)
Logo on large format event signage in key locations	■		
CEO interview on show website with "In the Spotlight" feature on the homepage	■		
Social media coverage (tailored)	■		
Stand highlight with corporate logo on the pre-show planner	■		
Logo on medium format event signage	■	■	
Media planner - your special events schedule distributed to attending press	■	■	
Upper level space, sqm up to...	100	30	
FIME partners page listing with description and hyperlink	■	■	Logo only
Logo and tier on visitor promotion campaign - print and electronic (14,000+ recipients)	■	■	■
Logo on show website with hyperlink to your website (290,000+ unique visitors in 6 months)	■	■	■
Logo on the partner page in pre-show planner	■	■	■
Extra exhibitor passes**	250	150	50
Exempt from exhibition stand corner fees	■	■	■

**limited to the exhibiting company employees and non-transferrable to 3rd party healthcare professionals

Boost your company presence at the show with a personalized sponsorship package that suits your needs.

Contact:

Pyotr Bakass, Director - Commercial Impact
 ☎ +971 (0) 4 4072758 ✉ impact@informa.com

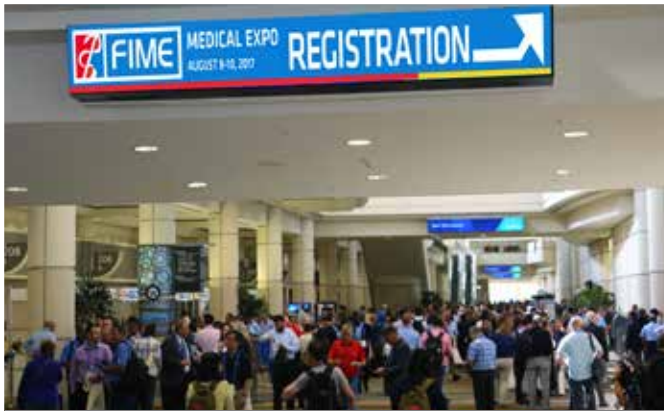
Opportunities in play



OUTDOOR HALL BRANDING



FLOOR TILE



DIGITAL SCREENS



FIME TV



LANYARDS



SOCIAL EVENT OPPORTUNITY



WORKSHOPS



HANGING BANNERS



Traveling to Miami Beach



Hotel accommodation

In partnership with onPeak, we have secured discounted rates at a selection of Miami Beach hotels. Through onPeak we are able to offer you convenient and affordable options for your trip to FIME 2019. onPeak is the only hotel provider endorsed by FIME, and we encourage you to book through them early for the best selection and price.



Airline discount

We have partnered with over 13 airlines to make your trip to the USA more affordable. Book a flight and enter your promotion code to enjoy up to 15% discount on eligible fares.



Car rental

We made moving around Miami Beach cheaper for you. Get up to 10% discount when you rent a car from our partner car rental companies.



Visa

To support you in your visit to the USA, we can offer you a visa invitation letter upon registration. An option of electronic or print copy is available for you depending on your US Embassy or Consulate's requirements.

Visit fimeshow.com/travel for more information

Start your planning for 2019

Be present

Secure your space at the most important
healthcare event in the Americas

Contact:

Gil Alejo or **Susan Verbeken**

Exhibition Managers

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✉ fime@informa.com

Make a greater impact

Think outside your space and stand out

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Director - Commercial Impact

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