

# MEDAX 2012

The 19<sup>th</sup> International Exhibition, Partnering Event, and Conference for Medical Technologies, Pharmaceuticals and Hospital Supplies



- ✓ Pre-scheduled One-on-One meetings
- ✓ Theme structured exhibition
- ✓ Business Panels
- ✓ Start-Up Presentations
- ✓ Professional Medical Conferences

## February 28-29 2012

Israeli Trade Fairs & Convention Center, Tel-Aviv

[www.medax.co.il](http://www.medax.co.il)

Organizers:



In Collaboration with:



State of Israel Ministry of Health

Sponsored By:



The Israel Export & International Cooperation Institute



THE FEDERATION OF ISRAELI CHAMBERS OF COMMERCE



Israel Association of Pharmaceutical & Environmental Sciences

## Join us

We would like to invite you to take part in Medax 2012, to enjoy the platform of business events, exhibition and professional conferences. Medax 2012 will offer you the opportunity to expand the network with Israeli and International decision makers and business partners from the Medical industry.

### Medax 2012 - Steering Committee:



**Mr. Bornstein Yossi,**  
Founder and President  
of the Shizim Group



**Mr. Furst David,**  
President & CEO of LifeSci



**Mr. Kantor Nir,**  
Director of the Chemical,  
Pharmaceutical & Environmental  
Society, Manufacturers'  
Association of Israel



**Ms. Khachaturov Angelica,**  
Acting Manager, Medical  
Devices & Healthcare IT,  
Security and Life Sciences  
Technologies Division at The  
Israel Export and International  
Cooperation Institute



**Mr. Nave Rafi,**  
VP R&D at Given Imaging



**Prof. Orenstein Arie,**  
Director Advanced Technology  
Center, Chaim Sheba Medical  
Center - Tel Hashomer, Israel



**Prof. Rotstein Zeev,**  
Director General, Chaim  
Sheba Medical Center -  
Tel Hashomer, Israel



**Mr. Tuttnauer Ran,**  
CEO and owner of  
Tuttnauer Ltd



**Mr. Zelig Zeev,**  
Vice President, General  
Manager of Genzyme Israel  
and responsible for  
Genzyme Corporation's  
business in Romania

### Partnering Event - Medax 2012

The partnering event is a new activity planned to be held in MEDAX 2012, consisting of pre-scheduled one-on-one business meetings, parallel with business panels and company presentations alternately, all together exposing the latest developments in the industry. This activity will provide you with a unique networking platform to maximize your business opportunities during the event.

#### Pre-scheduled One-On-One Meetings:

The organizers will provide an online networking application enabling to pre-schedule one-on-one meetings in a designated area within MEDAX. This event will bring together innovators, researchers, as well as Israeli Life Science companies in all stages of life cycle, with international business partners. The registration will be opened 3 months prior to the opening of the event.

#### Panels and Presentations:

Panels led by experienced business persons discussing the challenges of the Life Science industry and healthcare markets:

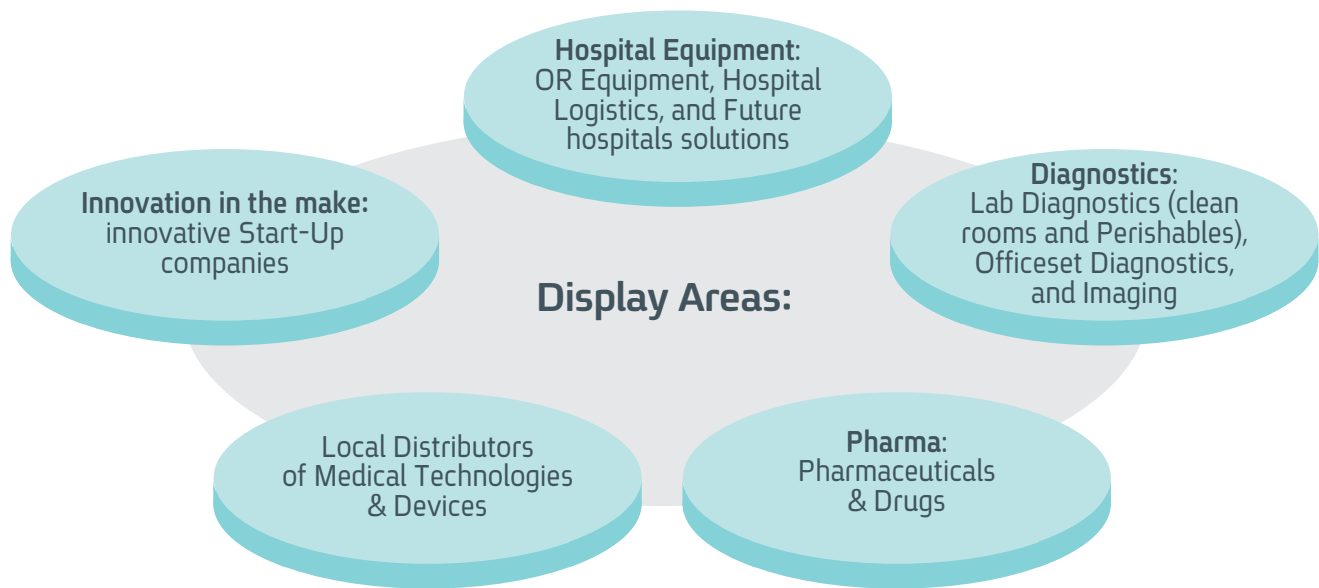
- The hurdles of entering the global health markets (emerging markets, and regulated traditional markets).
- Challenges of healthcare systems: Aging Population and soaring costs and their solutions (Healthcare IT, Home Monitoring, Minimal Invasive Surgery and Out-Patient).

Innovative Life Science companies - Elevator Pitch presentations.

Notes: Call for papers, will be published during September 2011.



## The Exhibition - MEDAX 2012



## The Conference - "MEDICAL WEEK" 2012

- "Medical Week Conference" in collaboration with the "Medax Steering Committee"

Seminars and annual meetings organized by various professional medical associations:

- The conference of the National Council for Logistics in Medicine.
- The conference of the Israeli Society of Medical and Biological Engineering (ISMBE).
- The conference of the Israeli Perioperative Nurses Association.
- The conference of the Society of General Thoracic Surgery.
- Plastic Surgery & Burn conference.

\*This is a preliminary program and is subject to changes.

For further information please contact Stier Group's conventions department:  
conventions@stier-group.com.  
Please refer to our website for updates on all professional events and meetings ([www.medax.co.il](http://www.medax.co.il)).

## Guests and Visitors:

General practitioners	Medical industry key decision makers
Hospital doctors	Medical assistants
Hospital managers	Hospital operators
Hospital nursing staff	Purchasing managers
Hospital technical managers	Private Investors & Venture Funds
Laboratory managers	Decision makers of international medical devices companies
Physiotherapists	Local & International Distributors
Medical trade buyers	

## Medax Exhibition Main Topics:

Electro-Medical Equipment & Medical Technology	Clean Room Equipment, Supplies and Services
Diagnostics & Imaging	Medical Aesthetics Technologies and Equipment
Drugs & Pharmaceuticals	Sports Medicine
Hospital Logistics	Alternative Medicine
Laboratory Equipment, Instruments and Perishables	Medical Tourism
Healthcare IT & Communication	Medical Literature & Publications
Physiotherapy, Orthopedic & Rehabilitation Technology	Hospital Furniture, Clothing and Shoes
Emergency Medicine / Rescue Equipment	Facility Management
Commodities & Consumer Goods for Surgeries and Hospitals	

# Join us at MEDAX 2012

## Exhibition rental fees:

Registration Fee*:	NIS 700.00 / € 156.00
Exhibition Space of 6 M2 (Un-Constructed area)	NIS 8,200.00 / € 1,822.00
Exhibition Space of 6 M2 (Including "Modular package")	NIS 10,300.00 / € 2,289.00
Floor space - 7-24 M2 - per 1 M2	NIS 1,350.00 / € 300.00
Floor space - 25-48 M2 - per 1 M2	NIS 1,200.00 / € 267.00
Floor space - 49-80 M2 per 1 M2	NIS 1000.00 / € 222.00
Floor space - 81 M2 and up	Available upon request
"Modular Package"- "Easy exhibiting"	NIS 350.00 / € 78.00 (per 1 M2)

### Notes:

- Registration fee includes the following: company's web link on Medax official website (this website will be updated 3 weeks before the exhibition and will stay updated for 3 months after the exhibition).
- **Special early bird registration pricing:**  
10% discount on floor space only, for those who register before September 1st, 2011.
- VAT will be paid according to the Israeli tax regulations.

## Start-Up Pavilion

### Display Unit at the "Start-Up" Area Includes:

- 2 sqm. area (1 meter front, 2 meters deep).
- Table - 102X52X75 cm.
- Back panel - 100 cm (width) X 246 cm (height).
- Fascia board with exhibitor's name in Hebrew & English.
- 0.5 Kw electricity outlet.
- 1 Chair.
- Carpet (uniform color).

Price: NIS 3,500.00 + VAT / € 778.00 + VAT

Note: Additional charge for presentation at the Partnering Event, please contact us for further details.

## Modular Package - "Easy exhibiting" includes (6 M2 minimum):



### Technical specification includes:

(See the blueprint for a 6 sqm. booth)

- White partitions.
- Illuminated pillars at the front of the booth.
- Fascia board with exhibitor's name in Hebrew & English.
- 1 spotlight - per each 1 frontage running meter.
- 1 Kw electricity outlet.
- Table - 102X52X75 cm.
- 2 chairs.
- 1 Shelf.
- Carpet (uniform color).

## Exhibition Registration - Terms and conditions, include:

- The Exhibition Brochure.
- Stier Group Registration Form including Terms & Conditions.
- The Exhibitor's Instruction Manual, which will be dispatched 45 days prior to the opening of the exhibition.
- Exhibition updates on Medax's official website.

Exhibition plan, maps and planned events are subject to change. Please refer to our website for updated information: [www.medax.co.il](http://www.medax.co.il)

## Space only (Un-constructed area) fees include:

1. Exhibition space as ordered.
2. 200 printed invitations for handing out by the exhibitor (exhibitors who require additional invitations, only by prior arrangement and against payment).
3. Free entry in the official exhibition catalogue both Hebrew and English (Advertising in the Exhibition catalogue at reduced rates, to be arranged with the publisher of the catalogue).
4. Parking permit in the parking garage adjacent to the exhibition pavilion located near the exhibition hall: Up to 20 Sqm. - 1 parking space, from 21 Sqm. to 30 sqm. - 2 parking spaces, Over 31 Sqm. - 3 parking spaces. \*Additional parking permits (daily & single-use permits) can be purchased at reduced rate of 30 NIS (\*this price list is subject to changes).
5. Electricity supply of 1 Kw per each 5 sqm. of floor space. Please note that this model does not include installation of the electrical outlet which must be ordered and paid for separately.

## Registration and Terms of Payment

1. Registration must be completed on the official Stier Group registration form.
2. a. First payment of 50% must be attached when submitting the registration form.  
b. Final payment (50%) is due no later than 2 weeks before the exhibition (for foreign exhibitors no later than 2 months before the exhibition).
3. Rates quoted as of March 2011 and are subject to change without further notice. New price list will not include companies who registered and already paid their participation fees.
4. Prices for foreign exhibitors are exclusive of VAT (Israeli exhibitors must add V.A.T). All fees must be linked to The "Consumer Price Index" and/or to the € exchange rate and only on condition that the "Consumer Price Index" and the € exchange rate will rise above 5% of the indicated price list that was published on March 2011.
5. Goods displayed in the exhibition must fall within the categories of exhibition topics as it appears in this brochure. Any other goods must receive a written authorization from the organizers.

**Important Notes:** The setting up by the exhibitors will not be permitted prior to the settlement of all payments. The number of the booth that is allocated and reserved for you is not the number that will be published on the final exhibition map.

## Location:

Medax 2012 will be held at the Israeli Trade Fairs & Convention Center in Tel-Aviv.

**Event Dates & Opening Hours:** February 28<sup>th</sup>-29<sup>th</sup>, 2012.

**Opening Hours:** Tuesday - Wednesday, 09:00-17:00.

## Timetable:

Set-up of exhibition stands	February 27th, 2012
Opening Day	February 28th, 2012
Closing Day	February 29th, 2012
Dismantling of stands	February 29th, 2012 until midnight.

Please note that there must be no equipment remaining in the exhibition halls after this hour.

## Exhibition Catalogue:

The exhibition catalogue includes a classified listing of exhibiting companies (free of charge) and advertising at preferred rates.

## Exhibitors' Instruction Manual:

The Exhibitors' Instruction Manual will be available approximately 45 days before the event, and will include a detailed list of furniture rental options, display materials, electrical services and a selection of other optional services.

## Assistance for Overseas Exhibitors:

### Travel and accommodation:

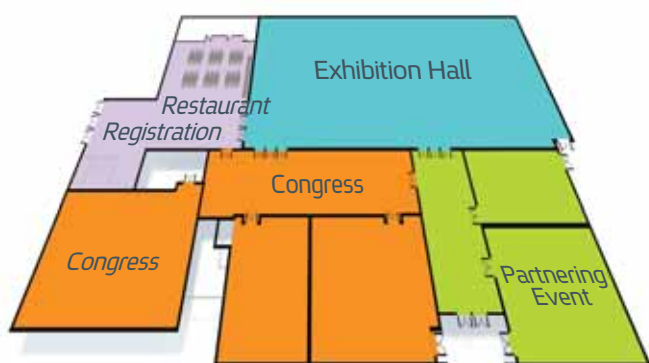
The official travel agency for Medax 2012 is HADASSIM TOURS LTD. Contact person: Mrs. Hila Tamir,  
Tel: +972-3-5104422, Mobile: +972-54-5318664,  
Fax: +972-3-5172061, e-mail: hila@hadassim-tours.co.il.

## Transport, Customs Clearance, Storage:

Amit Ltd. has been appointed as the official forwarding and clearance agents. These services can be booked in advance: Transport to and from the exhibition complex, freight forwarding, customs clearance and storage. Exhibitors are advised to arrange their orders for Amit Ltd. one month prior to the exhibition at the latest, to avoid delays in processing their order.

Amit Ltd. Customs Clearance & Transporters, Ben Gurion Airport, Maman Building, P.O.Box 58 Israel  
Tel: +972-3-9720120 Fax: +972-3-9720107, Mobile: 972-54-5616637  
E-mail: noap@amit.co.il, Contact Person: Mrs. Noa Peretz

## Medax 2012 - Event Layout



## Exhibition Sponsorship Opportunities:

### Platinum Sponsorship Package - visitors' badges (exclusive to 1 company):

- Featured placement of company logo on visitors' badges - offers excellent exposure and high level branding. This guarantees a continuous display of the sponsors name and logo at the exhibition venue.
- Featured placement of company logo on the invitations (printed and electronic version)\*.
- Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- Featured placement of company logo on the exhibition catalogue cover.
- 2 Roll-ups at the exhibition registration area.
- 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- Banner and link on the exhibition website.

Price: NIS 38,000.00 / € 8,445.00

### Gold Sponsorship Package (up to 5 companies):

- Featured placement of company logo on the invitations (printed and electronic version)\*.
- Featured placement of company logo on all exhibition publishing materials (daily press and professional publications).
- Featured placement of company logo on the exhibition catalogue cover.
- 2 Roll-ups at the exhibition registration area.
- 2 hostesses at the entrance / exit of the exhibition venue - will be determined according to the discretion of the organizers.
- Banner and link on the exhibition website.

Price: NIS 25,000.00 / € 5,556.00

### Medax - Bag Sponsorship:

Company name and logo printed on all participants bags.  
Price: NIS 6,030.00 / € 1,340.00 (does not include the bags)

### Sponsorship of the VIP Lounge (exclusive to 1 company):

- Offers excellent exposure and high level branding within the VIP lounge. This Lounge is for the use of the press, exhibitors and VIP guests and includes sitting areas and refreshments.
- The Lounge area will function as a platform for promotional materials.
- Different options of branding the lounge.

VIP Lounge is an ideal place for business contacts establishment with visitors, meetings with key industry leaders, officials and media. This package will be adjusted to meet the customer's budget.  
Price: from NIS 26,400.00 / € 5,867.00

### Distribution of Promotional Material:

A stand to distribute promotional material.

- 1 person + 1 table + 1 roll up (up to 1 Sqm.).

Price: from NIS 12,000.00 / € 2,667.00 (for non-exhibiting company)

Price: from NIS 8,000.00 / € 1,778.00 (for an exhibiting company)

### Tailor-made Sponsorship Opportunities:

We will create a customized package to meet your company's objectives. If you have an idea, please do not hesitate to contact us.

\* Excluding VIP Invitations.

\*\* Please note: all elements mentioned above include media purchasing only and does not include production & operational expenses/costs.

For more sponsorship opportunities, please contact our conventions department: [conventions@stier-group.com](mailto:conventions@stier-group.com).  
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Tel: + 972 3 5626090, Fax: + 972 3 5615463.  
[www.medax.co.il](http://www.medax.co.il).

