



MEDICAL



2nd EDITION

MEDITECH & HEALTHCARE EXPO

VIRTUAL TRADE-SHOW FOCUSING ON MEDICAL, HEALTHCARE & ANTI-EPIDEMIC PRODUCTS

14-20 DECEMBER, 2020





Organized By




www.meditechexpo.com



About Meditech & Healthcare Expo 2020

-  As businesses steps into the post **Corona virus** future, all are trying to find a balance between what worked before and what needs to be done to succeed in the '**New Normal**'. The business impact of Corona virus on all the Industries across the world is profound. In response to the crisis and with an aim of entering in the 'New Normal', Industries are creating change that matters by transforming and building businesses through a '**Digital Culture**'.
-  **Radeecal Communications** has established itself as one of the renowned International Exhibition & conference organizer in India & Kenya by organizing exhibitions in varied business sectors in the domestic as well as International circuit. In response to the crisis and to thrive in the digital age we are bringing **Virtual Exhibition Platform with attractive features** with an aim of providing stunning digital experience to our exhibitors & visitors.
-  **Meditech & Healthcare sector** have found itself tested by the pandemic. Medical & Healthcare sector have an important role to play in shaping the 'New Normal' and thus, with great delight we declare our first virtual Expo- **Meditech & Healthcare Expo Expo 2020**.
-  We are committed to deliver the much needed assistance to all our participating exhibitors by providing entrenched pool of visitors through which one can analyze the business opportunities in **Meditech & Healthcare market** of African continent and specifically of East African region.

Why Virtual Expo/ Benefits of Virtual Exhibition

-  **Safest way to bring all stakeholders under one roof** - It is a new normal way which gives opportunities to bring industrial patrons from all across the globe.
-  **It is cost-effective** - where you don't have to go physically to the exhibition, therefore your various expenses such as Travelling, Transportation, Stay, Shipping, Booth Constructions and many more does not take place.
-  **No time bound in Virtual Expo** - anyone can attend from anywhere at any time from any part of the world.
-  **It enhances customer Experience** - by giving something different than physical Exhibition such as Experience 360-degree virtual platform and go international from Desk.
-  **Easy Data Management** - will be easy since we will be having precise data regarding visitor's details.
-  **Exporters & Buyers in one platform** - across the globe will available on one platform who.
-  **Effective to raise Brand Value and generate awareness** - by participating online/Virtual.
-  **Varied Technical Features** such as Whatsapp Calling/ Chat, Company Overview & Link and Realtime Analytics, Demo video display.
-  **Extremely easy to use platform** for visitors, easy access of platform.
-  **Green way of doing Exhibition** - Compared to traditional trade shows, virtual trade shows are "greener." Lowering environmental impact is an increasingly important goal for many companies. Tax incentives for cutting fuel costs are also likely to increase, making virtual exhibits an even more attractive proposition.



Overview of Global Medical & Healthcare Market

The Rapid and strong economic growth in emerging markets and health insurance reforms globally are major growth drivers of Healthcare Market. Along with faster economic growth, technological developments and increasing prevalence of diseases due to rising busy and sedentary lifestyles also plays an important role in growth of Healthcare market globally.

-  The global Healthcare market reached a value of nearly \$8,452 billion in 2018 and is expected to grow at a CAGR of 8.9% to nearly \$11,909 billion by 2022.
-  Healthcare services were the largest segment of the healthcare market, accounting for 79.4% of the total in 2019. It was followed by Pharmaceutical drugs, medical devices & equipment and then the other segments.
-  Globally Medical Device market expected to reach \$216.70 billion by 2026, exhibiting a CAGR of 5.4% from 2019-2026. Increasing incidences of Chronic and lifestyle diseases including Cancer, Cardiovascular diseases increases Diagnostic imaging procedures will drive the global Medical Imaging Equipment market.
-  The In-Vitro diagnostic market projected to reach \$87.11 billion by 2026, exhibiting a CAGR of 4.5% from 2019-2026.
-  The Global Wound Care Device market expected to reach \$44.07 billion by 2026, exhibiting a CAGR of 4.6% from 2019-2026.
-  The fastest growing regions in the healthcare market will be the Asia Pacific and Africa, where growth will be at CAGRs of 13.4% and 13.1% respectively.

Marketing Channels



VIP Invitations



Public relations



Special personal invitations



Google Ad Words



Email Marketing



Tele - calling



Social Media Promotion



Bulk SMS/ Whatsapp Campaign



SEO



Advertisements in Trade Magazines/
journals/ newspapers



Supporting Association &
Government Bodies



Radio Channels



Exhibitor's Profile

Anti-Epidemic Supplies

- *Automatic Sanitizer & Soap Dispensers*
- *Sanitization Solutions for Home & Offices*
- *Mask & PPE Kit producers*
- *Laser or contactless thermal detectors*
- *UV, Sonic & Liquid Sanitation Equipment*
- *Air, Water & Food Purifiers*
- *Soaps & Disinfectants*
- *Instant screening Kits*
- *Other Anti-Epidemic products*

Medical Textile, Hygiene & Sanitization Equipment

- Surgical clothing gowns
- Medical Linens
- Protective Clothing & Uniforms
- Surgical Hosiery
- Caps, Masks & Wipes
- Cleaning Equipment, Machinery & Services
- Cleaning Agents and Chemicals
- Medical Disposals and Waste Management

Medical Infrastructure

- Hospital Equipment
- Hospital Infrastructure, Accessories and Facilities
- HVAC & Medical Gases
- Storage & Preservation (Cryo) infrastructure

Medical Devices

- Electro Medical Equipment / Medical Technology
- Imaging Solutions
- Surgical Equipment
- Laboratory Equipment
- Diagnostic Kits and solutions
- Hospital Infrastructure & Furniture
- Extracorporeal devices
- ICU and OT Equipment and Supplies
- Surgical Equipment, Instruments, Products and Services
- Therapeutic Equipment
- Rehabilitation Equipment & Devices
- Emergency Equipment
- Safety Equipment

Service & Supply Providers

- Pharmaceuticals Services
- Emergency Service Providers
- Healthcare Services
- Financial & Insurance Services
- Consultancy Firms
- Medical Tourism & Hospitals

Alternative medicine & Care Products

- Ayurvedic Medicine & Therapies
- Homeopathic Medicine & Therapies
- Wound Care Products
- Orthopedic Care Products
- Household Care Products
- Self-Homecare Products

Visitor's Profile

- Healthcare & Wellness Professionals
- Doctors, Practitioners & Medical Experts
- Hospitals, Clinics and R&D Professionals
- Biotechnology & Clinical Laboratories Specialists
- Ambulatory and Emergency Services
- Dealers and Distributors
- Importers & Exporters
- Technology & Machinery Providers & Manufacturers

- NGOS & NPOs
- Suppliers & Traders
- Pharmacies & Resellers
- Hospitals and Nursing homes
- Dispensaries and other Medical related Organizations
- Government Departments & Medical College representatives
- Investors & Innovators



How It Works ?

Exhibitors

DURING PRE EXHIIBITION-DAYS

Certainly, select Categories and product range that they would like to show in their booth during Exhibition

Nominate multiple persons to handle inquires



DURING EXHIIBITION-DAYS

Live tracking of visitor details will be available on dashboard

Approach the inquires and Finalize deals/business

Analyze the Big Data of Interest & Behavior of the Visitors



DURING POST EXHIIBITION-DAYS

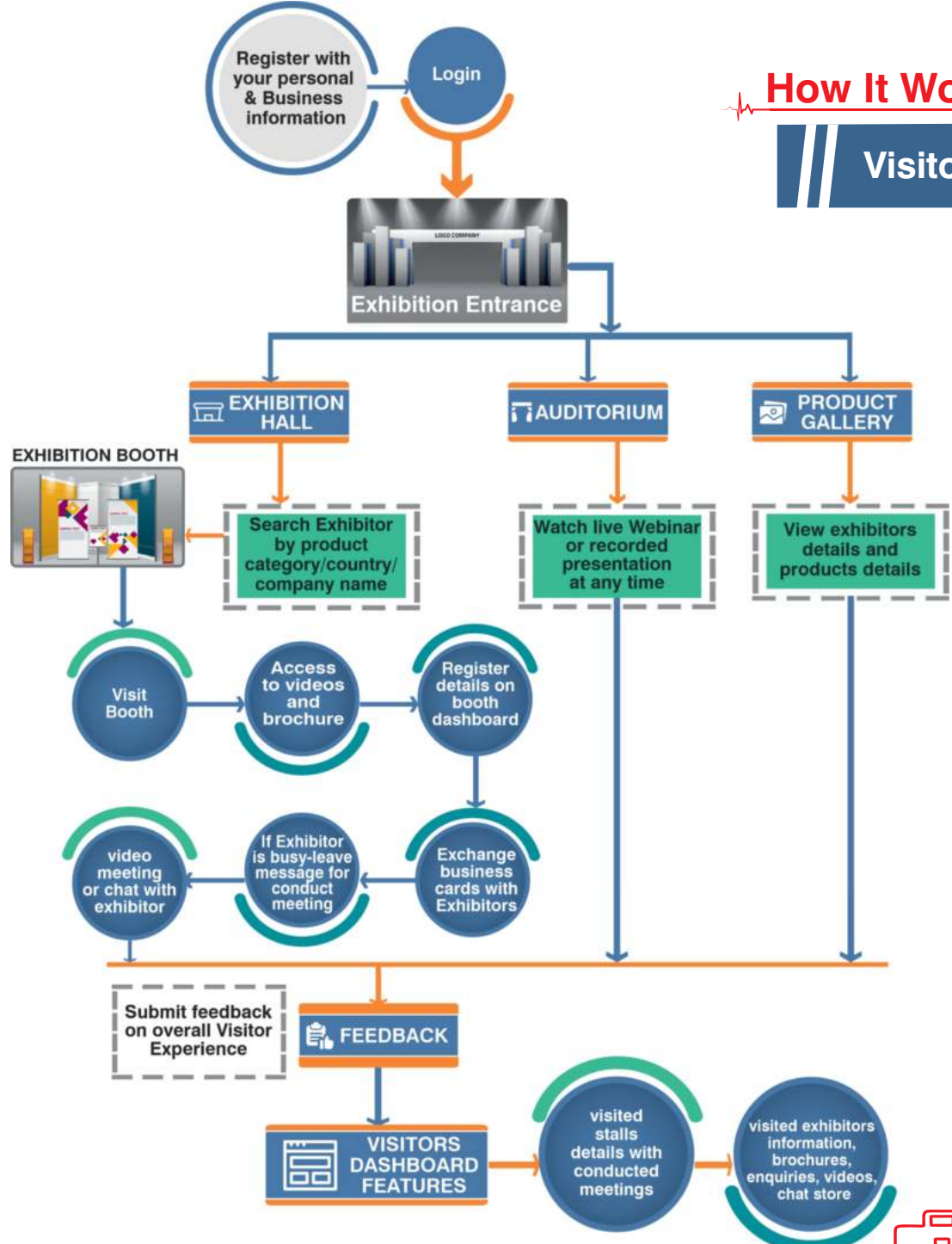
Take all details for limited Period

Vouch the data received from exhibition, such as no visitors can be left with approach after exhibition



How It Works ?

Visitors



Virtual Booth Features

Participation Features

- Virtual Space for booth
- Standard booth design with four color options (Customization in stall design at additional cost)
- Logo Placement on counter table and elevated stall structure
- Contact Information display
- 4 products Display
- Brochure display for products/ services
- Text chat by whatsapp (For one registered Exhibitor only)
- Video chat by Zoom platform (For one registered Exhibitor only)
- Wechat linkage (For one registered Exhibitor only)
- Skype Linkage (For one registered Exhibitor only)
- Facebook link – for one page
- Standee for display in virtual Booth



Sponsorship Options

1. Event Sponsorship

- Total No of sponsor – 1
- Inclusions of logo in all promotional and marketing activities related to the Exhibition
- All products videos in Video Library Area
- Total 2 drop-down design in main lobby (Placement of product logo or company logo)
- Display of logo in Floor graphics
- Display of Logo on Hall Wall graphics for inside view

2. Hall Sponsorship

- Maximum Nos. sponsors- 5
- Inclusion of Logo on Hall Walls graphics for Inside view
- Inclusion of Logos near entrance of Hall
- Display of Logo on each Hall's promotional Area
- Display Product video in Promotional Area 30 sec to 60 sec

3. Conference Sponsorship

- Maximum Nos. sponsors – 5
- Display logo on Webinar entrance gate
- Display of Logo on Digital display dais
- Anchor will include about the company name in the speech
- Display of Company brochure in Webinar area for the access of Attendees
- Display of booth number along with Brochure

4. Visitor Registration Banner Sponsorship

- Maximum nos. of sponsors – 5
- Position your company logo on visitor/ attendee registration form (Non-hyperlinked)
- Display of banner on registration confirmation page, including hyperlinked logo to company's webpage
- Display of logo as Registration sponsor in all reminder emails ahead of the event



Opportunities in Medical & Healthcare Sector

- The global healthcare market reached a value of nearly \$8,452 billion in 2018, having grown at a compound annual growth rate (CAGR) of 7.3% since 2014, and is expected to grow at a CAGR of 8.9% to nearly \$11,908.9 billion by 2022.
- The healthcare market is segmented by type into healthcare services, pharmaceutical drugs, medical equipment, biologic, and veterinary healthcare. Healthcare services were the largest segment of the healthcare market, accounting for 79.4% of the total in 2018. It was followed by pharmaceutical drugs, medical equipment and then the other segments.
- Going forward, the fastest growing regions in the healthcare market will be the Asia Pacific and Africa, where growth will be at CAGRs of 13.4% and 13.1% respectively. These will be followed by the Middle East and South America where the markets are expected to grow at CAGRs of 12.8% and 10.7% respectively.
- The global medical devices market reached a value nearly \$423.8 billion in 2018, having grown at a compound annual growth rate (CAGR) of 5.28% since 2014, and is expected to grow at a CAGR of 5.33% to nearly \$521.64 billion by 2022.



ORGANIZED BY



WEBINAR PARTNER



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