

42nd World Forum for Medicine

Best of New England at the U.S. Pavilion Medica 2010

*Exhibit
at
Medica 2010*

*Find your future clients
at the world's largest and
most comprehensive
medical products &
services exhibition.*



What is Medica?

The world's largest medical trade fair, MEDICA, covers the entire spectrum of exhibits for both ambulant and in-patient treatment. Over 140,000 visitors are expected this year, from all over the world.

Key product categories include:

- Electromedicine and medical technology
- Laboratory equipment
- Resuscitation equipment
- Emergency medicine
- Diagnostics
- Physiotherapy, orthopedic technology
- Single-use and consumer items
- Information and communication technology
- Facility management, building services engineering
- Textiles
- OR equipment
- Medical furniture and equipment
- Services and publications

PAMED, the leading international marketplace for the medical supplier industry, components and product development!

The states of CT, ME, NH, RI and VT have exhibit space in the US Pavilion for companies of those states interested in joining us! Participation is on a first come, first serve basis, so don't delay! Most space for the Best of New England booth is already reserved.

Medica has become the leading international meeting point for people in the medical field from around the world. More than 4,000 exhibitors participate every year.

With over 17 halls of exhibitions, what better place to identify potential sales!

Still unsure if Medica is right for you? Give Laura Jaworski at the DECD a call. We'll help you decide.

A subset of Medica will be COM-



*November 17-20,
2010 in Düsseldorf,*

**For More Event
Information Visit:**
www.medica.de

Additional Programs:

Showcase Global Program - The US Commercial service will conduct pre-show promotion on your company's behalf via their European-wide network at other US Embassies and Consulates to alert international distributors that you will be at the show, and invite them to visit our booth.



Showtime - Meet one-on-one with the medical industry specialists from the US Commercial Service from around the world. These specialists can give you in-depth information on the markets in their countries, including sales opportunities and applicable regulations.

Global Industry Focused Promotion - An innovative (and free!) international trade lead program only for US exhibitors provided by the US Commercial Service.

Market Research and Counseling— before, during and after the show.

Participation and Fees:

- \$3,000 per participant
- Payment and registration by July 30, 2010

Fees include:

- Best of New England Booth with company display areas
- Your products listed in Medica Exhibitor Directory
- Fulltime booth staffing by state reps
- US Pavilion receptions & networking events
- MEDICA trade show pass for your attending staff
- Advance marketing assistance
- Business appointment assistance
- Reserved meeting areas with access to beverage service and additional meeting areas (in U.S. Pavilion)

Testimonials:

* We knew that MEDICA was vital for introducing our product to the international medical device community, but as a small company we lacked the resources to exhibit on our own. The opportunity to exhibit in the "Best of New England" pavilion connected us with the new customers and potential distributors we needed to reach at a fraction of the investment on our part. And we expect a high rate of return on that in terms of projected overseas sales. It was a very worthwhile event for us." - Bowles Corporation., Vermont

* ALPCO has gone to MEDICA for the past 5 years and consider this meeting to be crucial for our organizational success. We exhibit at over 20 conferences a year so we understand the logistical headaches that can occur with any meeting, especially a meeting outside of the US. What is so great about going with the Best of New England booth is that all of these logistical and coordination-type details are all managed ahead of time so we can completely focus on preparing for our business meetings at the conference. ALPCO Diagnostics, New Hampshire

Organized and Sponsored By:



For More Information Contact

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Cancellation Policy:

- Written notification to Laura Jaworski of the Connecticut Dept. of Economic and Community Development required for cancellation. Notice must be received no later than 12:00 noon on July 15, 2010. Refunds will not be issued after that date.