

November 14–17, 2022

# Medica 2022

## Overview

MEDICA is the world's largest event for the medical sector. For more than 40 years it has been firmly established and there are many reasons why MEDICA is so unique. In addition to being the largest medical trade fair in the world, it attracts several thousand exhibitors from more than 50 countries. Each year leading individuals from the fields of business, research, and politics grace this top-class event with their presence, alongside tens of thousands of national and international experts and decision makers from various sectors. An extensive exhibition and an ambitious program – which together present the entire spectrum of innovations for outpatient and clinical care – await you in Düsseldorf.

For more information: <https://www.medica-tradefair.com/>.



# Trade Show Details

## Location:

The Medica 2022 trade show takes place in Düsseldorf, Germany at Messe Düsseldorf.

## Trade Show Dates

November 14–17, 2022

## Registration Deadline

September 2, 2022

## Schedule:

The schedule is as follows:

Date	Day	Activity
September, 2022	Friday	Last day for registration
November 12, 2022	Saturday	Latest day to depart the U.S.
November 13, 2022	Sunday	Arrive to the show; booth setup
November 14, 2022	Monday	First day of show and conference
November 15, 2022	Tuesday	Show and conference
November 16, 2022	Wednesday	Show and conference
November 17, 2022	Thursday	Last day of show and conference
November 18, 2022	Friday	Return to the U.S.



## Frequently Asked Questions:

### How many Virginia companies will participate?

The Virginia booth at Medica 2022 will have space for six Virginia companies to participate.

## What is the cost for my company to participate?

The trade show participation fee is \$2,500. This fee is per company, not per participant.

The participation fee includes the following:

- Entries in all official show exhibitor listings
- A LCD screen in the booth to display your company's logo, video, or presentation
- A counter and stool in the booth to display marketing materials, product samples, etc.; each lockable counter will have an electrical outlet
- A printed graphic on the booth wall featuring your company's logo
- Access to shared booth furniture; the Virginia booth will have a private meeting room with table and chairs
- Two exhibitor badges per registered company
- VEDP assistance before and during the trade show



All travel expenses including hotels, meals, and individual ground transportation to be paid directly by each participant. Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to Düsseldorf, economy class	1,600
Hotels (5 nights at \$200 per night)	1,000
Meals	500
Airport transfers, taxis, public transportation, and other miscellaneous items	500

## How many badges does my company receive?

Each company is allocated two badges.

VEDP will work with the show organizer to secure participants' badges. You may pick up your badge on-site. Please note that identification is required to collect your badge.

Each person must have a badge to enter the show.

## How are airline and hotel reservations handled?

**Airline Tickets:** You book (and pay for) your own airline ticket via local travel agent or online air travel website. The airport code for Düsseldorf is DUS. If you do not have a travel agent, the Trade Show Leader can recommend one for you.

**Hotels:** VEDP is not coordinating a block of hotel rooms. Participants must make their own hotel arrangements. Each participant will be responsible for securing and covering the cost of your respective hotel room.

## What are the entry requirements for Germany? Will I need a passport or visa?

A passport is required. U.S. citizens do not need a business visa. Your passport should be valid for at least three months beyond the period of your stay.

## Trade Show Booth Policy

By exhibiting in the Virginia booth, each company and its representatives agree to the following:

- Space and amenities within the Virginia booth, such as meeting tables and chairs, are shared among the co-exhibiting companies. Companies and individuals that are not co-exhibitors in the booth may not use these booth amenities, as they are reserved for the co-exhibiting companies.
- Each representative is expected to be respectful of other companies' meetings, introductions, and/or networking that may take place in and around the booth. Interference with another company's meetings, introductions, and/or networking efforts is not permitted.

Thank you for your compliance with these guidelines as we represent the Commonwealth of Virginia in a courteous and professional manner.

## Shipping Disclaimer

Virginia Economic Development Partnership (VEDP) is not responsible for the shipment of product samples, promotional materials, displays, posters, banners, brochures, etc., to or from a trade show. VEDP can make introductions to shipping companies upon request. VEDP recommends that these arrangements be made as early as possible so that product samples and/or promotional materials can arrive in time for your event.

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**Excellent and cost-effective opportunity to meet with a large number of pre-selected potential distributors. The booth private and communal space provide an opportunity to display our company image with strength and confidence.**

Medica

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**By having a larger presence than my company could afford by itself, we had great reception by our international partners and met several new partners with whom we look to do business.**

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## Registration:

### How do I register to participate?

You can register and pay the trade show fee online by visiting:  
<https://medica-2022.eventbrite.com>.

### Contact the Trade Show Leaders for more information:

#### **Caitlin Maxwell**

International Trade Manager

Phone: 540.492.1237

Email: [cmaxwell@vedp.org](mailto:cmaxwell@vedp.org)

#### **Lee Sanderson**

International Trade Manager

Phone: 804.545.5755

Email: [lsanderson@vedp.org](mailto:lsanderson@vedp.org)

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This experience gave me a good first look at the markets in Germany and Europe, and good understanding of the resources available from the state of VA to expand our export sales.

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