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The No. 1 Marketplace for Digital Business



**LEADING TRADE SHOW
FOR eHEALTH WITH
CONFERENCE**

CONFERENCE · EXPO · NETWORKING



HIGHLIGHTS IN 2010:

Prevention, Infrastructure, Telemonitoring, Homecare/AAL

DISPLAY CATEGORIES**Telemedicine**

- Telemonitoring
- Tediagnosics
- Teleconsultation
- Teleconferencing
- Thetherapy
- Telerehabilitation
- Telecare
- Mobile health

Healthcare Management

- Data/Information management
- Process management
- Security management
- Online solutions
- Knowledge management
- Interoperability
- RFID
- Invoicing and payments
- CAD/PACS/CPOE/KIS/RIS/DACS
- eLearning

eHealth

- eHealth card
- ePatient records
- eDoctor pass

Meet your key target groups: government representatives, IT buyers in the healthcare sector and medical professionals.

**FINGER ON THE PULSE**

→ TeleHealth is back again at CeBIT in 2010 as the premier exhibition platform for ehealth solutions. And with its well-tryed three-part format – Conference, Expo and Networking – it also serves as a political platform for the industry and the No. 1 marketplace for your business success. Under the tagline “IT in Healthcare Delivery”, TeleHealth 2010 will once again be painting a vivid picture of the role of IT in healthcare – how it is being used now and in the future to improve efficiency and patient welfare and provide practical support for doctors and medical staff.

TeleHealth will provide broad coverage of the healthcare spectrum in 2010 with its four chosen keynote themes **Prevention, Infrastructure, Telemonitoring** and **Homecare/AAL**, which will be addressed both in the exhibitor displays and in the conference program. Special features of this year’s show include the healthcare tour **FutureCare** sponsored by BITKOM, which gives an up-close insight into ICT in healthcare today, and the extension of the Conference Forum for the full run of the show.

By presenting your products in Hall 8 for five days, you can count on massive media exposure and serious inquiries from serious buyers: Push your business!



Take advantage of a unique concept that attracts a concentrated political and media presence!



eHEALTH COMES OF AGE

→ **FutureCare** is an information-gathering event for healthcare professionals and policy makers, organized for TeleHealth 2010 by ICT industry association Bitkom. Under the tagline “eHealth comes of age”, visitors are invited to take a tour of modern healthcare provision and discover how ICT is built into every stage of the healthcare delivery process (in the doctor’s surgery, in hospital, in the home, etc.).

The aim remains to foster greater acceptance of the intelligent use of ICT in the healthcare sector.

The keynote themes Prevention, Infrastructure, Telemonitoring and Homecare/AAL are addressed not only here, but also in the program of the Conference Forum and in all sections of the exhibition.

“TeleHealth at CeBIT is the showpiece event of the year for us (...). The presence of so many senior politicians and business representatives is a big plus, as is the intensive press coverage. (...) In a nutshell, we are very, very satisfied!”

Prof. Dr. med. Harald Korb, Medical Director, vitaphone GmbH, Mannheim, Germany

HERE YOU CAN MEET THE RIGHT PEOPLE

→ Discussing technical issues with fellow professionals, talking about policy matters with those in the know, meeting new business partners and cultivating your customers – TeleHealth brings together the people you need to see.

Meet the decision-makers from all your key target groups

- 16,000 trade visitors at TeleHealth 2009
- Medical professionals
- Service providers
- Equipment manufacturers
- IT decision-makers from hospitals, clinics and rehab centres, health insurance companies, pharmaceutical industry, government and administration, geriatric and nursing care, insurers

“TeleHealth 2009 was a great success for our company. A number of projects are already in the pipeline as a result of some very interesting new contacts. The inquiries we had were generally very serious, with many conversations being conducted with senior decision-makers or key personnel in strategic roles.”

Armin Prommersberger, Managing Director, MP-Telekommunikation GmbH, Regensburg, Germany



STAND RENTAL CHARGES

→ All options can be booked for the full 5 days of the show.

Presentation option 1

Registration fee, fixed charge	€ 300
Rental of stand space	
Early booking discount (up to 31 July 2009)	€ 198/m ²
Basic rental charge	€ 205/m ²
Supplements in addition to basic rental charge	
Visitor promotion charge*	€ 39/m ²
Special surcharges for stands open on more than one side	
Co-exhibitors	
Registration fee, fixed charge	€ 300
Co-exhibitor charge	€ 780
Visitor promotion*, fixed charge	€ 300
Service package "Visitor advertising and publicity"	included

Presentation option 2

Our tailor-made TeleHealth **fair package** sets you up with everything you need to make a great presentation.

Registration fee, fixed charge (also payable by each co-exhibitor)	€ 300
Price examples	
15 m ² Classic	€ 5.220
15 m ² Comfort	€ 5.490
15 m ² Premium	€ 5.873
All prices inclusive of visitor promotion charge*	
FACILITIES PROVIDED (EXCERPT "PREMIUM")	
Stand space, system stand type D with basic fixtures/furnishings, power outlet (3kW) including connection fee and consumption, insurance for stand setup and fixtures/furnishings, pre-show cleaning plus daily cleaning, waste disposal, 4 exhibitor passes. Further information: www.cebit.de/fairpackage_e	
SERVICE PACKAGE "VISITOR ADVERTISING AND PUBLICITY"	included

Corporate lectures

More options, more exposure

As an exhibitor or co-exhibitor at TeleHealth Hannover 2010 you also have the option of giving a corporate lecture. The lecture forum is located right alongside the main exhibition area. Let your customers know in advance – and invite them along! Allocated time slot: 15 minutes, € 590 incl. standard technical conference facilities. All lecture titles registered in good time will be published in the form of a printed program and also on the Internet.

Service package "Visitor advertising and publicity"

- Free advertising aids – use them to attract visitors to your stand (visitor brochure, online banner)
- Personalized invitations to relevant trade visitors with direct mailings to selected target groups
- Advertisements and coverage in the trade press

* VISITOR PROMOTION CHARGE: HOW YOU BENEFIT

- Efficient targeting of additional customer groups at cebit.com
- Complimentary admission tickets – to help you win new customers and build customer loyalty
- Updating of your customer database – based on the registration details supplied by your invited guests
- Professional visitor advertising, cross-media communication
- Feedback from market research surveys conducted with CeBIT visitors – to help you plan your presentation more effectively

All prices are subject to VAT at the current rate. Subject to change. For further details, please refer to our Terms and Conditions of Participation. More information about VAT refunds for foreign exhibitors can be obtained at: www.vat-refund-international.com

Information about sponsoring packages for FutureCare can be obtained from:

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