



TeleHealth

Marketplace and knowledge platform for the health-care industry

1 – 5 MARCH 2011 · HANNOVER



Heart of the digital world

Your prescription for more business

→ TeleHealth is the leading trade fair for eHealth solutions within CeBIT 2011. With its unique combination of exhibition, conference program and practical application scenarios, this is the most important platform – both commercially and politically – for the international health-care industry. In other words, it is the perfect place for reaching your target audience of potential buyers and promoting your IT and eHealth applications.

Stay up to date

→ As part of the new CeBIT gov platform, TeleHealth 2011 once again gives you the opportunity to catch up on all the latest trends in the health-care sector. New focus topics have been added to the program, ensuring that the trade show continues to reflect what is happening right now.

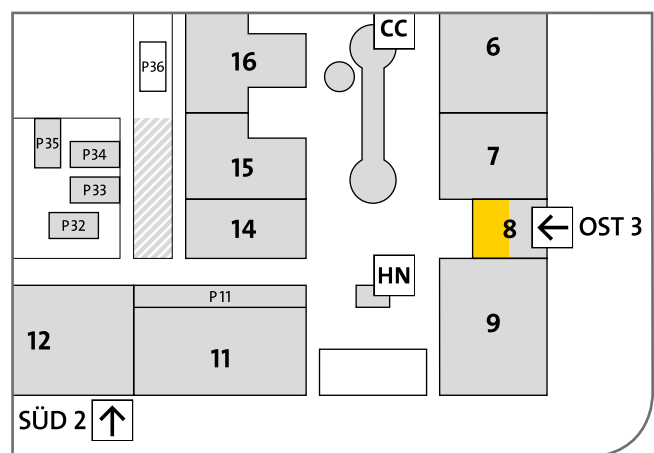
New focus topics in 2011 include:

- Integrated structures in medicine
- IT-supported integrated patient care
- AAL (Ambient Assisted Living)
- High-tech in/for preventive medicine
- Private data safes
- Health-care apps

These topic areas are covered both in the exhibition section of the trade fair and in the conference program, so that visitors get a complete picture of today's health-care market. In 2011 TeleHealth will be held in its usual location in Hall 8 – right next door to the CeBIT lab display area, which will generate additional visitor traffic with a strong interest in innovations.

»CeBIT is the unchallenged No.1 event. We come here to cultivate our existing contacts, but we are also available for new customers. Conceptually InterSystems sits at the interface between TeleHealth and FutureCare. We supply both sectors, and are thus able to benefit from crossover interest in our products. It's a great way to bridge the gap between two worlds.«

Thomas Mironiuk, Marketing Programs Manager, InterSystems GmbH, Darmstadt, Germany.



Prognosis: healthy sales outlook for business

The display categories at a glance

Telemedicine

- Telemonitoring
- Telediagnosics
- Teleconsultation
- Teleconferencing
- Teletherapy
- Telerehabilitation
- Telecare
- Mobile health

Healthcare Management

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

eHealth

- eData safes
- ePatient records
- eCase files
- eHealth card
- eDoctor pass

FutureCare: eHealth comes of age

→ For the third time, BITKOM will be staging its special display on high-tech health-care delivery under the title FutureCare. It focuses on IT and its integration into modern health-care systems. Visitors are invited to take a tour of health-care provision, with practical application scenarios featuring the doctor's practice, the pharmacy, the hospital and the home environment.

The benefits of exhibiting at TeleHealth

→ Whether you want to showcase your latest products, discuss health-care issues with key representatives from government and business or make contact with new business partners – TeleHealth is the place to do all this and much more. No other trade fair offers you so much in just one visit:

High media profile

As the most important international trade show for the digital world, CeBIT attracts massive media interest – and this naturally draws attention to TeleHealth.

High-grade business contacts

Here you can meet senior decision makers from all sections of the health-care industry – from managers to IT service providers.

The ear of senior politicians

TeleHealth always attracts a large number of senior politicians who recognize the special importance of this event.



A platform for knowledge transfer

The extensive conference program offers wide-ranging opportunities for interdisciplinary exchange.

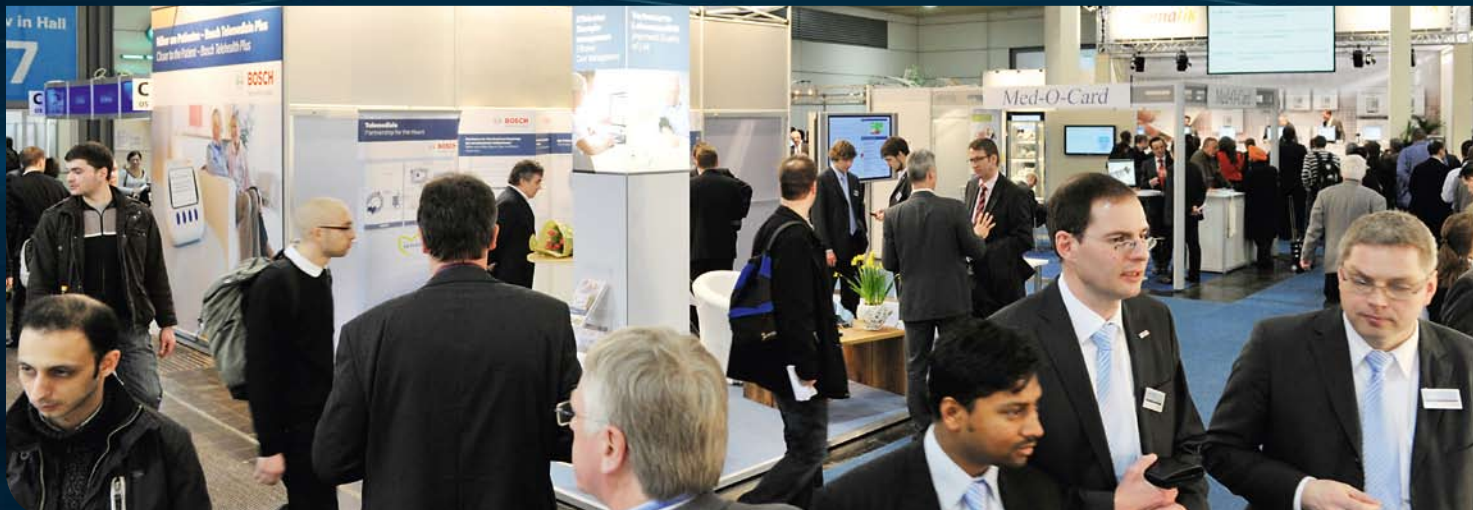
Examples of best practice

Visitors get an up-to-date overview of solutions already in place and trends set to shape the future – from practical care models to health-care apps for the general public.

Recognized for training credits

TeleHealth is recognized and certified by the Regional Medical Council of Lower Saxony, and qualifying participants will earn training credits (CME points) for attendance.

Feeling the pulse of the market



Reach the following key target groups

- IT decision makers and end users from all sectors of the health-care industry
- Senior politicians and administrators
- Representatives of insurance companies, medical insurance providers, pharmaceutical companies, the geriatric and nursing care sector
- Hospital managers
- Doctors and GPs

»TeleHealth has perfected a great formula, with its combination of presentations and congress program. The show has successfully attracted growing numbers of specialists from the healthcare sector to Hannover. Technology now plays a key role in modern healthcare. TeleHealth is the best forum for making abstract ideas intelligible and using models to show how these things translate into everyday practice.«

Prof. Dr. med. Harald Korb, Chairman of the Scientific Advisory Board for TeleHealth and Medical Director of vitaphone GmbH, Mannheim, Germany.

Your potential audience at CeBIT

- **334,000** visitors from **83** countries, including some **40,000** at the CeBIT gov section of the trade show
- **20%** of the professional visitors come from abroad
- **74%** of the visitors are responsible for investment projects
- **€ 10 billion** investment volume
- More than **5,000** journalists and bloggers
- **100** business delegations from all over the globe

»This is our first year at CeBIT. After a few initial hiccups we have really got into our stride, and we feel that we are positioned in the right context. Our company will exhibit again next year.«

Dr. Martin Stein, Head of Communications and Marketing, BITMARCK Holding GmbH, Essen, Germany.

Further information about TeleHealth can be found online at
www.cebit.de/telehealth_e

PUSH
YOUR BUSINESS

Good outcomes guaranteed

→ If you are planning to exhibit at the trade show, you can't go wrong with our tailor-made presentation options and our full range of professional services. Talk to us – we'll be pleased to discuss your specific needs.

Stand rental charges

Basic charge (indoor space)	€ 210/m ²
Basic charge (open-air site)	€ 95/m ²

Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m²:

Corner stand (two open sides)	25%
End stand (three open sides)	40%
Island stand (four open sides)	60%

Any space in excess of 120 m² will be charged at the basic rental price.

Additional charges

Registration charge (lump sum)	€ 300
Marketing fee	€ 39/m ²
Reduced marketing fee for stand space in excess of 1,000 m ²	€ 10/m ²
Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request)	€ 77/m ²



Co-exhibitors

Registration charge (lump sum)	€ 300
Marketing fee (lump sum)	€ 300
Participation fee (lump sum)	€ 800

All prices are subject to VAT at the current rate. Subject to change. For more information about VAT refunds for foreign exhibitors, go to www.vat-refund-international.com

fair packages

The easy way to exhibit: our all-inclusive "fair packages" consist of stand space plus stand construction services.

You can also find further information on the Internet at www.obs.messe.de and www.cebit.de/fairpackage_e



Deutsche Messe
Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
cebit@messe.de
www.messe.de

Your contacts:

Daniela Weir
Tel. +49 511 89-33129
daniela.weir@messe.de

Lena Springmann
Tel. +49 511 89-33124
lana.springmann@messe.de

