



The Care Fair 2019

NETWORK FUTURE: PEOPLE. TECHNOLOGY. NURSING.

APRIL 2–4 2019 · NUREMBERG EXHIBITION CENTRE

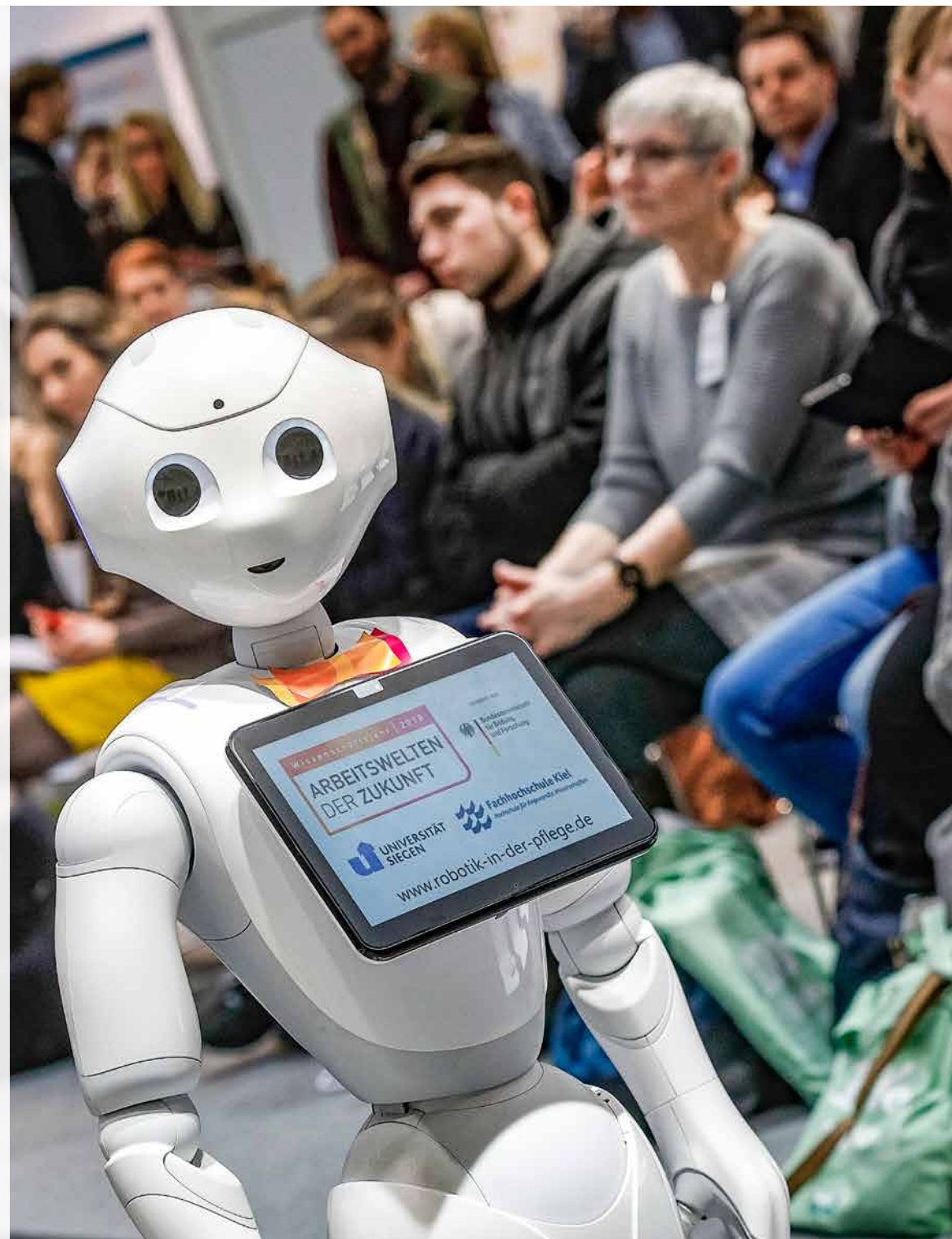
ALTENPFLEGE 2019: THE FUTURE BEGINS TODAY.

Digitisation is changing the world of nursing care. Not gradually, but here and now. This change is not merely a great challenge, it also represents a tremendous opportunity for everyone involved in nursing care. That's because, today, we can actively shape tomorrow's nursing care landscape together – using ground-breaking ideas, connected services and innovative products. Let's make the future together – at ALTENPFLEGE 2019.

Whether it involves digital solutions for resource planning, intelligent beds for stationary care or smart apps for outpatient care – your products and services represent the answers to the questions posed by the care services sector. At ALTENPFLEGE 2019 in Nuremberg, you'll find the ideal platform to showcase your solutions. Persuade yourself – and your customers. At ALTENPFLEGE 2019.

We look forward to seeing you there – from 2 to 4 April 2019 in Nuremberg, Germany.

www.altenpflege-messe.de



ALTENPFLEGE AT A GLANCE. GOOD TO KNOW:



26,767
visitors

652
exhibitors

99 %
share of
trade visitors

43.7 %
of visitors
with managerial
responsibilities

79.4 %
level of
involvement in
purchasing decisions

89.8 %
recommend
ALTENPFLEGE
to others

ALTENPFLEGE MEDIA RESPONSE. GOOD NEWS.

*"Digitisation is the focus of this three-day
flagship trade fair. The aveneo special display
puts the spotlight on innovators."*

GV Manager, No. 1-2/2018

*"Appropriate robotics
for the nursing care of
the future."*

Focus.de,
February 26 2019

*"The 3rd Zukunftstag ALTENPFLEGE Congress will provide important
ideas for the care services sector within the scope of the trade fair.
Under the motto of 'Strong Together', visitors to the three-day
conference can look forward to a multi-faceted program which, with
more than 90 lectures and wide range of special events, takes up the
key topics and developments in geriatric nursing care."*

Catering Management,
No. 1-2/2018



NUMBER OF
REPORTS

547 print

304 online

533 social media

MEDIA REACH
BY TYPE

15,896,366 print

18,052,512 online

1,057,693 social media



THE ALTENPFLEGE FORUMS:

- IT & MANAGEMENT
- NURSING & THERAPY
- INTERIORS & EQUIPMENT
- CATERING & HOUSEKEEPING



THE NETWORKING HUB FOR YOUR TARGET AUDIENCE.

This is where your ideas come into play. The forums of ALTENPFLEGE form the communicative centre of every exhibition hall, representing an ideal combination of informative exhibition and dialogue-oriented customer approach.

As an exhibitor, you can take advantage of these forums to inspire visitors about the latest and future developments – by providing guided tours of the fair, user demonstrations, elevator pitches or expert talks. Use these innovative ways to attract the attention of interested target groups and stay in the minds of potential customers.

YOUR ADVANTAGES

- **Innovative customer approach**
Surprise your customers with interesting presentations that offer informative added value.
- **High-impact presentation**
Whether keynotes or expert talks – thanks to our fresh event formats, your messages will be remembered.
- **Open dialogue**
Thanks to the open design of the forums, you'll quickly come into contact with interested parties.

LET'S TALK ABOUT TOMORROW.

What will the nursing care of the future look like? What kind of changes does digitization have in store for us? And what are the future reforms facing the industry? It's high time to get the answers at the Zukunftstag ALTENPFLEGE Congress.

The Zukunftstag ALTENPFLEGE Congress gives nursing care a strong voice that can be heard beyond care sector boundaries. More than 90 speakers will inform the audience on the current state of debate, providing insights into political developments and offering inspiring ideas for representatives from all areas of nursing care.

YOUR ADVANTAGES

- **Industry hub**
More than 2,000 experts, managers and nursing care representatives will attend the Zukunftstag ALTENPFLEGE Congress – and ALTENPFLEGE naturally as well.
- **Generator of relevant ideas**
Find out which questions are moving the industry today and will move the day-to-day lives of its customers tomorrow.
- **Solutions competence**
Present your portfolio of offerings as part of the solution to the problems and challenges under discussion.





ALTENPFLEGE

AVENEO *Space for Innovation*

Aveneo is an incubator for innovative ideas and creative solutions – because today's questions cannot be clarified with yesterday's answers. This is where start-ups meet investors, research institutions meet NGOs and committed founders meet creative minds. Always with the goal of taking nursing care a step forward – directly towards the future.*

YOUR ADVANTAGES

- **Innovative brand leadership**
Present your company as an innovative player and gain new ideas for your business.
- **Media attention**
Your solutions will get the attention they deserve – at the world of aveneo.



ALTENPFLEGE

START-UP CHALLENGE

Ideas are the most valuable capital in our society – you just need to invest in the right ones. See the ideas and innovations which have the greatest potential at the Start-up Challenge 2019.*

* Conditions of participation at www.altenpflege-messe.de/aveneo

INNOVATIONS TO THE FORE.

At the “Building & Furnishing” special display, everything revolves around the residential future of nursing care patients. What role will intelligent facilities play? What influence will rising rents and land prices have? And what kind of therapeutic role can be played by furniture?

YOUR ADVANTAGES

- **Excellent display platform**

The “Building & Furnishing” special display represents the ideal platform for providers of residential solutions.

- **Sharp thematic focus**

Reach your target groups with zero waste coverage – here are the visitors looking exactly for the things you have to offer.

- **Great prospects for partnering**

Take advantage of great synergies and gain new cooperation partners.

MOVE THE INDUSTRY.

Every outpatient nursing service has to deal with the question of its vehicle fleet. The vehicle fleet is the second largest investment area in outpatient care. In this new section you can showcase your services and offerings in the areas of purchase and leasing, financing, insurance, various drive concepts, tour optimization, etc. Visitors can also dynamically experience motor vehicles and bicycles in a special area.

YOUR ADVANTAGES

- **Maximum impact**

Interact with attending executives to position yourself as a relevant provider of mobility solutions.

- **High investment-readiness**

The growing outpatient market confronts more and more providers with necessary investment decisions.

- **Innovations barometer**

Test products for their market-readiness and find out which trends are currently influencing market demand.

EXHIBITOR CARE PROS:

YOUR ALTENPFLEGE SERVICE TEAM

We'll do everything in our power to ensure that your tradeshow appearance is a success. Feel free to contact us!



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ORGANIZER

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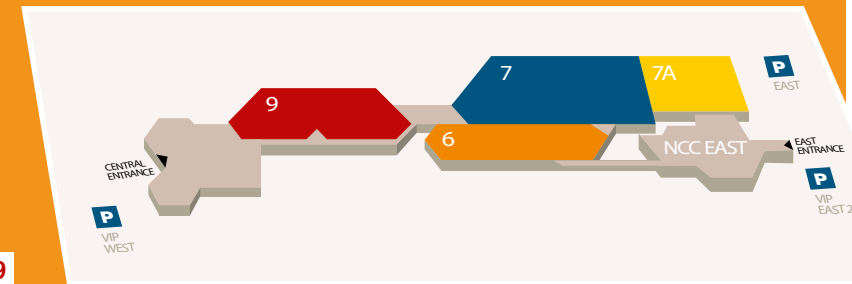
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EXHIBITION MAP AND OFFERINGS



HALL 9

INTERIORS AND EQUIPMENT

- Furnishings and architecture
- Facility management
- Building services and communications technology
- Energy
- Logistics
- Outdoor spaces and equipment
- **ALTENPFLEGE**
Avenio – SPACE FOR INNOVATION
- **ALTENPFLEGE**
Forum – Interiors and Equipment
- **ALTENPFLEGE**
Focus – Building & Furnishings

HALL 6

CATERING AND HOUSEKEEPING

- Kitchen equipment and supplies
- Housekeeping supplies
- Nutrition
- Linen and apparel
- Disinfection and cleaning
- Waste disposal
- Laundry equipment and textile laundering
- **ALTENPFLEGE**
Forum – Catering and Housekeeping

NCC EAST

- **ALTENPFLEGE**
Zukunftstag
The trade fair congress
- **ALTENPFLEGE**
Conferences
8th Residential Sector Conference

HALL 7

NURSING CARE AND THERAPY

- Nursing aids, nursing equipment
- Everyday and mobility aids
- Decubitus prophylaxis, consumer goods
- Rehabilitation equipment, electrotherapy
- Ergotherapeutic equipment
- Physiotherapeutic treatment and exercise equipment
- Logotherapy, occupational therapy
- Physiotherapy, medical therapy
- Orthopaedic equipment, nursing therapy
- Games, telemedicine
- **ALTENPFLEGE**
Forum – Nursing Care and Therapy
- **ALTENPFLEGE**
Fokus – Vehicle Fleets

CAREERS AND TRAINING

- Education and further training
- Media and literature
- Associations and institutions
- Career centre/Job exchange

HALL 7A

IT & MANAGEMENT

- Information technology and data processing
- Organisation and administration
- **ALTENPFLEGE**
Forum – IT & Management