



The Care Fair 2017



Care Industry Network – Markets. Opportunities. Solutions.

FACHAUSSTELLUNGEN

HECKMANN

UNTERNEHMENSGRUPPE DEUTSCHE MESSE

25–27 April 2017 | Nürnberg Exhibition Centre
www.altenpflege-messe.de





ALTENPFLEGE 2017

Care Industry Network

The future of the care industry depends on diversity. The needs of and the demands made by the older generation are growing almost as quickly as their numbers. Only a strong network of different offers and services will be able to serve the interests of the widely diverse target groups. Join forces with us to span the network of the care industry – as an exhibitor at **ALTENPFLEGE 2017**.

ALTENPFLEGE 2017 will provide your company with optimal conditions for your trade fair presentation – as part of a strong network. You can't afford to miss taking part in the world's leading care fair. Stake out your company's position as a strong partner in a dynamic market. Present your products and services as an indispensable part of the offer for your target group. Take advantage of the **ALTENPFLEGE Connect** display areas to establish contacts to potential customers as well as to other actors and representatives from the entire industry. And experience *aveneo*, the innovations platform that is setting the course for the future of the care industry. Or, to put it in a nutshell: Make sure that you become part of the care industry network.

We look forward to seeing you – at the Exhibition Centre in Nürnberg from 25 to 27 April 2017.



Good reasons to take part

Combine your appearance at the fair – with many different advantages

- ➔ Profit from a holistic, interdisciplinary fair concept consisting of exhibition, knowledge transfer, networking and customer dialogue.
- ➔ On only three fair days, reach more than 27,000 visiting professionals and a wide range of decision-makers as well as multipliers from all the different fields in the industry.
- ➔ Intensify your relationships to visitors, experts and potential customers in personal talks – in the **ALTENPFLEGE connect** display areas.
- ➔ Exchange thoughts and ideas during “Zukunftstag”, the Care Fair Conference, with experts and colleagues on current trends and topics and take away new insight into these areas for your company.
- ➔ Establish new contacts to potential customers and reinforce your relationships with existing business partners.
- ➔ Take advantage of special fair formats:
 - “Open Spaces” special display – enjoying outdoors
 - 6th Conference for the Residential Industry
 - aveneo – NETWORK FOR INNOVATIONS
 - Career Centre /Job Market
 - Market Place Activation

Expand your network

Visitor target groups at **ALTENPFLEGE**

- ➔ Operators and owners of care institutions
- ➔ Institutional directors, managing and regional directors
- ➔ Entrepreneurs
- ➔ Decision-makers from the nursing and social services sector
- ➔ Heads of nursing staff
- ➔ Residential and catering managers
- ➔ Professional caregivers
- ➔ Skilled housekeeping staff
- ➔ Lecturers, teachers, research associates
- ➔ Students
- ➔ Architects, planners and designers
- ➔ Consultants and investors
- ➔ Representatives of associations, health insurers and public institutions

Main topics at ALTENPFLEGE connect:



ALTENPFLEGE connect – Hall 1:
Residential and Neighbourhood



ALTENPFLEGE connect – Hall 4:
Care Services and Profession



ALTENPFLEGE connect – Hall 4A:
Work Environments and Processes



ALTENPFLEGE connect – Hall 5:
Catering and Housekeeping



ALTENPFLEGE connect

Making connections in a strong network

As a central element in each exhibition hall, the ALTENPFLEGE connect display areas provide a framework to efficiently bring together exhibitors, customers and experts with one another. The topic-specific dialog platforms offer you the perfect opportunity to set the stage for your company and to convince customers – in one-on-one talks or during short presentations.

ALTENPFLEGE connect offers at a glance

- ➔ Meet the expert
- ➔ Slam the innovations
- ➔ Elevator pitch
- ➔ Short presentations and discussion rounds
- ➔ Guided tours of the fair

What ALTENPFLEGE connect means for you:

- ➔ Innovative dialogue platform
- ➔ Special focus on current topics
- ➔ Specifically targeted visitor marketing
- = Your potential customers



THE CONFERENCE AT THE LEADING CARE FAIR

ATTEND! CONTRIBUTE! GET INVOLVED!



ZUKUNFTSTAG ALTE PFLEGE 2017

Uniting voices

Based on the successful partnership in 2016, the programme committee, to which the most important representatives from the associations, the world of science and research, and experts in actual practice belong, is now working together with the editors-in-chief at Vincentz Network to create a strong conference programme. In addition to new formats, the close connections between the fair and the conference will encourage conference participants to also attend the fair.

In 2016, more than 2,800 conference participants took advantage of the wide-ranging offer and entered into discussion with some 70 experts in 65 presentations that focussed on the top topics in the industry:

- ➔ Nursing care reform
- ➔ Care and life quality
- ➔ Generalist education
- ➔ Reducing red tape
- ➔ Ensuring skilled workers for the future
- ➔ The future of residential living

Main Fair Opening

A focus on networking

The main opening of the fair on the first day will once again be a real highlight – with well-known figures from the worlds of politics and society in attendance and a strong message: “Important for the industry and important for society”.

Thanks to the live broadcast online, our message and **ALTE PFLEGE** as well, of course, will reach much of the general public, going above and beyond the representatives of the industry and the guests attending the fair.



ave neo

Network for innovations

Strong ideas join forces with innovative strength

A centre for innovations, concepts and prototypes, stage for founders, start-ups and networkers, presentation space for exhibitors and research – ave neo is all this and much more.

The special display at **ALTENPFLEGE** bundles all the innovative strength of the market. ave neo is stage, special forum and space for unusual encounters and formats. ave neo draws attention from highest levels, encourages discussion between the stakeholders in the industry, architecture, the residential sector and technology.

ave neo: our platform for your innovations

- ➔ Software and Apps
- ➔ Technologies and Services
- ➔ Products and Services

Enrich ave neo with your ideas and apply for space starting from August 2016 at www.altenpflegemesse.de.

Fostering the growth of ideas: start-up challenge 2017

The organisers are issuing the start-up challenge 2017 for the first time next year. Applicants can be business founders, start-ups, prototypers and service designers. Selected by an outstanding panel of experts and supported by Vincentz Network, the cream of the crop will get a starting spot at ave neo to give them a foot in the door and a leg up for their entry into the care industry market.

**ave
neo**

Strong nodes in your network

Key data on **ALTENPFLEGE**

Be part of the leading fair in the care industry



582

exhibitors

27,600

visitors

98.8 %

of visitors are professionals

And reach more potential customers



74.5 %

have purchasing competence

➔ of them, 50.8 % are direct decision-makers



43 %

are executives

➔ of them, 16.3 % are owners, managing directors, home directors



88.1 %

recommend **ALTENPFLEGE** and plan to attend again



37.7 %

attend only **ALTENPFLEGE**
(regardless of the venue location)

Source: Gelszus Messe-Marktforschung GmbH, Dortmund

More contacts

Media echo from 2016

In the six months before the fair,
we put out a strong reach with
more than 1,000 reports issued:



7,310,805

Print



19,612,641

Online



296,796

Social Media

ALTENPFLEGE in the media

"Setting the course for reaching the goals of tomorrow"

Health & Care Management

"Europe's largest care fair in Hannover"

BILD Online

Achieving more together – with our marketing services

It's a fact: we simply reach more when we work together – more visitors, more decision-makers and more potential customers for your company. Thanks to visitor advertising with a wide reach in all the target groups in the industry and in many different types of media.

- ➔ Advertisements in print and online media
- ➔ Social-media campaigns
- ➔ Mailing campaigns
- ➔ Press and PR work

Source: Landau Media AG, Berlin / Survey period 1 September 2015 – 31 March 2016

Real networkers

The **ALTENPFLEGE** service team

As an experienced trade fair team, we do everything possible to ensure that your appearance at the fair is a resounding success. We look forward to answering any questions you may have and also to getting to know you here, of course.

Your **ALTENPFLEGE** team

We're always happy to advise – just give us a call!



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Event venue

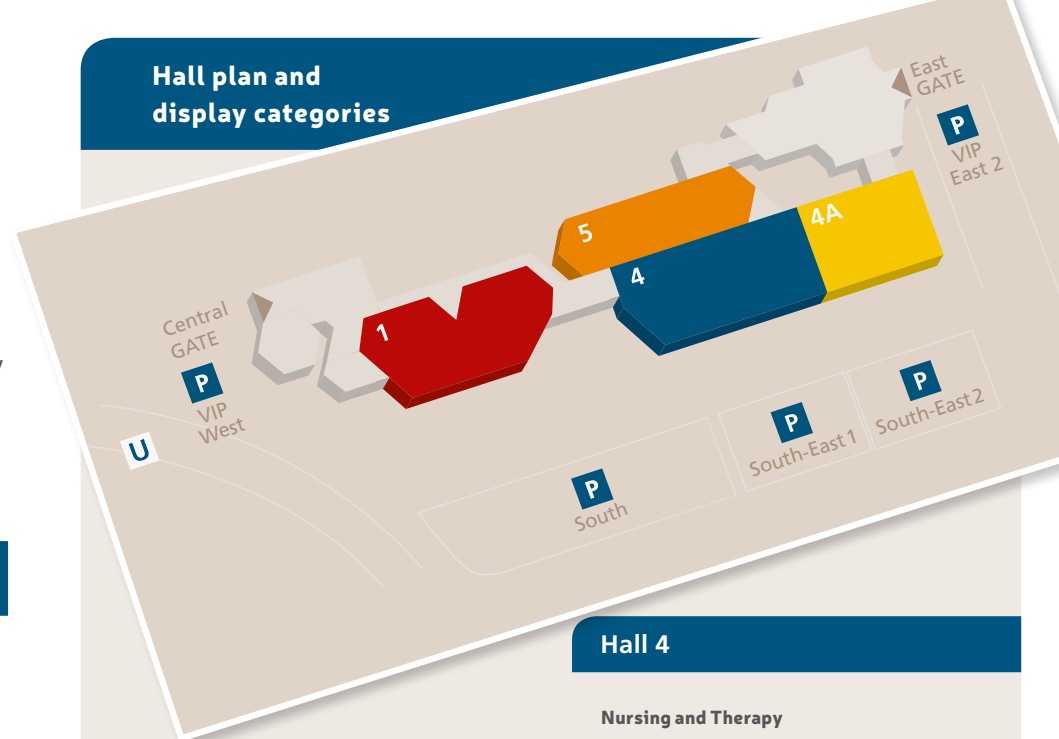
Messezentrum Nürnberg
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NÜRNBERG MESSE

Organizer

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Hall plan and display categories



Hall 1

Interiors and Equipment

- Facilities, architecture
- Facility management
- Building services, energy
- Logistics
- Outdoor spaces and free spaces
- aveneo – NETWORK FOR INNOVATIONS
- **ALTENPFLEGE connect:**
Residential and Neighbourhood

Hall 5

Catering and Nutrition

- Kitchen furnishings, equipment and accessories
- Housekeeping needs, nutrition

Textiles and Hygiene

- Disinfection and cleaning, waste disposal
- Laundry facilities, equipment and textile cleaning
- **ALTENPFLEGE connect:**
Catering and Housekeeping

Hall 4

Nursing and Therapy

- Care aids, care equipment
- Daily assistance and mobility aids
- Pressure sore prevention, consumer goods
- Rehabilitation equipment, electrotherapy
- Ergotherapy equipment
- Physio-therapeutic treatment and equipment
- Logotherapy, occupational therapy
- Physiotherapy, medical therapy
- Orthopaedic equipment, care therapy
- Games, telemedicine
- **ALTENPFLEGE connect:**
Care Services and Profession

Profession and Education

- Job training, continuing and further education
- Media, trade literature
- Career Centre / Job Market

Hall 4A

IT and Management

- Information and communication technology
- Organisation, management
- **ALTENPFLEGE connect:**
Work Environments and Processes