



# The U.S. Commercial Service welcomes you to the **Corporate Executive Office (CEO) at Medica 2017**

***November 13-16, 2017 in Dusseldorf, Germany***

The largest medical trade show in the world. In 2016:

- 5,780 exhibitors from 73 countries
- 68% international
- 127,000 "trade only" visitors from 120 countries

## What do I get for the \$6,000 participation?

- Private meeting space on the show floor for prospective meetings with business partners plus counseling and market research from the Commercial Service's international medical specialists.
- A multi-lingual assistant/interpreter to assist you in setting appointments during the show
- Europe-wide promotion and beyond, distributed to key medical contacts across the continent.
- Inclusion in our Industry Focused Promotion (IFP) trade lead platform, which is distributed worldwide and can help attract potential distributors and partners to meet with you.
- Year round internet promotion on the MEDICA and U.S. Embassy portals.
- A shared office center with receptionist and hospitality service right on the show floor
- Admissions pass to MEDICA
- Entry in the MEDICA exhibitor catalog.
- Access to over 5,780 exhibitors from 73 countries and 127,000 visitors from 120 countries over 1.2 million square feet of exhibition space.
- Travel accommodation assistance and more

## What is the next step?

- Complete and return the registration form (space is limited to 22 CEO participants).
- MEDICA show space and hotel space sells out each year, so act now.
- Can we provide information on last year's participants? Let us know.

RAPID REPLY TO THE U.S.  
COMMERCIAL SERVICE  
Dusseldorf or Ft. Lauderdale  
<http://go.usa.gov/cQjgm>

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U.S. Commercial Service – Connecting you to global markets





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### What happened last year?

- More than 500 U.S. exhibitors, three USA pavilions (incl. CompaMed US pavilion); CEO Center; US State pavilions; USA exhibitor reception; NRW-USA Day
- \$\$ millions in projected sales; and
- Large number of signed agent & distributor agreements and hundreds under consideration

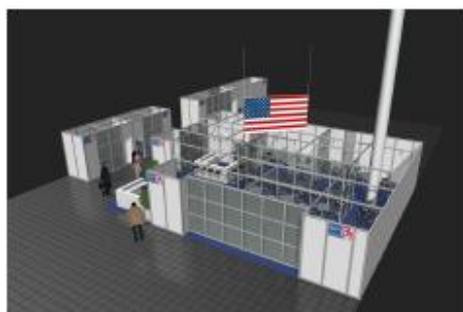
### What previous CEO participants said:

- "Excellent opportunity to network with compatible manufacturers, dealers and agents. Good way to exchange ideas and find ways to expand our market. Thank you."
- "Your excellent support at all levels was helpful in our ability to concentrate on real trade opportunities. There is ample opportunity within the exhibitor base for us to achieve sales goals and your program has given us the best method to find opportunity. Also, our established dealers enjoyed your very fine hospitality. Our new prospects were impressed."
- "Very good concept and implementation. Excellent for new companies just coming to market."
- "Was a very worthwhile approach. We are interested in participating next year."
- "Participation in CEO program was an excellent first step in developing an expanded market strategy for Europe. The staff was very supportive and professional. This provided us with a cost-effective way to begin (regular) participation."
- "Seven distributors pending, definitely worth the trip!"

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