



TeleHealth

**International Conference and Exhibition
for ICT solutions in the Healthcare Sector**

New for 2009:

The eHealth Exchange

Turnkey Exhibit Program for a Full-Service Experience at CeBIT's TeleHealth Special Display



Opportunities Include:

- Flexible, High-Visibility Exhibit Options
- Live Forum Participation
- Print and Online Promotion
- Sponsorships



Showcase your ICT solutions for TELEMEDICINE AND HEALTHCARE MANAGEMENT At TeleHealth during CeBIT 2009



OPERATING SUCCESSFULLY IN THE HEALTHCARE SECTOR

→ The medical and healthcare sectors are becoming increasingly deregulated around the world. With market liberalization and harmonization of standards come new business opportunities for international vendors and solutions providers. At the same time demographic change and the need to streamline costs are posing new challenges for the healthcare market. CeBIT recognizes and mirrors this growth market and documents the complete spectrum of ICT use in the healthcare sector. A 38% increase in attendees to this segment of CeBIT is testimony to the importance of IT in medicine and will make it one of the headline topics at the show in 2009.

CeBIT—THE WORLD'S NO. 1 DIGITAL MARKETPLACE

→ It's the one place on earth offering endless possibilities to exploit the potential for new business. As the flagship event for the ICT industry, CeBIT is the leading marketplace for digital solutions, trends and innovation—and the largest convention on ICT-related topics and issues.

Key Figures from CeBIT 2008

Attendees:	495,000 from 96 countries
Press:	7,000 from 72 countries
Exhibitors:	5,845 from 77 countries

Regardless of your goals—increasing sales, establishing distribution, networking, generating media exposure or just evaluating your competition—CeBIT provides you the ideal environment to achieve them.

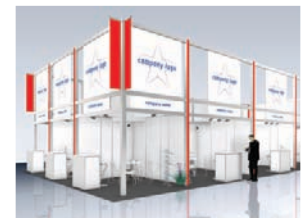
In addition to offering raw space and “Fair Package” exhibit options, Hannover Fairs USA hosts pavilions that make exhibiting even easier. These group stands are a favorite among international exhibitors, smaller and medium sized companies, as well as first-time exhibitors. The eHealth Exchange is your full service exhibit solution at TeleHealth 2009.

2009 Display Categories

Telemedicine	Healthcare Management	Healthcare Projects
<ul style="list-style-type: none"> • Telemonitoring • Telediagnosics • Teleconsultation • Teleconferencing • Teletherapy • Telemedication • Telerehabilitation • Telecare • Mobile Health 	<ul style="list-style-type: none"> • Data/Information management • Process management • Security management • Online solutions • Knowledge management • Interoperability • RFID • Invoicing and payments • CAD/PACS/CPOE/KIS/RIS/DACS/... 	<ul style="list-style-type: none"> • eHealth card • ePatient records • eDoctor pass • International reference projects • Best practice in telemedicine

eHEALTH EXCHANGE TURNKEY PROGRAM

→ Centrally located within the TeleHealth special display area in Hall 9, this pavilion makes exhibiting easy and affordable. Our turnkey solution includes exhibit space, booth shell and construction, overhead company name sign and graphics, carpeting, furniture, Internet connection, the show organizer's marketing package, additional pre-show and onsite services, as well as access to conference rooms, a catered lounge, and speaking opportunities (additional speaker fee applies). This package will minimize your operations sweat while ensuring maximum exposure from your CeBIT investment. It will also help you capture the attention of the key demographics in attendance at the eHealth and Telemedicine sector at CeBIT



- Purchasing managers of hospitals, clinics, rehab centers, geriatric and nursing service providers
- Key decision-makers and strategic planners from the public sector, insurance and pharmaceutical companies
- Medical practitioners
- The Media

At CeBIT, we'll take you one step closer to achieving your global sales and marketing goals!

For more information contact:



Hannover Fairs USA, Inc.



Ulrike (Ulli) Hammer
Hannover Fairs USA
Tel: +1-609-987-1202 x 205
Email: uhammer@hfusa.com
www.hf-usa.com/cebit_eHealth



DISEASE IN FOCUS: DIABETES

CeBIT is certified by the U.S. Department of Commerce and hosts experienced Commercial Specialists from around the world who provide on-site counseling to U.S. companies. Learn more at www.export.gov.

