



Camera de Comerț, Industrie și Agricultură a județului Arad

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# **AR-MEDICA® ro**

**International Fair of Medicine**

**4<sup>th</sup> – 6<sup>th</sup> November 2021 • Expo Arad**  
**28<sup>th</sup> edition**

[www.ar-medica.ro](http://www.ar-medica.ro) • [www.facebook.com/ar-medica](https://www.facebook.com/ar-medica)

# AR-MEDICA® ro

**one of the most important fair at the national level and the largest medical fair in the west of Romania**

Will be exhibited medical equipment, instruments and supplies, pharmaceuticals, herbal and alternative medicine, orthopedics, optics, laboratory equipment, medical services, private clinics, maternity hospitals, clinical laboratories, medical transport, medical aesthetics and fitness, equipment and appliances for cosmetic treatments, equipment rehabilitation, medical tourism, medical IT, publications, specialist websites and books related services.

## 2019 edition

110 exhibitors from Romania and from abroad, 2.550 sqm interior space and 5.700 visitors.



## **Specialized conference • Business to business meetings**

Related events: specialized conferences, business meetings, company presentation, meetings of the members of professional associations and raffle for visitors.

During the fair there will be organized symposia, congresses, conferences and workshops for dentists, general practitioners, specialist doctors and family, veterinarians, dental technicians, pharmacists and nurses.

AR-MEDICA has become the most important medical event, in which the commercial side meets the related scientific events organized through during the exhibition: symposia, congresses and conferences, demonstrations CME and EFC.

AR-MEDICA has become the most important medical fair, the appropriate framework in which the commercial side combines with scientifically through related events organized during the exhibition: symposia, congresses and conferences, demonstrations credited with EMC and EPC hours.

### **Why attend AR-MEDICA 2021?**

- The chance to be visited by over 5.000 potential clients to visit you in just 3 days.
- Each year the largest medical equipment producers and importers are present, from this point of view Ar-Medica has one of the richest offers in Romania.

### **The scientific program is organized in collaboration with:**

- College of Dentists of Arad;
- Medical College of Arad;
- College of Pharmacists Arad;
- Veterinarians Arad;
- Dental Technician Arad.

### **What we will do as organizers?**

- We will organize an event within which you can present yourself to the specialized visitors and to the general public.
- We will promote the event in order to attract visitors interested in your products and services.
- We will provide you our services in order to create the most appropriate framework for presenting your offer.

## What you have to do?

- To book early a stand at the fair.
- To prepare an attractive offer for the visitors in order to lead them to choose you for closing a deal.

## Goals of the fair

- Organization of a quality event for the medical field in Romania, which should meet all requirements and expectations of exhibitors and visitors.
- Creation of a reference event for the medical industry.
- Increasing the number of exhibitors and visitors from the medical field from Romania and abroad.
- Increase by at least 10% of the number of the fair visitors.
- Strengthening the partnership with professional associations in medical field
- To present the innovations in the medical field.
- Organizing international medical conference

## Promoting AR-MEDICA

The success of a specialized trade fair is also provided by a good media promotion campaign. Therefore, the promotion campaign will be focused on:

- Regional and local media: newspapers, magazines, websites, TV, radio
- Specialized magazines – partnerships with specialized magazines
- Online websites – partnerships with important online specialized publications
- Social media
- Banners, posters
- Related associations

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- Direct visitors



Newsletter mailing to a potential database

## About EXPO Arad

- The second largest exhibition center in Romania
- 1,5 km from the A1 highway
- 4.000 sqm indoor
- 20.000 sqm outdoor
- One conference hall of 650 seats
- One modular conference hall of 300 seats
- Two conference halls of 160 seats each
- One conference hall of 60 seats
- Multimedia devices
- Translating system
- Catering area
- Restaurant
- Free parking areas.



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