

expopharm 2022

Boulevard France



Your presentation
at Europe's biggest
trade fair for the
pharmacy market



expopharm

the meeting point for the pharmacy market

As the largest European trade fair for the pharmacy market, expopharm **has been a key industry get-together for over 50 years**. Meet stakeholders, pharmacists, pharmacy technicians, decision-makers and opinion leaders from the marketplace, politics, science and the press in one place over four days. This is where the future is being shaped. This is where **investment decisions** are made and **partnerships** are sealed.

Take advantage of this unique opportunity to be noticed by decision-makers who are looking for new products for their pharmacies by presenting your company with a stand at the 'Boulevard France' at easily calculable costs.

The framework for the future will be set on the **German Pharmacy Day**, the most important political event of the year for German pharmacists, which will take place at the same time. At this top event, chamber and association representatives as well as all the top professionals in German pharmacies will be discussing statutory framework conditions, goals for the future and the job description of the future pharmacist.



The facts

Convincing statistics*

91%
of visitors intend
to return to the
trade fair

over **500**
exhibitors

over **32,000 m²**
of floor space

over **25,000**
trade visitors

over **300**
delegates from 16
German federal
'states'

over **1,000**
expopharm
Night guests

thereof
over **1,500**
traders and
importers

thereof over
5,500
pharmacy
technicians
(trainees)

over **250** talks
and events

thereof over
4,000
international
trade visitors

thereof over
7,000
pharmacists

thereof
almost
2,000
pharmaceutical
commercial
assistants

over **130**
top speakers on
3 stages

thereof
over
4,000
pharmacy
owners

over **25**
tours

over **3,500**
listeners

over **50**
workshops

*Average values from previous events

5 good reasons to be a part of 'Boulevard France'

1

Use this marketing opportunity to attract new customers. Meet your target group and relevant decision-makers in the pharmacy market (pharmacy owners, branch managers, pharmacists and pharmacy technicians).

2

Find international business partners, position yourself as an expert in your field and raise your name recognition in the industry.

3

Benefit from direct contact with decision-makers from the pharmacy industry and high-ranking representatives from politics and business.

4

Join your French market participants and present yourself as a 'French Healthcare' option with a cost-effective, easily set up exhibition stand.

5

Increase your visibility by appearing together on 'Boulevard France' combined with special promotional activities.



Exhibition highlights

Everything to do with pharmacy

From pharmaceutical companies, distributors and wholesalers to importers and exporters as well as software and service providers for the healthcare market, all key players of the pharmacy industry will showcase their companies and their most important product lines at expopharm 2022.



Your participation at 'Boulevard France'



Great results with little effort

Your prominent appearance in Hall C1 directly at the heart of the pharmaceutical trade fair: pharma-world.

Elements of your presentation:

- // Stand area (approx. 6 m²)
- // Stand walls incl. logo printing
- // Electricity connection incl. consumption
- // Lighting
- // Counter (lockable)
- // 2 bar stools
- // Shelf
- // Wastepaper basket
- // Brochure stand
- // 2 Exhibitor passes
- // Use of the designated meeting hubs in the open network area for your business meetings
- // Entry in the company directory print (company name, hall number, stand number, reference to digital company profile)
- // Online company profile (contact details, hall and stand number, nomenclature selection)
- // Visitor promotion package (flat-rate visitor tickets)
- // Advertising material (including newsletter banner, website banner, trade fair logo)
- // Integration of 'Boulevard France' into the expopharm advertisement and communication measures

Cost of trade fair participation: EUR 3,500 *

* In some cases, there is an **option of 50% funding** by 'Chèque Relance Export'.
The cost of the subsidised participation is then only **EUR 1,750**.
For more information, please go to: www.teamfrance-export.fr

Requirements for your participation

Basic requirements

French SMEs and mid-cap companies from the expopharm exhibition programme (see page 5) are eligible to participate in 'Boulevard France', as long as

- // they have less than 5,000 employees
- // their turnover does not exceed EUR 1,500 million and/or their annual balance sheet total does not exceed EUR 2,000 million
- // and they are not more than 25% owned by a French or non-French company that does not meet these criteria.

How to apply for your grant

Under certain conditions, this collective benefit is eligible for the 'Plan de Relance Export' funding initiative of the French government for French SME-ETI via a 'Chèque Relance Export'. For more information, please go to www.teamfrance-export.fr – Section 'Trouver des aides et financements/Financierments publics' (Finding grants and funding/public funding).

Some French regions can also support this service as part of their export promotion policy. Find out about the eligibility requirements and cumulation of aid on your region's website at www.teamfrance-export.fr.

Prerequisite for applying for your grant:

- // Compliance with tax and social requirements of the company
- // Professional indemnity insurance or equivalent insurance
- // Presentation of an extract from the commercial register (Kbis) that is no more than three months old

Site plan

An overview of the 2022 site



Contact

Advice about your exhibit



Ursula Heising

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I will gladly advise you personally.

You can also find all the details at www.expopharm.de/aussteller

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