

More than just a trade fair: expopharm 2020



**Four innovative and interactive
days for the pharmacy market.**

over 500 exhibitors
over 25,000 trade visitors
over 32,000 square metres
of floor space
over 130 speakers
over 100 expert talks
over 40 workshops
over 30 tours



expopharm

Four innovative and interactive days for the pharmacy market.

The industry will meet up in Munich for expopharm.

The expopharm trade fair is the key industry get-together for decision-makers and influencers. Everyone gathers here to learn about innovations and to prepare investments. Owners, pharmacists and pharmacy technicians use the events hosted here to find solutions for urgent challenges. This means that expopharm is the ideal opportunity to get in contact with pharmacy owners and their employees.

New topics, new formats:

Every year, expopharm continues to grow, takes a look at current topics and also provides visitors with a comprehensive programme of information and events. In order to do so, each topic is given the right platform, e.g. in the recently-developed inspirationLAB, at barcamp, at dialogue stations or in the Network Café. The spectrum ranges from electronic prescriptions, digital customer loyalty, mobile marketing, artificial intelligence, humanoid robots, voice assistants to HR management, branch management and talent development.

More than a trade fair:

The entire industry works to shape the future for four days at expopharm! Answers are provided to questions about digitalisation. The topics of cannabis and dispensing are the focal point. The enthusiasm of new talent meets experience. Both young and experienced professional work together in the inspirationLAB to plan the future with their new ideas. Here great minds of pharma-world spend four days discussing current issues in the pharmaceutical industry. Thanks to this exciting programme, expopharm attracts over 25,000 trade visitors each year. Make sure you don't miss out.



Opinions from the industry

Expert opinions on developments in the healthcare sector

Our team visits the pharmacies several times a year – for us at WEPA, expopharm is the perfect place to host our customers and provide them with hospitality.

Dr Christian Ciesielski

Managing Director at WEPA APOTHEKENBEDARF GmbH & Co KG



The current economic environment and political backdrop relating to pharmacy is exciting and challenging. This makes getting involved and actively contributing to shaping this environment with future-oriented and patient-oriented concepts even more exciting. Again, this works best with intensive dialogue and discussion with experts from the various networks.

Ulrich Sommer

Chairman of the Board of the Deutsche Apotheker- und Ärztebank (German bank for pharmacists and doctors)



At expopharm, we have the opportunity to have an unbelievable amount of great conversations with pharmacy teams and the industry partners attending the trade fair.

Mohammadi Akhabach

Founder and Managing Director of AMIRA-Welt®



At expopharm, we can make the most of a good visitor frequency level and in-depth discussions. This direct feedback is essential in order to allow us to permanently adapt our products and services to meet changing customer requirements. We make valuable contacts and start new partnerships there.

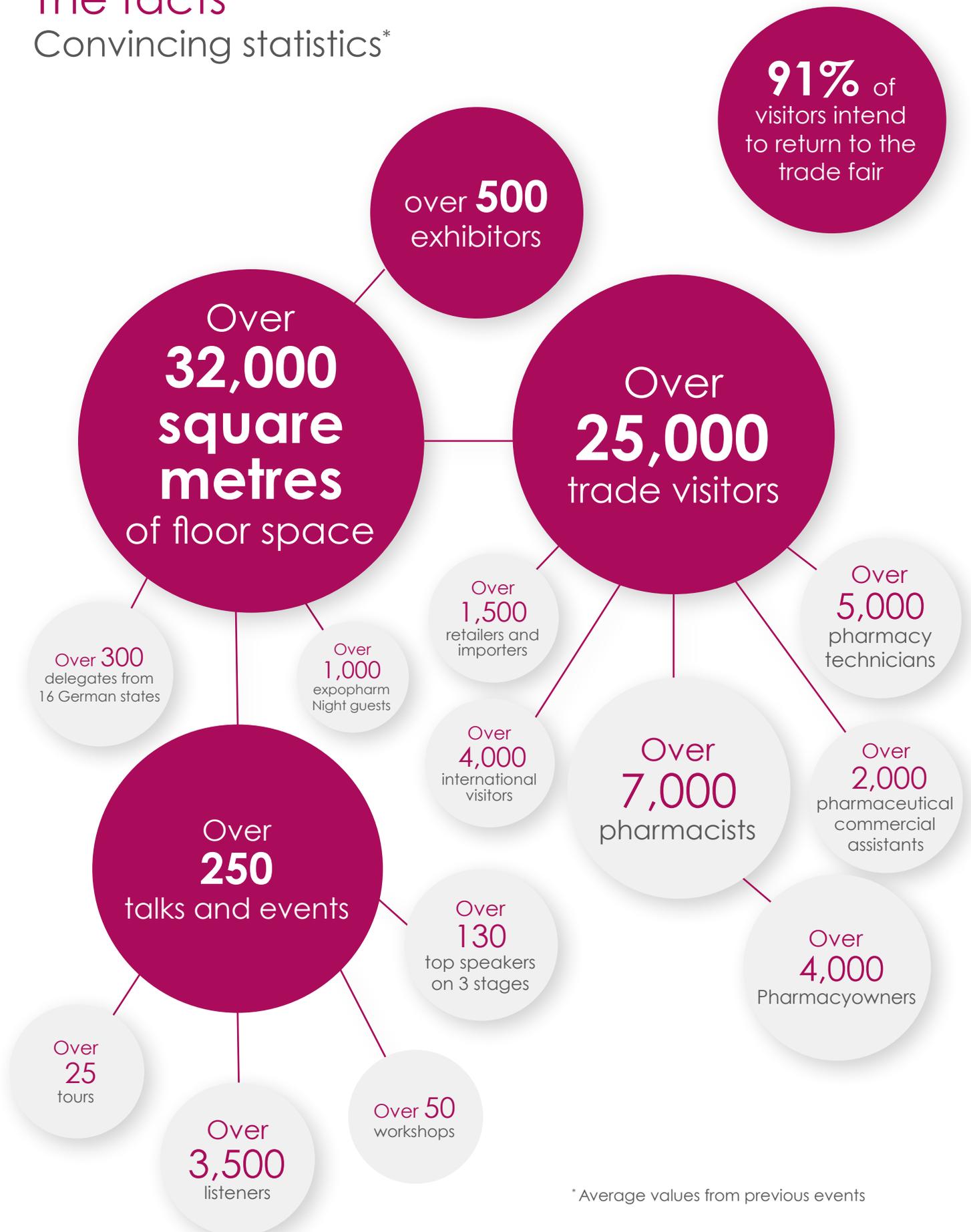
Christian Bauer

Managing Director at Apostore GmbH



The facts

Convincing statistics*



* Average values from previous events

Exhibition highlights

Everything to do with pharmacy

Drugs

Drugs and pharmacy belong together. Expopharm brings industry and pharmacists into contact.

Laboratory and dispensing

Over 7 million prescriptions a year: expopharm shows what is needed.

Nursing care

Pharmacies are becoming involved in nursing care too. Expopharm creates the contacts.

Nutrition

Dietary supplements from the pharmacy – a strong segment for expopharm.

Hygiene and body care

Hygiene and body care products belong to the pharmacy and are at expopharm too.

Digital solutions

Digitalisation is driving innovation in healthcare. Expopharm informs you about opportunities.

Shopfitting

The interior is the business card of every pharmacy. Expopharm demonstrates what is possible.

Pharmacy partner

Anyone who works with and for pharmacies will find customers at expopharm.

Medical cannabis

Medicines that contain cannabis are increasingly being used in Germany. You can learn about the current developments, challenges and opportunities at expopharm.

You can find all the exhibition categories here:



Participation formats

3 solutions for presenting your company in an individual manner



1. Trade fair stand

Whether you wish to plan your own individual stand or you wish to book a ready-to-go complete stand, your trade fair stand gives your maximum flexibility! expopharm not only allows you to initiate new contacts or to strengthen existing ones: use your innovations to shape the trends in the pharmacy market!

5 benefits for you of having a traditional trade fair stand at a glance:

- // Individual or complete stand
- // High level of design flexibility
- // Face-to-face contacts
- // Networking
- // Set trends

You can find the registration form, the Conditions of Participation and the expopharm brochure at www.expopharm.eu/expopharm2020



2. pharma-world

pharma-world is the pharmaceutical and scientific heart of expopharm. One of the focal points every year is the excellent range of new lectures, covering topics such as dispensing, cannabis, antibiotics, sleep disorders or urinary tract infections, as well as an exclusive exhibition of products relating to the lectures. This enables you to achieve maximum effect with your communications at minimal expense. Thanks to the combination of product presentations and knowledge transfer, you can reach your target group quickly and directly.

5 benefits for you of having a compact exhibition spot at a glance:

- // Core target group reached quickly and directly
- // Scientific exchange and product presentation
- // Low-threshold customer dialogue
- // Visitor allocation through programme advisory board
- // Get together

You can find the registration form, the Conditions of Participation and the pharma-world brochure at www.expopharm.eu/expopharm2020

Participation formats

3 solutions for presenting your company in an individual manner



3. Newcomer Days

Funded participation for young companies

The Newcomer Days provide you with an opportunity to present your company and your ideas in an international environment at expopharm in a manner that is effective from a cost and time perspective. This enables start-ups that have been operating for less than five years to test their market potential with their target group and make valuable contacts.

5 advantages for you of presenting your ideas at a glance:

- // Test market opportunities
- // Find business partners
- // Exhibit in a manner that is efficient from a time and cost perspective
- // Integrated into expopharm inspirationLAB
- // Plug & play stand

You can find the registration form, the Conditions of Participation and the Newcomer Days brochure at www.expopharm.eu/expopharm2020

More than a trade fair:

expopharm formats and framework programme at a glance

Guided tours

Your direct contact to your target group

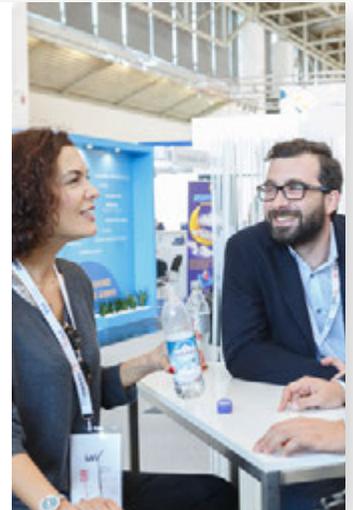
The guided trade fair tours are very popular amongst visitors and grow in size every year. They are already focused on the topics of digitalisation, dispensing and cosmetics. By participating in the tours, you can ensure that visitors are guaranteed to notice what you are offering: a unique opportunity to make personal contacts with pharmacists and pharmacy technicians and have some initial discussions.



inspirationLAB

Innovation, inspiration, ideas

Exhibitors, speakers, pharmacists, owners, branch managers, pharmacy technicians and students get together at this open, on-site forum to talk about the current situation in the pharmaceutical industry, discuss important topics, make decisions for the future and gain valuable contacts.



pharma-world

Be in the focus of interest

pharma-world combines a high-quality range of lectures with an exclusive exhibition relating to the talks. This creates a unique combination of science and the retail market.



More than a trade fair:

expopharm formats and framework programme at a glance

PTA-Forum Live

Meeting point for pharmacy technicians

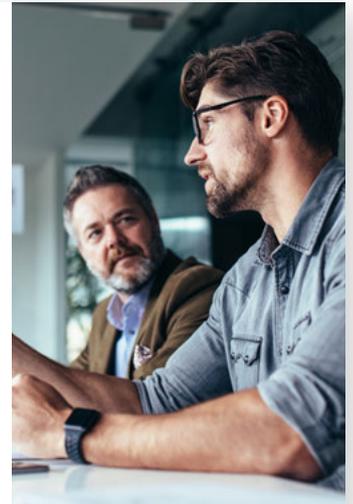
As part of the pharmaceutical staff, pharmacy technicians are one of the most important occupational groups in the pharmacy. Expopharm has put together the PTA-Forum Live specially for PTA in order to provide a meeting point with infotainment to enable technicians to exchange experiences and feel at home.



apocamp

Exchange as equals

apocamp is an opportunity to find practical solutions to everyday problems in a relaxed atmosphere and to develop new ideas for the future of pharmacy. Work together with other pharmacists to develop suitable, individual solutions, instead of lecture-style talks or seminars.



Intensive workshops

Solving problems together

Additional touchpoints provided by courses, training sessions and coaching sessions: Work together in small groups to develop solutions in various fields, such as dispensing, medicinal cannabis, cosmetics or digital pharmacy marketing.



expopharm Night

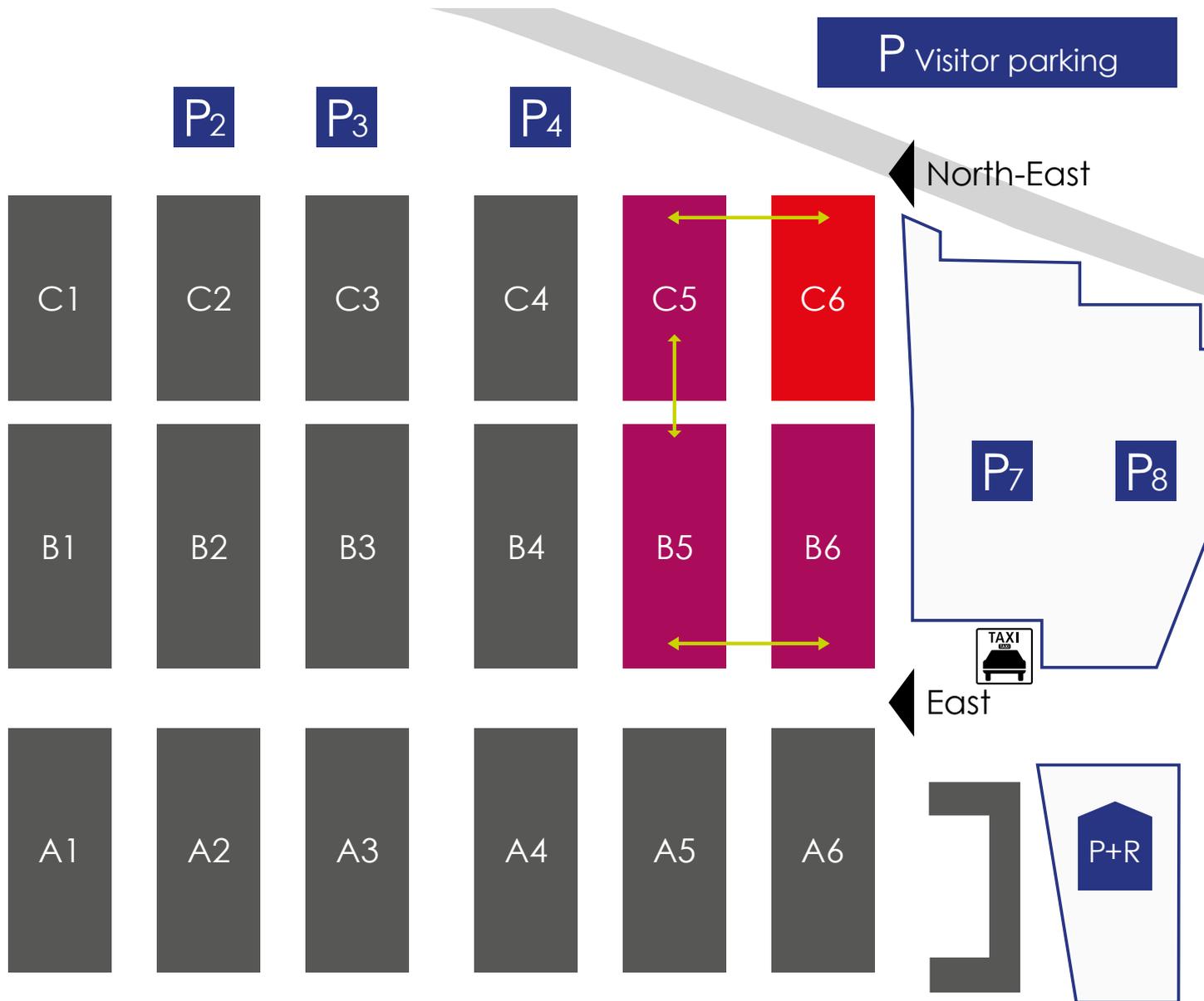
Network together

The best place to get together with your team outside the hustle and bustle of the trade fair in a relaxed and appropriate atmosphere is the expopharm Night. Enjoy an evening with the whole industry at this networking event.



Site plan

An overview of the halls 2020



HALL C6

Deutscher Apothekertag 

HALLS B5, B6, C5

expo pharm 

U2
Exhibition
Centre East

Contact

Advice about your exhibit



Anke Heuser

Sales

a.heuser@avoxa.de

Phone +49 6196 928-752



Franziska Zschoch

Sales

f.zschoch@avoxa.de

Phone +49 6196 928-821

We look forward to making you an individual offer for your expopharm appearance 2020.

You can also find all the details at www.expopharm.eu/expopharm2020



Avoxa – Mediengruppe
Deutscher Apotheker GmbH

expopharm
Carl-Mannich-Strasse 26
65760 Eschborn
Telephone: +49 6196 928-410
Fax: +49 6196 928-404
Email: exhibitor@expopharm.de



www.expopharm.eu

