

EXHIBITOR INFORMATION

LEIPZIG
CALLING!



OTWORLD

Join the progress.

International Trade Show
and World Congress

15 – 18 May 2018
Leipzig, Germany

www.ot-world.com

OTWORLD 2016: BUSTLING EXHIBITION HALLS, INTERNATIONAL POPULARITY

Bustling trade show halls, bustling congress rooms: Back in 2016, OTWorld also consolidated its reputation as the world's leading sector get-together, offering an outstanding forum for international experts. The figures speak for themselves, corroborating the success of the world's leading Trade Show and World Congress.

21,300 visitors from 86 countries
542 exhibitors from 43 countries
2,600 congress delegates from 59 countries
330 internationally renowned speakers from 29 countries

VISITOR NUMBERS 2012-2016

2012 19,500	Abroad 37 %	Germany 63 %
2014 20,400	Abroad 32 %	Germany 68 %
2016 21,300	Abroad 37 %	Germany 63 %

EXHIBITOR NUMBERS 2012-2016

2012 537	Abroad 46 %	Germany 54 %
2014 548	Abroad 47 %	Germany 53 %
2016 542	Abroad 48 %	Germany 52 %



5 GREAT REASONS TO TAKE PART IN THE NEXT SHOW

1. HUGE POTENTIAL

With almost 22,000 exhibition visitors, approximately 330 speakers and more than 500 exhibitors, OTWorld is the biggest P&O event worldwide. Every two years, around 47 % of visitors make their way to Leipzig for the first time. This creates the perfect environment for acquiring and retaining new customers.

2. INNOVATIVE CONGRESS PROGRAMME

This interdisciplinary specialist congress brings together not only science and research but also education and practice, through training led by top experts. The programme is renowned for being at the cutting edge of the sector, extending to every facet of patient care. And the OTWorld participants couldn't be happier, with 86 % wanting to return to Leipzig next time.

3. UNIQUE SECTOR RENDEZVOUS

Aside from being the biggest exhibition worldwide and offering an exceptional congress programme, OTWorld boasts a pleasant atmosphere for visitors and professionals to interact. Friendships are continually born and nurtured as the sociable atmosphere of the day continues into evening events, such as the legendary Congress and Trade Show Party.

4. HIGHLY SATISFIED EXHIBITORS

89 % of exhibitors want to return to OTWorld and just as many would also recommend the event to others. Exhibitors gave the event a high grade in terms of their overall satisfaction with the Trade Show.

5. LEIPZIG – SIMPLY THE BEST LOCATION FOR YOUR EXHIBIT

Right in the heart of Europe, Leipzig offers a top location with modern facilities and a tradition in trade shows that dates back 850 years. Thanks to years of experience, the Leipzig Exhibition Centre and OTWorld team leave exhibitors wanting for nothing.

OTWorld is a UFI Approved International Event, and is also certified by the German Society for Voluntary Control of Fair and Exhibition Statistics (FKM). All data published has been checked by these independent institutions.





"OTWorld is the leading world trade show in its field – every two years the world looks towards Leipzig. Once again, we have been very satisfied with the number of visitors and the quality of the discussions. Many of our very important target groups attend, including surgical stores and healthcare supplies retailers, as well as technicians."

Miriam Schmitt
Head of Company Communications and Company Spokesperson,
medi GmbH & Co. KG

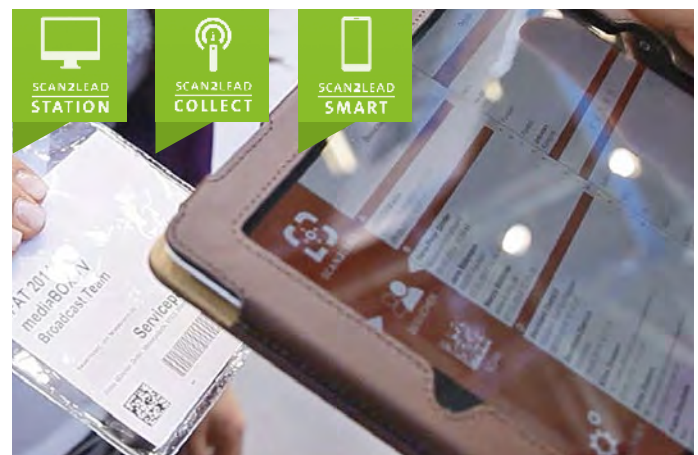
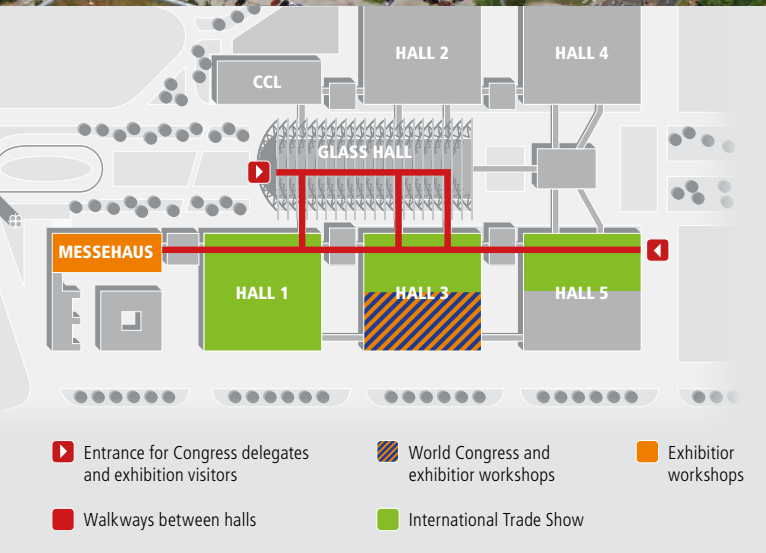
OTWORLD – SETTING THE WORLD STANDARD

WORLD-CLASS FACILITIES FOR CUSTOMERS AND EXHIBITORS ALIKE

The Leipzig Exhibition Centre is one of the most modern in Europe. Numerous highlights ensure that visitors are always on the move: from product demos to themed special presentations, from congress lectures to discussion-oriented event formats. Following the successful première in 2016, a multifunctional congress centre covering 10,000 m² will be set up in Hall 3, right in the middle of the exhibition grounds. This not only ensures the unique integration of Trade Show and Congress, along with an optimised transfer of knowledge, but also means considerably short distances, while supporting the combination of different congress formats.

NEW: SCAN2LEAD

Avoid error-prone and time-consuming manual type-in of visitors' business cards and handwritten lead forms. With the upcoming OTWorld we will offer a new and innovative service. With **Scan2Lead** as a lead retrieval system you can easily scan business cards of visitors stopping by your stand and immediately gather all of their registered personal information. All data can be exported into a CRM or a campaign system.



KEY EXHIBITION AREAS

- Prosthetics and orthotics
- Orthopaedic footwear technology / Pedorthics and podiatry
- Technical rehabilitation
- Workshop fittings, furnishings and equipment
- Raw materials, aids and consumables
- Compression therapy
- Healthcare supplies and medical technology
- Shop construction, fittings and furnishings
- Research and development
- Initial and advanced training
- Professional associations and organisations
- Publishing houses

READY FOR THE DIGITAL FUTURE



The health sector is embracing digitalisation at an unprecedented rate. As the world's leading trade show, OTWorld presents a comprehensive range of digitalisation options and possibilities. Visiting professionals will discover what can be done to prepare their company for the digital future and find out about a large array of innovative products and smart solutions, such as micro-computers and apps. You too can show what the future brings:

- For manufacturing in the workshop
- For shop fittings and window displays
- For customer contact, advice and supervision

And there are many more areas of the Trade Show where you can play an active part:

CYBATHLON EXPERIENCE AT OTWORLD

In 2016 ETH Zurich organised the world's first Cybathlon in Switzerland, whereby people with physical disabilities used groundbreaking assistance technologies to compete in a unique competition. The focus of the Cybathlon is on tasks of everyday living, split between six disciplines. Experience part of the Cybathlon races for yourself at OTWorld.

GLOBAL NETWORKING AREA

...will be home to some 40 international associations which will present themselves and their activities. It is the ideal place to meet up, exchange ideas and experiences and gather information about the individual countries and their developments in the field.

RESEARCH AND DEVELOPMENT EXHIBITION AREA

...is designed to exhibit universities and research institutions with emphasis on their latest product innovations. The platform enables the exchange of knowledge between the scientific and business communities and the consumer.

SPECIAL "WEARABLES" FORUM

The wearables growth market is a source of new diversification ideas. This themed special presentation will showcase micro-computers, apps and other smart solutions that are used in the lifestyle, health and fitness sectors.

INTERNATIONAL YOUTH.ACADEMY TO

... Learn together, exchange ideas and have fun! This is the concept with which OTWorld promotes and supports the next generation of trainee prosthetists, orthotists and orthopaedic footwear professionals.

HISTORY OF P&O

...will be presented again in a special exhibition under the motto "P&O and their specialist organisations in Germany – a look back at the last 65 years".



LANGUAGES

German and English are the official languages of the Congress. Simultaneous translation into the respective other language is offered. Selected sessions will also be translated into Spanish.

WORLD CONGRESS: FORUM FOR INTERDISCI- PLINARY EXCELLENCE

The interdisciplinary World Congress combines science and research with training and practice through high-calibre professional development sessions. This allows orthotists and prosthetists as well as orthopaedic footwear professionals, doctors and therapists from all over the world to be brought together so that they can discuss improved care options for patients and establish new principles for their area of expertise.

LIVELY ATMOSPHERE IN THE CONGRESS

The congress programme includes keynote lectures, practice-oriented courses, numerous symposia, satellite events and a lecture series made up of free papers. In addition to the programme of lectures, a digital e-poster exhibition with structured poster sessions will be offered. To complete the programme there will be open, in-depth discussions and practical demonstrations, including "How to Treat?", "Meet the Speaker" and the "Pro and Contra debates" discussions, as well as various panel discussions – all of which will promote the interdisciplinary exchange of ideas and experiences.

For the current status of the planned events, visit:
www.ot-world.com/congress

TOPICS AND HIGHLIGHTS AT THE WORLD CONGRESS

- Prosthetics & orthotics
- Orthopaedic footwear technology / pedorthics
- Traumatology, rehabilitation
- Rehabilitation technology
- Biomechanics
- Pediatric treatment
- Physiotherapy
- Sports medicine
- Neuro-orthopaedics
- Ambient assisted living
- Learning systems / robotics
- Pain management
- Materials research / manufacturing engineering
- Training

CALL FOR PAPERS

The programme committee of the OTWorld 2018 World Congress invites you to submit an abstract for free submissions. This must be handed in online no later than 17 September 2017 at www.ot-world.com/abstractsubmission. All submissions will be assessed in a peer-review process.

YOUR CONTACTS FOR THE WORLD CONGRESS

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"The Congress went on well and nothing to regret, I learnt a lot from the presentations and from the exhibitions, I will share all that experiences from the OTWorld Congress with my colleagues in Tanzania so as to improve the situation at our settings."

Salome Jesse Saria
Tanzania Training Centre for Orthopedic Technologists (TATCOT) / Speaker

"I can say that OTWorld was a very interesting international meeting hosting all professions relating orthopedics, from clinical practice to more basic scientific research, this diversity in people made it a very rich event!"

Max Ortiz-Catalan
Chalmers University of Technology, Sweden

"For us, OTWorld is definitely 'the place to be'. The event is fully justified in including the word 'world' in its title – the whole world does indeed meet up here. It's simply that both the quantity and the quality are right in Leipzig."

Claudia Gehrmann
General Manager Europe,
FREEDOM INNOVATIONS

FASCINATING FACTS: MEDICAL AIDS MARKET GERMANY

The health economy is one of the biggest and most important submarkets of the Germany economy. In 2014, EUR 327.9 billion were spent on health. Roughly 90 percent of the population of Germany have statutory health insurance and are entitled to receive benefits to maintain and restore their health, or to improve their state of health. As a rule, statutory health insurance providers only cover the cost of a medical aid if the product is listed in the German approved medical aids register (Hilfsmittelverzeichnis). A product can be listed in the approved medical aids register upon application by the manufacturer and if certain properties and qualities are proven.

In Germany, many people are willing to pay for medical aids and services on their own. The private market for medical aids is growing very fast and covers a volume of EUR 6 billion every year.

MEDICAL AIDS MARKET GERMANY IN 2014

Patients	more than 10 million*
Expenditures of statutory health insurers	EUR 4.6 billion per year
Medical aids register	more than 20,000 products**
Healthcare supplies shops and P&O workshops	2,300
Workshops of orthopaedic footwear professionals	2,600

Sources:

* Ersatzkasse Magazin (Magazine produced by the Verband der Ersatzkassen, the Association of German Health Insurance Companies), 'Hilfsmittel' ('Medical Aids') Edition 9/10 2016.

** National Association of Statutory Health Insurance Funds (GKV Spitzenverband).

*** German Association for Orthopaedic Technology (Bundesinnungsverband für Orthopädie-Technik).



THE MAIN PARTIES IN THE MEDICAL AIDS MARKET

The structure of the medical aids market is highly varied. There are many other people and organisations that provide those insured with medical aids, such as:

- healthcare technicians (prosthetists and orthotists, as well as orthopaedic footwear professionals). These technicians provide hands-on and technical services. Their main job is to manufacture and fit medical aids that compensate for reduced or lacking mobility.
- retailers of medical supplies and healthcare supplies shops. These retailers provide industrially manufactured medical and orthopaedic aids for people with illnesses and disabilities. These aids include bandages, compression stockings, home care products, wheelchairs and support aids, among other things.

As the leading professional association for orthopaedic technology and conceptual partner to OTWorld, the German Association for Orthopaedic Technology (Bundesinnungsverband für Orthopädie-Technik) represents around 2,300 healthcare supplies shops and P&O workshops, with around 37,000 employees in Germany.***





WELCOME TO GERMANY

MAKE YOUR STAY A UNIQUE EXPERIENCE

Want to get the most out your visit to OTWorld? Here are just two ways you and your customers can enjoy the diverse range of culture and entertainment that Leipzig and Germany have to offer.

BERLIN & OTWORLD VISITORS' PROGRAMME – FOR YOUR CUSTOMERS

Enjoy the comfort and convenience of an organised trip to visit the OTWorld! An attractive package including hotel accommodation, guided sightseeing tours of Berlin and Leipzig, professional outings and a visit to the OTWorld has already been put together.



EXPERIENCE BAVARIA IN LEIPZIG

Hearty Bavarian cuisine, refreshing beer on tap and live music: The hugely popular OTWorld Congress and Trade Show Party returns on 15 May 2018 – and it's all about the Bavarian lifestyle. An enjoyable and entertaining evening awaits you!



DATES, DETAILS AND DEADLINES



DATES

International Trade Show and World Congress
Tuesday 15 May to Friday 18 May 2018

VENUE

Leipziger Messe, Messe-Allee 1, 04356 Leipzig, Germany
Halls 1, 3 and 5

GET A JUMP-START ON YOUR COMPETITION AND RESERVE YOUR SPACE TODAY!

Prices floor space only	Space rental
Row stand	189.00 Euro / m ²
Corner stand	195.00 Euro / m ²
Peninsular stand	204.00 Euro / m ²
Island stand	210.00 Euro / m ²

Additional costs: media fee 229.00 Euro (obligatory fee for entry in printed catalogue, electronic visitor information system and online exhibitor database), 0.60 Euro / m² AUMA fee and valid German VAT.

EARLY-BIRD DISCOUNT!

15.50 Euro / m² for registrations submitted
by 31 October 2017

ALLOCATION OF STANDS

from 1 November 2017

NEW: ONLINE APPLICATION FOR EXHIBITORS

Book your floor space and stand construction package for OTWorld online. The online application for exhibitors will be available from early May 2017.

YOUR CONTACTS FOR THE TRADE SHOW

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www.ot-world.com

You can also speak to a contact in your own country:

Leipziger Messe has more than 25 overseas representatives around the world, who act as international contacts. You can find details on these overseas representatives at www.ot-world.com.



Conceptual Partner
German Association of
Orthopaedic Technology
(Bundesinnungsverband
für Orthopädie-Technik)



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