



Year-round online presence plus complete service and contacts for your company



www.REHACARE.com

*Exhibitor information plays a key role in the portal's usefulness and appeal. So be a part of it — become an active member of the global **REHACARE community!** The more contributions our portal receives, the more attractive it is.*

Since its founding, REHACARE has grown into the world's largest trade fair in the fields of rehabilitation, prevention inclusion and care. In this age of e-business, however, a four-day event is no longer enough to keep supply in touch with demand. In years past, although it had interesting news and features for customers all year round, REHACARE came and went in just a short time. We've arrived at the ideal solution for our exhibitors!

From now on, your stand is open 365 days a year, 24 hours a day all over the globe: announcing the **Internet Portal www.REHACARE.com**. Users, suppliers and other interested parties from the medical community can meet up whenever they like, thanks to the REHACARE.de Portal.

REHACARE's website recorded 1,7 million page impressions with over 380,000 page visits from 301,000 unique users in 2016. Proof positive of Internet users' need for enhanced information (around 2,000 newsletter subscribers), as well as of the portal's exemplary status.

All companies participating in REHACARE 2017 will be charged a **media fee of EURO 130** to cover this **extra service for exhibitors and their customers**. The fee includes the use of all REHACARE.de portal services and the KATI visitor information system for around one year. And ensures to present your corporate information in the online media by means of efficient search engine optimization, by Google adword campaigns or online banner.

Simply log on to place your corporate information online. Take advantage of this additional information, communications and advertising platform. High online visibility has a positive effect on **contacts, customer service and business**.

REHACARE.com is based on several pillars:

- **Companies & Products** – professional, easy-to-navigate expert **database** for visitors and exhibitors. Showrooms allow companies to make multimedia corporate presentations highlighting their product innovations. All company particulars such as telephone/ fax numbers, an internet link to your home page, key corporate data and profiles, detailed product information, a schedule of your special stand events and matchmaking function can easily be found using special search terms. Exhibitors can enter and change information on their own.
- **Up-to-date** – the international, year-round news forum covering all the latest on companies and their product developments. To ensure you're always in the know, we offer you updates on international news and background reports as well as articles and trends in politics and health care or international markets. Your corporate news will be presented in the weekly REHACARE newsletter.
- **MediaCenter** – videoclips of interviews, background reports as well as image galleries from the REHACARE editors. And videos about exhibitors and their innovative products.
- **Good to Know** – hints on forums, guides and external events with background information, hints and links for the special interest areas, e.g. kids, women, recreation & leisure, forums & discussions, aid & devices, organizations, politics & legal regulations, educational training & labour, external events or sports.
- **Trade Fair & Congress** – Everything you need to know on the REHACARE event, including service offers for exhibitors, visitors and the media, available online and in interactive form. We also offer details on the REHACARE Congress, forums, theme areas and special shows.



REHACARE 2017's multimedia package: What's in it for you?

Top opportunities for visitor and customer acquisition

We've developed an attractive **multimedia service package** that allows you as REHACARE 2017 exhibitor to take advantage of all our trade fair media

- Catalogue,
- KATI Visitor Information System,
- REHACARE database (Exhibitors & Products) as part of the **www.REHACARE.com** Portal.

These media allow you to present your company and products so conveniently that fair visitors and other interested parties are sure to find you by using a variety of search terms.

The multimedia package is **obligatory for all exhibitors**.

In return, we offer you the full range of options. For just **EURO 130,-**, exhibitors will be listed in all of our media. These ensure visitors and other interested parties can find the information they need quickly and easily - around the globe, 365 days a year.

We make it easy for you, too. No complicated decisions and "pick and choose", just a complete service package - **giving you the ultimate in advertising and communications!**

The following entries and features are included with the multimedia package:

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- in the **REHACARE Portal**:
 - Online Order System (OOS), Messe Düsseldorf services can be ordered online – from stand equipment to catering
 - REHACARE database, alphabetical listing of exhibitors and products
 - Exhibitor data, home page link, telephone / fax information, e-mail address, other corporate contacts
 - Free product categories in the Portal, option of detailed product descriptions
 - Company profile and key data
 - Corporate and product news added to the news ticker, newsletter and archive
 - Individual REHACARE 2017 logo and hall map, as layout artwork for printed documents or online banner
 - Cooperation Forum / Matchmaking tool

With your admission as a REHACARE 2017 exhibitor, you will receive password-protected access to the Portal

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- in the **KATI visitor information system**: (touch screens at the Trade Fair Center)
 - Exhibitor data, home page link, telephone / fax information, e-mail address

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- in the printed **Catalogue**:
 - Exhibitor data, home page link, telephone / fax information, e-mail address

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- on external **Online Media**:
 - SEO of the REHACARE Portal web pages, efficient SEM, e.g. via Google adwords, advertorials, banner advertisements on external websites, ...

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- Additional advertising options (available for an additional fee) for the Internet, KATI and the catalogue can be ordered at REHACARE Portal via the ServiceCompass or Online Order System
 - Home page banners, other banners on the portal web pages or in the newsletter, top-of-the-list entry, premium listing
 - Corporate logo
 - Corporate video clips of your company or products
 - Additional exhibitor information and product categories in the printed catalogue

If you have any questions, comments or require assistance, please send us an e-mail:

For all exhibitors:
For all technical queries:

rehacare@neureuter.de
info@rehacare.de

Your REHACARE Portal Team of Messe Duesseldorf