



YEAR-ROUND ONLINE PRESENCE PLUS COMPLETE SERVICE AND CONTACTS FOR YOUR COMPANY

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 have 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.com Portal.

REHACARE's website recorded 2 million page impressions with over 400,000 page visits from 290,000 unique users. Proof positive of Internet users' need for enhanced information (around 6,600 newsletter subscribers), as well as of the portal's exemplary status.

All companies participating in REHACARE 2019 will be charged a **media fee of EURO 150** to cover this **extra service for exhibitors and their customers**. The fee includes the use of all REHACARE.com portal services and the D:VIS 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 or detailed product information** 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 are 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 & Forums** – Everything you need to know on the REHACARE event, including service offers for exhibitors, visitors and the media are available online and in interactive form. We also offer details on the REHACARE Congress, forums and much more.



REHACARE 2019'S MULTIMEDIA PACKAGE: WHAT IS IN IT FOR YOU? TOP OPPORTUNITIES FOR VISITOR AND CUSTOMER ACQUISITION

We have developed an attractive **multimedia service package** that allows you as REHACARE 2019 exhibitor to take advantage of all our trade fair media

- Catalogue,
- D:Vis Visitor Information System,
- REHACARE database (Exhibitors & Products) as part of the **www.REHACARE.com** Portal and App

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 150,-** 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:

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
- One free product category identification code Option to specify product
- Company profile and key data
- Corporate and product news added to the news ticker, newsletter and archive
- Individual REHACARE 2019 logo and hall map, as layout artwork for printed documents or online banner

With your admission as a REHACARE 2019 exhibitor, you will receive password-protected access to the Portal

in the D:VIS visitor information system:

- Exhibitor data, home page link, telephone/fax information, e-mail address

in the printed Catalogue:

- Exhibitor data, home page link, telephone/fax information, e-mail address
- One free exhibit category identification code

Crossmedial

- One free product category

on external Online Media:

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

Additional advertising options (available for an additional fee) for the Internet, D:VIS and the catalogue can be ordered at REHACARE Portal via Online Order System (OOS)

- Home page banners, other banners on the portal web pages or in the newsletter, top-of-the-list entry
- Corporate logo
- Corporate video clips of your company or products
- Additional crossmedial product categories

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

For all exhibitors: rehacare@neureuter.de

**YOUR REHACARE PORTAL TEAM
OF MESSE DUESSELDORF**