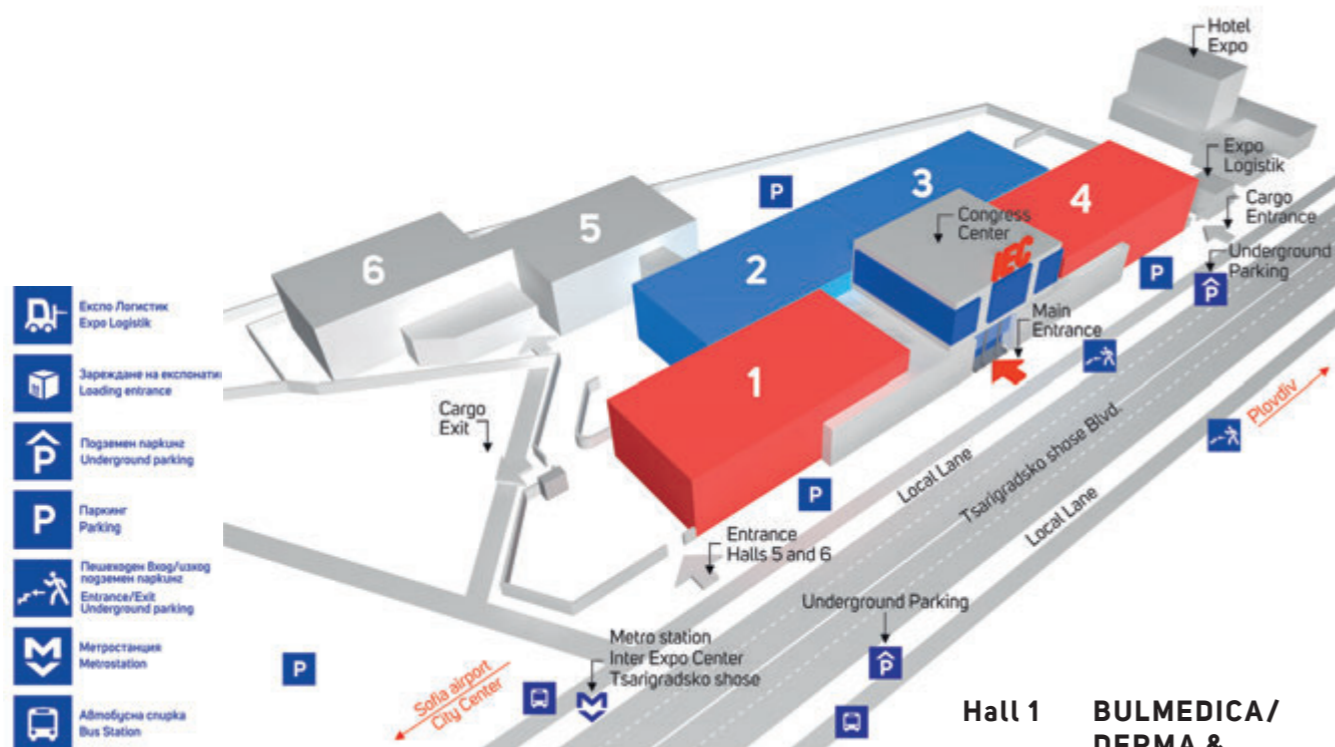


MARKETING MIX

- Specialised national and foreign printed media
- Specialised electronic pages for medicine
- Integrated communication across multiple digital channels: LinkedIn, Twitter, Facebook, Google Display & Search
- Outdoor and Indoor advertising
- Print and electronic invitations to medical specialists
- **today** Business Guide, distributed during the days of the exhibition to specialists in 10,000 copies with all the latest developments



Hall 1 **BULMEDICA/DERMA & AESTHETICS**
 Hall 2,3 **BULDENTAL**
 Hall 4 **SEMINAR HALL**

Partners:
 Bulgarian Medical Association, Bulgarian Dental Association, Union of Dental Technicians in Bulgaria, Association of Dental Dealers in Bulgaria, Bulgarian Pharmaceutical Union

INTER EXPO CENTER Ltd.
 147, Tsarigradsko shose Blvd.,
 1784 Sofia, Bulgaria
 tel.: + 359 (2) 9655 279, 277
 www.bulmedica.bg
 www.iec.bg

GPS coordinates
 N 42.649206 / E 23.395404

INTER EXPO CENTER

SOFIA, BULGARIA

**15-17
 MAY
 2019**

International exhibition for medicine



BULMEDICA

BULDENTAL



dental equipment,
 technics, materials,
 consumables

bulmedica.bg

**PLAN YOUR PARTICIPATION
 PREPARE YOUR VISIT**

Be informed @ bulmedica.bg

Useful information:

Dates: 15-17 May 2019
Venue: Inter Expo Center – Sofia
Access: tickets, invitations, online registration



BULMEDICA/ BULDENTAL

SCIENCE
MEETS
BUSINESS

HIGHLIGHTS OF BULMEDICA/BULDENTAL 2019

- ✓ **220+** DIRECT COMPANY EXHIBITORS
- ✓ **65+** NEW COMPANY EXHIBITORS
- ✓ **20+** FOREIGN EXHIBITORS FROM 14 COUNTRIES
- ✓ **980+** BRANDS FROM MORE THAN 56 COUNTRIES
- ✓ **280+** INNOVATIONS FROM MEDICINE AND DENTAL MEDICINE
- ✓ **13500+** VISITORS

EXHIBITORS PROFILE

46%	Dental tools, materials and supplies
45%	Dental instruments, equipment and clinical and office furniture
26%	Medical devices, equipment and hospital furniture
26%	Dental technician tools, materials and supplies
22%	Dental technician equipment and devices
17%	Medical Instruments
15%	Orthopedics, rehabilitation and restorative treatment
12%	Laboratory equipment and furniture
10%	Sterilization, disinfection
8%	Specialised Workwear
4%	Ophthalmic equipment and supplies
2%	Pharmaceutical products

BULMEDICA / BULDENTAL is an international exhibition with a 53-year history presenting the latest achievements of science and technology in the field of medicine. It is held annually under the auspices of the Ministry of Health in Bulgaria and with the support of the Bulgarian

Medical Association, the Bulgarian Dental Association, the Union of Dental Technicians in Bulgaria, the Association of Dental Dealers in Bulgaria and the Bulgarian Pharmaceutical Union. The long history of the exhibition is an indication of its proven importance as a

professional forum for B2B contacts and innovations in medicine. BULMEDICA / BULDENTAL Exhibition enjoys increasing interest on part of Bulgarian and foreign companies, group foreign participations, trade missions and business delegations. The forum is extremely useful for a wide range of physicians and dentists, lab workers, rehabilitators, health care establishment managers, and other healthcare professionals. For the first time within BULMEDICA a new topic – DERMA & AESTHETICS – is included, focusing on the new technologies and equipment, tools and consumables for dermatology and aesthetic medicine.



ATTENDING PROGRAM 2019

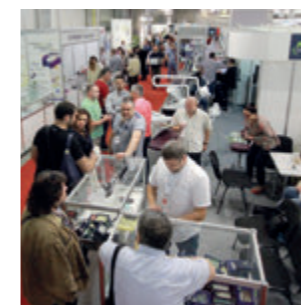
- Second scientific and practical conference "Prevention, Diagnosis and Therapy in Youth and Adulthood – Priorities of Modern Healthcare"
- "Healthy Life" School
- Effective and Safe Approaches to Prevention, Diagnosis and Therapy in Youth and Adulthood
- "Challenges for Patients with Pulmonary Arterial Hypertension"
- National Patients' Organization – screening tests
- National Association "Diabetes, Pre-diabetes and Metabolic Syndrome" – screening tests
- Business meetings, seminars, demonstrations



VISITORS PROFILE

Human medicine	15%
Dental medicine	29%
Public hospitals	10%
Private hospitals and clinics	19%
Dental technology	15%
Distributors and traders	7%
Laboratories	4%
Emergency	3%
Rehabilitator therapists	2%
Manufacturers	4%
Pharmaceuticals	1%
Equipment, devices and maintenance	2%
Others	1%

PROFESSIONAL STATUS OF VISITORS



Doctor	15%
Dentist	26%
Dental technician	13%
Hospital director	12%
Medical center manager	11%
Dental center manager	14%
Medical-Diagnostic laboratory manager	9%
Dental technology laboratory manager	9%
Head of clinic	3%
Chief nurse	4%
Company manager	5%

WHY BULMEDICA / BULDENTAL

- Take part in a well-established forum for presenting trends and innovations
- Introduce new products and services
- Activate current contacts and meet new customers on site
- Meet international experts in the field of medicine
- Update your knowledge – get acquainted with new techniques and treatment methods
- Share experiences and ideas with young professionals and experts

VISITORS BY COUNTRY

Bulgaria, Greece, Turkey, Republic of North Macedonia, Serbia, Kosovo, Cyprus, Belgium, Italy, France, Germany, Spain, United Kingdom, Hungary, Israel, USA, China, Republic of Korea, Russia, Ukraine, Canada, India

EXHIBITORS BY COUNTRY

Germany, Portugal, Singapore, China, Taiwan, Pakistan, Romania, Italy, France, Greece, Turkey, Slovenia, Latvia, Hungary and others