

The smart combination of analog and digital

Your pathway to success

Share the journey with **visitors** – all the way from preparing for the trade fair to attending Swiss Medtech Expo – and learn about the touchpoints **you** can use to get **them** excited about **your offering**.

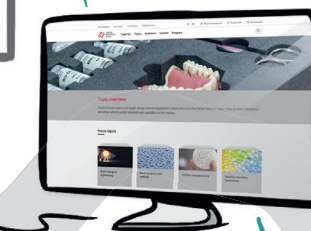
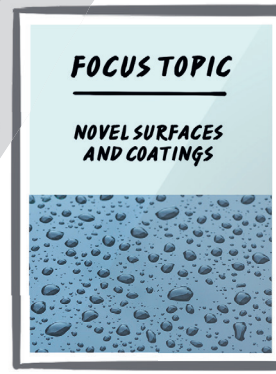
HOW CAN PARTICULATE IMPURITIES BE DETECTED IN MEDICAL DEVICES?



COMPANY X

1. This event focuses very precisely on the **challenges** facing the people who attend it.

2. As an exhibitor, you position yourself by choosing a focus topic and application area in the medtech sector.



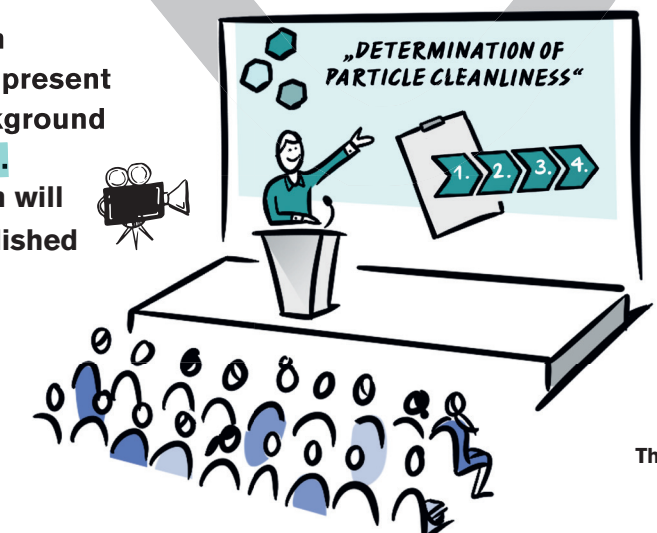
3. Well before the trade fair opens, **you** present **your expertise** online – backed up by actual solutions you have implemented.



4. **Visitors plan their time at the trade fair in advance** and will take note of **your thrilling content**.



6. At the Innovation Symposium, **you** present the exciting background to **your solutions**. Your presentation will be filmed and published on Medtech.plus.



Thorsten Göttsche
CTO / Advanced Technologies,
OSYPKA AG



“The presentation at the Innovation Symposium was an ice-breaker that focused attention on our topic, followed by chances for face-to-face discussions of detailed questions.”

5. **You** showcase **your real-life solutions**, right there at your booth. **Visitors** meet up with **potential project partners** for face-to-face dialog.



7. And in the relaxed ambience of a networking event, **you** exchange ideas and experience with **visitors**.

