

# expopharm 2023

## Boulevard France



**Your presentation**  
at Europe's biggest  
trade fair for the  
pharmacy market



# expopharm

## the meeting point for the pharmacy market

As the largest European trade fair for the pharmacy market, expopharm **has been a key industry get-together for over 50 years**. Meet stakeholders, pharmacists, pharmacy technicians, decision-makers and opinion leaders from the marketplace, politics, science and the press in one place over four days. This is where the future is being shaped. This is where **investment decisions** are made and **partnerships** are sealed.

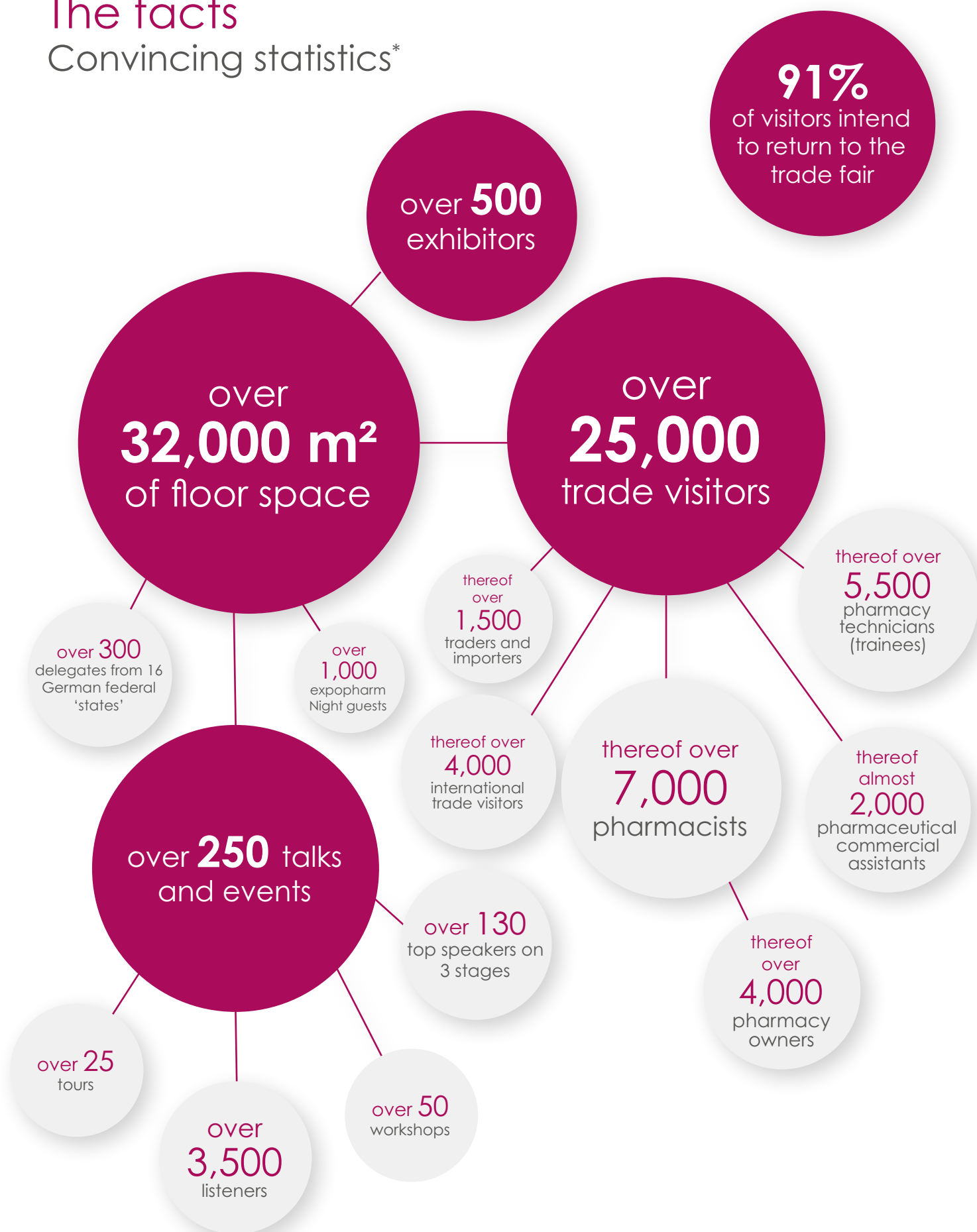
Take advantage of this unique opportunity to be noticed by decision-makers who are looking for new products for their pharmacies by presenting your company with a stand at the 'Boulevard France' at easily calculable costs.

The framework for the future will be set on the **German Pharmacists' Day**, the most important political event of the year for German pharmacists, which will take place at the same time. At this top event, chamber and association representatives as well as all the top professionals in German pharmacies will be discussing statutory framework conditions, goals for the future and the job description of the future pharmacist.



# The facts

Convincing statistics\*



\*Average values from previous events



# 5 good reasons to be a part of 'Boulevard France'

1

Use this marketing opportunity to attract new customers. Meet your target group and relevant decision-makers in the pharmacy market (pharmacy owners, branch managers, pharmacists and pharmacy technicians).

2

Find international business partners, position yourself as an expert in your field and raise your name recognition in the industry.

3

Benefit from direct contact with decision-makers from the pharmacy industry and high-ranking representatives from politics and business.

4

Join your French market participants and present yourself as a 'French Healthcare' option with a cost-effective, easily set up exhibition stand.

5

Increase your visibility by appearing together on 'Boulevard France' combined with special promotional activities.



# Exhibition highlights

## Everything to do with pharmacy

From pharmaceutical companies, distributors and wholesalers to importers and exporters as well as software and service providers for the healthcare market, all key players of the pharmacy industry will showcase their companies and their most important product lines at expopharm 2023.



Merchandise management, automation & prescription invoicing



Laboratory & dispensing



Services in the pharmacy market



Cosmetics, hygiene & wellness



Digital solutions



Drugs



Pharmacy facilities



Medical devices



Operational pharmacy management



Nutrition



# Boulevard France trade fair participation

## Complete price 4.400 EUR\*

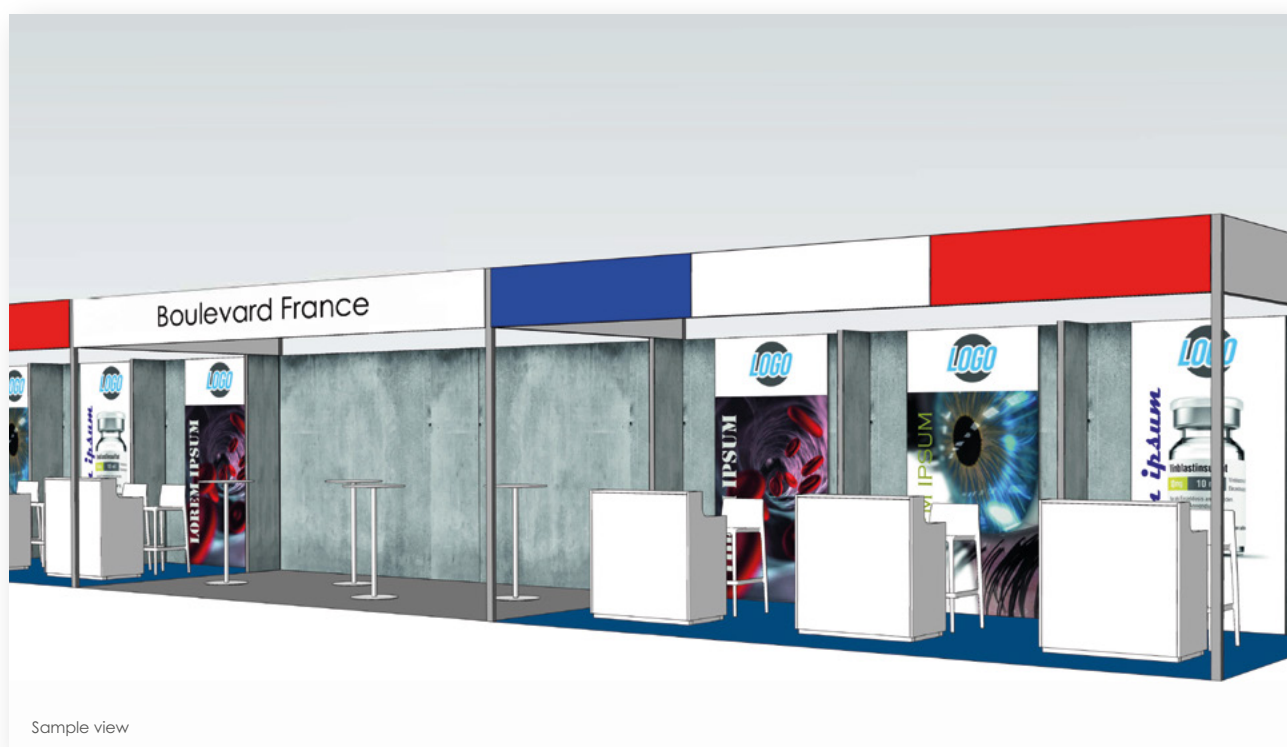
- + Stand area (approx. 6 sqm)
- + Back wall with customer motif & lateral partition walls
- + Electricity connection incl. consumption
- + Lighting
- + Counter (lockable)
- + 2 bar stools
- + Carpet, anthracite
- + Communal storage room
- + Shared lounge area with bistro tables for conversations
- + Daily stand cleaning during the trade fair period
- + 2 Exhibitor passes
- + Visitor promotion package (flat-rate visitor tickets)
- + Communication flat rate\*\*

\*\* Online exhibitor directory, communication services for general visitor promotion, advertising material

## Optional additional equipment\*\*\*

- + Screen 43" (UHD with USB player, HDMI connection, wall mount): € 465.75
- + Digital print for counter: € 79.35
- + Sideboard, white: € 227.70
- + Bar table, white: € 86.83

\*\*\* The booking of the additional equipment takes place via the online portal of our stand builder. You will receive access to this after your registration and admission.



\* All prices are exclusive of the statutory value added tax applicable at the time of invoicing.

## Site plan

## An overview of the 2023 site



## Contact

## Advice about your participation



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I will gladly advise you personally.

You can also find all the details at [www.expopharm.eu](http://www.expopharm.eu)

Visit us at:     