

# Actively shape the expopharm programme!

Programme integration for exhibitors



The **most innovative way**  
to extend your presence  
beyond the exhibition  
stand: **Become part  
of the expopharm  
programme now!**

Düsseldorf | 27.–30.09.2023



# Table of contents

Actively shape the expopharm programme! .....	page 3
Overview of the programme formats .....	page 4
pharma-world.....	page 5
inspirationLAB.....	page 6
ApoLeadership Campus .....	page 7
PTAhome .....	page 8
Guided Tours.....	page 9
Booking form .....	page 10

# Actively shape the expopharm programme!

The unique combination of the classic trade fair experience with the opportunity for professional development and scientific exchange makes expopharm the central meeting place of the year in the pharmacy market for around 25,000 trade visitors.

As an exhibitor at expopharm 2023 in Düsseldorf, expand your presence beyond your stand and actively shape the programme of the various stages and formats! Take advantage of the opportunity to impart knowledge from your area of expertise and present yourself as an expert in your personal programme slot.

**More  
than 4,600  
participants\***

**Over  
200  
programme  
contributions\***

**More than  
100 Top-  
Speakers\***



\* Figures of expopharm 2022

# Overview of the programme formats

Our various programme formats are as diverse as the exhibitors and visitors of expopharm. Here you will easily find the participation format that suits your submission.

## Requirements for your programme participation:

1. You are registered as an exhibitor at expopharm in Düsseldorf from 27 to 30 September 2023.
2. Your submitted contribution fits thematically to the selected format/stage.
3. Your submission offers added value, a solution or insights for the pharmacy and/or the trade fair visitors.

	pharma-world	inspirationLab	ApoLeadership Campus	PTAhome	Guided Tours (incl. leads of all Participants)
<b>Main topic</b>	Pharmacy	Pharmacy management	Leadership/ Personnel	Advisory competence at the counter	Your products and services
<b>Location</b>	Hall 1	Hall 3.1	Hall 3.1	Hall 1	Own stand
<b>Duration</b>	30 min.		20 min.	10 min.	10 min. (daily on all 4 days of the fair)
<b>Technical equipment</b>	On-site support including technology with: + Monitor/screen + Presentation equipment + Microphone/Headsets				
<b>Communication services</b>	+ On-site logo placement + Consideration in communication campaign before, during and after the fair + Provision of general social media motifs for your personal communication on your channels + Visibility of your programme item in the official expopharm programme and your company/brand profile				
<b>Price</b>	€ 5,500	€ 3,500	€ 1,500	€ 500	€ 1,690
<b>Transfer to order form now</b>					
<b>Optional: Video recording</b>	+ Use the video recording of your programme item for immediate promotion during and after expopharm + You receive your expopharm-branded video in full HD in a standard format for free use + Available within 24 hours				
<b>Price</b>	€ 1,490				
<b>Transfer video recording to order form now</b>					

Please note that the offered participations are limited and only bookable according to availability. All prices are exclusive of the statutory VAT applicable at the time of invoicing. The expopharm programme advisory board will review your submission and must approve it. Registration does not automatically lead to inclusion in the programme.

# pharma-world

## Strengthen the pharmaceutical advisory competence in the pharmacy team.

More than 18,000 public pharmacies supply 3 million patients in Germany with medicines every day. In 2021, around 12 million individual prescriptions were prepared in pharmacies for those insured by the statutory health insurances. 12 million individual formulations were prepared in pharmacies in 2021.\* For this reason, pharmaceutical advisory competence in pharmacies has been the focus of pharma-world since 2013 and is thus a centre of attraction for pharmacy owners, qualified pharmacists and PTAs. The accredited scientific lecture programme is curated by Prof. Dr. Theodor Dingermann (Senior Editor of the Pharmazeutische Zeitung) and Prof. Dr. Manfred Schubert-Zsilavecz (Professor of Pharmaceutical Chemistry).

**Present yourself on the pharma-world stage as an expert in the field of pharmacy. Add your own topics and speakers to the stage programme and thus strengthen the pharmaceutical advisory competence in the entire pharmacy team.**

up to 900  
participants  
daily



**Net price: € 5,500.00**

**Transfer to order form now**

\* Source: [www.abda.de](http://www.abda.de)



# inspirationLAB

**Present your pharmacy management topics to strengthen the on-site pharmacy.**

In order for on-site pharmacies to be able to meet the upcoming needs and changes in the pharmacy market, professional management is essential: from the analysis of pharmacy operations, to cost optimisation, to the identification of opportunities and the development of action plans. That is why the interactive format inspirationLAB is all about pharmacy management. Here, pharmacy owners, pharmacists, PTAs, PCAs and students will get inspiration and impulses for the future challenges of the pharmacy market in short lectures, best practice examples and discussions.

**Show your target group with your programme participation that you are a reliable partner for pharmacy management. Present your topics and solutions for the pharmacy industry and leave a lasting impression in the on-site pharmacy.**

up to 460  
participants  
daily



**Net price: € 3,500.00**

**Transfer to order form now**

# ApoLeadership Campus

**Make the managers in pharmacy teams fit for the challenges of tomorrow.**

More than 14,000 pharmacy managers\* in Germany are asking themselves which aspects are important for the successful pharmacy of tomorrow and how they can counteract the much discussed shortage of skilled workers. That is why industry experts will present the leadership topics of the future on the ApoLeadership Campus stage. Pharmacy managers, pharmacy owners and executives within the pharmacy team will learn everything they need to know about running a successful pharmacy and will receive comprehensive explanations of important success factors such as personnel management, marketing and financing.

**Share your expertise as a leadership specialist in the ApoLeadership Campus. Support pharmacy leaders in the challenges of the future and help strengthen the attractiveness of the professions in on-site pharmacy.**

bis zu 400  
Teilnehmer:innen  
täglich



**Net price: € 1,500.00 €**

**Transfer to order form now**

\* Source: [www.abda.de](http://www.abda.de)

# PTAhome

## Promote advisory competence at the counter for one of the most important target groups in the pharmacy market

Around 160,000 people worked in public pharmacies in 2021, around 40 % of them as PTA\*. Since the demands on PTAs are growing every day, expopharm has created the PTAhome, an exclusive meeting place for this important professional group. PTAs can find everything important for their profession here, from strengthening their consulting skills to the latest product innovations. This year, the successful format will be expanded to include an element of knowledge transfer. With new impulses, PTAs are optimally supported here for their diverse and responsible activities.

**Use the new PTAhome format to present your knowledge and experience for topics relevant to counselling. Anchor your solutions and topics in the minds of your target group and present yourself as a reliable contact and supporter of the PTA.**

more than  
5,000 PTAs over  
the entire trade  
fair period



**Net price: € 500.00**

**Transfer to order form now**

\* Source: [www.abda.de](http://www.abda.de)



# Guided Tours

## Make your exhibition stand your own stage.

Would you like to present your product or service to visitors face to face at your stand? This is exactly what the expopharm guided tours were created for! The expopharm guided tours offer participants first-hand information for their daily work. A group of up to 30 visitors will be guided through the fair by a competent guide. With the involvement of up to five exhibitors, a specific topic, a product or a service with a strong practical relevance for everyday working life will be presented in approx. ten-minute presentations at each station.

**Expand your trade fair stand into an expert station for the guided tours. Reach pharmacy managers, students, PCAs and PTAs in a targeted manner and generate new customer contacts directly, whose leads you will also receive afterwards.**

up to 30  
participants  
daily



**Net price: € 1,690.00 €**

**Transfer to order form now**

# Still hesitating?

Don't wait too long, because our offer is limited! Feel free to contact us!



**Kai Opitz**

Sales & Partnermanagement

k.opitz@avoxa.de

Tel. +49 6196 928-590



**Franziska Zschoch**

Sales & Partnermanagement

f.zschoch@avoxa.de

Tel. +49 6196 928-821

# Booking form

I hereby make a binding booking for the participation listed below. Only valid with date, signature, valid registration as exhibitor and e-mail address of a contact person in the company..

Stage/Format	Price	Book	Price video recording	Order video recording
<b>pharma-world</b>	€ 5,500		€ 1,490	
Title of presentation (max. 120 characters):				
Description (max. 500 characters):				
First and last name Speaker:				
<b>inspirationLAB</b>	€ 3,500		€ 1,490	
Title of presentation (max. 120 characters):				
Description (max. 500 characters):				
First and last name Speaker:				
<b>ApoLeadership Campus</b>	€ 1,500		€ 1,490	
Title of presentation (max. 120 characters):				
Description (max. 500 characters):				
First and last name Speaker:				
<b>PTAhome</b>	€ 500			
Title of presentation (max. 120 characters):				
Description (max. 500 characters):				
First and last name Speaker:				
<b>Guided Tours</b>	€ 1,690			
Title of presentation (max. 120 characters):				
Description (max. 500 characters):				
First and last name Speaker:				

# Booking form

Company name as per exhibitor registration: \_\_\_\_\_

Email address contact person: \_\_\_\_\_

Telephone number for queries: \_\_\_\_\_

**Notes:**

Please note that the offered participations are limited and only bookable according to availability. All prices are exclusive of the statutory VAT applicable at the time of invoicing. The expopharm programme advisory board will review your submission and must approve it. Registration does not automatically lead to inclusion in the programme.

The information on this form will be processed and used by the organiser in an automated procedure within the framework of the fulfilment of contractual tasks, taking into account the regulations of the Federal Data Protection Act of the Federal Republic of Germany.

With this registration we accept the [Terms and Conditions](#) of Avoxa – Mediengruppe Deutscher Apotheker GmbH, 65760 Eschborn. All prices are net prices plus VAT.

Place of performance: Eschborn, unless otherwise specified by the nature of the services.

Place of jurisdiction: Frankfurt/Main

\_\_\_\_\_  
Place and date

\_\_\_\_\_  
Legally binding signature

