

# China International Medical Tourism Fair



## Sponsors

Guangzhou Zhenghe Exhibition Service Co., Ltd.

China International Exchange and Promotive Association for Medical and Health Care

Chinese Non-government Medical Institutions Association

## Support Units

China National Tourism Administration

Shanghai Tourism Administration

Tourism Authority of Thailand

Korea Tourism Organization Tourism

World Council of Medical Tourism

Ukrainian Trade Mission In China

Malaysia Healthcare Travel Council

Boao International Medical Tourism Advanced Area

Korea Global Health Medical Service Trade Association

Changzhou International Medical Tourism Advanced Area

JCSIS

Shangrao International Medical Tourism Advanced Area

## **Sponsor**

Guangzhou Zhenghe Exhibition Service Co., Ltd.

---

---

### **1. Number of high net worth population continues to increase and China is short of high-quality medical resources**

According to "China's high net worth population cross-border medical health white paper" , China's high net worth population continues to expand, currently about 2.74% of the population has income over millions and become "high net worth population." Topics of interest to this group of population are: financial investment, health care, tourism and vacation. Health care occupies 42% and is at the second place. High net worth crowd generally hope to get high-end medical services, including high-end physical examination and health management. At the same time, due to the shortage of high-quality medical resources in China, the introduction of new technologies, new drugs and other difficult issues, cross-border medical gradually becomes a trend in the high net worth population. They generally expect to enjoy better health care, facilities, diagnosis, technology, medicine and services abroad. It is predicted that the cross-border medical market will grow from 8 billion 900 million RMB in 2016 to 53 billion 100 million RMB in 2020.

### **2. China's pioneered and the largest medical tourism exhibition, leading overseas worry-free medical treatment**

China International Medical Tourism Exhibition will be held in three places in Shanghai, Chengdu and Beijing in 2018. It will be held in Shanghai on May 18-20, July 6-8 in Chengdu and November 16-18 in Beijing. As the largest medical tourism exhibition in China, it has attracted more than 500 world-famous hospitals and famous medical tourism institutions from 21 countries and regions, and has received 80 thousand visits from all over the country. The exhibition converged on the global high-end medical care, leading the overseas / to China's medical tourism, and promoted our country's life industry and medical tourism, the fastest growing emerging industry in the world to the forefront of the world. It is convenient for the whole people to choose outbound medical care by encompassing the high-end medical services in more than 30 countries.

## **Zhenghe Exhibition, an international first-class organizer**

**International brand exhibition:** all previous exhibitions attracted 500 worldwide famous hospitals and medical institutions from 32 countries and regions, about 80 thousand people visited.

**Authoritative organizer:** China National Tourism Administration, Beijing Tourism Bureau, Tourism Authority of Thailand, Korea Tourism Organization, Malaysia Healthcare Travel Council all are highly positive about the exhibition at promoting the rational allocation of high-quality medical resources both at home and abroad.

**17 years professional team :** we hold more than 20 large-scale exhibitions and high-end forum in the country every year. Authoritative organizer, professional executive team, the successful experiences of the exhibition and multidimensional propaganda.

**Media promotion:** with the support of hundreds of mainstream media throughout the country, we promote and organize various activities during the exhibitions, attracting the attention of the target population to let them attend to the scene for consultation.

### **Seamless link of all media and cross platform integration communication:**

Through the integration of different media and online and offline promotion of seamless convergence, deepening the memories of audience for activities and sponsors.

**Exhibition preheat:** special presentations, news publicity, outdoor advertising, focus media, micro-blog forwarding, WeChat promotions, advertising exposure, micro activities to gain popularity.

**On-site:** exhibition live, micro-blog news, video filming, celebrity interviews, popular activities.

**After-exhibition follow-up:** exhibition review, media reprint, micro-blog news, WeChat reports, thematic collection.

## Exhibits Range

Medical institutions and general hospitals	Health convalescence clubs
Travel agency	Museum of Chinese Medicine
Health care institutions	Private customized Travel
Medical insurance	Plastic surgery hospital
Recuperation institution of traditional Chinese Medicine	Telemedicine / mobile medical treatment
Anti-aging hospital and clubhouse	Tourism Bureau / Medical Tourism Association
High end medical / private doctor	

## Charging standards

### 1. Booth fee :

Enterprise type	Raw space ( 36 m <sup>2</sup> at least )	Standard booth ( Extra 10% for double opening )
Foreign enterprise	USD 550/m <sup>2</sup>	USD 5000/9 m <sup>2</sup>

### 2. Technical seminar / Product promotion meeting

Charging standard: meeting room for 150-200 people , RMB 12000 yuan / 25 minutes, overseas enterprise: USD 2500 / 25 minutes

### **【Directory and Advertising】**

广州正和会展服务有限公司

**Size of directory 130MM×210MM Exhibitors unable to attend can choose advertisements in directory and at the venue.**

Advertising Place	Cover	Back cover	Title Page	Inside front cover/inside back cover	Colored inner page	Colored Cross page	Black and white	Text introduction
Fee ( RMB )	30000	20000	12000	10000	5000	8000	3000	800

**【Related paid advertisement】**

Admission ticket 30,000RMB/100,000pcs    Visitor badge 15,000RMB    Exhibitor badge 10,000RMB    Basket of flowers 200RMB/PC

Giant inflatable arches 12,000RMB/PC    Handbag 20,000RMB/5000pcs

**【Exhibit Procedures】**

- 1、 After selecting the exhibition area and location, please fill in the exhibition application form and contract, and scan it to the organizing committee with official seal;
- 2、 Within 3 working days after signing the contract, exhibitors need to remit the fees to the account:

**Account Name:Guangzhou Zhenghe Exhibition Service Co.,Ltd**

**Account Number: 8224 0154 8000 000 84**

**Bank: Shanghai Pudong Development Bank Pazhou Branch**

- 3、 After the fee is remitted, please send the bank remittance to the mailbox to confirm: 1785764232@qq.com;
- 4、 Booth order allocation principle: apply first , pay first and arrange first. Double opening booth will have extra 10% fee;

广州正和会展服务有限公司

5、Register and move in (The Organizing Committee reserves the right to adjust the booths to keep a good image for the exhibition).

### **Trust Zhenghe Exhibition, occupy more market share!**

**Guangzhou Zhenghe Exhibition Service Co., Ltd.**

Address : Room 713, International purchasing center, No.8 Pazhou Road East , Haizhu District, Guangzhou

Tel : (0086) 13928598027      lixia

Email : 298691796@qq.com

Exhibition official website : <http://www.cmtf.net>

Company website : [www.expoz.com](http://www.expoz.com)