

16th and 17th January
2018 in Düsseldorf

**SAVE THE
DATE!**



Premium partner:



Health and Politics

- Health politics after the election: What is going to change in the communities?
- First evaluation of structural funds and innovation funds

Focus hospital

- Supply contact between economy and medical necessity
- Testing innovations in management and technology
- Rearranging hospital processes thru digitalization?
- Hospital engineering and personal care
- Future hospital pharmacie

Digitalization, IT und cybersecurity in health service

- Telemedicine in health services: Is technologie taking over the role of diagnose and prevention?
- 3D-print, robotics and future-technologies
- IT-security and critical infrastructures
- Presentation of the first ever medicinehackathons on the subject „pharmaceutical distribution of the future“
- Digitalization, data protection and optimal treatment- The patient between individualization and standardization
- Quantum leap thru new technologies? Focusing on 3D-print and robotics

Orphan Diseases – innovative strategies to fight rare diseases

International futurist panel

www.health4punkt0.de

16th and 17th January 2018 in Düsseldorf



Become a



Partner...

... and make the most of outstanding opportunities to appeal to your target groups by improving your presence **before, during and after** the congress.

Health 4.0 is the top innovation congress in the German-language healthcare sector and is taking place in the German city of Düsseldorf for the third time. In 2016, we were able to welcome approx. 300 decision-makers from the German-language healthcare sector to the event.

The basic idea behind **Health 4.0** is to create a comprehensive reflection of the current situation within the healthcare sector and to illustrate the political and economic developments occurring in this field.

The target groups of the **Health 4.0** health congress are decision-makers from hospitals, rehabilitation centres, university hospitals, research establishments and health insurance companies. The event is also aimed at the pharmaceutical and medical-technical industries and at political actors in Europe, the German Federal Government, the German Federal States and local authorities. Furthermore, **Health 4.0** appeals to a multitude of professional organisations, chambers and industrial associations, scientists and representatives from authorities and ministries.

Come and be a part of the **Health 4.0** congress. Experience two days full of content and make the most of the opportunity to expand your personal network on a top executive level.

As an active partner/sponsor of **Health 4.0**, you will be given the chance to generate new contacts and further develop your existing business connections in a professional environment. Intensive advertising measures used in the run-up to the event will guarantee you sustainable communication with your target group via different communication channels. Meet your experts and opinion leaders at the „point of action“ and help to shape the future of the healthcare market.

Make the most of this opportunity!

We will be happy to provide you with your own individual offer.



■ level 1-partnership

€ 3.900,-

strong service:

- on the congress:**
- + exhibition area or speakerscorner (max. 6m²) in the immediate congress area
 - + your logo on our homepage with link to your request
 - + presence of your logo in the presentations during the breaks
 - + two people at your presentation stand have free catering at the event
- after the congress**
- + list of participants complete in electronic form

■ level 2-partnership

€ 5.900,-

strong service in combination with level 1

- before the congress**
- + name of your company with logo and a short presentation in the congress brochure
 - + pre-advertising of the congress with you as a sponsor
 - + up to 500 conference brochures for your own distribution
 - + information for your target group especially for the congress
- on the congress:**
- + supplement of your company brochure in the congress documentation (max. 10 pages)
 - + configure your company brochures on the participants' places or on a separate table
 - + you will receive up to 4 free tickets at your free disposal for colleagues, employees or business partners

■ level 3-partnership

price available on request

strong service in combination with level 1 and level 2

- before the congress**
- + appointment of a speaker from your company for the plenum
 - + inclusion in the content design
 - + your logo appears on the title page of the brochure
 - + your logo appears in the advertisements of the media partners
- on the congress**
- + exhibition area or speakerscorner (max 10m²) in the immediate congress area
 - + your blocks and pens on the participants' places

Make the most of this opportunity!
We will be happy to provide you with your own individual offer.

Please send me more information on the different cooperation options available to partners:

Surname: _____ Firstname: _____

Function: _____ Department: _____

Company: _____

Address: _____

Postcode, town/city: _____

Telephone: _____ Fax: _____ E-Mail: _____

For more information on our MCC modules for partners, please contact
Doreen Stärk, Tel. +49 (0)2421 12177-19, Fax +49 (0)2421 12177-27, staerk@mcc-seminare.de
MCC - The Communication Company · Scharnhorststraße 67a · 52351 Düren · www.mcc-seminare.de



Why you should take part in this conference:

The fundamental idea behind **Health 4.0** is to reflect on the current situation in all of the significant areas in the healthcare system.

Obstacles in the development of the healthcare system can be addressed and be broken down in the dialogue between commerce, politicians, administrators and other players in the healthcare system. Improved and solution-oriented efforts are required for the future, which first and foremost need to be implemented quickly and in-line with the international changes taking place in the global healthcare "ecosystem".

Thus, **Health 4.0** not only represents a dialogue-oriented event, but it also will be a results-oriented meeting.

Who should not miss the conference:

The **Health 4.0** Conference is especially geared towards doctors, pharmacists, healthcare professionals, nursing staff, hospitals, rehabilitation centres, university hospitals, research organisations, the pharmaceutical and medical technology industry, statutory health insurers and private insurance companies, and the political decision-makers in Europe, as well as those at the national, state and local levels in Germany.

Attendance fee

(All prices are subject to the statutory Value Added Tax) The attendance fee for the two-day event (incl. conference documents, invitation to dinner, luncheons, beverages during the breaks and small snacks) is:

€ 595,- if you register till 30th July 2017 you will save € 100,- then € 695,- the date of receipt at MCC counts.

Participation conditions:

Please fill out the registration form and return it to MCC as soon as possible either by fax or by mail. You may also register by email (mcc@mcc-seminare.de). Your registration in writing is binding. After your filled-out registration form has been received by MCC, you will receive confirmation letter and an invoice – provided there are still places available. If that should not be the case, we will inform you immediately. You can either remit payment of your attendance fees by making a bank transfer to the bank account indicated on the invoice or you can send us a non-negotiable cheque.

Buy 2 - Get 3! If three people from your company register for the event, the ticket for the third person is free of charge.

Please note: You can only take part in the event if your fees have already been paid or if you make your payment in person at the event itself. The conference fees will still be due in full after the cancellation deadline passes, even for registered participants who do not attend the event (i.e. "no-shows"). Place of jurisdiction is the city of Düren, Germany. If you want to cancel your registration, you must do so in writing. Should you cancel your registration prior to 16th December 2017, we will charge you a one-time processing fee in the amount of € 150,- plus VAT. You will be refunded the attendance fees which you have already paid less the processing fee. If you cancel your registration after 16th December 2017, your attendance fee cannot be refunded. However, another person may come in on your behalf if you cannot attend. Please inform us of the name of the person coming in your place at least three days before the event. Our General Terms & Conditions shall apply; you may request them from us or you can read them on our website.

Date and event location:

The Conference will take place on 16th and 17th January 2018 in

"Van der Valk" Airport hotel Düsseldorf

Am Hülserhof 57, 40472 Düsseldorf, Germany

Tel: +49 (0)211 200 63 0 - Fax: +49 (0)211 200 63 200 - info@duesseldorf.valk.com
• Room rate: € 144,-, including VAT, for a single room + breakfast

Reservations

There are a limited number of rooms available which have blocked for the event. MCC participants will receive special conditions. For this reason, please book your room well in advance using the keyword "MCC".

The organizer reserves the right to make changes to the programme's contents, scheduling and rooms due to compelling reasons. We assume no liability for printing errors!



Follow us on Twitter!
MCCSeminare



Find us on Facebook!
www.facebook.de/MCCSeminare

REGISTRATION:

- Yes,** I/we will attend the conference on 16th and 17th January 2018 in Düsseldorf which is subject to an attendance fee of € 695,- (per person).
- Buy 2 - Get 3!** Yes, I/we would like to register three people from our company and get the entrance ticket for the third person for free.
- please send me further informations about an exhibition and a partnership
- please send me the conference brochure

		1
Title, Surname	First name	
Position	Department	2
Title, Surname	First name	
Position	Department	3
Title, Surname	First name	
Position	Department	
Company		
Address		
Postal code, city, country		
Telephone	Fax	
Email		
Date	Signature and company seal	

event organizer



MCC - The Communication Company
Scharnhorststraße 67a, 52351 Düren
Telefon: +49 (0)2421 12177-0
Telefax: +49 (0)2421 12177-27
E-Mail: mcc@mcc-seminare.de
Internet: www.mcc-seminare.de

pa & c

PA&C Public Affairs & Communication/ Ernst Martin Walsken GmbH
Am Thelenbusch 105, 47269 Duisburg
Telefon: +49(0)203/ 34649-26
Telefax: +49(0)203/34649-27
E-Mail: ernst-martin.walsken@t-online.de
Internet: www.ernst-martin-walsken.de

Please pass this invitation along to your colleagues who may also be interested in attending.