

## **HOSPITALAR 2012**

**ACCESS DISTRIBUTORS, AGENTS,  
PARTNERS AND DECISION MAKERS  
FROM ACROSS LATIN AMERICA**

### **Why Brazil?**

- Brazil is investing heavily in healthcare
- 2010 medical device spend totalled over \$4.8bn
- \$3.7bn of this expenditure was imports

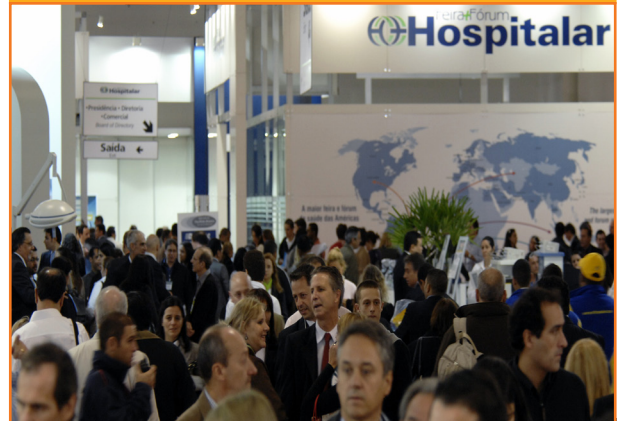
### **Why Hospitalar?**

- Network with healthcare distributors from across Latin America – buyers and distributors from Argentina, Bolivia, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay & Venezuela attended Hospitalar 2011.
- Meet over 91,000 visitors and 1,250 exhibitors
- Showcase new technologies to a high-level professional audience

“We have exhibited at Hospitalar for several years and find the event essential. We originally met our Brazilian distributor through exhibiting at the show and they are now doing great business – in particular we’ve just received an order worth over £0.5m which was finalised at Hospitalar. The event has been pivotal in building relations with our distributor and their customers and was a key element in securing this deal – and several others that have followed since.”

**Dave Newman, International Sales  
Director, De Soutter Medical Ltd**

**22 - 25 MAY 2012  
SAO PAULO, BRAZIL**



The UK Pavilion package includes:

- Pre-event support & advice from Medilink & UKTI healthcare specialists in the UK and Brazil
- £1800 UKTI TAP grants for eligible companies
- Recommended accommodation arrangements
- Full ‘in market’ assistance during the event
- Interpreters for use on your stand & in meetings
- Group pavilion refreshments

**Stand Space cost per sqm = £455**



# BOOKING FORM

**Company Name**

**Contact Person**

**Contact Number**

**Email**

**www**

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**PAYMENT**

Please complete the following details to let us know what size of stand you require

<b>A</b>	Stand Cost (shell scheme)	..... x £455 per sq m	£ .....
<b>B</b>	Management fee £599 Medilink member £689 Non member	<input type="checkbox"/> Member <input type="checkbox"/> Non Member	£ .....
<b>C</b>	Corner position Request £250 (limited availability)	<input type="checkbox"/> Corner position	£ .....
<b>D</b>	VAT @ 20% payable on: management fee only		£ .....
<b>E</b>	Total	( A + B + C + D)	£ .....
<b>F</b>	Deposit	50% of E	£ .....

Tick here if you would like to apply for an £1800 UKTI TAP grant for Hospitalar 2012. Note that these are limited in supply and will be issued on a first-come, first-served basis. Grants will be paid following the exhibition.

Signature: ..... Date: .....

I have read the conditions for participation at this event at [www.medilink.co.uk/InternationalTermsConditions.pdf](http://www.medilink.co.uk/InternationalTermsConditions.pdf) and a signed application form will be taken as acceptance of these conditions

**Return completed forms to:**

Paul Tomes, Medilink, 3 Smithy Wood Drive, Smithy Wood Business Park, Sheffield S35 1QN  
Tel: 0114 232 9274 Email: [p.tomes@medilink.co.uk](mailto:p.tomes@medilink.co.uk)