



**MEDICREA®**

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**The future is now.**

**EUROSPINE 2019**

16th to 18th october 2019

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Helsinki, FINLANDE

12/07/2019



# T H E E X H I B I T I O N

EUROPSINE: International exhibition

Target: surgeons and distributors

Goal: visibility and exchanges with surgeons

Challenge: How to get surgeon to exchange on medical cases ? How to involve the surgeon ? Then speak with surgeon about our products.





## O U R I M A G E

We want to differentiate ourselves, and to mark our values:

- Service
- Customization
- Boldness
- Innovation





## T H E B O O T H

Technical detail: 18 m<sup>2</sup> (6mx3m - 2 open sides)

One Shot Stand (to destroy at the end of the exhibition)

Stand ordered naked at the congress

No rigging

We need a **simple and efficient booth**, with few material.



# 3

## THE BOOTH

1 MEDICREA sign (black and red)



Walls will be focused on UNiD



Presence of a "simplified" museum not closed, showing 5 cases of surgery, with explanations of the surgeons on audio guide



# 4

## FURNITURE



General arrangement: white walls + wood trellised panel (just a touch of wood to bring back some heat => like a “scandinavian touch”)

Floor covering: PVC or linoleum

Furniture: 1 desk, 4 platforms for product presentation (350x700mm), 1 ou 2 high tables + chairs, low furniture to put Ipad on + interior storage, storehouse + equipment (shelf, mirror, support trash bag, fridge, support for coffee), 1 TV



# 4

# FURNITURE

PVC prints: 3 imageries x-ray to print + 2 imageries x-ray\*



Imageries/Signage:

MEDICREA sign



world map UNID\*



virtuous circle UNID



\*Available at MEDICREA



# B U D G E T

Global budget: 15 k€





# P L A N N I N G

Brief: 19/07/2019

First come back: 30/07/2019

Final validation of booth: 02/09/2019

Order to produce booth: 04/09/2019

Stand assembly in Helsinki: 14 et 15 /10/2019

Dismantling: 18/10/2019

