

Join the Florida section of the USA Pavilion at

HOSPITALAR 2018

INTERNATIONAL HEALTHCARE EXHIBITION

May 22-25, 2018 | São Paulo, Brazil

ENTERPRISE
FLORIDA

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FairForum
Hospitalar

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BOOTH INFORMATION

Enterprise Florida, Inc. has secured space for a Florida section. Individual booths are being offered for Florida companies to exhibit within the USA Pavilion:

Mini turnkey 5-square meter booths*
(1.66M wide x 3M deep): **\$3,450.00**

Turnkey 9-square meter booths**
(3M wide x 3M deep): **\$6,595.00**

Turnkey 12-square meter booths**
(4M wide x 3M deep): **\$7,895.00**

*** MINI BOOTH PACKAGE INCLUDES:**

- Shared carpeted booth space with 1 cocktail table, 3 bar stools, lighting and 1 info counter each or a total of 3 shared counters

**** BASIC BOOTH PACKAGES INCLUDE:**

- Fully carpeted space with 1 table, 2 chairs, 1 info counter with shelving and lighting
- Use of common lounge area where refreshments will be served
- Show registration and inclusion in the show catalog

Additional services include assistance with hotel rooms and on-site support from EFI staff. Professionals from EFI's São Paulo office will also be on hand to help address logistical and selling issues, as well as translation at the show.

Space is limited and will be sold on a first come, first served basis.

TRADE SHOW GRANTS

Target Sector Trade Grants are available to first time exhibitors.

JOIN FLORIDA AT HOSPITALAR 2018

HOSPITALAR 2018 will take place in São Paulo, Brazil from May 22-25, 2018. Hospitalar is the most important health fair in Brazil and Latin America. The show features products ranging from the most sophisticated state-of-the-art medical technology to disposables. 90,000+ professional visitors and over 1,250 exhibitors are anticipated at this year's show.

HOSPITALAR 2017 attracted over 90,000 visitors from 54 nations, including 1,500 foreign buyers. Eighty percent of these visitors were from **other South American countries**. They came from 11 Brazilian states, representing 745 municipalities. Distributors/representatives and hospitals (clinical directors) continue to be the largest group of professional visitors.

THE MARKET

Brazil is the largest economy in South America with the highest potential in the healthcare market. Brazil has over 6,400 hospitals and 15,000 clinics and healthcare establishments. The Brazilian healthcare market is over \$125 billion. Imports account for approximately 25% of the market, with the U.S. providing 50% of all imports. The medical equipment market is over \$6.0 billion.

The continued expansion of the Brazilian private health care sector, particularly in the HMO sector, should create new opportunities for U.S. exporters, particularly for more advanced medical equipment, disposables, diagnostic devices, implants and components.

Brazil's economy is vibrant. U.S. exports to Brazil grew to US **\$7 billion** in 2016, a 9.4% increase.

REGISTER TODAY!

For more information, please contact Mike Schiffhauer or complete and return the form below.



MIKE SCHIFFHAUER

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