



**JOIN
US NOW!**

EXHIBIT AT OTWORLD 2024



OTWORLD

Join the progress.

International Trade Show
and World Congress

14 – 17 May 2024

Leipzig, Germany

www.ot-world.com

BE A PART OF THE WORLD'S NUMBER 1 TRADE SHOW!

Full exhibition halls, packed congress rooms and a highly interested audience of international professionals await you. As the world's largest and most important global get-together of the industry, OTWorld offers the ideal environment to successfully present your products and services. For more than 30 years, OTWorld has been a must-attend event for all service providers, manufacturers and retailers, setting new standards every two years for modern orthopaedic treatment and care in Leipzig. Come and join us to meet key decision-makers and customers from all over the world at your stand.

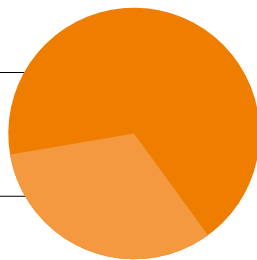
REVIEW OF 2022

- **18,800 visitors from over 86 countries, 51% of whom were decision-makers**
- **440 exhibitors**
- **2,100 congress participants from 51 countries**
- **300 internationally recognised speakers from 29 countries**

VISITOR NATIONALITIES

67% from Germany

33% from abroad



VISITOR SATISFACTION

91% of visitors would recommend OTWorld

EXHIBITOR SATISFACTION

94% plan to return

95% of exhibitors would recommend OTWorld



YOU CAN'T AFFORD TO MISS IT!

1. EXCELLENT POTENTIAL FOR ACQUIRING NEW CUSTOMERS

OTWorld is the world's largest event in the modern orthopaedic treatment and care industry. And that's not all. Some 50% are first-time visitors including an above-average number of decision-makers. Don't miss out on this great opportunity to acquire new customers!

2. NEW MARKETS – NEW OPPORTUNITIES

Do you want to open up new markets or fields of business? Then OTWorld is the perfect platform for you. One in three visitors travels here from outside Germany. They mostly come from within Europe but also from other important global markets such as North America, the Middle East and Asia.

3. INNOVATIVE CONGRESS PROGRAMME

In addition to exhibiting at the trade show, you can also attend the interdisciplinary congress to learn about the latest industry developments and innovations. Would you like to play an active role in shaping the programme? Host an exhibitor workshop or lecture to introduce yourself to an audience of engaged professionals and maximise exposure to your company or submit free papers.

4. NETWORKING MADE EASY

It is the personal exchange between exhibitors and visitors from all over the world that builds the foundation for tomorrow's success. This is why we provide numerous networking opportunities for you ranging from guided tours and organised delegation meetings to the legendary OTWorld party where you can enjoy the relaxed atmosphere!

5. LEIPZIG: A MODERN AND FLEXIBLE EXHIBITION VENUE

Exhibitors and visitors from all over the world have been coming together at the Leipzig Exhibition Centre for over 850 years. However, Leipzig has much more to offer than just a modern exhibition centre and top-notch service. Leipzig is in a class of its own. Come and experience this vibrant, cosmopolitan metropolis in Saxony!

"What's special about OTWorld is the broad international diversity. In contrast to other fairs OTWorld takes an international audience into focus. And most of the attendees are the key influencers in their areas." **Travis Hood, Spinal Technology, Inc., United States**



IDEAL ACCESS TO TARGET GROUPS

SUCCESSFUL CONTACTS AND IN-DEPTH CONVERSATIONS AT A CONVENIENT VENUE

The World Congress and trade show will once again be very closely linked. Right inside hall 3, a multifunctional congress centre will be integrated into the middle of the exhibition. This creates an uniquely interconnected trade show and congress, optimises knowledge transfer and ensures the conference facilities are close to the exhibition stands. Our innovative event concept guarantees you ideal access to your target groups.

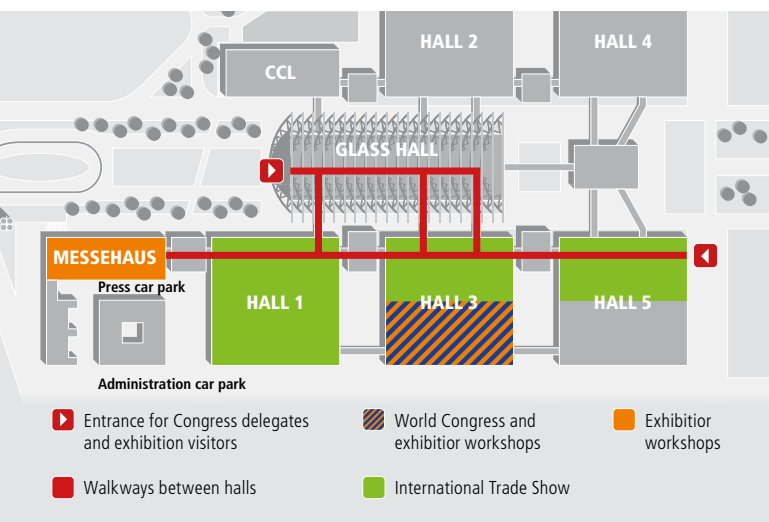
MEET YOUR TARGET GROUP

- Prosthetists and orthotists
- Orthopaedic footwear professionals and podiatrists
- Retailers for healthcare supplies and medical retailers
- Rehabilitation technicians
- Engineers
- Doctors and physiotherapists
- Suppliers and manufacturers
- Health insurance provider employees



KEY EXHIBITION CATEGORIES

- Prosthetics and orthotics
- Orthopaedic footwear technology
- Technical rehabilitation
- Workshop fittings, furnishings and equipment
- Raw materials, aids and consumables
- Surgical retail stores and medical equipment
- Compression therapy
- Shop fitting and equipment
- Research and development
- Education and advanced training
- Services, publishing houses
- Professional associations and organisations



AREAS OF TREATMENT AND CARE

- Prosthetics and orthotics
- Mobility limitations
- Diabetes and vascular diseases
- Osteoarthritis and degenerative diseases
- Stroke
- Sports prophylaxis and accidental injury
- Back care
- Movement disorders and paralysis
- Cancer
- Preventive medicine

"As start-up at OTWorld we're planning to come back next time. The fair was well organised and being in the Start-Up-Zone enabled us to present our products and get helpful support by the team of OTWorld. It's important for us to meet the players of the industry in person which OTWorld gave us the opportunity to do."
Dr. Joshua Steer, Ralii Devices, United Kingdom

BE THERE AT OTWORLD 2024!

Meet the industry at OTWorld 2024! We have various products and services to help you to make the best possible impression on customers, competitors and partners.

YOUR EXHIBITION STAND

Start planning for this industry highlight and secure your stand space today! OTWorld offers you an all-round package ranging from attractive, ready-to-use stand construction packages for basic trade show participation to customised stand construction planning. We're happy to support you!

Register your exhibition stand today
and secure our attractive early-bird discount!

EXHIBITING WITH OTHERS

Would you like to be part of a strong community? You can benefit from unique participation opportunities available in our themed areas:

START-UP AREA – FOR ALL NEWBIES AND ENTREPRENEURS

Did you establish your company within the past 3 years? Are you ready for it to really take off? Then take advantage of this popular presentation option to draw extra attention to your company. Participants in the Start-up Area benefit from a package deal with additional marketing services. Contact us soon – spaces are limited!

OTWORLD CAMPUS – THE PROFESSIONAL DEVELOPMENT PLATFORM

Universities, technical colleges and universities of applied sciences from all over the world will be at OTWorld CAMPUS to present their latest opportunities for further education and training worldwide. You can quickly and easily get involved using our attractive participation package.

NEWCOMER-AREA – GET TO KNOW US!

If you have never been to OTWorld before and would first like to test the event with a smaller exhibition stand, then our Newcomer Area is the place for you.



GLOBAL NETWORKING AREA – INDUSTRY ASSOCIATION PRESENTATIONS

In this area, associations and international organisations can present themselves free of charge. Take advantage of this opportunity!

PAVILION OF SHOP DESIGN – A MUST FOR THE INDUSTRY

Here, you can find out about the best ways to present holistic care concepts in consulting and sales rooms as well as how to optimise care processes medical supply stores. If you work in shop fitting and sales promotion, an exhibition stand alongside the pavilion would be just perfect for you! The pavilion is presented by PARKRAUM.

OUR PRODUCTS AND SERVICES ALSO INCLUDE

AN ENTRY IN THE DIGITAL PRODUCT AND EXHIBITOR WORLD.

Your registration includes a description of your company and information on two products. This digital entry is the perfect complement to your presence at the trade show and will give you global visibility. Many more options to create your perfect trade show appearance await you!

NOW INCLUDED: A LICENCE FOR SCAN2LEAD

Collecting business cards is so old-school! OTWorld 2024 now makes it easier to contact new customers. The Scan2Lead visitor scanner solution gives you a quick and easy way of electronically capturing customer data at your exhibition stand.





Stadt Leipzig



LEIPZIG – A MULTIFACETED TRADE FAIR CITY

Leipzig is firmly established in the international market as a location for trade fairs and conferences. Yet Leipzig is unique. Here, tradition meets modernity, spacious green parks intersperse the vibrant flair of the inner city and the lively and varied cultural scene thrives alongside high-tech businesses. Leipzig is not only a melting pot of different influences but also has a long history as a city of music and has been home to many important musicians. Numerous museums also reflect the city's intellectual wealth. Maybe you'll find some time for exploring during your time at the trade show!

COUNTRY PAVILIONS – EXHIBIT UNDER ONE FLAG!

Showcase your products with other companies from your country of origin and benefit from a larger visibility, a simple stand set up and support in your native language. OTWorld hosts several country-specific pavilions, among them France, Brasil, Spain, China, United States and Canada.

Are you looking for more? OTWorld 2024 offers numerous other opportunities for engaging with your target group.

YOUTH.ACADEMY

TECHNICAL ORTHOPAEDICS –

SPONSOR THE NEXT GENERATION!



The focus here is on an interdisciplinary approach to promoting young talents. For more than 600 trainees, school and university students in the fields of prosthetics & orthotics, orthopaedic footwear technology, therapy or medicine, both from Germany and abroad, this means two days of training, exchange and, of course, celebration!

EXHIBITOR WORKSHOPS AT THE CONGRESS

Complement your trade show participation with an exhibitor workshop at the World Congress and showcase your innovations and products for an engaged audience.

REACH OUT TO WORLD CONGRESS PARTICIPANTS

Numerous sponsorship opportunities await you. Contact us for an individual quote.

COMPANY EVENTS IN MODERN CONFERENCE FACILITIES

Would you like to host your own events at OTWorld? Maybe customer meetings or discussions? We have the right venue for you and are happy to support you!



600,000 RESIDENTS
850 YEARS OF TRADE FAIRS
270 EVENTS ANNUALLY



WORLD CONGRESS: EDUCATION AND DIALOGUE AT THE HIGHEST LEVEL



The World Congress at OTWorld offers further education for everyone, whether you're a prosthetist, orthotist, therapist or doctor. The main emphasis here is on how orthopaedic treatment and care can improve quality of life and social participation. Speakers will present the latest studies as well as national and international best practices. The central focus is always on sharing experiences at a personal level. The World Congress will bring together the full spectrum of further education opportunities. Keynotes, symposia, workshops, free paper sessions and e-posters – there is something for everyone here.



German and English. Simultaneous interpretation will be offered into each language.

ENRICH THE WORLD CONGRESS WITH YOUR WORK!

Introduce your work to a professional audience of prosthetists and orthotists, orthopaedic footwear professionals, physicians and therapists and receive direct feedback from other experts and users. By contributing your expertise and experience, you can help shape the future and establish your professional status as an expert in orthopaedic treatment and care.

CALL FOR PAPERS

Please submit your abstract by 17 September 2023 at www.ot-world.com/en/call-for-papers/
After the deadline, all submissions will be peer reviewed by a minimum of two specialists.

"Whatever participants hope to gain from the congress, they will certainly take home new perspectives on their daily work in treatment and care." **Dipl.-Ing. Ingo Pfefferkorn, Orthopädie-Technik Scharpenberg e. K., Germany**

EXHIBITOR WORKSHOPS: PERFECTING YOUR CUSTOMER OUTREACH

Would you like full control over how your work is presented and which topics are addressed? Present your innovations and products at an additional exhibitor workshop accessible to both trade show and congress visitors! You will benefit from the fact that visitors can sign up for your workshop before the trade show starts and you receive the leads in advance. Book your workshop when you register your stand and get the best slots now!

CONGRESS TOPICS

KEY TOPICS

- Prosthetics, orthotics
- Orthopaedic footwear technology
- Rehabilitation
- Biomechanics
- Materials research, production technology
- Education, careers
- Digitalisation

FOCUS TOPIC

- Pediatric/adolescent and neuro-orthopaedics

OTHER TOPICS

- Sports orthopaedics/parasports
- Physiotherapy
- Ambient assisted living
- Learning systems, robotics
- Research and development
- Indication-related topics





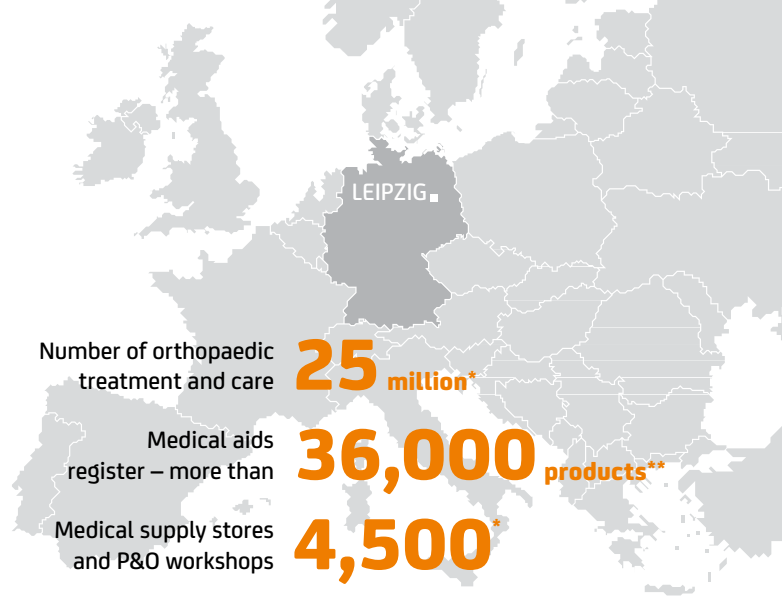
HUGE POTENTIAL: THE GERMAN MEDICAL AIDS MARKET

The health economy is one of the biggest and most important submarkets of the German economy. In 2022, EUR 288,9 billion were spent on health. Roughly 90 percent of the population in Germany have statutory health insurance and are entitled to receive benefits to maintain and restore their health, or to improve their state of health.

As a rule, statutory health insurance providers only cover the cost of a medical aid if the product is listed in the German approved medical aids register (Hilfsmittelverzeichnis). You can get your product listed in the approved medical aids register upon application and if certain properties and qualities are proven. On top of that, many people in Germany are willing to pay for medical aids and services on their own. The private market for medical aids is growing very fast and covers a volume of EUR 6 billion every year.

"At OTWorld we can meet a lot of distributors from different countries. As Proteor we have a lot of German customers, so it's important for us to be here." **Alexandra Houiste, PROTEOR, France**

THE MARKET IN NUMBERS (2022)



Sources: *BIV-OT, **GKV



"The event is very well organised. As an exhibitor from day one, we've known this for years. The team here is very easy to work with." **Peter H. Franzel, Ottobock**

FACTS, FIGURES AND DATES

EVENT DATES

International Trade Show and World Congress
Tuesday, 14 May to Friday, 17 May 2024

VENUE

Leipzig Exhibition Centre,
Messe-Allee 1, 04356 Leipzig, Germany

PRICES FOR EXHIBITION SPACE

Row stand	205.00 EUR/m²
Corner stand	211.00 EUR/m²
Peninsula stand	217.00 EUR/m²
Island stand	229.00 EUR/m²
Plus media fee	850.00 EUR

The media fee includes digital lead processing with a licence for SCAN2LEAD, plus the entry of one company and two product profiles in the digital Product and Exhibitor World (entry in the exhibitor directory). The above prices do not include the AUMA contribution of 0.60 EUR/m².

EARLY-BIRD DISCOUNT

Bookings before 31 October 2023: 10.00 EUR/m²

ADDITIONAL SPACE DISCOUNTS

When booking an area of

100 to 199 m ²	10% discount
200 to 399 m ²	15% discount
From 400 m ²	20% discount



Conceptual partner
German Association of
Orthopaedic Technology



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OUR BEST SERVICE FOR YOU

It is easy to book your exhibition space online at **www.ot-world.com/registration**. You can also use your customer account during further preparations to book all services related to your trade show participation.

IMPORTANT DATES

Deadline for submission to the World Congress	17 September 2023
Deadline for submitting exhibitor workshops	15 November 2023
Stand allocation begins	1 November 2023

ANY QUESTIONS? WE'RE HAPPY TO HELP!

Your contacts for the Trade Show (Leipziger Messe GmbH)



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