

மருத்துவம்  
EXPO

Associate By

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Rotary Club of Coimbatore  
Millennium, R.I. Dist 3201

SOUTH INDIA'S

# MEDICAL EXPO & HEALTH CARE

- B2C

EXHIBITION OF HOSPITAL | MEDICAL | HEALTH AWARENESS

FRIDAY

2

SATURDAY

3

FEBRUARY 2024

# CODISSIA

TRADE FAIR CENTRE  
COIMBATORE, TN, INDIA

POWERED BY

BUOYANT  
media  
95002 88222







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BUOYANT MEDIA HAVING A DECADE OF EXPERIENCE IN EXHIBITION INDUSTRY, HAVING DONE MORE THAN 1000+ EVENTS AND 45 OWN EXHIBITIONS IN SOUTH INDIA. IN THE CATEGORY OF BUILDERS, JEWELLERY, PREMIUM LIFESTYLE, AUTOMOBILE, EDUCATION & HISTORICAL EXHIBITIONS. WE ARE PIONEER IN EXHIBITION INDUSTRY. WIDE RANGE OF BUSINESS COLLABORATIONS AND CONVERSIONS TAKEN PLACE IN ALL OUR EXISTING EXHIBITIONS. WE BUOYANT MEDIA PROUDLY ORGANIZE 46<sup>TH</sup> EXHIBITION “MEDICAL & HEALTH CARE EXPO 2024” EXCLUSIVE EXHIBITION OF HOSPITALS / HEALTH CARE / MEDICAL INDUSTRIES.



## ABOUT MEDICAL EXPO

A MEDICAL EXPO IS A SPECIALIZED EVENT DESIGNED TO BRING TOGETHER HEALTHCARE PROFESSIONALS, INDUSTRY EXPERTS & COMPANIES WITHIN THE HEALTHCARE SECTOR. IT SERVES AS A PLATFORM FOR SHOWCASING THE LATEST MEDICAL INNOVATIONS, PRODUCTS & SERVICES. WHILE ALSO FACILITATING NETWORKING & KNOWLEDGE EXCHANGE. MEDICAL EXPO OFFERS VALUABLE OPPORTUNITY FOR HEALTHCARE PROFESSIONALS TO STAY UPDATED ON INDUSTRY ADVANCEMENTS AND FOR COMPANIES TO INTRODUCE NEW HEALTHCARE SOLUTIONS TO A TARGETED AUDIENCE.



## WHY EXHIBIT..?

EXHIBITING AT A MEDICAL EXPO IS A STRATEGIC MOVE FOR HEALTHCARE COMPANIES. IT OFFERS A FOCUSED PLATFORM TO INTRODUCE NEW MEDICAL PRODUCTS, NETWORK WITH INDUSTRY EXPERTS AND TAP INTO A HIGHLY TARGETED AUDIENCE. IT'S AN OPPORTUNITY TO GAIN VISIBILITY.

10000 + VISITORS / COMMON PUBLIC WILL WITNESS THE EXHIBITION AND GET BENEFITED. MORE THAN 100+ MEDICAL / HOSPITALS UNDER ONE ROOF.





## WHO CAN EXHIBIT

EXHIBITORS AT A MEDICAL EXPO TYPICALLY INCLUDE A WIDE ARRAY OF PARTICIPANTS WITHIN THE

- ⊕ MEDICAL EQUIPMENT AND DEVICE MANUFACTURERS
- ⊕ LABORATORY EQUIPMENT PROVIDERS
- ⊕ PHARMACEUTICAL COMPANIES
- ⊕ HEALTHCARE INDUSTRY
- ⊕ HEALTHCARE IT FIRMS
- ⊕ LABS/ SCAN CENTRES
- ⊕ MEDICAL CENTRES
- ⊕ HOSPITALS
- ⊕ HEALTHCARE INFRASTRUCTURE & FACILITY MANAGEMENT CO.,
- ⊕ VARIOUS SECTOR OF CLINICS (DENTAL, ENT, CHILD CARE, ETC..)
- ⊕ DIAGNOSTIC AND IMAGING SOLUTION PROVIDERS
- ⊕ MEDICAL EDUCATION CENTRES
- ⊕ REHABILITATION CENTRES
- ⊕ FITNESS EQUIPMENT
- ⊕ FERTILITY CENTRES
- ⊕ COSMETICS

## VISITOR PROFILE

**B2C** - TYPICALLY INCLUDES COMMON PUBLIC, CLUBS, ASSOCIATIONS, SENIOR CITIZENS, NRI, PEOPLE LOOKING FOR HEALTH UPDATES, STUDENTS PURSUING IN HEALTHCARE.

**B2B** - DIVERSE RANGE OF HEALTHCARE PROFESSIONALS SUCH AS DOCTORS, NURSES, CLINICIANS, HOSPITAL ADMINISTRATORS, RESEARCHERS, PHARMACEUTICAL COMPANIES & DISTRIBUTORS.

## 360 MARKETING STRETCH

- ⊕ AWARENESS CAMPAIGNS & ASSOCIATION CLUB PROMOTIONAL ACTIVITIES
- ⊕ SOCIAL MEDIA PROMOTIONS LIKE FACEBOOK, INSTAGRAM, GOOGLE ADS, FAMILIAR SOCIAL MEDIA SITES & CHANNELS
- ⊕ PRINT ADVERTISEMENT
- ⊕ E-MAILERS, WHATSAPP & SMS CAMPAIGN
- ⊕ DIRECT INVITATION
- ⊕ STRONG MEDIA PARTNERS & SUPPORTING CLUBS
- ⊕ FM JINGLES & RJ MENTIONS





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EXPO



OUR  
PRESTIGIOUS  
46<sup>th</sup> EXPO

FOR DETAILS:

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