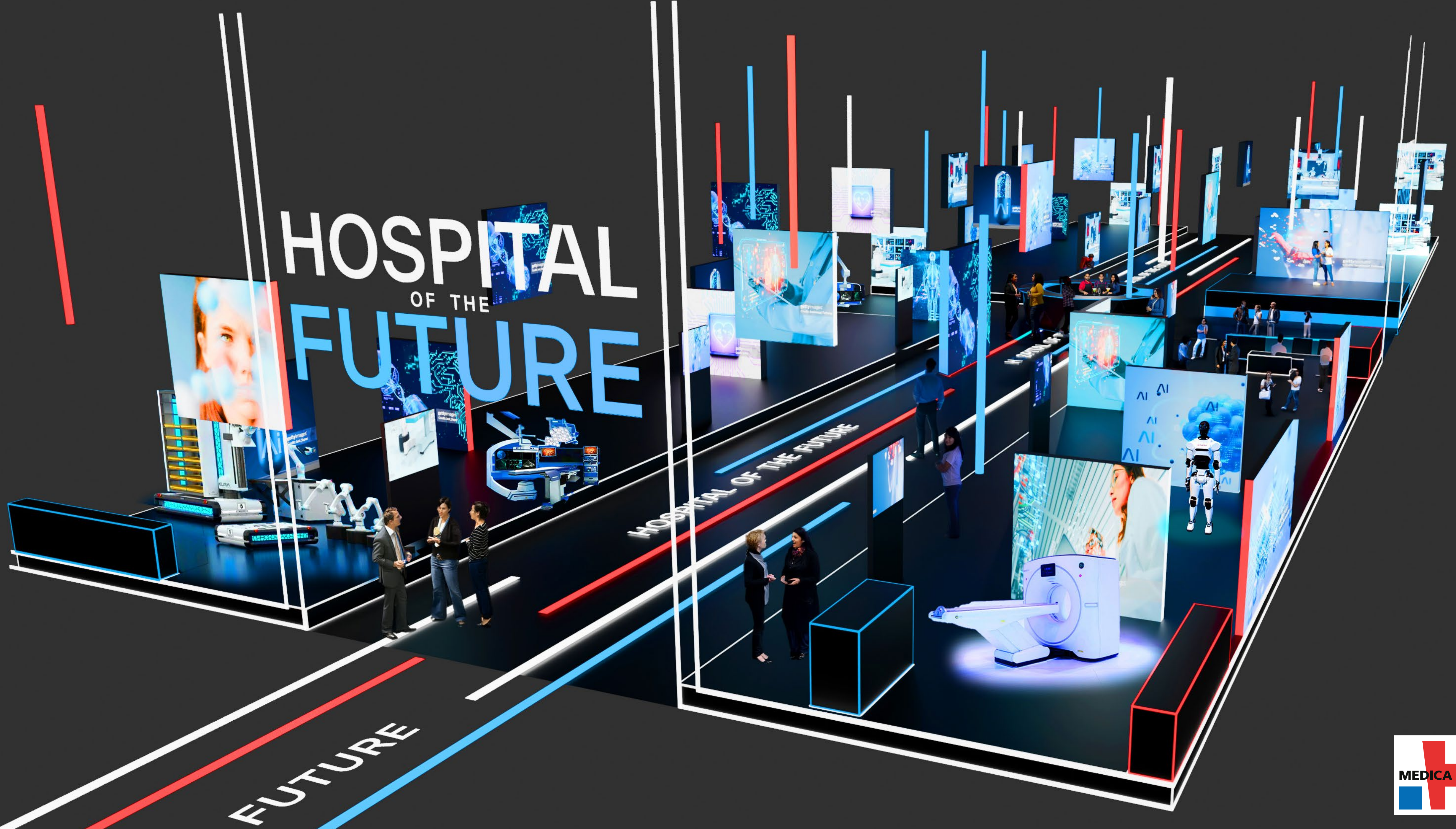


HOSPITAL OF THE FUTURE



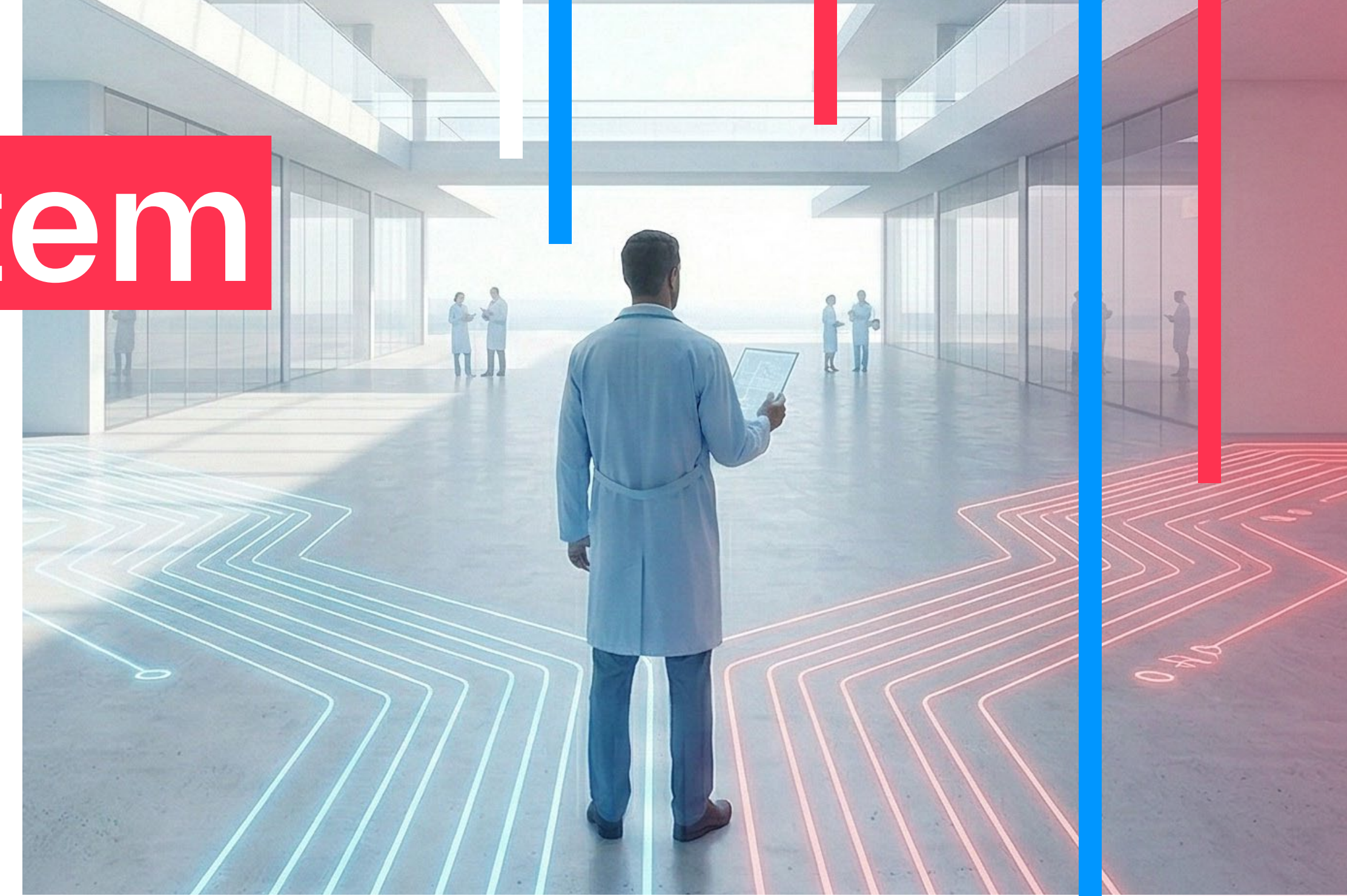
**The future of healthcare
is not a product.
It is a system.**



**Hospital of the Future –
brings integrated care to life.**

**Exclusive and curated: We demonstrate how healthcare works –
when industry, science and practice work together seamlessly.**

The healthcare system is under pressure.



There is a shortage of skilled staff, costs are rising, processes are fragmented, solutions are isolated – and the link between data and systems is breaking down.

Integration is lacking. The desired effect is not being achieved.

Yet in today's market, what counts are collaborative solutions, achieved through successful interaction.

The key question for 2026.



No longer: *What can your product do?*

But rather:

What role will you play in the healthcare system of the future?

Hospital of the Future: An integrated scenario as a best practice.



- › Real-world context
- › Exclusive selection
- › Maximum integration

A shared space serving as a functional hospital model, delivering a best-practice experience.

A hospital through the lens of the future.



**You are not just presenting your product.
You are positioning yourself within the system.**

*Whether in diagnostics, monitoring or aftercare:
we will find the ideal place for you within the hospital model and advise you on showcase partnerships.*

Real-world applications. Leading partners.

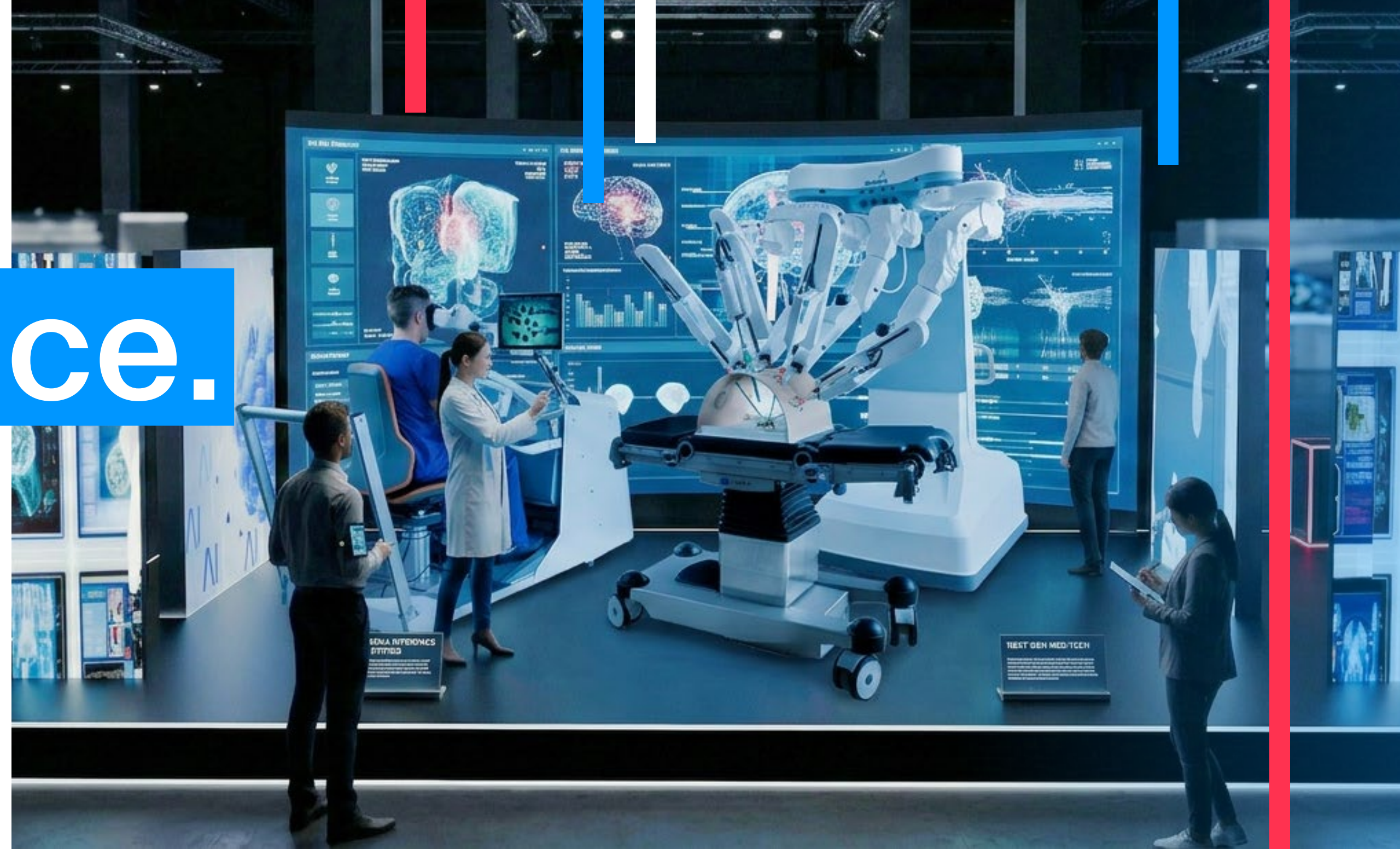


Showcases demonstrate the added value of integrated care through telemedicine partnerships and tailored digital infrastructure.

- › Tele-intensive care – University Hospital of RWTH Aachen / DGAI
- › Sleep medicine – University Hospital Essen / DGSM
- › Heart failure – TUM / Heart and Diabetes Centre NRW
- › Further partner cases from research and industry

Not just a vision. Reality in practice.

Where attention becomes relevance.



- › Top placement in a premium setting
- › Guaranteed visibility through visitor guidance
- › For experts, developers, decision-makers and specialist media

The Hospital of the Future enables exclusive discussions based on real-world applications.

For companies shaping the future.



- › Positioning within the future healthcare system
- › Part of the solution, not just a single product
- › Focus on integration and interoperability

A benchmark for tomorrow's healthcare.



A format set to spark conversation across the media and the wider industry.

- › **A premium experience at MEDICA 2026**
- › **Exclusive selection of leading players**
- › **Strong media interest and international visibility**
- › **Your access to C-level decision-makers**

Showcasing how integrated care already works today – and who is delivering it successfully.

**A premium format
with a clear,
compelling structure.**



- › **Over 500 m² of curated exhibition space in premium Hall 12**
- › **Exclusive partner structure: selection available on request**
- › **Showcases as content anchors**
- › **Stage, dialogue formats and networking**

The Hospital of the Future: a premium experience for leading developers and key decision-makers.

Where your contribution will have the greatest impact.



Our exclusive reference package* for selected exhibitors:

- › 50 m² of premium stand space
- › High-quality stand construction and first-class catering
- › Meeting area for B2B discussions and networking
- › Access to the MEDICA VIP Lounge for C-level discussions
- › A speaking slot on one of the stages
- › Formats for content participation and media services
- › 10 exhibitor tickets and 200 complimentary tickets for your guests
- › Premium marketing through MEDICA and Messe Düsseldorf

* The €50,000 reference package serves as a guideline; the specific details will be finalised during a personal consultation.

What role do you play in the Hospital of the Future?

Our premium platform that makes your role in future healthcare visible.

- › **Secure relevance**
- › **Strengthen your positioning**
- › **Request a personalised consultation now**

Your contact:

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