



25 – 27 April | Messe Nuremberg

 **ALTEN  
PFLEGE**  
The Care Fair 2023



Deutsche Messe



# REVIEW: EXHIBITORS' COMMENTS 2022

„Our expectations were definitely exceeded. I'm very pleased that we believed in the event and had the opportunity to showcase our innovations to a large audience.“

*Matthias Ikas, Member of the Board, GVS-Grossverbraucherspezialisten*

„The fair was very successful and exceeded our expectations. We have always had a very good attendance, both in terms of quantity and quality of visitors. We were able to maintain existing contacts, make new ones and position our assistance technologies.“

*Uwe Deckert, Marketing and Product Manager, Wissner-Bosserhoff GmbH*

„Our stand was literally overrun. It was a real joy to see many old customers again and welcome new ones.“

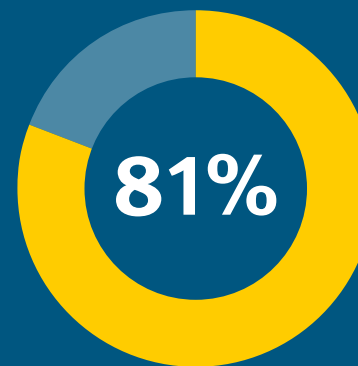
*Nicole Böwing, Managing Director, Pflegecampus21 GmbH*

„We didn't know what to expect, but as soon as it started, visitors flocked to the stand. The trade fair spirit was back immediately and we had very good conversations.“

*Laura Willig, company spokesperson, MEDIFOX DAN*

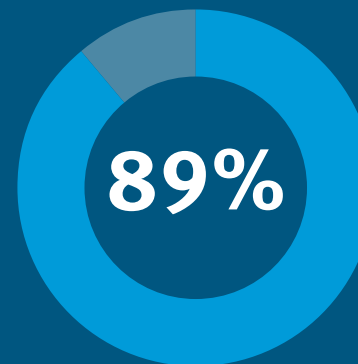
# EXCERPT FROM THE ALTENPFLEGE 2022 VISITOR SURVEY\*:

## PURCHASING/PROCUREMENT AUTHORITY



... of professionally active trade visitors have an influence on procurement decisions in their company.

## INTENTION TO VISIT AGAIN



... are already planning to visit again.

\*conducted by Gelszus Messe-Marktforschung GmbH



# SPECIAL AREAS OF ALTENPFLEGE 2023



## **ALTEPNFLEGE** TRADE FAIR CONGRESS

Bringing together the key experts in nursing care, this congress creates a space for dialogue on future industry-relevant developments and reforms.



## **ALTEPNFLEGE** FORUM

A platform for your business: Contributions via live streams and YouTube for digital reach expansion or supplementation.



## **ALTEPNFLEGE**

Attractive magnet for trade visitors – the ALTEPNFLEGE main stage presents important and current topics from the industry for the industry.



## **ALTEPNFLEGE** FOCUS ACCOMMODATION

The Focus Accommodation special display demonstrates how digital networking, innovative products and human support enable people to live as long and as independently as possible in their own living environment.



## **ALTEPNFLEGE** AVENEO *Space for Innovation*

NGOs, investors and creative minds from the care sector come together here to share ideas and develop inspiring solutions.



## **ALTEPNFLEGE** FOCUS *Vehicle Fleet*

Innovative solutions for efficient fleet management will be presented here to optimize mobility in outpatient and inpatient care, and highlight cost-saving potential.



## **ALTEPNFLEGE** START-UP CHALLENGE

Where the future is made: the Start-Up Challenge offers start-ups an opportunity to present their ideas and concepts in the marketplace.

## The Care Fair

25th - 27th April 2023  
Nuremberg fair grounds

### NURSING CARE AND THERAPY

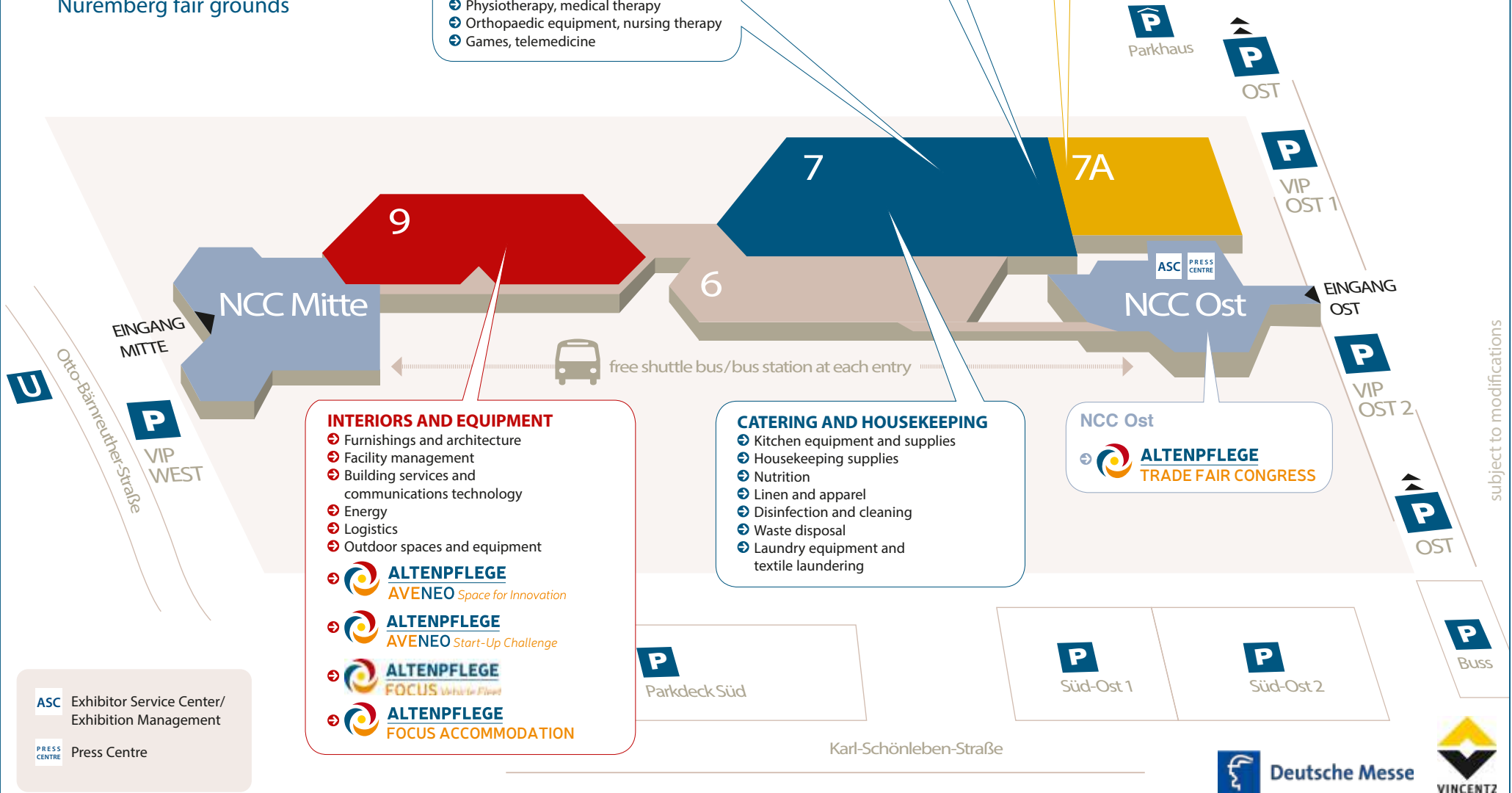
- Nursing aids, nursing equipment
- Everyday and mobility aids
- Decubitus prophylaxis, consumer goods
- Rehabilitation equipment, electrotherapy
- Ergotherapeutic equipment
- Physiotherapeutic treatment and exercise equipment
- Logotherapy, occupational therapy
- Physiotherapy, medical therapy
- Orthopaedic equipment, nursing therapy
- Games, telemedicine

### CAREERS AND TRAINING

- Education and further training
- Media and literature
- Associations and institutions

### IT AND MANAGEMENT

- Information technology and data processing
- Organisation and administration



**WE DO EVERYTHING TO ENSURE YOUR TRADE  
FAIR APPEARANCE IS A COMPLETE SUCCESS.  
DO YOU HAVE ANY MORE QUESTIONS?  
JUST GIVE US A CALL.**

**Your contact for booking a stand  
or for advice on participation:**



**BIRGIT SPRENGER**  
Senior Project Manager Sales  
Tel. +49 511 89-30430

**EXHIBITION AREAS**  
Care + therapy  
Kitchen + housekeeping  
Profession + education  
Room + technology



**HOLGER KUNZE**  
Senior Project Manager Sales  
Tel. +49 511 89-30428

IT + Management  
FOCUS Vehicle Fleet

**Your contact for general questions about  
the ALTENPFLEGE leading exhibition:**



**MICHAELA KOCH**  
Senior Project Manager Guest & Partnerfairs  
Tel. +49 511 89-30426



**HEIKE GROSCH**  
Project Director Guest & Partnerfairs  
Tel. +49 511 89-30425

[www.altenpflege-messe.de](http://www.altenpflege-messe.de) #altenpflege2023

**DON'T MISS!**

STAND TYPE	EARLY BIRD RATE for stand area until 15 Sep 22 in €/m <sup>2</sup> *	STANDARD PRICE for stand area from 16 Sep 22 in €/m <sup>2</sup> *
Aisle stand	€ 172	€ 185
Corner stand	€ 193	€ 208
End stand	€ 199	€ 215
Island stand up to 150 m <sup>2</sup>	€ 207	€ 224
Island stand of 151 m <sup>2</sup> or more	€ 179	€ 195
Service performance prepayment**	€ 10	€ 10

\* All prices plus trade association fee € 0.60/m<sup>2</sup>, communication package € 650 and VAT

\*\* The fixed amount for the service performance will be charged or refunded after the show with any services ordered.

**BOOK NOW!**

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**VINCENTZ**

**ORGANIZER**

Vincentz Network GmbH & Co. KG  
Plathnerstraße 4c | 30175 Hannover  
Tel. +49 511 9910-000 | Fax +49 511 9910-199  
veranstaltungen@vincentz.net  
www.vincentz.de



**Deutsche Messe**

**PRODUCER**

Deutsche Messe  
Messegelände | 30521 Hannover  
Tel.: +49 511 89-0 | Fax +49 511 89-32626  
info@messe.de  
www.messe.de