



# OTWORLD

*Join the progress.*

International Trade Show and World Congress

10–13 May 2022, Leipzig, Germany

## A POWERFUL START FOR YOUR BUSINESS IDEA!

### OTWORLD TAKES START-UPS TO A NEW LEVEL

The OTWorld is the world's leading sector get-together for all service providers, manufacturers and distributors in the field of modern medical aids and equipment. Held every two years, it combines high-quality advanced training with the world's leading trade show. With over 550 exhibitors and approximately 21,500 visitors, this trendsetting presentation of innovation offers orthopaedic technicians, orthopaedic footwear professionals, rehabilitation technicians, engineers, doctors and therapists a chance to meet and exchange ideas.

### THE PERFECT FRAMEWORK FOR NEWCOMERS

In Leipzig, the future of healthcare is being created today which makes the world's leading trade show the ideal platform for newcomers to introduce themselves to the sector. The custom-made Start-up Zone provides optimal opportunities to present your products to a professional and international audience.



### THE BEST NETWORKING OPPORTUNITIES

The Start-up Zone not only provides you with direct contact to top business and research decision-makers and experts, it's also a perfect place to network with potential investors and partners from Germany and abroad. Centrally located, the area will arouse a lot of attention!

### IDEAL CONDITIONS

The Start-up Zone offers two participation options, enabling you to showcase your products with a presentation tailored to your own ideas and needs. Its open lounge atmosphere facilitates contact with exhibition visitors and congress delegates. Special press and promotional activities are also planned to raise target group awareness of the Start-up Zone.



[www.ot-world.com](http://www.ot-world.com)

# START-UP ZONE



## START-UP ZONE REQUIREMENTS

Employees:	< 10
Annual turnover:	< 1 million EUR
Years in business:	< 3

Applicants are kindly requested to submit the relevant documents. Participation is confirmed by the organisers and can be rejected in case of doubt.

Please register with the **Start-Up form** by **31 January 2022**.

### OUR RECOMMENDATION

Check to see if you can individually promote your participation this year at the world's leading trade show. Your contact partner can be found at:  
[http://bit.ly/auma\\_foerderung](http://bit.ly/auma_foerderung)



## THE STRESS-FREE WAY TO A SUCCESSFUL PRESENTATION

We make your participation at OTWorld 2022 easy. With a complete package tailored specifically to start-ups, we provide you with everything you need for a professional presentation and guarantee both cost transparency as well as low planning expenses. We offer two package options:

### GOLD OPTION

- 10 m<sup>2</sup> floor space, light green carpet
- Wall panel, 3 m width (graphic print available at extra cost)
- 1 bar table, 4 bar stools, 1 leaflet rack, 1 lockable counter (graphic print available at extra cost)
- 1 kW power supply incl. usage, 3 spotlights, 1 triple socket
- 2 exhibitor passes
- 10 customer invitations (trade show day ticket) for business partners
- Digital service fee including obligatory entry in the online Product- and Exhibitor-World and event-app as well as access to matchmaking for leadgeneration and appointment scheduling.

**ALL-INCLUSIVE PRICE EUR 3,100.00\***

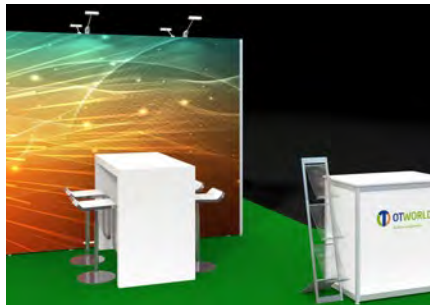
### SILVER OPTION

- 2 m<sup>2</sup> floor space, orange carpet
- Wall panel, 1m width (graphic print available at extra cost)
- 1 bar table, 1 bar stool
- 1 kW power supply incl. usage, 1 spotlight, 1 triple socket
- 1 exhibitor pass
- customer invitations (trade show day ticket) for business partners
- Digital service fee including obligatory entry in the online Product- and Exhibitor-World and event-app as well as access to matchmaking for leadgeneration and appointment scheduling.

**ALL-INCLUSIVE PRICE EUR 950.00\***

## I'LL BE HAPPY TO HELP YOU

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\* incl. AUMA fee, plus VAT (subject to change without notice)



**Conceptual Partner**  
 German Association of Orthopaedic Technicians (Bundesinnungsverband für Orthopädie-Technik)



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