

Special proposal offered by

# HMEDICAL.TV

The online television channel  
of the medical sector industries

[www.hmedical.tv](http://www.hmedical.tv)

# BENEFITS

Companies will benefit from our services by having their own video interview online on our web media channels: a dedicated channel on YouTube and hmedical.tv, which is an international web television channel entirely dedicated to the medical sector.

It promotes the international business through a mix of new marketing and communication activities linked to the main relevant international trade shows worldwide in this sector: Medica & Compamed, Arab Health, Africa Health, Medical Fair India, Medical Fair Asia and Medical Fair Thailand, Medical World Americas, Fime, Hospitalar.

One of the most relevant thing is the fact that visitors can search a company and its related video interviews according to: alphabetical order, trade fair attended, range of products and country. In this way companies are likely to have more visibility and possibilities to be found on the website.

Every company will also appear at the bottom of other companies' page if they have related products or offer similar services, thus helping each company in gaining visibility. Buyers will have a permanent source of information always updated with news.

**COMPANY NAME** — ITALRAY  
Internet Services / Online services / X-ray devices and accessories

**VIDEO INTERVIEW REALIZED DURING AN ATTENDED TRADE FAIR** — [Video player showing a man speaking]

**PROMOTIONAL VIDEOS PROVIDED BY THE COMPANY** — [Grid of product videos: ITALRAY X-FRAME DRGT SYS, ITALRAY XFM DR Mobile, ITALRAY Clinodigit Omega Sys]

**ORGANIC SHORT DESCRIPTION OF THE COMPANY ACCORDING TO THE SEO LANGUAGE** — **Italray company description**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur. Quis aute laure rehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**ABSTRACT OF PRODUCTS DESCRIPTION (PICTURES + SHORT TEXT DIRECTLY LINKED TO THE OFFICIAL COMPANY WEB PAGE)** — **Italray products**

- CLINODIGIT OMEGA**: The revolutionary system that allows to perform ALL TYPES OF DIGITAL RADIOGRAPHY and DIGITAL RADIO-FLUOROSCOPY EXAMS in just one single compact unit.
- X-FRAME DR-2T**: Double Digital Detector System, for Trauma and General X-Ray that perfectly fits the department needs optimizing costs thanks to the high efficiency and examination speed of ITALRAY DR systems.
- CLINODIGIT EVO**: The modern remote tilting table that includes all user's needed functions. Depending on the tilting movement, two models are available: CLINODIGIT EVO -90°/-90°; CLINODIGIT EVO -30°/-90°.

**COMPANY LOGO** — **COMPANY DATA**

**EXHIBITIONS ATTENDED BY THE COMPANY**

- ARAB HEALTH 2016 STAND: RE31
- MEDICA 2015 STAND: 10873

**Related videos**

- UGA Nutraceuticals
- Luigi Salvadori - Salvamed
- KW Apparecchi Scientifici
- HC Italia

**hmedical** the new online television channel

**HOME**  
About  
Contacts

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**TV**

**CONTACTS**

**FAIRS**  
Medica 2016  
Compamed 2016  
AfricaHealth 2016  
Medical Fair India 2016  
Medical Fair - Asia 2016  
Medical Fair - Thailand 2016  
Medical World Americas 2016  
FIME 2016  
Hospitalar 2016

**1.908**  
COMPANIES PROFILES

**250**  
VIDEO

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## FACTS & FIGURES: STATISTICS OF OUR CHANNELS FROM GOOGLE ANALYTICS

FIGURES	YOUTUBE	HMEDICAL.TV
Number of video	327	327
Total views over the last two years	More than 23,500	More than 134,000
Country where users come from	Italy, Usa, Germany, Netherlands, Spain, Turkey, Brasil, Saudi Arabia, United Kingdom, India, Japan	Italy, Germany, India, Usa, Pakistan, United Kingdom, Spain, France, Turkey, China
Visitors' professional categories	hospital managers, hospital technical managers, laboratory managers, medical industry	hospital managers, hospital technical managers, laboratory managers, medical industry.
Average age of users	35-44 years	--
Gender	male 81%; female 19%	--

## TIMING AND ACTIVITIES

### 30 September 2016: APPLICATION DEADLINE

- interested companies are invited to subscribe and send the required materials (info, texts, pictures, logo) required for creating their own web page on hmedical.tv.

### 17-31 October 2016

- video interviews planning according to specific date and time, thus communicating the schedule to the companies

- all the materials received by the companies will be published online on hmedical.tv within October, 31<sup>st</sup>

### 14 – 17 November 2016

- recording of the confirmed video interviews during Medica & Compamed trade shows in Düsseldorf, as per defined schedule

### November - December 2016

- post production of the video interviews to be released online

### January 2017

- uploading and publishing of the video interviews recorded during Medica & Compamed trade shows in the dedicated web pages on hmedical.tv and on the Youtube channel Hmedical;

- communication to the companies through email once published their video interview;

- companies will be allowed to share the link of their video interview on the company social media profiles (Facebook, Twitter, GooglePlus, LinkedIn) and also in digital promotional activities.

## COSTS

Each company interested in this proposal is required to pay a total amount of EUR 500,00.

This price includes the following services:

- realization of the video interview during Medica & Compamed 2016. During the trade fair the video interview will require the presence of the company manager/director in charge; it will be done in English and focused on two main topics:

A. the added value of the company to the medical sector/market;

B. the products or services the company is presenting at the trade show;

- publishing of the video interview recorded at the trade fair on the public online channels: hmedical.tv and Youtube channel Hmedical;

- publication of the following company's data on hmedical.tv

- company name, logo, facts and figures;

- promotional video provided by the company;

- organic short description of the company in SEO language

- abstract of products description (included pictures and short texts linked to the official company website)

Please note that all these information must be sent within the 30<sup>th</sup> SEPTEMBER 2016 together with the application for the video interview, duly stamped and undersigned.

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**APPLICATION FORM**

Company Name ..... Address.....  
ZIP Code..... City..... Country.....  
Tel..... Fax..... Mobile phone..... website.....  
E-mail ..... Manager.....

Application deadline: 30<sup>th</sup> September 2016

We would like to take part in the initiative proposed by HMEDICAL

The initiative includes the following services:

- realisation of the video interview during MEDICA & COMPAMED 2016 (Düsseldorf, 14 - 17 November 2016); during the trade fair the video interview will require the presence of the company manager/director in charge; it will be done in English and focused on two main topics:

- 1. the added value of the company to the medical sector/market;
- 2. the products or services the company is presenting at the trade show;

- publishing of the video interview recorded at the trade fair on the public online channels:  
hmedical.tv and Youtube channel Hmedical (www.youtube.com/user/HmedicalHonegger);

- publication of the following company's data on hmedical.tv together with the video interview:

- company name, logo, data;
- promotional video provided by the company;
- organic short description of the company in SEO language
- abstract of products description (pics, short texts linked to the official company website)

Tick here to subscribe the services above mentioned, corresponding to a total amount of EUR 500,00

By sending us this application form, duly stamped and undersigned, together with all the materials required in order to include your company on the website Hmedical, you are confirming your acceptance for the video interview during MEDICA & COMPAMED 2016 in Düsseldorf.

The present proposal shall be considered valid if at least 12 exhibitors will join the initiative hereby proposed by HMEDICAL.

Place and date

Stamp and signature of the legal representative for the APPLICATION

**GENERAL TERMS**

**1. APPLICATION DEADLINE.** 30<sup>th</sup> of September 2016. **2. PLACE AND DATE OF THE EVENT.** Messe Düsseldorf, Dusseldorf, 14<sup>th</sup>, 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> November 2016 **3. PRICES.** Prices include everything specified in the services above described; it will be effective only if a minimum of 12 companies will subscribe to the initiative. In case of the lacking minimum of 12 companies, Honegger srl has the right to cancel this application and refund any payment received to the companies that have subscribed for the service, deducting only the eventual costs incurred. **4. PAYMENT CONDITIONS.** Payment is required upon receipt of the invoice. The recording of the video interview is subject to the full payment of the subscription fee. In any case, the exhibitor is asked to pay the whole amount of the price accepted through the subscription to this service. All the payments must be addressed to Honegger Srl - via F. Carlini, 1 - 20146 Milano (Italy) **5. WITHDRAWAL.** Once presented the present application form, the withdrawal from the present contract is not allowed. In case of withdrawal/renunciation, the exhibiting company shall pay the whole amount for the services offered by Hmedical.

Place and date

Stamp and signature of the legal representative for the APPLICATION