



# China International Medical Equipment Fair (CMEF) and the... CORPORATE EXECUTIVE OFFICE (CEO) PROGRAM

## What

The Corporate Executive Office (CEO) Program is a trade show program designed to offer small and medium sized companies a method of exhibiting at a trade show. The CEO is a specific area on the trade show floor (located within the USA Pavilion) that is subdivided into meeting space (with tables and chairs, one set per each U.S. company), business center (internet access, small desk, etc.) and small lounge/seating area.

## Where

CMEF - The Largest Medical Equipment Exhibition in Asia

Founded in 1979, and held twice a year, CMEF is *the* show to connect to all aspects of the Chinese medical industry. The show hosts over 3,800 exhibitors from 26 countries and attracts about 110,000 visitors from over 100 countries.

## Why

The CEO program is an alternative to the traditional trade show booth and offers a unique, cost-effective way for companies to participate. The program provides not only an incubator-type platform for companies to experience the show and participate at a lower cost than the usual trade show booth, but also an onsite assistant to help with meetings, marketing, and basic interpretation.

Participants in the CEO program are not allowed to display products other than very small table-top samples or brochures/product/literature. It is meant as a base of operations and a meeting/conference point but it is not a full-fledged exhibit.

## What is Included

- Semi-private meeting space in CEO pavilion (part of overall USA Pavilion). Space will include table, 4-chairs, and complimentary internet access.
- Shared office center with receptionist and hospitality service.
- Pre-show promotion across China.
- Onsite assistant to help navigate CMEF experience.
- Travel/Logistics guidance.

## Apply Now, Space is Limited

### Date

April 11-14, 2018

### Venue

Shanghai, China

### Deadline to Register

Rolling until filled (12 maximum)

### Cost

\$4,350

## For More Information and to Register

Sandra Campbell

Director

U.S. Commercial Service Tampa Bay  
(727) 893-3738

[Sandra.Campbell@trade.gov](mailto:Sandra.Campbell@trade.gov)

Susan Sadocha

Director

U.S. Commercial Service Long Island  
(516) 427-9117

[Susan.Sadocha@trade.gov](mailto:Susan.Sadocha@trade.gov)

Xiaoli PAN

Senior Commercial Specialist

U.S. Commercial Service

U.S. Consulate General, Shanghai

(86 21) 6279-8750

[Xiaoli.Pan@trade.gov](mailto:Xiaoli.Pan@trade.gov)

### Information about Full Booth Exhibiting:

Ray Filbert

Reed Exhibitions North America

International Sales Group

(203) 840 5821

[rfilbert@reedexpo.com](mailto:rfilbert@reedexpo.com)

### Information about CMEF-IVD Pavilion

Herb Burkland

Scherago International

(201) 653-5318

[herbb@scherago.com](mailto:herbb@scherago.com)

