



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 (generally located within or next to 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 100,000 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 an incubator type platform for a company to experience the show and participate at a lower cost than the usual trade show booth and provides an assisted participation opportunity for U.S. companies to get to know the show, its scope and internationality.

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, as 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 U.S.A. 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

May 15-18, 2017

Venue

Shanghai, China

Deadline to Register

Rolling until filled

Cost

\$4,250

For More Information and to Register

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