



infarma

MADRID 2022

ENCUENTRO EUROPEO DE FARMACIA

22, 23 & 24 march - IFEMA

A direct link to the pharmacy channel

COMMERCIAL PRESENTATION

Organize:



COL·LEGI DE
FARMACÈUTICS
DE BARCELONA



INTERALIA

In:



Infarma is the largest gathering of pharmacy professionals in Spain.

An exclusively professional event entirely dedicated to community pharmacy, bringing together all the partners involved in pharmaceutical care to share experiences, update knowledge, and generate new business opportunities.

Your meeting point with the pharmacy office

Infarma Madrid 2022

European Congress of Pharmacy Offices
Medicines and Parapharmacy Exhibition

Dates: 22, 23 & 24 March

Venue: IFEMA - Halls 1, 3 & 5

Timetable: 10am to 7pm, Thursday 24 from 10am to 6pm

Organised by:

Colegio Oficial de Farmacéuticos de Madrid

Col·legi Oficial de Farmacèutics de Barcelona

Interalia, Ferias Profesionales y Congresos

Pharmaceutical attention,
a team effort



Infarma, congress and show in a single event.

With a format that integrates a congress and a commercial exhibition, Infarma combines the updating of knowledge and the exchange of experiences with a dynamic commercial activity and professional contacts.

The European Congress of Pharmacy Offices focuses on the most current topics of the pharmacy profession. Conferences, debates, and participatory activities make up an extensive educational programme for pharmacists and pharmacists..

Infarma is held annually,
alternating between Madrid
and Barcelona.



**European Congress of
Pharmacy Offices**

**Medicines and
Parapharmacy Exhibition**

Is Infarma the right place to exhibit my products and services?

Infarma is entirely dedicated to the pharmacy office. If your products are sold in the pharmacy channel or you are a supplier of equipment or services for pharmacies, Infarma is the best option to make your proposals known to pharmacists and to maintain a real and personal contact with your customers.

DERMO-COSMETICS
OTC MEDICINES
SELF-CARE
SUPPLEMENTS
DISTRIBUTION
INSTALLATIONS
TECHNOLOGIES



Do you offer your services to pharmacies?

Are your products sold in pharmacies?

Infarma is the most cost-effective and efficient way to stay in touch with your customers.

80%
of exhibitors
repeat
participation

Your best trade marketing investment

- ➔ +10.000 head pharmacists
- ➔ 30.000 pharmaceutical professionals
- ➔ Direct and personal contact with your customers
- ➔ Promotion of new products
- ➔ Enhancing your **brand image**
- ➔ Training and demonstrations of your products and campaigns
- ➔ Expand your **network of sales** and position your products

Placing **Infarma** at the centre of your marketing strategy is a **cost-effective** option.



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220

direct exhibitors

406

laboratories and brands

20.000

m² of exposure

15.000

pharmacists

30.000

professionals in the sector

3.500

congressmen



infarma in figures



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PARTICIPATION MODALITIES



FREE SPACE

For exhibitors who want a stand with an exclusive and personalised design.



CARPENTRY BOOTH

The option that combines elegant, customisable design with cost-effectiveness.



MODULAR BOOTH

This classic stand is the most accessible way to participate in Infarma.

Ask our sales team about the availability of spaces and all the characteristics of the stands. With professional advice we will help you choose the type of participation that best suits your needs, the objectives of your participation in Infarma and your budget.



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FREE SPACE

420 €/m²

FREE DESIGN MODALITY

Characteristics:

- ➔ Stands from 20 m².
- ➔ It includes only the space. Exhibitors must build their stand in accordance with the regulations set out in the Infarma General Conditions of Participation.
- ➔ Floor and elevation plans of the project must be submitted to the organisation for approval.
- ➔ It does not include compulsory insurance, the assembly fee and electricity consumption, which will be invoiced to the exhibitor.
- ➔ It also does not include stand cleaning, which can be optionally contracted through the Exhibitor Area.
- ➔ The price for exhibition space on the first floor will be 210 €/m².

The best choice to make your stand show the image and personality of your brand.

MODULAR MODALITY

Characteristics:

- ➔ Modular Stands from 16 m².
- ➔ Includes exhibition space, modular stand construction, nameplate with exhibitor name, lighting, basic power connection and consumption, basic cleaning and compulsory insurance.
- ➔ The hiring of a modular option can be complemented with the furniture and decoration elements available through the Exhibitor Area.
 - ➔ Optionally, the stands can be customised with graphic elements and a change of carpet colour.
 - ➔ The wooden stand can also be optionally painted in the colour of the exhibitor's choice.



CARPENTRY BOOTH

560 €/m²



MODULAR BOOTH

520 €/m²

Optional furniture pack

A table, four chairs, a counter, a showcase and a storage room of 1 m²

CARPENTRY BOOTH

710 €

MODULAR BOOTH

540 €



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WELCOME BOOTH

If you have not yet participated in Infarma, take advantage of our welcome stands. Stands of 12 m² that will allow you to exhibit for the first time at Infarma.

Characteristics:

- ➔ Modular Stands of 12 m²
- ➔ Includes exhibition space, modular stand construction, nameplate with exhibitor name, lighting, basic power connection and consumption, basic cleaning and compulsory insurance.
 - ➔ Available in wood construction or in modular construction with aluminium profiles and panels.
 - ➔ Optionally, the stands can be customised with graphic elements and a change of carpet colour.



Welcome Carpentry

6.720 €



Welcome Modular

6.240 €

EXCLUSIVE FOR NEW EXHIBITORS!



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VISIBILITY AND SPONSORSHIP

At Infarma we offer you a wide variety of visibility and sponsorship elements so that you can find the solution that best suits the objectives of your participation. Our sales team will advise you on the options that best suit your needs.

Get the most value from your participation!

- ➔ Lanyards
- ➔ Banners in newsletters
- ➔ Official Catalogue
- ➔ Visitors Guide
- ➔ Rest Areas
- ➔ Visibility in the exhibition area
- ➔ Personalised elements
- ➔ Exterior signage

**Some products
are exclusive.
Book them now!**

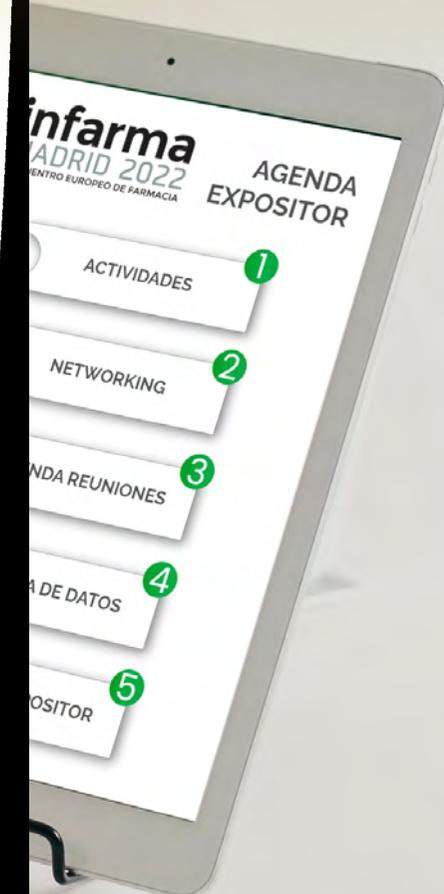


Digital technologies for a better face-to-face experience

- ➔ **Networking:** contact the professionals you are interested in
- ➔ Arrange your **meeting agenda** with registered visitors
- ➔ Manage the **exhibitor badges** of the staff attending your stand
- ➔ Edit the **information and image of your company** to be published on the website.
- ➔ Digitally collect **visitor data** at your stand



Manage all your participation conveniently from our app



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AGENDA EXPOSITOR

ACTIVIDADES 1

NETWORKING 2

AGENDA REUNIONES 3

AGENDA DE DATOS 4

AGENDA EXPOSITOR 5

To check space availability and book your stand, please contact us:



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936 268 738
t.alvarez@closerstillmedia.com



936 268 739
r.colomer@closerstillmedia.com



936 424 704
x.alonso@closerstillmedia.com

Infarma Madrid 2022 is the most direct and personal way
to be in contact with pharmacy owners.

BOOK YOUR BOOTH NOW!