

24 - 26 MAY 2016

PARIS EXPO - PORTE DE VERSAILLES - PAVILION 1

SALONS
**SANTÉ
AUTONOMIE**



Solutions, equipment and strategies
for the operating and the transformation
of **hospitals** and **retirement homes**

www.salons-sante-autonomie.com

**POST SHOW
REPORT
2015**

ORGANIZED BY



www.salons-sante-autonomie.com



With **15 159 visitors** and **585 exhibitors** in 2015,

Salons Santé Autonomie is established as the French professional event dedicated to **solutions, equipment** and **strategies** for the operating and the transformation of **hospitals** and **retirement homes**.

KEY FIGURES

15 159
visitors



585
exhibitors

Total exhibition area:
35 000 m²

2 494
Agora
attendees

930
FHF conference
attendees

338
business meetings
organized

They attend SALONS SANTÉ AUTONOMIE

INSTITUTIONAL

- Ministries and governmental agencies
- Healthcare regional agencies
- Cooperative health association
- Healthcare cooperation groups
- Professional associations and federations
- National and local authorities
- Army Health Service
- Higher education

HEALTHCARE INSTITUTIONS

- Teaching hospitals
- Public and private hospitals
- Clinics
- Public and private retirement homes
- Nursing homes, Liberal cabinet
- Home care services
- Institutions for disabled persons

BUYERS

- Purchasing groups
- Public / Private purchaser networks
- Buying association

INDUSTRIAL

- Manufacturers
- Editors / Integrators
- Service providers
- Distributors / Resellers / Wholesalers
- Architects / Builders
- Trade press

Why do they attend the event?*

74% have an **investment project**.

74% are **looking** for innovations.

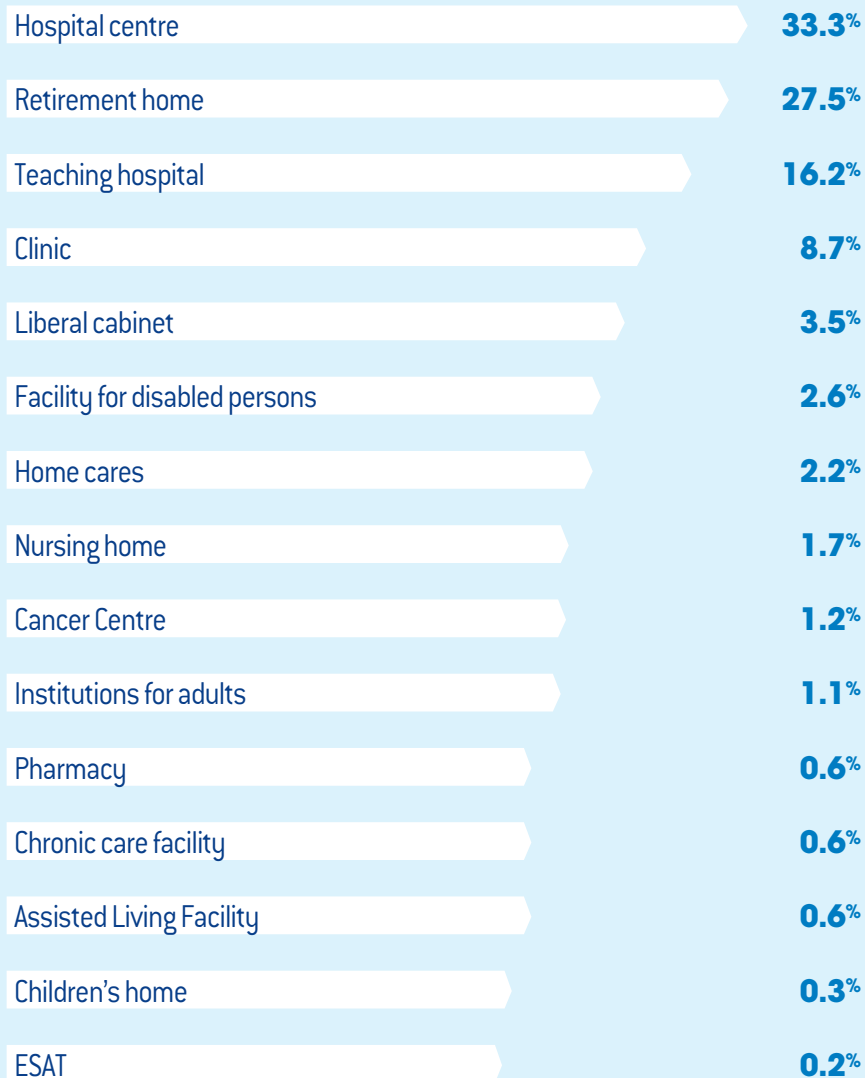
59% want to see **equipment / demonstrations**.

41% are **looking** for new suppliers.

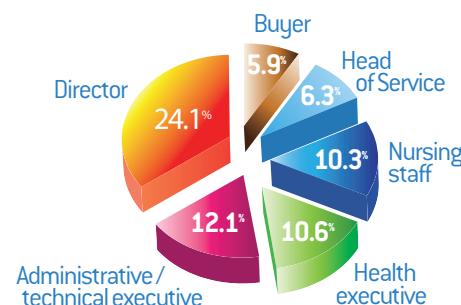
92% of the visitors are **satisfied** by their visit.

87% consider the event has fulfilled their expectations.

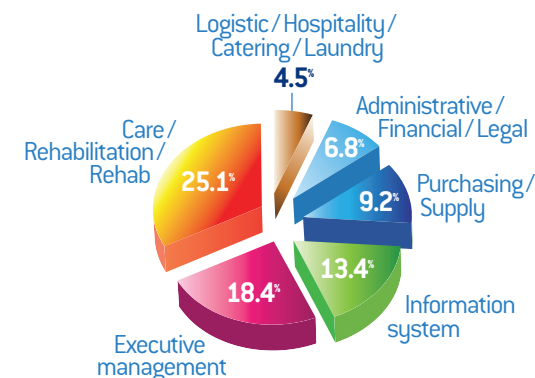
ESTABLISHMENT TYPE



POSITIONS REPRESENTED TOP 6



SERVICES REPRESENTED TOP 6



AREA OF INTEREST



Visitor profile

TYPE

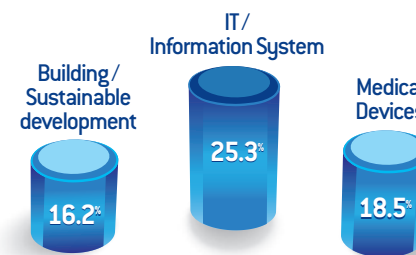
Services supplier	22.3%
Manufacturer / Producer	20.6%
Consulting / Engineering / Outsourcing	16.8%
Distributor	14.4%
Designer	10.1%
Editor	7.1%
App developer	4.0%
Integrator	3.5%
Wholesaler	1.2%

BUSINESS SECTOR TOP 3



AREA OF INTEREST

Industrial 36%



IT / Information system	45.4%
Equipment and Medical devices	43.9%
Building / Sustainable development	36.4%
Institutional / Consulting / Human resources	34.8%
Logistic (Laundry, Catering, Hygiene)	22.5%
Hospitality	19.5%

Visitor profile

TYPE

Professional Association / Federation	30.3%
Public administration	29.3%
Health agency	11.8%
Education / Training	7.8%
Territorial / Local authority	5.4%
Association of patients	5.1%
NGO	3.8%
Home cares	3.5%
Research centre	2.5%
Army / Defence	0.5%



AREA OF INTEREST

Institutional 14%

Institutional / Consulting / Human resources	68%
IT / Information system	47%
Equipment and Medical devices	46%
Building / Sustainable development	38%
Logistic (Laundry, Catering, Hygiene)	30%
Hospitality	23%

MARKETING & COMMUNICATION



BUSINESS MEETINGS

Service of **business meetings** between exhibitors and project holders.

- **338** business meetings organized.
- An average of **5** business meetings / exhibitor.



MARKETING

Marketing and e-Marketing campaigns on a targeted audience.

- Newsletters: **580 000** mailings.
- Invitation cards: **180 000** mailings.



MOBILE APP

- **1 059** downloads.
- **11 823** uses.



THEMATIC TRAILS

- **5** guided visits.
- **120** attendees.



PRESS RELATION CAMPAIGN

Partnerships with the professional press.

RP agency at disposal of exhibitors.



SOCIAL NETWORKS

- **Twitter**: **2 887** followers.
- **Linked'In**: **1 000** followers.
- **Facebook**: **519** fans.



WEB SITE

- **235 314** visitors in may 2015.



YOUTUBE CHANNEL

Discover the full content of the **event online** (conferences, agora, etc.).

SAVE THE DATE

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