



# \_ Communication Kit

For partners, exhibitors and the DMEA community

# \_\_DMEA Communication kit

Dear partners, exhibitors and DMEA community,





DMEA 2024 is just around the corner: From April 9<sup>th</sup> to 11<sup>th</sup> 2024, digital health experts will meet at the Messe Berlin. We would like to support you in communicating your DMEA participation in the best possible way in the media.

For this purpose, we provide you with this communication kit. Here you will find important text modules, advertising material and useful links for your communication.

Please make use of the templates and inform about the DMEA 2024 in your newsletters, on your websites, in your event calendars, on your social media presences and other communication channels.



In the kit you will find the following materials:

- [This is the DMEA](#)
- [Draft text](#) for newsletter/website with focus on trade visitors inside
- [Text templates](#) social media posts as well as [images](#)  and [videos](#) 
- [Logo](#) 
- [Hall plan](#) 

*You want to get the latest news about the DMEA?*

- Check out our website for the latest [news](#)
- Subscribe to our [newsletter](#).
- Follow us on [social media](#).



# \_\_DMEA Basics



Notation: DMEA – Connecting Digital Health

Date: 9. – 11. April 2024

Font: Ample Soft Light (headline) / Roboto Regular (body text)

Colours:

	blackberry	turquoise	yellow	grey
CMYK	15 100 5 30	50 0 20 0	0 15 100 0	0 0 0 10
RGB	135 38 87	143 229 219	245 212 48	235 235 235
HEX	#872657	#8FE5DB	#F5D430	#EBEBEB

Host: Federal Association of Health IT - bvitg e.V.

Organiser: Messe Berlin

# \_\_This is the DMEA



DMEA - Connecting Digital Health is Europe's central meeting place for the digitization of healthcare. Here, decision-makers from all areas of healthcare come together - from IT experts to doctors, hospital and nursing executives, and experts from politics, science and research. The organizer of the DMEA is the Bundesverband Gesundheits-IT - bvitg e.V. (Federal Association for Health IT), and Messe Berlin GmbH is responsible for the organization. DMEA is also being organized in cooperation with the industry associations GMDS (German Society for Medical Informatics, Biometry and Epidemiology) e.V., BVMI (Professional Association of Medical Informatics) e.V. and with the participation of KH-IT (Federal Association of Hospital IT Managers) e.V. and CIO-UK (Chief Information Officers - University Hospitals). You can get first impressions in our [film](#) about the DMEA 2023.



Nachwuchs



Start-Up



M. Health



KI



Aussteller



IT-Sicherheit

# \_\_Announcement text

## For your newsletter or website

### DMEA 2024 – Highlights at a glance:

DMEA is Europe's central event for the digitization of healthcare. From April 9<sup>th</sup> to 11<sup>th</sup> 2024, DMEA will bring together around 16,000 trade visitors inside the Berlin exhibition grounds. Around 700 exhibitors from Germany and abroad will present themselves and their innovative solutions and products. At the DMEA stages, in the hubs and in the box, experts from the digital health sector will present their visions for the digitization of healthcare, demonstrate solutions and paths in best practice examples, and invite discussion and exchange about the digital healthcare of tomorrow.

We will also be present at DMEA. Visit our booth [please add] in hall [please add].



Use our [banner generator](#) to promote your DMEA position

#### Info for your DMEA visit:

- [Ticketshop](#)
- [Arrival](#)
- [Hall plan](#)
- [Program](#)
- [DMEA sparks](#)

# \_\_For a successful appearance

## Social media posts and images

Talk about your presence at DMEA and promote it on your social media channels. We provide you with some text modules for posts that you are welcome to use and adapt.

A picture is worth 1,000 words - that's why we provide you with a selection of free-to-use motifs. You are welcome to use all the images you find in this album for your social media posts.

Please use the source reference: "Photo: Messe Berlin".



#DMEA24  
#DigitalHealth  
#ConnectingDigitalHealth

Kanal	Link
	<a href="https://www.linkedin.com/showcase/dmea">www.linkedin.com/showcase/dmea</a>
	<a href="https://www.twitter.com/_DMEA">www.twitter.com/_DMEA</a>
	<a href="https://www.youtube.com/@DMEA-Health">www.youtube.com/@DMEA-Health</a>



[Link to album](#)

# \_\_Text modules



## For your social media posts

- Best of Digital Health live in Berlin - and we are there as a partner! Let's meet at the #DMEA24. All info here: [www.dmea.de](http://www.dmea.de) #DigitalHealth
- #savethedate: from April 9 - 11, 2024 we will be at #DMEA24 in Berlin! We look forward to seeing you there! All info here: [www.dmea.de](http://www.dmea.de) #DigitalHealth
- This year we will be at #DMEA24 as a partner. Visit us at the Berlin exhibition center. All info is here: [www.dmea.de](http://www.dmea.de) #DigitalHealth
- This year I'm on stage at #DMEA24 talking about [please add]. Will you be there as well? #DigitalHealth
- We'll be there! Visit us at our booth at #DMEA24. You can find us here: [please add hall and booth number].

# \_\_You are welcome to use our logo



In compliance with our design guidelines

The DMEA logo must always be depicted as a complete word/image mark and may not be altered.

It is available for you to [download](#) as a web graphic and as a print template.

The DMEA logo must never be displayed as follows:

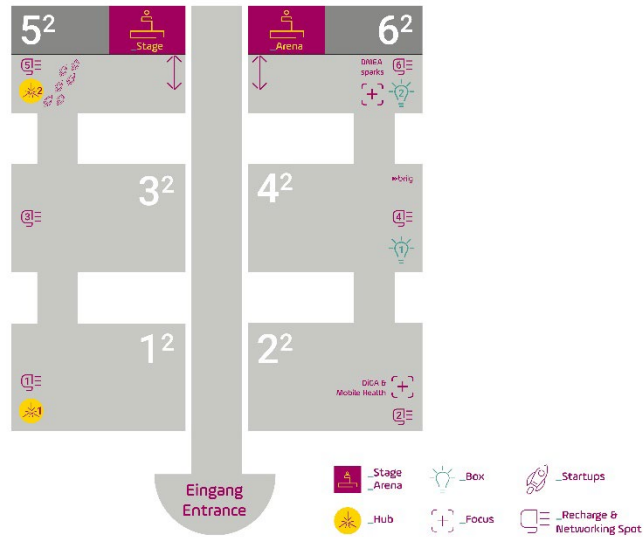




# Our site plan and the hall overview

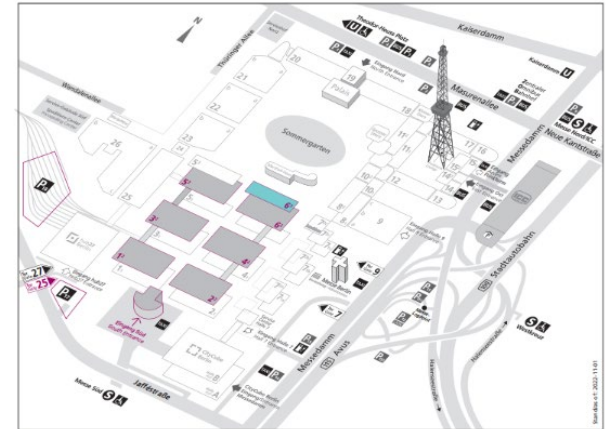
provide orientation and overview

These are available for you to [download](#) as web graphics and print templates.



**DMEA** Berlin  
9.–11. April 2024  
Connecting Digital Health

Messegelände Berlin | Berlin Exhibition Grounds



- ↑ Eingang Süd | South Entrance
- DMEA Hallen 1-6 | Halls 1-6
- Parkplatz P17, P18 | Parking Space P17, P18
- Presse | Press
- Messeleitung | Fair Management
- Ausstellerservice | Exhibitor Service
- Seminare | Seminars (Academy)



April 9 – 11, 2024

DMEA – Connecting Digital Health

<https://www.dmea.de/en/>

Hashtag: #DMEA24



Veranstalter: Bundesverband Gesundheits-IT – bvitg e.V

Organisator: Messe Berlin

Location: Berlin exhibition grounds

Do you have any suggestions or feedback for us?

Then please get in touch at [dmea-presse@messe-berlin.de](mailto:dmea-presse@messe-berlin.de).

We are looking forward to your feedback.

**DMEA**

