

DEADLINE: APRIL 15, 1999

March 1999

MEDICA 99
31st International Trade Fair and Congress
World Forum for Doctors' Surgeries and Hospitals
November 17-20, 1999
Düsseldorf, Germany

Dear Executive:

Thank you for your interest in **MEDICA**, the world's largest trade fair for medical instrumentation and health care equipment. The 1998 event hosted a total of 2,665 exhibitors on 866,390 net square feet of space and attracted 120,000 trade visitors from around the world. Product categories on display at **MEDICA** range from electromedical equipment, laboratory equipment, diagnostics, pharmaceuticals, and rehabilitation technology to hospital equipment, disposal and disinfection, construction technology, information systems, and emergency medicine.

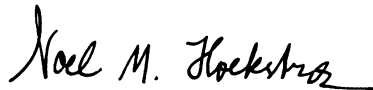
As the U.S. office for **MEDICA**, *Messe Düsseldorf North America* invites you to participate in a U.S. Pavilion. Please note that once again, we will be offering the possibility of exhibiting in either of two Pavilions: **Hall 3** - laboratory equipment, reagents, invitro/in vivo diagnostics, devices, systems, pharmaceuticals; or **Hall 10** - medical technology and electromedical equipment.

The all inclusive turnkey rental package features: fully furnished booths; optimal traffic flow; a lounge area with the on-site services of a project manager, hostesses, interpreters and a representative of the *U.S. Commercial Service*. To apply for a booth in a U.S. Pavilion, fill in application G and return it along with your deposit to us in Chicago. Of course, you may also book individual booth space. Whether you sign up as an individual or as part of a U.S. Pavilion, **please remember to enclose form C along with your application.**

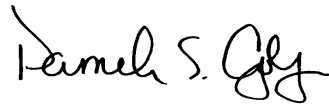
Please note that if you exhibit at both **HOSPIMedica Asia 99** and at **MEDICA 99**, you will receive at 10% reduction on space rental for **HOSPIMedica Asia**, and a 7% discount on space rental for **MEDICA 99**.

We highly recommend that you make your travel arrangements early. Please contact *Travel Trade International* in New York at tel. (212) 674-3476 or fax (212) 674-3477 for information on travel and hotel accommodations.

Sincerely,



Noel M. Hoekstra
Senior Director of Marketing



Pamela S. Golja
Senior Project Manager