

Swiss Pavilion @ DMEA 2026

DMEA - Connecting Digital Health

Offer for co-exhibitors at the Swiss Pavilion 2026

DMEA: 21 - 23 April 2026
Berlin, Exhibition Centre Expo-Center City



Official Representation of Messe
Berlin for Switzerland &
Liechtenstein c/o ming agentur ag
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1. DMEA – Connecting Digital Health Berlin

The DMEA is one of Europe's most important trade fairs and congresses in the field of digital health and is also highly relevant for Switzerland. Once a year, experts and high-calibre decision-makers from the digital health industry meet in Berlin for three days. In addition to a comprehensive market overview, the DMEA offers all players a wide range of opportunities for intensive dialogue, targeted networking and effective customer acquisition. DMEA 2025 welcomed 900 exhibitors, 20,500 participants from 30 countries and 470 speakers. 2025 was a record year: +10% more exhibitors & visitors than 2024.

[Brief analysis 2025.](#)

Opening hours DMEA 2026: Tuesday 21.4. Wednesday, 22.4. 10:00 - 18:00 Thursday, 23.4. 10:00 - 16:00

2. Organisation Swiss Pavilion mit Hospitality

The Swiss Pavilion at DMEA - Connecting Digital Health 2026 is once again being organised by ming agentur ag* from Zurich. The Swiss agency for live & digital marketing is a trade fair professional and is the main exhibitor.

The centrepiece of the Swiss Pavilion is the networking zone with bistro bar & offer, as well as a lounge for customer meetings. The co-exhibitors are positioned around the bar and directly at the visitor aisles with exhibitor information desks, couch areas and individual spaces - customised to their needs. This set-up has proven its worth for three years now. Like the DMEA, the relevance and size of the Swiss Pavilion as a hub of Swiss innovation and expertise is also growing.

Looking back: 2023: Swiss Pavilion 180 m2 / 18 co-exhibitors

2024: Swiss Pavilion 240 m2 / 26 co-exhibitors

2025: Swiss Pavilion 280 m2 / 28 co-exhibitors

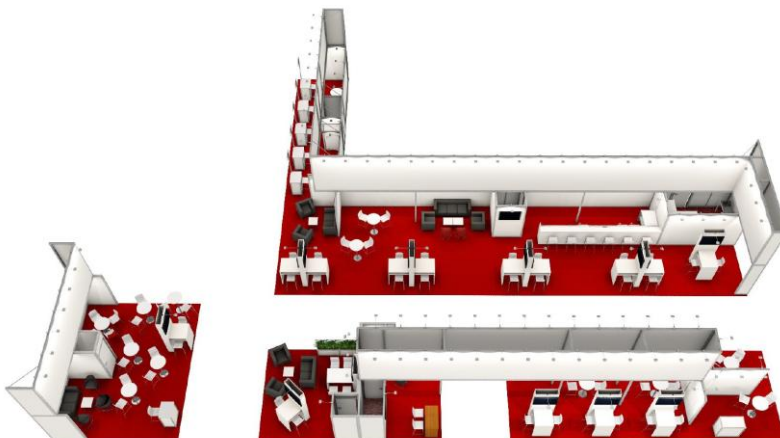
-> For 2026, we are planning the same setup with around 30 co-exhibitors and an additional 3 partners.

The overall appearance is modern, innovative and in keeping with our co-exhibitors.

***Die ming agentur ag ist offizielle Vertretung der Messe Berlin für Schweiz & Liechtenstein.**

2.1 "Plug & Play" stand concept for our co-exhibitors

The stand size will be adjusted according to registrations. Stand construction partner for three years: Capital Service of Messe Berlin.



Positioning Swiss Pavilion Hall 6.2

View of the joint stand 2025

2.2 Presentation options as co-exhibitor (A-D)

Early-Bird booking now possible!

You can book the following packages as a co-exhibitor:

- A) Premium" exhibitor information desk with screen and logo (approx. 4.5m² (1.5 x 3 m)
- B) Individual space presence from 6 m² - reserve early, limited spaces in the overall concept
- C) Start-up & network zone info counter - reserve early, limited spaces in the zone
- D) New: Additional partner at the co-exhibitor's stand (sub-exhibitor)
- E) New service: Successful trade fair presence: advice, support and implementation as required
- F) New service: Newsletter / social media marketing: Your offer directly to potential customers

A) Exhibitor information counter "Premium" with screen

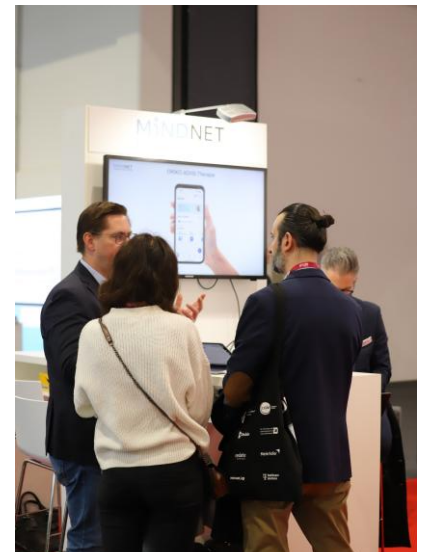
Stand area with modern information counter, large bridge table incl. logo print and flyer compartment

- Screen included (40 inch)
- Two bar stools & power connection
- Carpet, lighting, stand cleaning and service
- 2 exhibitor passes

Including all services of the "Carefree Package" - see p. 7

- Super Early Bird until the end of September CHF 7'200.-
- Early Bird until the end of October CHF 7'500.-
- Regular from November 2025 CHF 7'800.-

Inspirations from the "Premium" exhibitor information counter:



B) Individual space presence from 6 m2

Customised exhibitor areas are possible at the Swiss Pavilion. Depending on requirements and equipment: Standard price CHF 1050.- /m2 (including basic standard furniture from Capital Service, stand constructor of Messe Berlin)

- Super - Earlybird price (end of September) CHF 1'050.-/m2
- Early Bird price: (until the end of October) CHF 1'150.-/m2
- Regular price from November CHF 1'350.-/m2
- You can book customised furniture through us for an additional charge
- The first 6m2 area = 2 exhibitor passes included, for each additional 6m2 +1 pass included
- Including all services of the "Carefree Package" - see p. 7

We will prepare a customised offer for individual presentations. Please feel free to contact us!

Impressions of customised spaces:



C) Part of the Startup & Networking Zone (limited availability)

Benefit from the visibility and network of the Swiss Pavilion

Offer for digital health startups only:

- Standard standing table with bar stool in the area
- Graphics and logo presence on a shared back wall
- Carpet, lighting and stand cleaning
- 2 exhibitor passes included
- Positioned directly at the visitor aisle

NEW: incl. carefree package co-exhibitor Swiss Pavilion p. 7

- Super Early Bird (until 30 September) CHF 2'400.-
- Early Bird until October CHF 2,500
- Regular from November CHF 2'700.-



Visualisation subject to change

Further additional products:

- Screen 32 inch
- Additional furniture

-> Comparative price of the trade fair in the start-up area: 1,800 - 2,200 euros - plus 385 euros marketing fee



July 2025| Prices are in CHF + plus VAT 8.1 % | Prices are subject to change.

D) New: Subletting your stand with a "partner exhibitor presence"

Successful together! Do you have a successful co-operation with another company? Or a product or service that is best marketed in combination? Are you two stronger? Then take advantage of our offer to share your Individual Space Presence or Exhibitor Info Counter Premium with your partner as a subtenant. (not possible in the Start-up Zone)

Offer:

Basic package of the space or the Individual Info Counter Premium plus

1 "Carefree package" for your partner at a flat rate of CHF 1,500 (see page 7)

Maximum 1 partner per Info Counter Premium & 1 partner per 6m² individual area



3. Carefree package for co-exhibitors at the Swiss Pavilion

The following services are included for all co-exhibitors and sub-exhibitors:

- Overall organisation and graphics service "Plug & Play" by ming agentur ag
- Listing in the DMEA PLUS exhibitor directory / media package - "Starter" package
- The "Classic" package can be upgraded for an additional charge
- Free access to the DMEA aperitif (1st day of the fair) and the DMEA party (2nd day of the fair)
- Snack, coffee & drinks catering "Swiss Style" for your own catering and for customers at the Bistrobar & Lounge at the Swiss Pavilion
- Service included during the entire days
- Use of the networking area (seating) within the Swiss Pavilion
- Use of the "Swiss Lounge" in the meeting room on the mezzanine level 1st basement near Hall 6.2
- Additional logo presence on the large logo wall above the stand
- Free basic WLAN of the DMEA
- Use of the cloakroom / storage space (with shelves) + storage room on the mezzanine level (one floor below Hall 6.2)
- Power connections for stand construction
- Collective promotion of the trade fair / trade fair marketing and communication of the pavilion by ming agentur ag. In newsletters to around 11,000 contacts and on social media
- Receipt of social media visuals for promotion in own channels
- Photo service during the trade fair days and mention on LinkedIn Receipt of photos on request at no additional cost for own marketing
- Organisation of all exhibitor passes and additional administrative & organisational support
- Option to participate in the business event at the Swiss Embassy (we are currently clarifying this and will inform you of the Swiss Embassy's decision as soon as possible)

Additional services such as further exhibitor passes, voucher codes, parking permits, brochure stands, LAN connection etc. can be booked for a fee. Please feel free to contact us.

Total value, if additionally bookable: CHF 1000 plus stand presence. Flat-rate expenses CHF 500 (for partner package)

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NEW SERVICES

E) Everything for your successful trade fair appearance

Die Ming Agentur ist die offizielle Vertretung der Messe Berlin und über 20 Jahren erfolgreiche Messeveranstalterin und Partnerin für zahlreiche Unternehmen wenn es darum geht, den Messeauftritt vor, während und nach der Messe zu optimieren.

Wir haben neu für unsere Swiss Pavilion Partner folgende Angebote geschnürt:

1st workshop "Innovative strategies for customer activation at the trade fair stand"

The workshop "Innovative strategies for customer activation at the trade fair stand" is aimed at co-exhibitors who already have a stand space but would like to focus their presentation on more leads, better conversations and higher frequency.

We share our many years of trade fair experience with you - practical, independent and focussed on your success. Together we develop specific measures that appeal to your target group, strengthen your presence and measurably improve your ROI.

Our goal: New qualified contacts and expansion of your touchpoints with your target group before, during and after the trade fair.

[Interested? Then get in touch with us - we look forward to exchanging ideas.](#)

2. Workshop "Positioning for a successful trade fair appearance"

The workshop "Positioning for a successful trade fair presence" helps exhibitors to strategically rethink their trade fair presence and measurably improve their ROI (return on investment). Whether as a co-exhibitor at the Swiss Pavilion with an individual area or as an exhibitor at the DMEA.

In three compact phases, we assess the status quo, define clear goals and develop a customised concept for success - independently, critically and with 25 years of trade fair and communication experience.

You benefit from clear guidelines, specific savings potential and targeted recommendations for more impact with less effort. So you invest once - and save time, money and energy in the long term.

[Interested? Then get in touch with us - we look forward to exchanging ideas.](#)

NEUE SERVICE & MARKETING ANGEBOTE

F) Trade fair marketing & expansion of touchpoints with your target group, before and after the trade fair

The ming agency has a top 500 Swiss Digital Health mailing list of potential customers and a top 11,000 mailing list of national decision-makers in the fields of AI, innovation, tech & transformation.

As a co-exhibitor of the Swiss Pavilion, we are happy to offer you communication packages with your customised content at a partner price.

1st "Standalone" newsletter to top 500 digital health decision-makers - CHF 1,200 excl. VAT.

500 recipients with your offer - customised newsletter designed for you with your text content, images and links including advice and implementation, controlling

Sent via Mailchimp with analysis of links and clicks

Resend to "Unopened" recipients after 5 days

2. Advertising box "Standard" – CHF 650 excluding VAT.

One advertising box in the newsletter (Top - 500 Digital Health distributors) with your text and image - and a link of your choice with the "Learn more" button (max. 2 advertising boxes per newsletter)

- Approx. 450 characters incl. spaces

3rd "Standalone" newsletter to top 11,000 decision-makers from the Swiss economy (Innovation, AI, Tech, Transformation) - CHF 2'500 excl. VAT:

11,000 recipients with your offer - customised newsletter designed for you with your text content, images and links including consulting and implementation, controlling

Sent via Mailchimp with analysis of links and clicks

- Resend to "Unopened" recipients after 5 days

4. advertising box "Maxi" - CHF 1'100 excl. VAT.

A premium advertising box in the newsletter to 11,000 decision-makers with 1 or 2 images / graphics (only one maxi box per newsletter)

Text and link of your choice with "learn more" button

Approx. 800 characters incl. spaces

[Interested in further marketing activities? Then get in touch with us - we look forward to exchanging ideas.](#)

4. Important information on the participation packages and services included

Exhibitor passes

Exhibitor passes are available to co-exhibitors as a contingent in accordance with the participation package. These authorise access to the exhibition grounds from 09:00 until 1 hour after the event closes. Exhibitors also receive admission to the opening event, the DMEA aperitif and the DMEA party. Exhibitor passes will be sent to co-exhibitors by ming agentur prior to the trade fair. Exhibitor passes cannot be replaced free of charge if lost. Additional exhibitor passes can be booked for a fee.

- **Visitor admission vouchers / day passes**

Admission vouchers are no longer included in the participation packages. These must be booked separately with us. After ordering, you will receive the voucher codes for the tickets digitally from us. They will be charged on the final invoice. These vouchers enable you to invite your customers and partners (for a trade fair ticket). The prices for the vouchers are not yet known.

Services not included in the participation:

- Company information material, give-aways, etc. for trade fair participation / delivery
- Screens + other technical equipment (except when booked in the package)
- Travel to Berlin and accommodation / overnight stay
- Logistics fees
- Event participation fee Swiss embassy reception or exhibitor event (external in a venue)
- Additional orders

5. Vertragsbedingungen

Registration is via the registration link. The co-exhibitor agreement, which will be sent subsequently, must be signed and returned to ming agentur ag within 7 days. The stand registration is an irrevocable contractual offer to ming agentur ag to which the co-exhibitor is bound until the end of the trade fair.

In the event of cancellation by the co-exhibitor, the conditions of participation of Messe Berlin apply (Paragraph 7 & following)

In particular: If the co-exhibitor cancels after 22 February 2026, the co-exhibitor will be charged the full amount.

Exception: If the DMEA is cancelled, the exhibitors at the Swiss stand will be refunded their participation costs already paid, subject to a lump **sum of CHF 990.00**. The trade fair participation costs must be paid within 20 days of invoicing.

The invoice will be issued from September 2025 - until January 2026 - depending on the floor and tariff. ming agentur ag may withdraw from the contracts concluded with the exhibitors of the Swiss pavilion if the minimum number of co-exhibitors (10) has not been received. Co-exhibitor payments made will then be refunded in full.

By signing the agreement, the co-exhibitor recognizes these contractual conditions as well as the exhibition and business conditions of the main organizer of the DMEA, Messe Berlin GmbH, as binding. ming agentur ag is deemed to be the main exhibitor or organizer.

Provisions not regulated here and those regulated on site by the exhibition organizer are declared binding for the participants of the Swiss joint stand. Should individually provisions of the contract be invalid or unenforceable or become invalid or unenforceable after conclusion of the contract, this shall not affect the validity of the remainder of the contract.

The place of jurisdiction is Zurich.

Zurich, July 2025

6. registration as co-exhibitor / registration deadline

You can register as a co-exhibitor or partner with a co-exhibitor for Swiss Pavilion 2026 via the link below. After registering, you will receive an e-mail within 7 days with further information and a co-exhibitor agreement - as well as the invoice.

Registration deadline: 15. 01. 2026! The rule is "there's always room" and please note the price reductions the earlier you make a binding registration.

REGISTRATION SWISS PAVILION

7. Impressions of the Swiss Pavilion



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Contact us Swiss Pavilion

Messe Berlin  

Official Messe Berlin Representative
Switzerland & Liechtenstein

We look forward to a successful and effective DMEA 2026.

Your contact persons:

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Project management DMEA "regular" exhibitors

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**Agency owner
& Representative of
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Ewa Christina Ming



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