



**ORTHOPÄDIE  
SCHUH  
TECHNIK**

Internationale Fachmesse  
und Kongress



**IVO**

INTERNATIONALER VERBAND  
DER ORTHOPÄDIE-SCHUHTECHNIKER

International Trade Fair  
and Congress

Foire internationale  
et congrès

14|15|October  
**2022** Cologne  
[www.OST-Messe.de](http://www.OST-Messe.de)

# Exhibitor Information

[www.OST-Messe.de](http://www.OST-Messe.de)

# ORTHOPÄDIE SCHUH TECHNIK

## THE meeting point for pedorthics in Germany and world-wide

The ORTHOPÄDIE SCHUH TECHNIK is the only trade fair especially designed for the pedorthic industry.

Manufacturers, wholesalers and service providers of the industry can find their ideal platform here to present their service offering from the area of orthopedic appliances. Since the start in the year 2011 the number of visitors and exhibitors has continuously risen. The two-day congress with 30 specialized lectures and almost as many seminars offers a complete overview of pedorthics and decisively invigorates the advancement of this trade and the linkage to associated working areas.

Thus ORTHOPÄDIE SCHUH TECHNIK has developed into the most important meeting point for the industry!

In 2022 the international IVO-Congress will take place together with the ORTHOPÄDIE SCHUH TECHNIK Congress!



IVO – International Association for Orthopedic Footwear

## Trade Fair – Facts

<b>Date</b>	14 – 15 October 2022
<b>Venue</b>	Koelnmesse, Hall 2, Messeplatz 1, 50679 Köln, Germany
<b>Event organizer</b>	C. Maurer Fachmedien GmbH & Co. KG
<b>Conceptual sponsor</b>	Zentralverband Orthopädieschuhtechnik (ZVOS)
<b>Visitors in 2019</b>	4000 from 30 countries
<b>Exhibitors in 2019</b>	More than 150 from more than 10 countries
<b>Exhibition space</b>	More than 9000 m <sup>2</sup>
<b>Congress</b>	2-day congress with appr. 30 lectures, most of them simultaneously interpreted into English, additionally 30 separate practice-oriented seminars.
<b>Target groups</b>	All important industries from the allied health profession pedorthics, medical supply dealers, sports scientists, therapists, representatives of associations, producers, dealers and educational institutions

### Hygiene-concept 2022

Your health is very important for us.

We are in tight and constant contact with authorities, koelnmesse GmbH and the exhibitor advisory committee in order to enable a risk-free trade fair attendance in 2022. Right now the concrete regulations for the upcoming trade fair cannot be foreseen, but we already set the course to be able to react to all developments quickly and adequately. Thus we will be able to organize a safe trade fair in October 2022.

# The leading trade fair for pedorthics world-wide

## 8 good reasons ...

... for the 6. ORTHOPÄDIE SCHUH TECHNIK trade fair in Cologne:

1. The world-wide biggest trade fair of the industry – with 150 exhibitors from 10 countries.
2. Approachable innovations: New technologies, products and materials
3. Compact – here is the meeting point: Craft trades and science, information and further education, congress and trade fair – everything very close together!
4. Top-class! The specialist programme of the 2-day congress, appr. 30 seminars and forum lectures offer concentrated knowledge to the visitors. Most seminars were fully booked in 2019, the congress will be simultaneously interpreted into English.
5. Present yourself! Here you have the optimal possibility to present your company, products and innovations to 4000 professional visitors from 30 countries.
6. Supporting the juniors with the Day of the Apprentice on Friday.
7. Networking – together much more can be achieved!
8. In 2022 the IVO-Congress will take place together with the ORTHOPÄDIE SCHUH TECHNIK – an international professional audience will come to Cologne!

2019 in figures

153 exhibitors

30 countries

4000 qualified visitors

Congress with more than 30 lectures

28 practice-oriented seminars

42 speakers

8000 m<sup>2</sup> exhibition space

1 industry, 1 hall



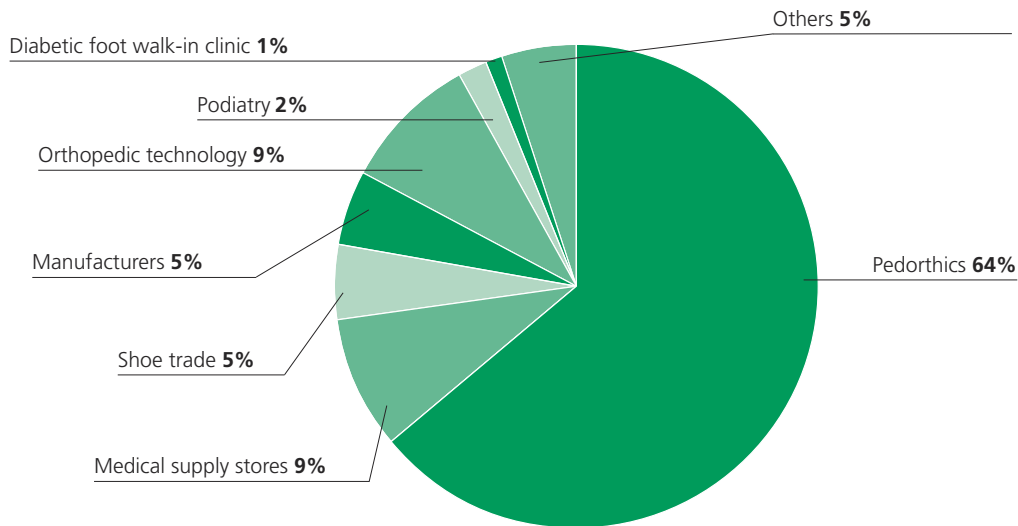
# Visitors

... as varied as the industry itself!

The ORTHOPÄDIE SCHUH TECHNIK, as the only specialist trade fair for pedorthics, is a must especially for the owners as well as for the staff and the juniors.

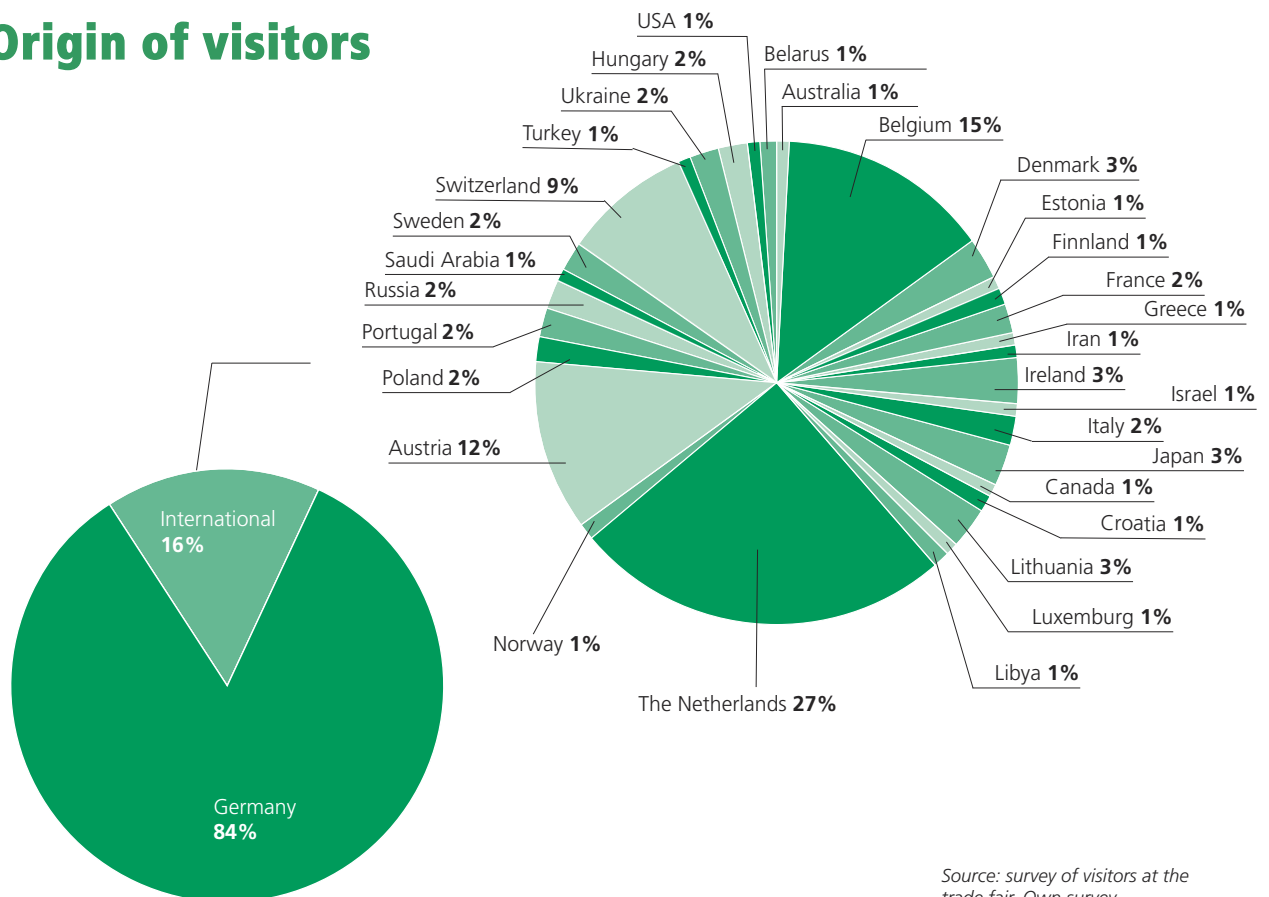
Also for adjacent professional groups around the foot, such as orthopedic technicians, podiatrists, medical supplies retailers, comfort shoe retailers as well as medical specialists and scientists from pedorthics, the trade fair offers interesting novelties and a challenging program.

2/3 of the trade fair visitors are decision-makers!



Multiple responses possible

# Origin of visitors



Source: survey of visitors at the trade fair. Own survey.

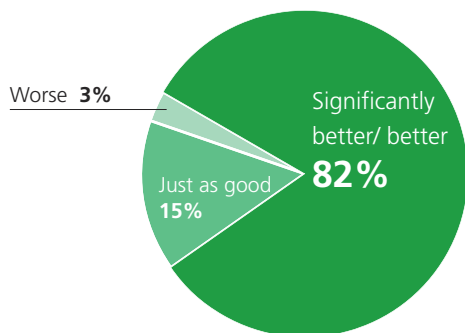
# Perfect satisfaction of trade fair visitors

## ... as happy as can be

The trade fair's quality is reflected in the satisfaction of the visitors. The number of exhibitors, the broad range of offers – from materials, aids and appliances to production technologies and services – and the ambitious practice-oriented congress and seminar program make the trade fair so attractive.

Factors that make a go of the exhibitors' appearance.

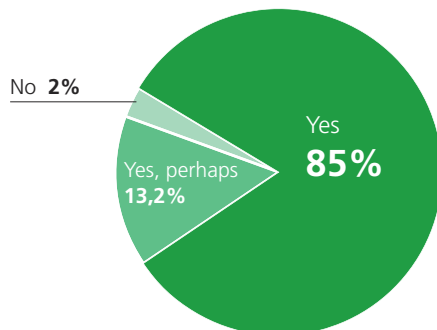
## High quality of ORTHOPÄDIE SCHUH TECHNIK



### Question:

How do you judge the quality of ORTHOPÄDIE SCHUH TECHNIK compared to other trade fairs you have visited?

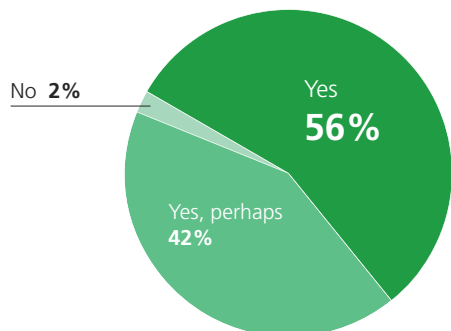
## The visitors are happy to recommend the trade fair to others.



### Question:

Will you recommend the ORTHOPÄDIE SCHUH TECHNIK to others?

## Most visitors would like to come again



### Question:

Do you plan to come to the next ORTHOPÄDIE SCHUH TECHNIK?

## Key aspects of the exhibition

The offer portfolio of the trade fair is unique. The visitor can find all areas for pedorthics of the future in one hall.

- Workshop furniture and equipment
- Shop design and furnishings
- Services and marketing
- Foot orthotics
- Production technology
- Measuring technology
- Materials, raw and auxiliary materials
- Compression treatment
- Orthoses and bandages
- Custom orthotic shoes
- Podiatry
- Medical supplies
- Comfort and special shoes
- Associations and organizations
- Education and further education
- Advertising media/packaging
- Media

## Campus

Universities of applied sciences, master schools and educational institutions present their offers on the campus, directly next to the forum with its lecture stage.

## Forum

Exhibitors can book lectures on the stage in the forum that are free for trade fair visitors.



## Marketing

Raise the recognition of your company by using targeted marketing actions. You will find a first overview here. Please contact us! We have suitable ideas for everyone!

## Visitor acquisition

Show your enthusiasm for your calling and share it with your customers of today and tomorrow.

Invite your (potential) customers to meet you at the ORTHOPÄDIE SCHUH TECHNIK in order to get to know you and your products and services. With the popular **ticket vouchers** your guests will have free access to the trade fair. Show your colors with flyers, posters and stickers that are free for exhibitors.

## Ad specials

Get the attention of the visitors!

Eye-catchers and sign-posts, outdoor advertising, banderoles, posters or footsteps – there is a wide range of ad specials that help drawing the attention to your company.

## Sponsoring – Trade fair partners

Become a sponsor of the trade fair! Use intensive medial services as a trade fair partner. Benefit from the high medial range over a period of time of at least 10 months, a preferred stand placement and many more advantages that significantly raise the awareness for your company already before the trade fair and during the trade fair ORTHOPÄDIE SCHUH TECHNIK.

We offer different packages, adjusted individually to the needs and orientation of your company.

## Day of the Apprentice

Friday is the Day of the Apprentice. Apprentices get free admission, there are special seminars exclusively for them as well as bags with information. Further actions and offers will be published at [www.OST-Messe.de](http://www.OST-Messe.de).





## The complete stand – the alternative to your own stand construction

In 2022 again there is an alternative to your own stand construction and the system stand construction according to the modular concept: The complete stand.

The complete stand is the “carefree package” for exhibitors. So the stand area, stand construction, furnishing and premium entry in the trade fair catalogue are included.

Additionally you can complement your complete stand with elements of the system stand construction at any time. This service and other services can be easily booked in the Online-Service-Portal.

### Complete stand “Basic” for areas of max. 15 m<sup>2</sup>

#### Equipment

- Stand construction system Octanorm, alu anodized
- Back- and side walls white, construction height approx. 250 cm
- Flooring Rip in anthracite, blue, green or red
- Cabin 1 m<sup>2</sup> with lockable door and wardrobe band
- Information counter Octanorm and 1 table, round, white, Ø 70 cm, 3 padded chairs in black
- Corner stands: dialogue walls on stand corner both sides colored, width x height approx. 70 x 300 cm
- One spotlight per 3 m<sup>2</sup> floor space
- One triple socket-outlet 230 V
- Incl. wastebasket, daily stand cleaning and waste removal

#### Additionally

You can order further services and stand construction elements in the Online-Service-Portal.

See also [www.OST-Messe.de](http://www.OST-Messe.de).



**Price: € 325/m<sup>2</sup>**  
**with a stand area from**  
**12 m<sup>2</sup> to 15 m<sup>2</sup>**

including stand construction and premium entry in exhibitors index!

Price plus VAT.

**Early Bird**  
**price € 315/m<sup>2</sup>**



## Complete stand "Premium" for areas from 9 m<sup>2</sup>

### The highlights

- One counter with LED-background lighting, color can be adapted to stand design
- One graphic panel in the stand front: digital print on fabric, back-lighted.
- Construction height approx. 350 cm
- Walls can be equipped with wall decors in white, black, oak light/dark or teak. Also a mix is possible, no extra charge.
- Exhibitor's name as long distance effect
- One sitting table with white table top and 3 white chairs
- Cabin 1 m<sup>2</sup> with lockable door and wardrobe band
- Flooring Rip in anthracite, blue, green or red
- One spotlight per 3 m<sup>2</sup> floor space
- One triple socket-outlet 230V
- Incl. wastebasket, daily stand cleaning and waste removal
- Incl. 8 KW- electricity supply

### Zusätzlich

You can order further services and stand construction elements in the Online-Service-Portal.

See also [www.OST-Messe.de](http://www.OST-Messe.de).



**Price: € 420/m<sup>2</sup>**  
**with a stand area from**  
**12 m<sup>2</sup> to 15 m<sup>2</sup>**

including stand construction and premium entry  
in exhibitors index!

**Early Bird**  
**price € 411/m<sup>2</sup>**

**Price: € 375/m<sup>2</sup>**  
**with a stand area from 16 m<sup>2</sup>**

including stand construction and premium entry  
in exhibitors index!

**Early Bird**  
**price € 365/m<sup>2</sup>**

Price plus VAT.

## The Online-Service-Portal

In the Online-Service-Portal of Koelnmesse GmbH all additional services can be ordered easily and online, such as for example:

- Stand equipment like furniture, plants and water connection
- Stand technology like electrics, suspensions and Internet
- Stand constructions like system stand, walls and carpet
- Stand service like staff, cleaning and surveillance
- Catering

This provides a quick overview of the offer and already placed orders. Also you can find the directions as well as the technical guidelines for your download. The login data are expected to be sent to the exhibitors in the beginning of April or after the stand allocation.

### Technical guidelines

The technical guidelines contain, amongst others, the house rules of the Koelnmesse GmbH, the safety regulations, technical data and facilities of the trade fair hall, regulations for the stand construction and rules concerning the protection of the environment.

You can find them in the Online-Service-Portal as well as at [www.OST-Messe.de](http://www.OST-Messe.de) from April 2022.

# Location advantage Cologne

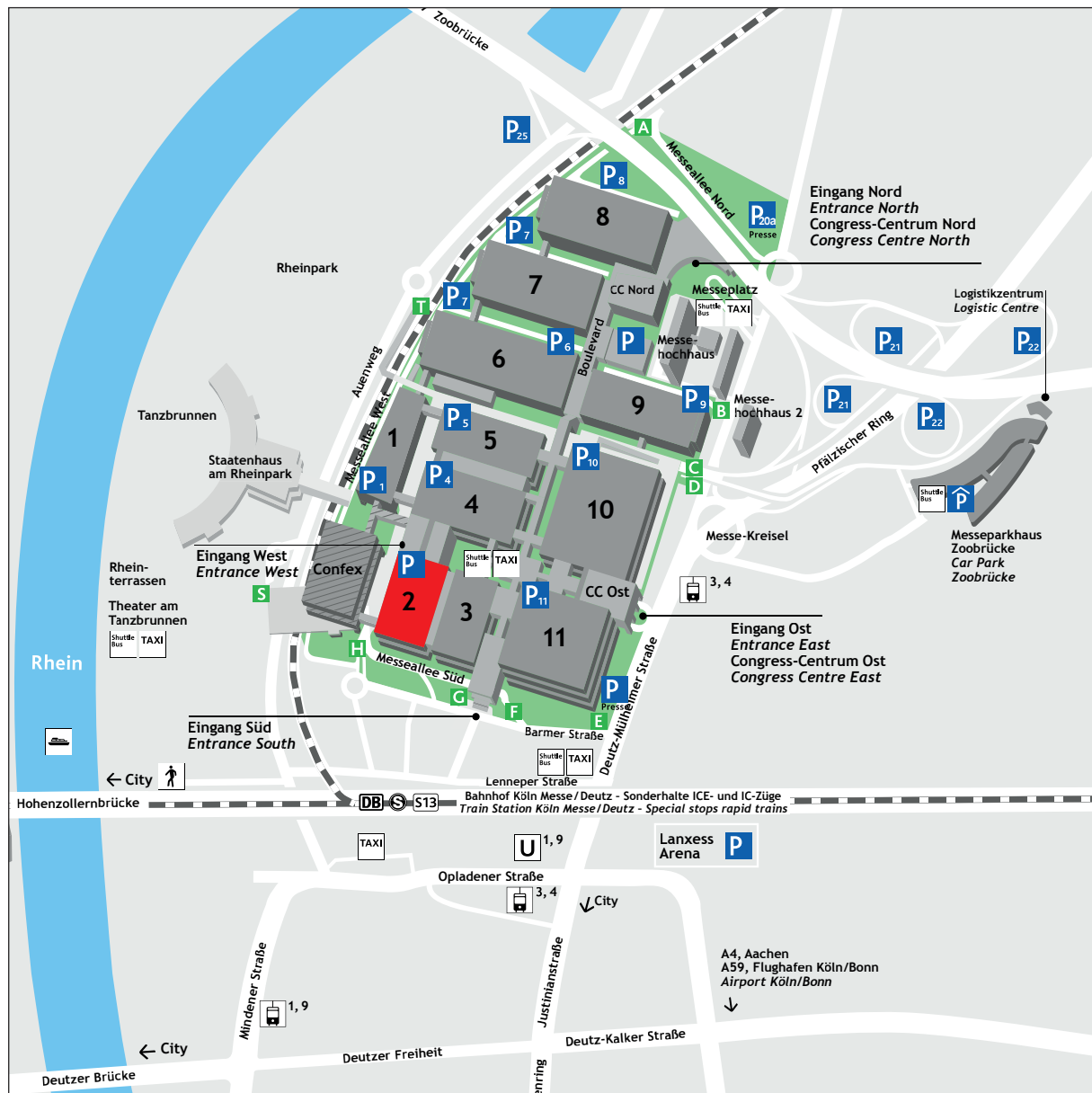
By train, plane or by car: The trade fair location Cologne can be easily reached by national and international visitors and exhibitors due to its ideal infrastructure. Sufficient parking spaces are available for the exhibitors in close vicinity to the trade fair hall. You can book the parking spaces in the Online-Service-Portal, available from April 2022.

## Address/Journey

Koelnmesse GmbH, Halle 2, Messeplatz 1, 50679 Köln, Germany  
You can find detailed directions and a route planner at [www.OST-Messe.de](http://www.OST-Messe.de).

## Hotel booking

At [www.OST-Messe.de](http://www.OST-Messe.de) the hotel portal of Koelnmesse GmbH is available for you. We recommend early booking. Please also note the information on the **culture tax** of the city of Cologne.



# Craft trade meets future...

## The perfect symbiosis of craft trade and science

- Craft trade meets **future** ... at the trade fair, in the congress, on the Day of the Apprentice!  
Here the course is set, ideas, business and cooperation develop.
- Craft trade meets **science** ... in the 2-day, top-class congress that takes place in close vicinity to the trade fair and offers sufficient breaks, so that visitors can optimally combine a visit of the congress and the trade fair. The congress will furthermore be simultaneously interpreted into English.
- Craft trade meets **practice** ... in the 30 seminars, mostly 1.5 hours long, with practice-oriented focus.
- Craft trade meets **innovations**  
and expert knowledge ... at the trade fair, in the forum, during the entire event.
- Craft trade meets **juniors** ... Friday is the Day of the Apprentice. Support the juniors, show options and get them interested in the profession.
- Craft trade meets **people** ... whose common goal is healthy feet. People working and partying together – at the trade fair party on Friday night at the stand of C. Maurer Fachmedien.
- Craft trade meets **health** ... to make people mobile again and to provide quality of living – this is the aim of pedorthics.
- Craft trade meets **Cologne!** Help shaping the future! At the 6. **ORTHOPÄDIE SCHUH TECHNIK** International Trade Fair and Congress.
- Craft trade **worldwide** In 2022 with the IVO-Congress of the International Association for Orthopedic Footwear.

## Please save the date:



Cologne  
20 – 21 October  
2023

## Contact

### Event organizer



C. Maurer Fachmedien GmbH & Co. KG  
Schubartstr. 21, 73312 Geislingen/Steige  
Germany  
Phone +49 (0) 7331 / 30708-0  
Email: [info@maurer-fachmedien.de](mailto:info@maurer-fachmedien.de)  
[www.OST-Messe.de](http://www.OST-Messe.de)

### Conceptual sponsor



Zentralverband Orthopädienschuhtechnik  
Ricklinger Stadtweg 92, 30459 Hannover  
Germany  
Phone: +49 (0) 511 / 54 39 80-80  
E-Mail: [info@zvos.de](mailto:info@zvos.de)  
[www.zvos.de](http://www.zvos.de)

### Contact for your bookings:

#### Stand booking, ads and sponsoring



Sibylle Lutz  
Verlagsbüro Lutz  
Blumenhagenstraße 11, 30167 Hannover  
Germany  
Phone: +49 (0) 511 / 35 31 98 30  
Fax: +49 (0) 511 / 35 31 98 40  
Email: [Sibylle.Lutz@verlagsbuero-lutz.de](mailto:Sibylle.Lutz@verlagsbuero-lutz.de)

### Media partners

**Orthopädie**  
SCHUHTECHNIK

**foot  
& shoe**  
THE INTERNATIONAL JOURNAL  
FOR FOOT ORTHOTICS

**DER FUSS**  
Fachzeitschrift für Podologie und Fußpflege

**MTD**