



THE MOST DIRECTLY WAY TO PHARMACY CHANNEL

ORGANIZE:



THE LARGEST GATHERING OF PHARMACISTS



INFARMA MADRID 2024

European Congress of the Pharmacy Office Medicines and Parapharmacy Show

An **exclusively professional event entirely dedicated to community pharmacy**, bringing together all the partners involved in pharmaceutical care to share experiences, update knowledge, and generate new business opportunities.

Dates: Tuesday 19 and Wednesday 20 from 10 am to 7pm,
Thursday 21 from 10 am to 6 pm

Venue: Ifema Madrid in the Pavilion 1-3-5

Organised by: Col·legi Oficial de Farmacèutics de Madrid, Colegio Oficial de Farmacéuticos de Barcelona, Interalia, Closer Still Media

CONGRESS AND SHOW IN ONE EVENT

With a format that integrates a congress and a commercial exhibition, Infarma combines the updating of knowledge and the exchange of experiences with a dynamic commercial activity and professional contacts.



32.000 m² OF TRADE SHOW



3.542 DELEGATES

The **European Congress of Pharmacy Offices** focuses on the most current topics of the pharmacy profession. Conferences, debates, and participatory activities make up an **extensive educational programme for pharmacists.**

THE PHARMACY SHOW

If your products are sold in the pharmacy channel or you are a supplier of equipment or services for pharmacies, Infarma is the best marketing strategy for you:

- Promote new products and give demonstrations
- Generate new contacts and create new business relationships
- Expand your network of sales outlets
- Boost your brand image
- Maintain direct and personal contact with your customers



85% OF EXHIBITORS
REPEAT PARTICIPATON

DERMOCOSMETICS

OTC MEDICATIONS

SUPPLEMENTATION

PHYTOTHERAPY

ORTHOPEDIC

OPTICS

CHILDCARE

TECHNOLOGY

DISTRIBUTORS

WHO VISITS INFARMA?

Infarma is the trade fair aimed at the **pharmacy office and the pharmacists**.

Thanks to the collaboration with the Colegio de Farmacéuticos de Barcelona y Madrid, the **22,000 pharmacies present in Spain are invited**.

PHARMACIST

DEPUTY PHARMACIST

ASISSTANT PHARMACISTS

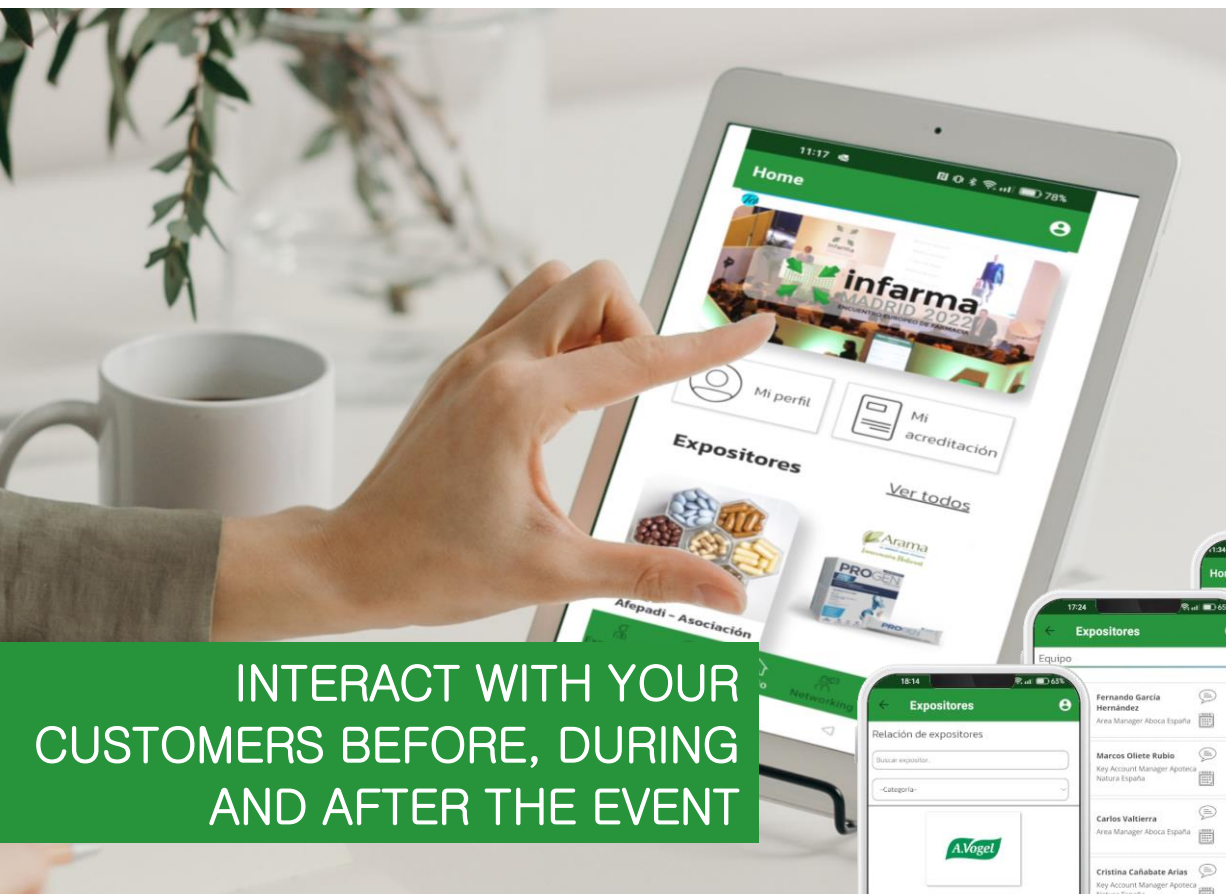
PHARMACY TECHNICIAN



INFARMA DIGITAL: THE INFARMA'S APP

Download the Infarma App, the digital technology for a better and strategic experience:

- Edit your **company profile** and publish your company details, products and contact persons
- **Chat** directly from the App
- Find the contacts you are interested in and **get in touch with them**
- **Schedule meetings** at your stand
- **Scan the QR code of visitors** and get your database



INTERACT WITH YOUR CUSTOMERS BEFORE, DURING AND AFTER THE EVENT

INCREASE YOUR VISIBILITY

At Infarma we offer you a wide variety of visibility and sponsorship elements so that you can find the solution that best suits the objectives of your participation. Our sales team will advise you on the options that best suit your needs:

- Lanyards
- Banners in newsletter
- Visitor's Guide
- Rest areas
- Visibility in the exhibition area
- Personalised elements
- Exterior signage



GET THE MOST OUT OF YOUR PARTICIPATION!

INFARMA IN FIGURES

M2 OF EXHIBITION AREA **32.000**

PHARMACISTS **16.982**

EXHIBITORS **285**

LABORATORIES AND BRANDS **475**

DELEGATES **3.542**

INDUSTRY PROFESSIONALS **34.227**

INFARMA 2023 ON VIDEO



INFARMA'S TEAM

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