

Nashville Medical Trade Center Fact Sheet

First of Its Kind

A 1.5 million square foot international trade center for health-care ideas, information and innovation. Opening early 2013.

An Integrated Marketplace

Utilizes the existing convention center in downtown Nashville with multiple stories constructed on top. Showcases products and services from leading international companies inside a dynamic venue of more than 600 permanent showrooms, 140,000 s.f. of exhibition/tradeshow space, conference facilities and technically advanced meeting rooms.

A Critical Mass of Innovations

Health information technology, imaging and diagnostics, surgical equipment and products, medical equipment and devices, furniture and furnishings, and specialty services and materials.

Serving Key Decision Makers

Including hospitals, integrated delivery systems, clinics, dental offices, surgery centers, diagnostic centers, long-term care facilities and other provider organizations.

365 Days of Activities and Events Attracting 150,000 Visitors

- International/national tradeshows
- Industry seminars and conferences
- Training and continuing education
- New product introductions
- Large-scale provider procurement special events

Key Benefits

- Access to critical mass of buyers and products/services
- Reduces marketing costs by promoting a single destination
- Offers controlled showcase/selling environment
- Increases visibility with year-round events and traffic
- Permits evaluation of products on the purchaser's schedule
- Provides opportunities for meetings and product demonstrations

The Nashville Advantages

- The Silicon Valley of health care—home to more than 350 companies aligned with the industry
- A convenient, business-friendly and affordable destination
- Non-stop flights to 50 destinations
- A top-rated convention destination with expansive new downtown exhibition space

Strong Economic Impact and Employment

- More than \$140 million in annual local economic impact is estimated from the trade center, based upon 150,000 visitors annually. This takes into account business travel expenses.
- More than 2000 permanent, full-time jobs are expected to be created by the development of the trade center.

Market Center Management Company

- A Dallas-based company that currently owns or manages more international trade center square footage than any other company in the world
- A 52 year history of trade center development and management, including Dallas Market Center (U.S.), ShanghaiMart (China), and Brussels International Trade Mart (Belgium)
- Produces more than 20 tradeshows and buying events delivering 400,000 customers annually

