



**NASHVILLE MEDICAL  
TRADE CENTER<sup>SM</sup>**

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THE GLOBAL HEALTHCARE  
MARKETPLACE

# The Global Healthcare Marketplace.



The healthcare marketplace has been waiting for a breakthrough, a leap forward of the same magnitude that has characterized advancements in medical science and clinical care. That breakthrough has come.

**Nashville Medical Trade Center**



Showrooms on multiple floors organized by product neighborhood



Clinical display spaces for demonstrations, training

- Conference and education space
- Private meeting rooms
- Connected hotel and parking
- Business, hospitality and travel services



Expansive tradeshow hall for temporary events

# Permanent Showrooms. Temporary Exhibition Space. Education and Training Center.

Gathered together for the first time, a unique convergence of specialized venues creates a dynamic marketplace unlike any place on earth.

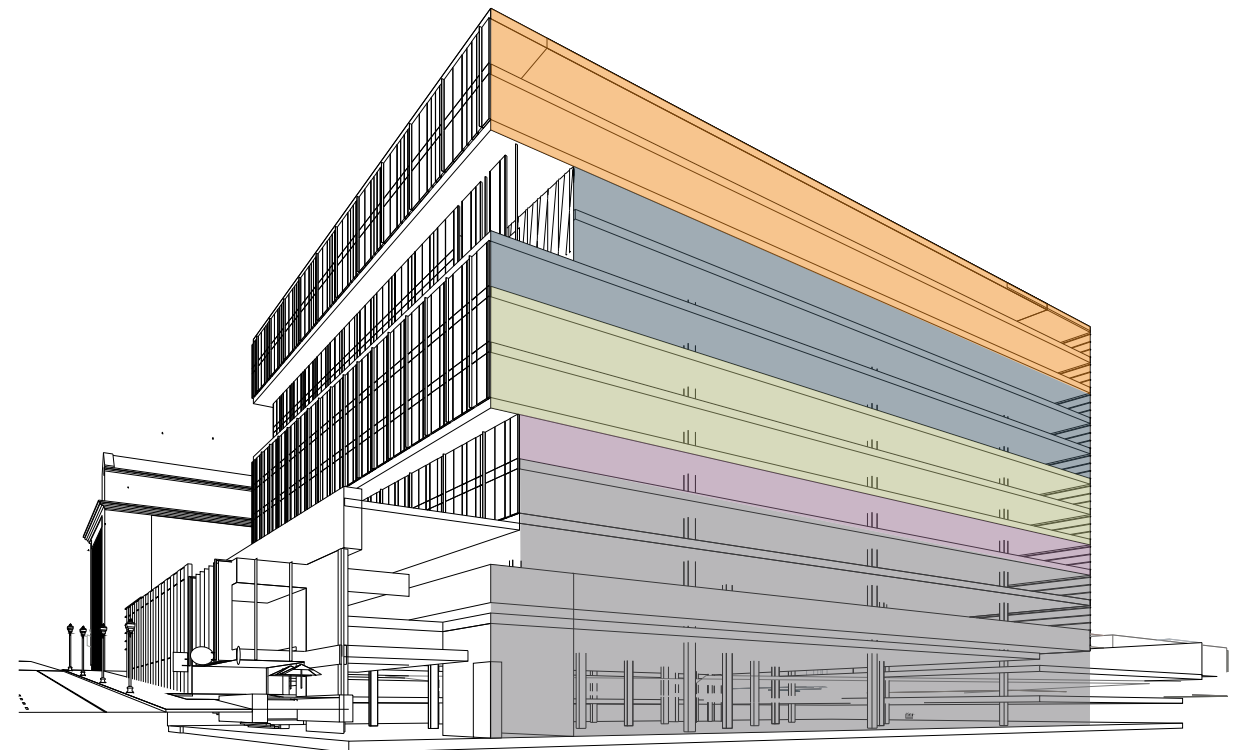
In the heart of the city that boasts the largest concentration of healthcare enterprises in North America, a landmark facility transforms into a 1.5-million square foot home designed and constructed as an integrated marketplace.

The Nashville Medical Trade Center satisfies several industry needs and is an advancement in:

- the **efficiency** of the marketing and sales process;
- the **communication** between providers and exhibitors;
- the sharing of **ideas** and acquisition of **skills**; and
- the **creation of relationships** with current and future leaders.

With the trade center, **Nashville** becomes nothing less than the new global center of gravity for healthcare commerce.

Level 11	Health Information Technology/ HIMSS Health IT Innovation Center
Level 10	Health Information Technology
Level 9	Imaging and Diagnostics
Level 8	Surgical Equipment and Products
Level 7	Medical Equipment and Devices
Level 6	Furniture and Furnishings
Level 5	Specialty Products and Services, Dental Products
Level 4	Education and Conference Center, Misc. Products
Level 3	Registration and Visitor Services
Level 2	Meeting Rooms and Event Space
Level 1	Temporary/Exhibition Space and Meeting Rooms



# The Convergence of Ideas, Information and Innovation.

Drawn by a year-round schedule of events and activities, approximately 150,000 visitors from hospitals, research and educational institutions, clinics, long-term care facilities, surgery centers, physician practices, dental offices, and other provider organizations move swiftly toward their purchasing decisions across a spectrum of products, solutions and services.

By shortening sales cycles, providing greater exposure to more potential customers, enhancing relationships between exhibitors and providers, and streamlining the entire marketing process, the Nashville Medical Trade Center augments existing sales channels and makes the entire industry immeasurably more efficient.





# 365 Days of Activities and Events.

An investment in the Nashville Medical Trade Center connects your business with a dynamic open-daily marketplace hosting a full calendar of events and attracting an expected 150,000 visitors throughout the year.

International healthcare tradeshows  
Association meetings  
Distributor conferences  
Professional organization meetings  
CME/CEU Programs  
Healthcare conferences  
Exhibitor-sponsored events  
Product premieres and demonstrations  
Private buying programs  
Healthcare policy and practice forums  
Exhibitor training sessions

And much more.



# Nashville is a City on the Move.

The silicon valley of healthcare

Home to 350 companies providing or supporting healthcare services

A convenient geographic destination

Business friendly and affordable

Non-stop flights to 50 destinations

Music City USA

A top-rated convention destination

Expansive new downtown exhibition space

“For providers, a medical trade center is  
**an idea whose time has come.**”

A single location for products, ideas and training makes terrific sense.”

Amy Casseri, JD

*Senior Vice President and Chief Strategy Officer*

*Children’s Hospital of Denver*

“A transformative concept and a  
**unique opportunity**

for progressive healthcare innovation.”

Jeff Balsler, MD, PhD

*Vice Chancellor for Health Affairs and Dean, School of Medicine*

*Vanderbilt University Medical Center*

**A forward thinking concept**

that has true and immediate benefits.

Providers will welcome such an innovative marketplace.”

H. Stephen Lieber, CAE

*President and CEO*

*Health Information Management and Systems Society*



## Market Center Management Company

50-year record of developing and managing trade centers · Owns/manages trade centers on three continents totaling 11 million square feet · More trade center square footage under management than any other company · Produces more wholesale trade events annually than any other company · The catalyst for more than \$8 billion in wholesale transactions each year · A Dallas-based company with 300 full-time headquarters staff



### Dallas Market Center

At 5 million square feet, the world’s largest wholesale trade center



### Shanghai Mart

China’s first and Asia’s largest trade center



### trade mart BRUSSELS

### Trade Mart Brussels

The European Union’s only international trade center



Opportunities now available for custom  
permanent space and unique display environments.

For Leasing Information:  
Nashville Medical Trade Center  
(866) 878-8778  
[www.nmtc.com](http://www.nmtc.com)

Nashville Medical Trade Center is a Service Mark  
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