



NASHVILLE MEDICAL  
TRADE CENTER

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THE GLOBAL HEALTHCARE  
MARKETPLACE

Tenant Prospectus

# Nashville Medical Trade Center - Fact Sheet

## First Of Its Kind

Nashville Medical Trade Center is a 1.5 million square foot international trade center for healthcare featuring permanent showrooms, temporary exhibition space, and conference facilities. It's the first permanent healthcare marketplace in the world.



## An Integrated Marketplace

The multi-venue campus will showcase products and services from a critical mass of leading international companies inside more than 600 permanent showrooms on 12 floors; expansive tradeshow space for temporary exhibitions; conference and education facilities; and clinical display spaces for demonstrations and training.

## 365 Days of Activities and Events

The trade center will be open daily, hosting regularly scheduled national and international trade events, new product introductions, industry seminars and conferences, training and continuing education. By aligning products with services and education, the marketplace is a convergence of ideas, information and innovation.

## Leading Products From Major Companies

- Imaging and diagnostic equipment
- Medical supplies
- Surgical equipment and products
- Medical devices
- Laboratory equipment
- Solution providers
- Health Information Technology products
- Life sciences and biotechnology
- Medical furniture
- Dental products
- Health monitoring equipment
- Lighting and illumination
- Building materials and finishes
- Consulting/advisory firms
- Architects, design & construction firms
- Construction firms
- Business and specialty service providers



## Serving a Wide Audience of Decision Makers

The facility will be a destination for healthcare professionals and clinicians who make and influence buying decisions for hospitals, integrated delivery systems, clinics, dental offices, surgery centers, diagnostic centers, long-term care facilities, and other provider organizations. They will include executives, purchasing managers, doctors, dentists, nurses, other clinicians, facility managers/planners, designers, engineers, and architects. Group Purchasing Organizations will use the trade center to expose current and potential members to additional services, to stay current on products and technologies without travel and loss of productivity, and to interact more frequently with members in a trading environment.



## Key Benefits for Exhibitors and Providers

With the explosive growth of the medical industry creating a diverse and fractured set of trade events around the country, the trade center can help control costs and centralize business to a single location. It takes time, cost, and complexity out of the procurement process. A permanent marketplace creates many benefits:

- Provides industry access to critical mass of buyers and products/services in a single location
- Reduces marketing costs by promoting a single destination instead of multiple tradeshows
- Offers a controlled selling environment with permanent showrooms updated regularly
- Increases visibility with ongoing events to draw daily traffic and visibility year round
- Provides companies access to professional showrooms for selling and training
- Appeals to providers by permitting evaluation of products on the purchaser's schedule and not the timing of annual trade shows or vendor events
- Provides opportunities for meetings and product demonstrations, without the distractions of open-air trade show environments
- Exposes both providers and exhibitors to information on healthcare trends and leading practices in a central location, designed for education and trade business

## A Trade Center Not a Convention Center

Trade centers offers unique benefits for a permanent presence including a range of permanent showroom sizes and offers controlled access for exhibitors to display and demonstrate their products and services. Exhibitors take multiple year leases versus temporary license agreements used in convention centers for just a few days. Trade centers employ a team of professional marketing, sales, administrative, and facility operations specialists that understand “buyer delivery” and “buyer services” and who coordinate the shows, services, and activities for the trade center including training, continuing education, and event planning and execution.



## Nashville Leads the Way

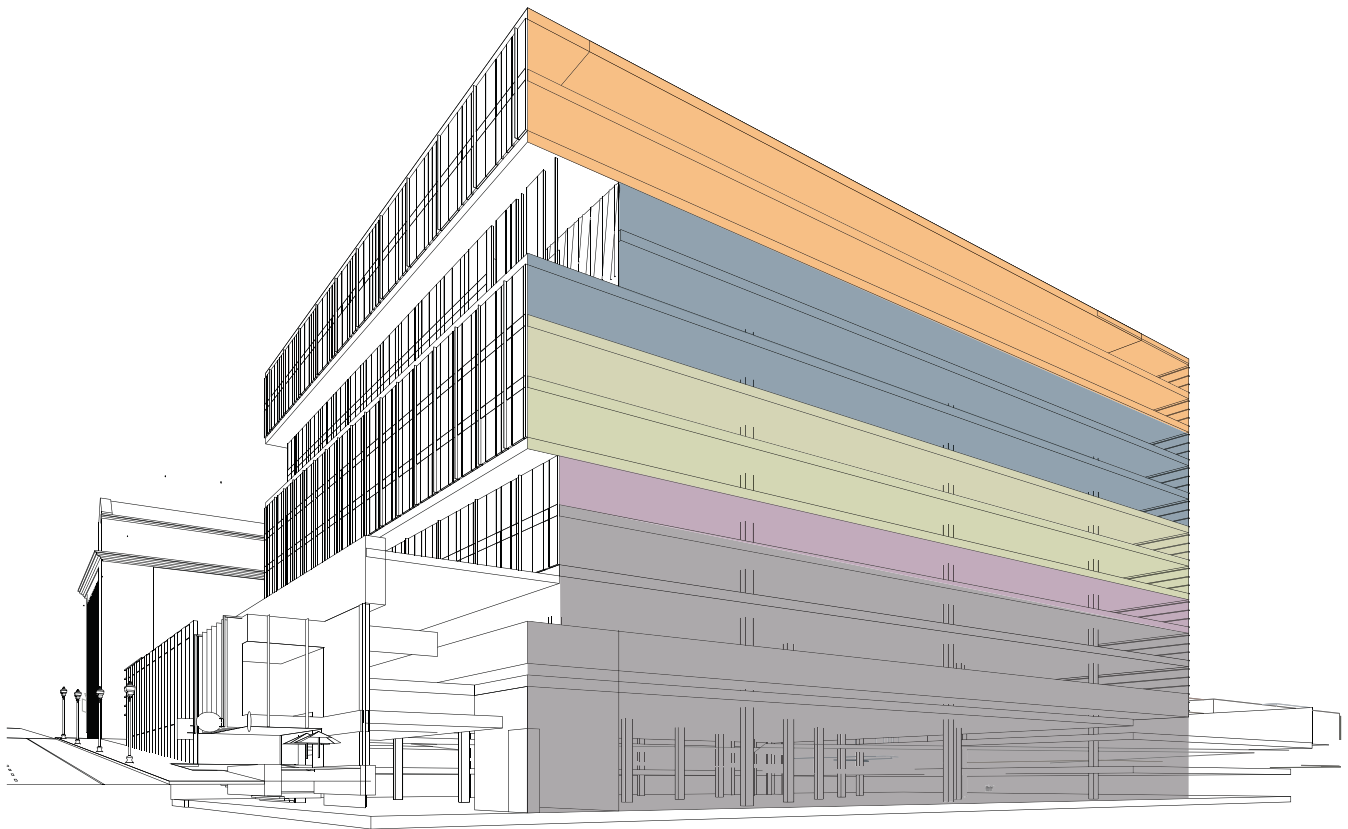
The City of Nashville has all the characteristics of an ideal city for a trade center. It is conveniently located within 500 miles of 30 major cities. It is the U.S. capital for healthcare and is the headquarters for more than 350 healthcare provider and services companies including HCA, Community Health Systems, AmSurg, HealthTrust Purchasing Group, Healthways, Vanderbilt Medical Center, and other leading healthcare enterprises. In fact, the Nashville-based healthcare companies represent over \$45 billion in revenue and more than 310,000 jobs world-wide. Additionally, Nashville's healthcare industry has momentum with more than 20 healthcare companies launched or relocated there within the past year.



# Venue - Nashville Medical Trade Center

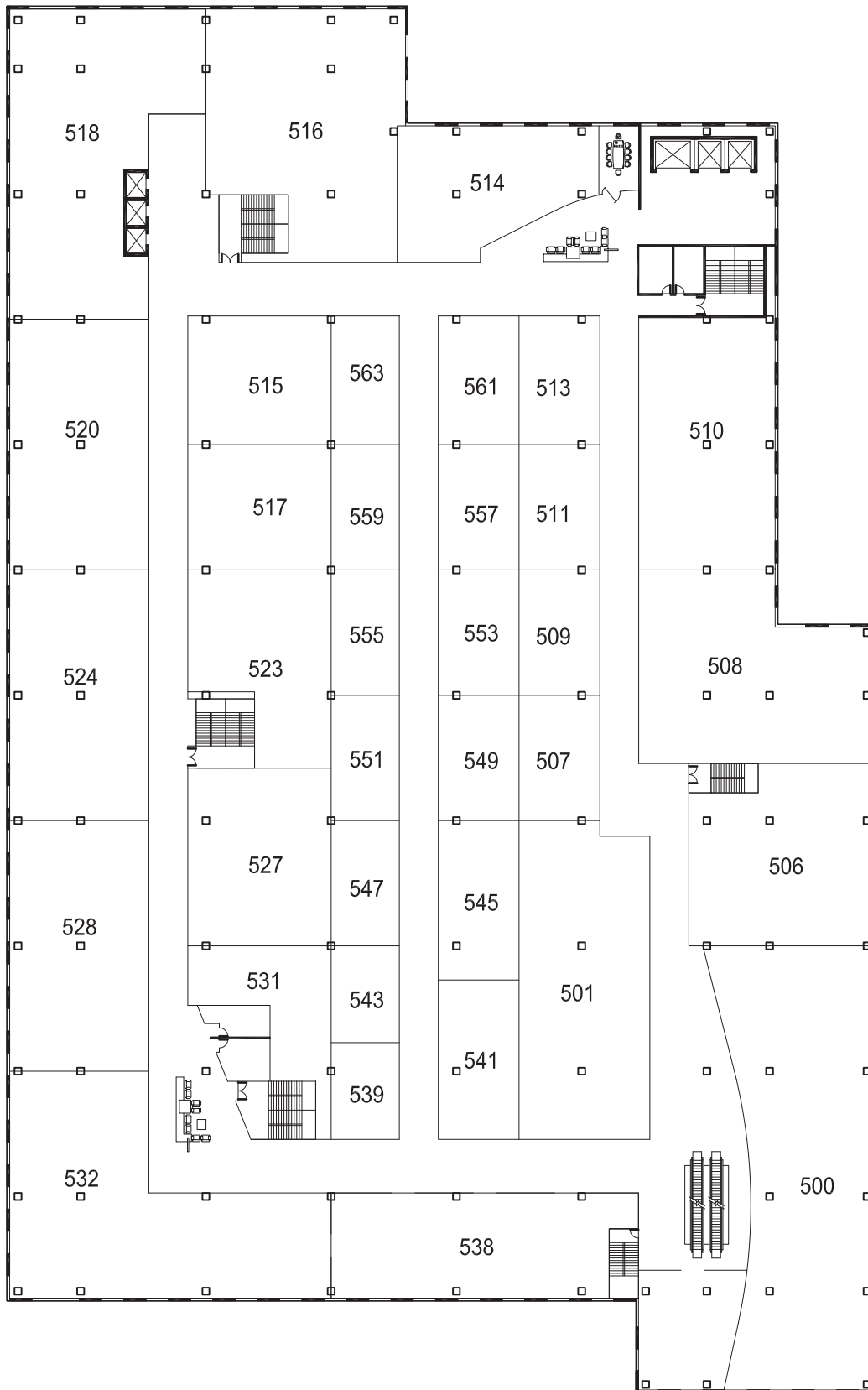
Floor by floor view of the trade center.

Level 11	Health Information Technology
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



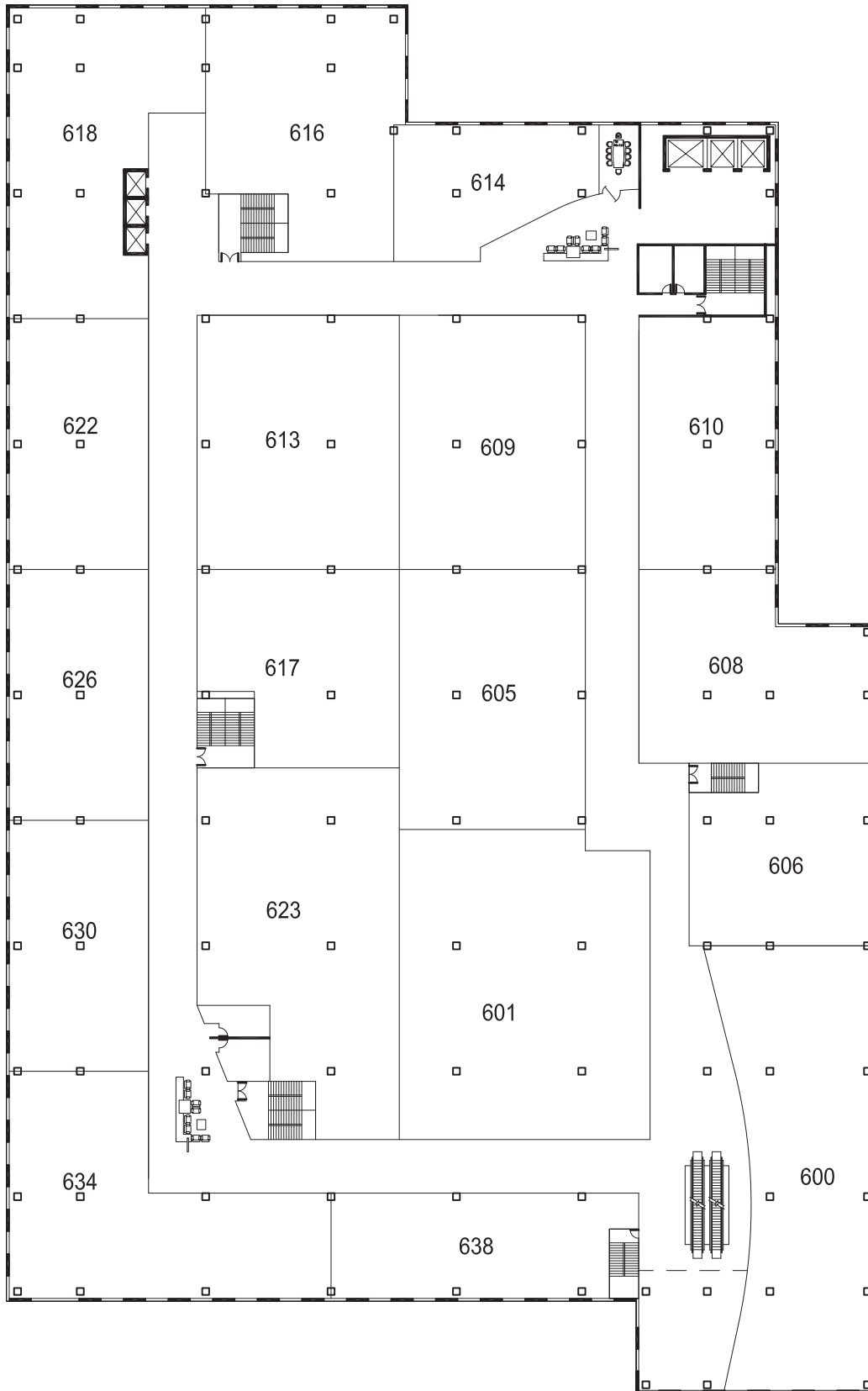
# Floor Plan, 5th Floor - Nashville Medical Trade Center

Specialty Products and Services, Dental Products



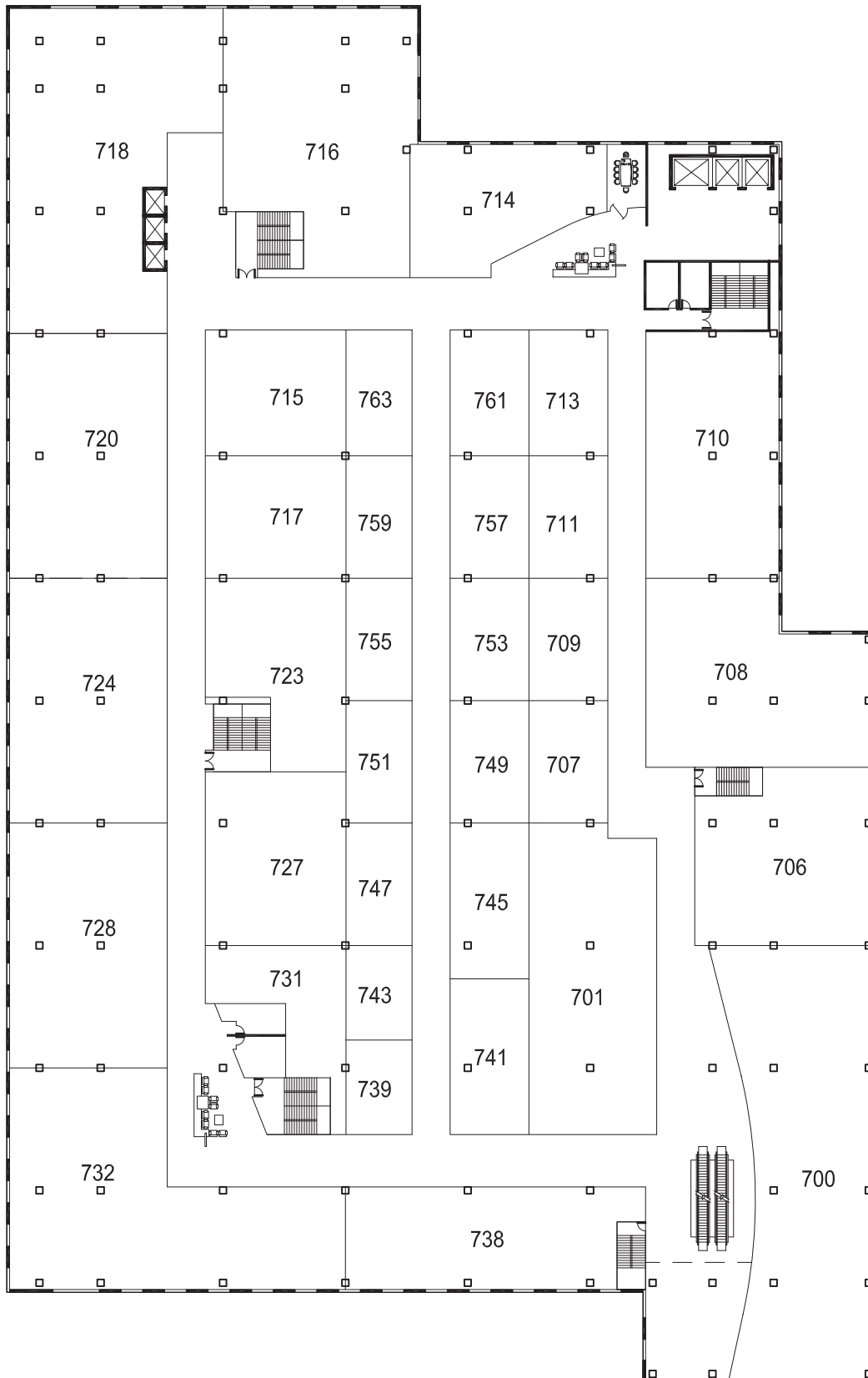
# Floor Plan, 6th Floor - Nashville Medical Trade Center

## Furniture and Furnishings



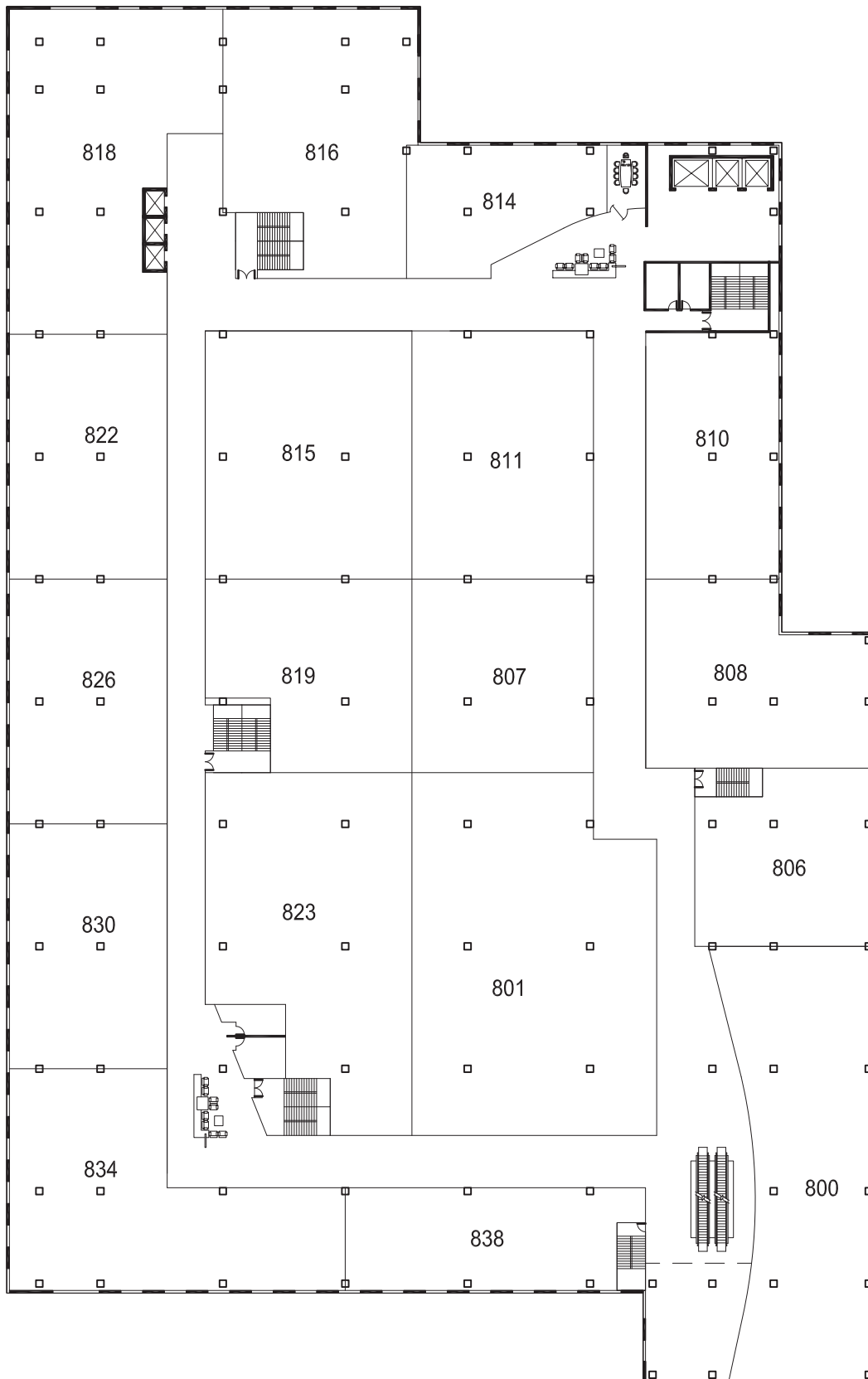
# Floor Plan, 7th Floor - Nashville Medical Trade Center

## Medical Equipment and Devices



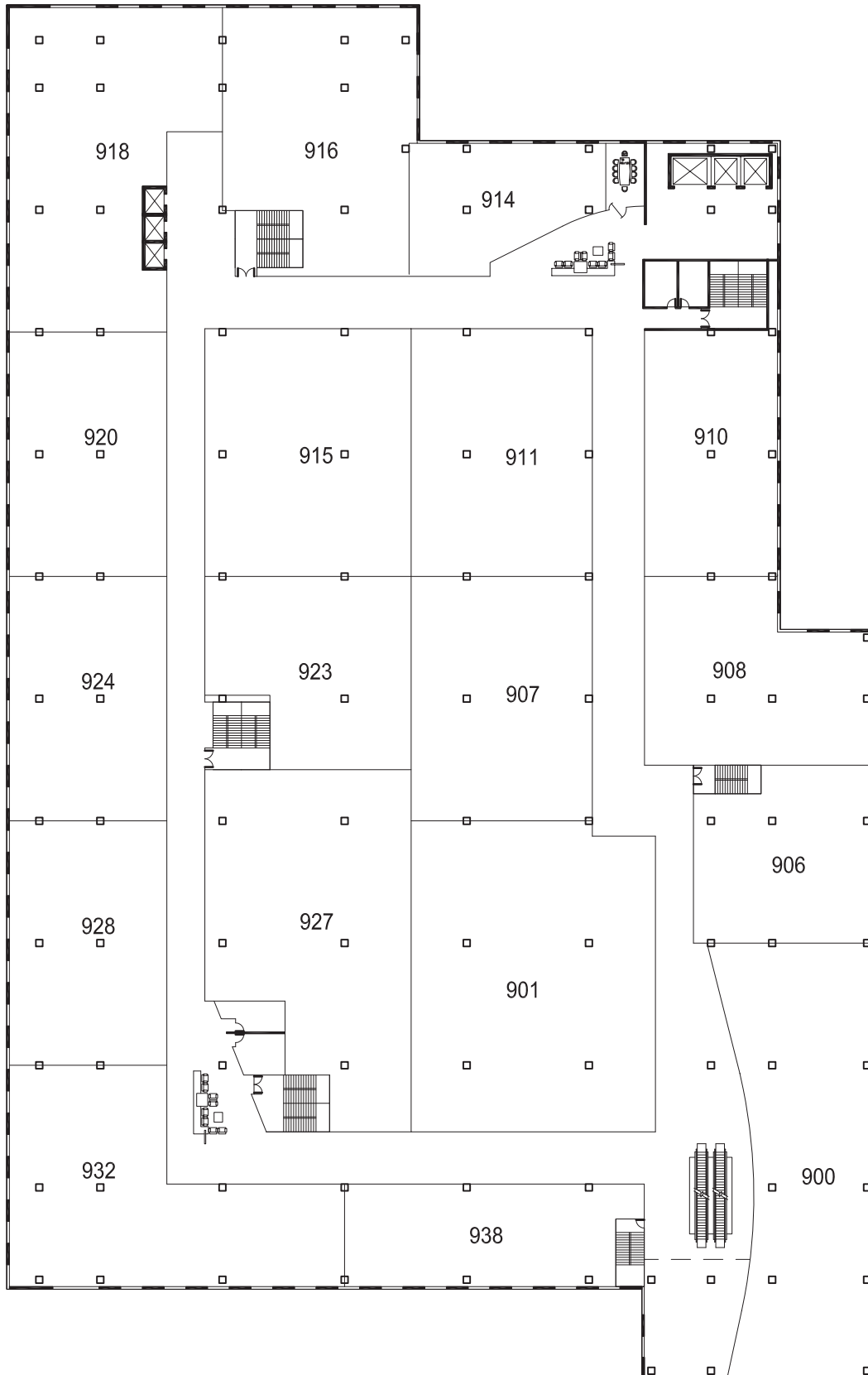
# Floor Plan, 8th Floor - Nashville Medical Trade Center

## Surgical Equipment and Products



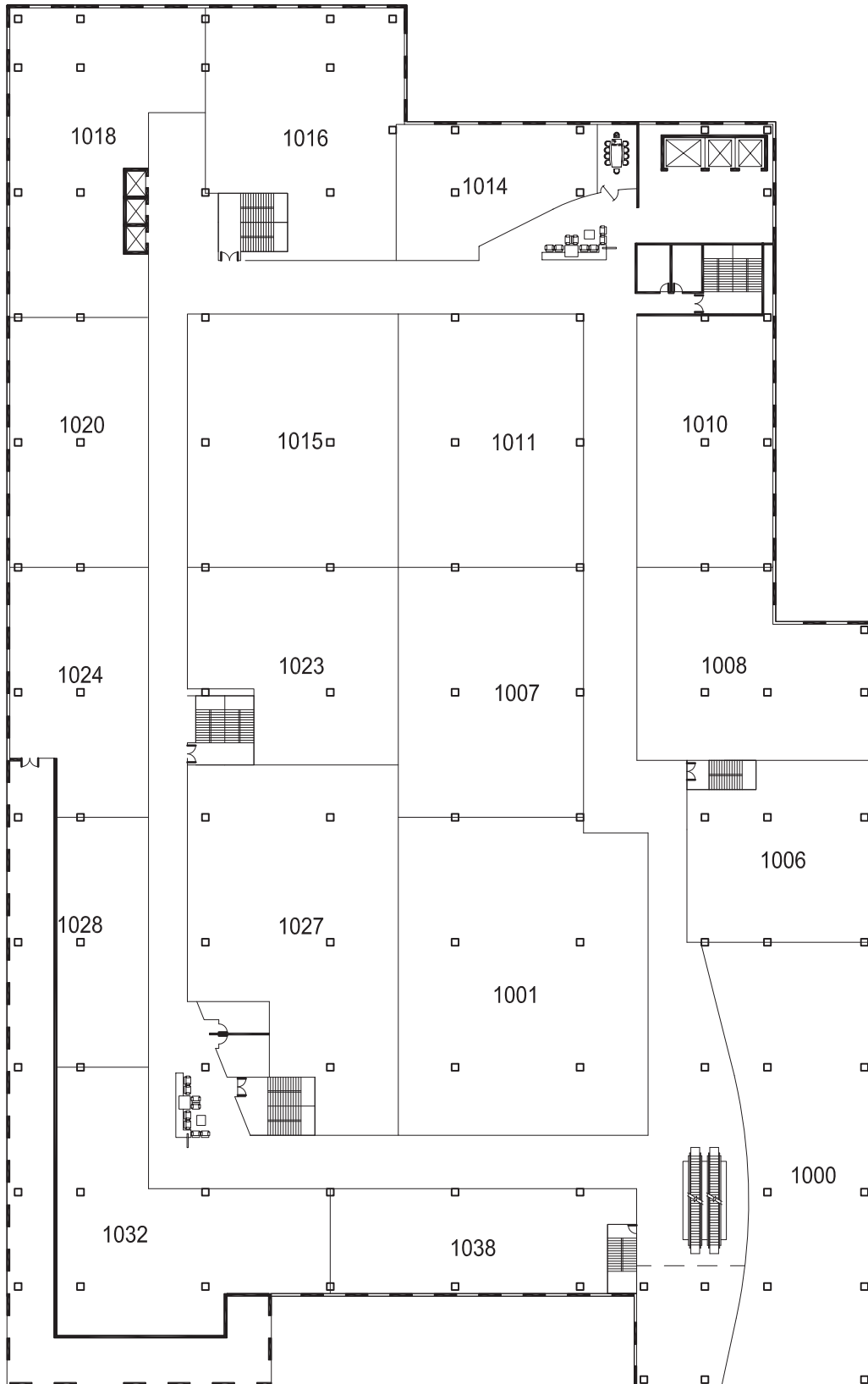
# Floor Plan, 9th Floor - Nashville Medical Trade Center

## Imaging and Diagnostics



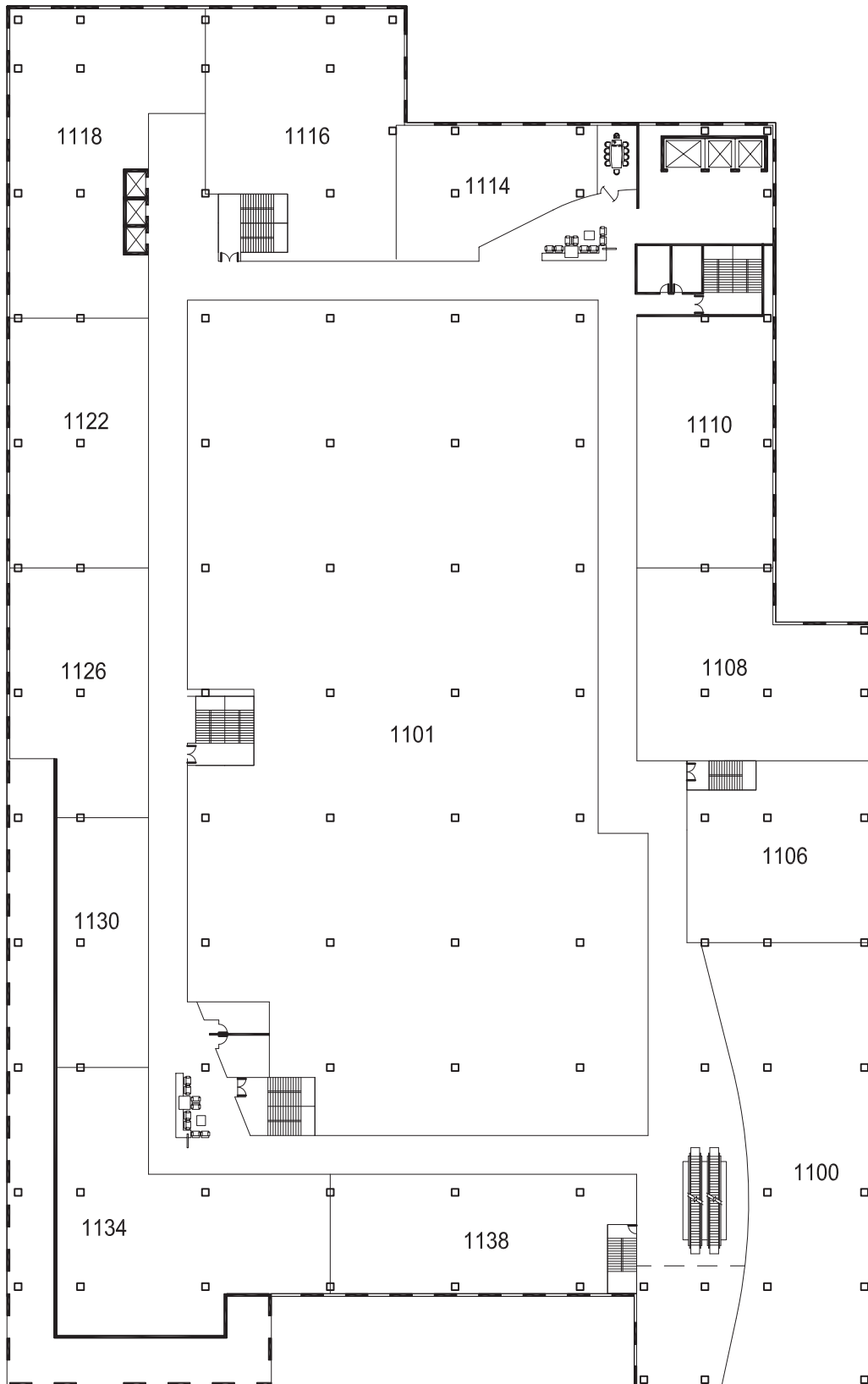
# Floor Plan, 10th Floor - Nashville Medical Trade Center

## Health Information Technology



# Floor Plan, 11th Floor - Nashville Medical Trade Center

## Health Information Technology





**MARKET CENTER MANAGEMENT CO., LTD.**



**NASHVILLE MEDICAL  
TRADE CENTER**

THE GLOBAL HEALTHCARE  
MARKETPLACE

Nashville Medical Trade Center is being designed and developed by Market Center Management Company, the largest trade center management company in the world.

## Overview

Market Center Management Company (MCMC) is an international market center and tradeshow management company based in Dallas, Texas. MCMC has a 50 year history of owning and/or managing market centers and associated tradeshow, including trade centers on three continents—North America (Dallas Market Center, Nashville Medical Trade Center), Asia (ShanghaiMart), and Europe (Brussels International Trade Mart), totaling more than 10 million square feet—more than any other single company. Each year more than 400,000 visitors from around the world attend more than 50 trade events and conduct more than \$8.5 billion in wholesale transactions at MCMC market centers and tradeshow. MCMC is owned by Dallas-based Crow Holdings.

## Under Development

Nashville Medical Trade Center was announced in May of 2009 as the first permanent healthcare marketplace. The integrated market will service the needs of the international medical community through three components: permanent showrooms for healthcare products, solutions, and services; temporary trade show space; and education and training facilities to accommodate a full schedule of medical trade events each year. The facility, opening in early 2013, will encompass 1.5 million square feet.

## Major Properties

Dallas Market Center, founded in 1957 by Trammell Crow, encompasses more than 5 million square feet and is the world's most complete wholesale marketplace. Its four buildings contain more than 2,000 permanent showrooms and 625,000 square feet of temporary show space and include the following: the largest permanent U.S. marketplace for apparel and fashion accessories; the largest integrated marketplace in the U.S. for home décor, including 1 million square feet dedicated to lighting and 500,000 square feet of floral products. Dallas Market Center has been recognized by Tradeshow Week as one of the 10 largest producers of tradeshow in the United States.

ShanghaiMart, opened in 1999, is MCMC's Asian business partner and Asia's largest international wholesale market center. The 3 million square foot complex has more than 2,200 permanent showrooms and temporary exhibition space where both domestic and international exhibitors display and promote merchandise in diverse segments such as apparel, accessories, textiles, gift items, and home décor.

Brussels International Trade Mart, built in 1975 in Brussels, Belgium is the largest wholesale trade center in the European Union and is owned by Dallas-based Crow Holdings and managed by MCMC. The complex contains 1.78 million square feet of space, including 1,500 permanent showrooms and ample exhibition space, serving fashion and home décor.



## Key Trade Events

Dallas Total Home & Gift Market—attended by up to 50,000; held four times annually

Dallas International Lighting Market—largest lighting trade event in the United States

Dallas Holiday & Home Expo®—the nation's leading trade event for floral and holiday resources

Dallas Apparel & Accessories Market—a national fashion trade event; held five times annually

GlobalTex—the only U.S. tradeshow serving the entire apparel supply chain

Shanghai International Apparel & Accessories Trade Fair—draws buyers from four continents

Shanghai International Fabric & Accessories Trade Fair—features sources from China & Korea

Shanghai International Gifts & Home Décor Trade Fair—a comprehensive sourcing event

Brussels Shoe Show & Leather Event—a European fair offering broad resources

## Expertise

MCMC's continuing mission is to bring together a variety of industry leaders in a large-scale, cost-effective setting for the productive exchange of goods and services. Via the development and management of tradeshows and market centers around the world, MCMC increases the profitability of events and institutions by overseeing the complete operation: product and industry mix, event management, marketing, leasing and operations.

## Leasing Customers

Each year more than 400,000 attendees and 15,000 exhibitors participate in MCMC markets and tradeshows. These trade events boast participation by the vast majority of leading buyers and manufacturers in their respective industries including home décor, gifts, decorative accessories and lighting to textiles, fashion accessories and apparel.

## Economic Impact

Each year more than \$8.5 billion in wholesale transactions are conducted within MCMC markets and trade events. MCMC event attendees in Dallas alone book more than 225,000 hotel room nights. The direct local economic impact in Dallas was \$382 million in 2007 and surpasses \$1.1 billion with the multiplier effect.

