

Communication kit

For Partners, Exhibitors & DMEA Community

DMEA communication kit

Dear partners, exhibitors and DMEA community, DMEA 2025 is just around the corner: from 8 to 10 April 2025, the Berlin Exhibition Centre will once again be the meeting place for digital health experts from Germany, Europe and the rest of the world. We would like to support you in communicating your DMEA presence and thus also the DMEA in the best possible way in the media. We provide you with this communication kit for this purpose. Here you will find important text modules, advertising material and useful links for your communication. Please use the templates and provide information about the DMEA 2025 in your newsletters, on your websites, in your event calendars, on your social media presence and other communication channels.

You will find the following materials in the communication kit:

This is DMEA

Draft text for newsletter/website with a focus on trade visitors

Text templates for **social media posts**,

as well as photos & videos  

DMEA logo 

Hall plan 

Don't want to miss any news about DMEA? You can find all the latest information on our [website](#).

Subscribe to our [newsletter](#).

Follow us on social media.



DMEA basics

- Spelling: DMEA - Connecting Digital Health
- Font: Ample Soft bold (headline) / Roboto Regular (body text)
- Date: 8 - 10 April 2025

- Colours:

	Blackberry	Turquoise	Yellow	Grey
CMYK	15 100 5 30	50 0 20 0	0 15 100 0	0 0 0 10
RGB	135 38 87	143 229 219	245 212 48	235 235 235
HEX	#872657	#8FE5DB	#F5D430	#EBEBEB

- Organiser: German Association of Healthcare IT Vendors - bvitg e. V.
- Organiser: Messe Berlin GmbH

This is DMEA

DMEA - Connecting Digital Health is Europe's central meeting place for the digitalisation of healthcare. It brings together decision-makers from all areas of healthcare - from IT specialists and doctors to hospital and nursing managers and experts from politics, science and research.

DMEA is organised by the Bundesverband Gesundheits-IT - bvitg e. V. (German Association of Healthcare IT Vendors) and hosted by Messe Berlin GmbH.

DMEA is also organised in cooperation with the industry associations GMDS (German Society for Medical Informatics, Biometry and Epidemiology) e.V., BVMI (Professional Association of Medical Informaticians) e.V. and with the participation of KH-IT (Federal Association of Hospital IT Managers) e.V. and CIO-UK (Chief Information Officers - University Hospitals).

Get first impressions in our [film about DMEA 2024](#).

DMEA announcement text

DMEA 2025

DMEA is Europe's leading event for digital health. From 8 - 10 April 2025, DMEA will bring together more than 18,000 trade visitors at the Berlin Exhibition Centre.

More than 800 exhibitors from Germany and around the world will present themselves and their innovative solutions and products in exhibition halls 1 - 6.

At the DMEA Stages, in the Hubs and Boxes, experts from the digital health sector will present their visions for the digitalisation of the healthcare system, showcase solutions and approaches in best practice examples and invite discussion and exchange on the digital healthcare of tomorrow.

Use our [banner generator](#) to advertise your DMEA presence.

Information for your DMEA visit:

[Ticketshop](#)
[How to get there](#)
[Hall plan](#)
[The programme](#)
[DMEA sparks](#)

For a successful appearance



Social media posts and images

Talk about your presence at the DMEA and advertise on your social media channels. We provide you with some text modules for posts that you are welcome to use and adapt.

A picture says more than 1,000 words - that's why we provide you with a selection of freely usable motifs. You are welcome to use any of the images in this album for your social media posts. Please use the source reference: 'Photo: Messe Berlin'.



[Link to the album](#)

Channel	Link
	www.linkedin.com/showcase/dmea
	www.youtube.com/@DMEA-Health

Text modules

For your social media posts

Best of Digital Health live in Berlin - and we're there as a partner! Meet us at the #DMEA25. You can find all the information here: www.dmea.de/en/ #DigitalHealth

#savethedate: From 8 - 10 April 2024 we will be at #DMEA25 in Berlin! We look forward to seeing you! All information can be found here: www.dmea.de/en/ #DigitalHealth

This year we are a partner at #DMEA25. Visit us at the Berlin Exhibition Centre. You can find all the information here: www.dmea.de/en/ #DigitalHealth

This year I'll be on stage at #DMEA25 talking about [please add]. Will you be there too? #DigitalHealth

We will be there! Visit us at our stand at #DMEA25. You can find us here: [please add hall and stand number].



Please feel free to use our logo

Please observe our design guidelines:

The DMEA logo must always be depicted as a complete word/image mark and may not be altered.

It is available for you to [download](#) as a web graphic and as a print template.

The DMEA logo may never be displayed as follows:

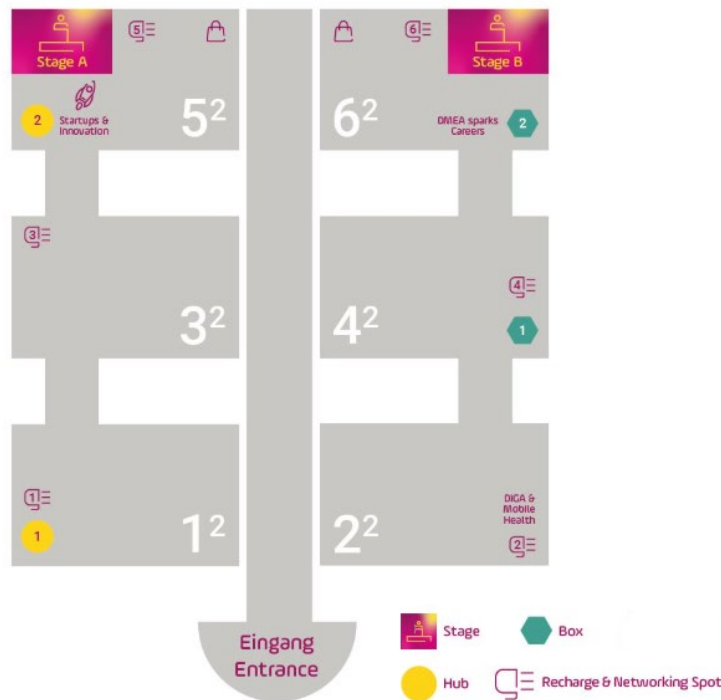


Our site plan

The [hall plan](#) gives you an initial overview and orientation.

The interactive hall plan will also be available on the DMEA website in spring 2025.

DMEA 2025 Hall Plan



8 - 10 April 2025
DMEA - Connecting Digital Health
www.dmea.de
Hashtag: #DMEA25

Organiser: German Association of Healthcare IT
Vendors - bvitg e. V.

Organiser: Messe Berlin GmbH

Venue: Berlin Exhibition Centre

Do you have any suggestions or feedback for us?
Then please contact us at dmea-presse@messe-berlin.de. We look forward to your feedback.

More Information
DMEA Team

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dmea@messe-berlin.de

Thank you!